



Enable DAFpay on your Soapbox Engage donation forms



 Powered by Chariot

Discover the power of DAFs and how they can revolutionize your fundraising efforts.

What is a Donor Advised Fund?

A donor advised fund (DAF) is a specialized financial account for charitable giving. It allows individuals to make a charitable contribution, receive an immediate tax deduction, and then make grants to 501(c)(3) organizations over time.

Enhancing Donor Experience with DAFs:

Donors expect an easy, digital process. Most DAF donors initiate their grants digitally, and many first donate with a credit card. Providing a seamless digital giving experience is crucial to engage these donors effectively.

Why do DAFs Matter?

DAFs represent 17% of annual giving in the US, contributing nearly \$55 billion annually. They are the fastest-growing vehicle in philanthropy, with DAF giving increasing by 28% in both 2020 and 2021. The average DAF donation is nearly \$5,000, much larger than other forms of giving.

Finding and Engaging DAF Donors:

Make it easier for donors to give with their DAFs by simplifying the donation process and clearly highlighting that your organization accepts DAF gifts. Ask your donors directly if they have a DAF, and include DAF giving options in your donation forms, peer-to-peer fundraising pages, and at live events.

Benefits of DAFs for Donors:

DAFs provide a reliable source of funding during economic uncertainty, since the money is already set aside for charity. They attract not just the ultra-wealthy; 56% of DAF accounts hold less than \$25,000. DAF users are often more active donors, making over 11 grants per year on average.

Boosting Fundraising Efficiency with DAFs:

When a donor gives with their DAF they give 10x as much and 6x as often. DAFpay's intuitive design highlights a donor's DAF account balance and encourages boosting leading to even larger gifts from both new and existing DAF donors.