

# WE ASKED WHY YOUR DONORS GIVE THEIR VEHICLES

## Life situations create a new vehicle donor every minute, but why do they donate?

The motivations for donating a vehicle are unique to other fundraising endeavors. Often, it's not just about supporting your mission. There are many factors that can drive an individual to donate to your nonprofit. Whether it's avoiding expensive repairs or recently upgrading to a new vehicle, these reasons seem to vary for many donors, but they consistently occur on a daily basis.

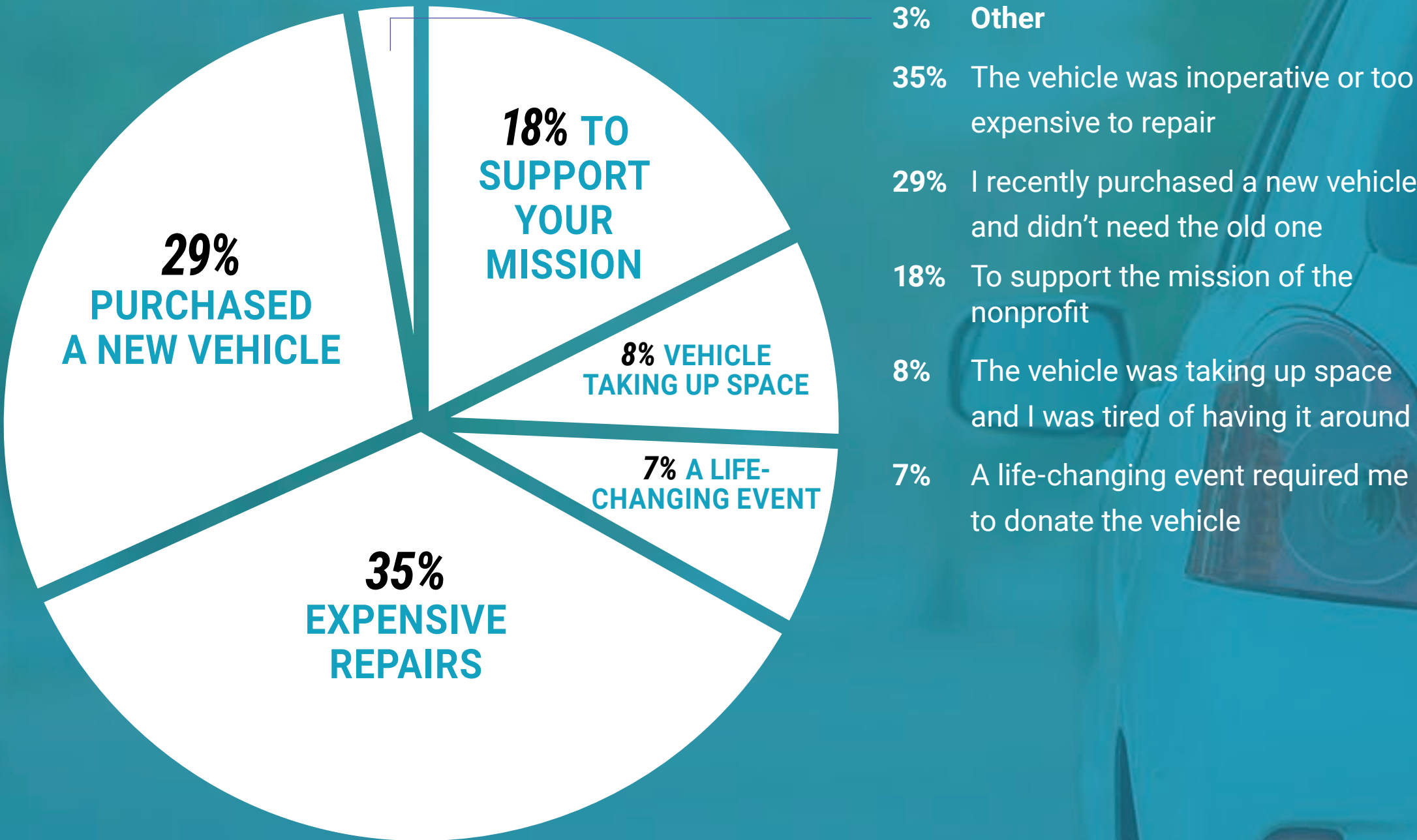


We recently asked donors about their reasons for donating a vehicle. Among those surveyed, results showed that while supporting your mission was the leading secondary motivation, their primary motivation (for the most part) was out of necessity or convenience (*survey results shown to the right*). Whatever their reason, great care should be taken when a donor chooses to give to your cause. Showing gratitude is both essential and well-deserved for such a contribution because a donor today may just be a donor for life.

**Why should donor motivations matter to you?** Knowing WHY donors give is the foundation of the communication you will have with them. And yet, knowing why is only part of the equation; the other part is WHEN. Maintaining a mindful awareness of your program will serve as a constant reminder for your supporters whose lives are always changing. Frequent communication with your donors not only encourages them to give, it also makes them more confident—knowing you will be there, ready and waiting, when they decide to donate.

Earlier this year we asked your donors:

### What was the main reason you decided to donate your vehicle?



### What was the secondary reason you decided to donate your vehicle?

