Although the word “crowdfunding” was coined in 2006, the concept of raising money from a large pool of donors has a long history. An early example includes Joseph Pulitzer’s campaign to raise $100,000 for the pedestal of the Statue of Liberty in 1885.

People are generally aware of crowdfunding (91.5%), but less than one-third (31.7%) typically contribute to crowdfunding projects.

Crowdfunding donors tend to be younger, less religious, and more likely to be single, compared to traditional charitable giving donors.

Four out of five crowdfunding/social media donors are primarily motivated to give because they believe in the organization’s mission or they believe their gift can make a difference.

Donors to crowdfunding campaigns gave an average of $189 in 2019, and most often contributed to a family member or close friend (52.5%) and to support charitable organizations (47.1%).

Both crowdfunding donors and those who do not donate via a crowdfunding platform have positive perceptions of this giving vehicle.

Nearly 20% of donors typically give to social justice causes. A higher percentage of those who give through crowdfunding (27.7%) or social media (28.6%) support social justice causes, compared to traditional charitable donors.

### Activities crowdfunding donors contributed to in 2019 (by percentage of crowdfunding donor usage)

- A family member or close friend: 52.5%
- A charitable org: 47.1%
- A friend of a friend or acquaintance: 32.8%
- A stranger: 29.3%
- A project for non-financial benefits: 13.6%
- A for-profit venture for financial benefits: 4.0%
- A for-profit venture for shares: 2.8%
- Other: 5.6%

These figures are weighted summary statistics and do not control for other demographic factors.

### Percent of dollars given via crowdfunding/social media by destination in 2019

- A family member or close friend: 41.6%
- A charitable org: 10.3%
- A friend of a friend or acquaintance: 10.8%
- A for-profit venture for financial benefits: 5.2%
- A stranger: 5.2%
- Other: 2.2%
- A for-profit venture for shares: 2.5%
- A project for non-financial benefits: 0.6%

These figures are weighted summary statistics and do not control for other demographic factors.