

Nordic Donor Report 2026

23 mars 2026



BetterNew

Study scope – five key questions



1. Donor behavior

Which of the following options describes your donating behavior?
(Choose the options that reflect all your behaviors)

2. Ways of participation

In what different ways have you participated in charity during the last two months?

3. Information channels

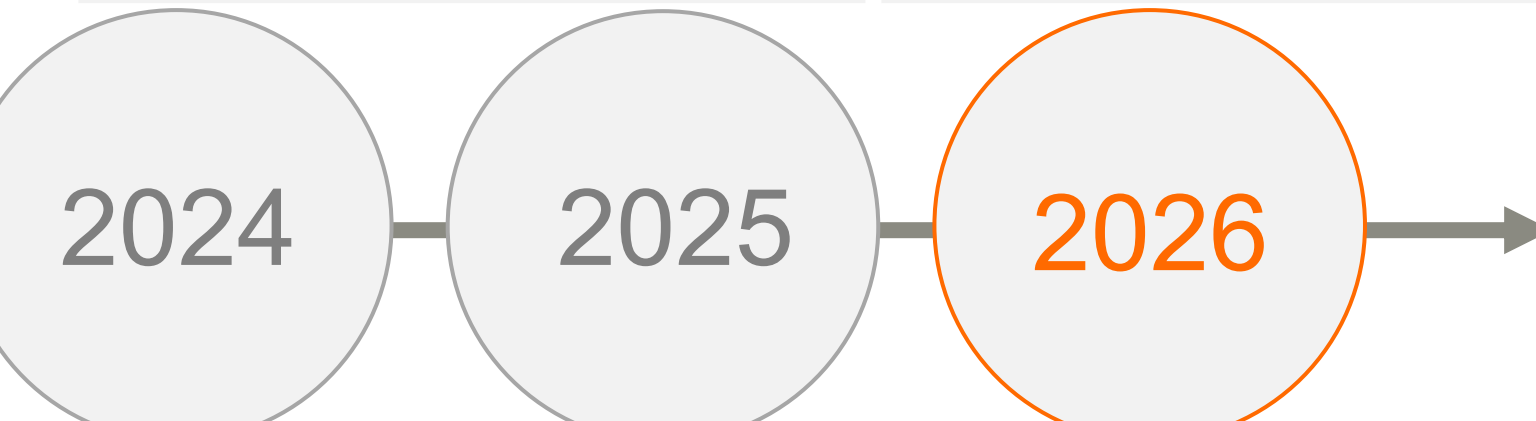
Where did you find out about the need for help?

4. Causes

To which of the following causes did you give financial or other help when you participated in charity during the past two months?

5. Future causes

Which of the following causes would you give financial or other help to in the future if you participated in charity?



BetterNow

Summary insights

Denmark



Denmark is entering a mature donor market where growth depends less on reach and more on relevance, trust and value per donor.

- The overall donor share in Denmark has slightly decreased from 67% to 66%, indicating a stabilisation after a period of growth. While the level remains high, this suggests that the Danish market is approaching maturity. Future growth is therefore more likely to come from increasing value and frequency among existing donors rather than acquiring new ones.
- The share of men who report donating is now higher than that of women. This represents a shift compared to both historical data and member data and may indicate that organisations are increasingly reaching new donor segments. This points to potential in further developing targeted strategies towards male donors, while maintaining engagement among women.

- **The proportion of monthly donors** remains stable at above 20%, providing a strong and predictable income base. At the same time, participation through lotteries and similar products is increasing, likely influenced by recent regulatory changes. This underlines the impact of structural conditions and product design on donor behaviour.
- **Social media** continues to grow as a key channel, while traditional media such as TV, radio and newspapers remain relevant. No single channel dominates. Effective fundraising depends on integrating channels into a coherent and consistent donor journey.
- **Support for causes** related to the home country, developing countries and health is increasing. Donor priorities remain broad rather than shifting in one direction. This increases competition between causes and reinforces the importance of clear positioning and relevance.

Summary insights

Sweden



The share of Swedes giving is on the rise, consistent with other Giva Sverige studies has conducted this winter.

This is connected to a better economic environment in general.

- Notably, the share of men who report giving is higher here than in studies covering shorter, defined time periods — likely because this study asks only whether respondents give "regularly or occasionally," leaving room for interpretation. This reveals an interesting gender difference: men may equate "occasionally" with once a year, while women tend to associate it with greater frequency.

- **Social media** being the most common information channel is consistent from what we've heard anecdotally from organizations, that social media platforms have been strong drivers of giving during the autumn
- **Humanitarian aid was the cause** that most Swedes donated to during the Christmas period.
- **A key driver** was the Akelius Foundation's matching campaign in December, in which the foundation doubled all individual donations made to six partner organizations — including UNHCR, UNICEF, Save the Children, SOS Children's Villages, Doctors Without Borders, and ACT Church of Sweden — directing the funds toward the ongoing crisis in Sudan.

Summary insights

Finland



The share of women who report donating money has decreased compared to last year, while the share of men has increased.

One possible explanation is the current weak economic situation in Finland, which may have affected women's willingness or ability to donate more strongly.

- Finnish respondents report more often than respondents in other countries that they hear about the need for help from social media influencers. Trust in institutions remains high in Finland, but among younger people there is a growing emphasis on peers and social media influencers. As a result, influencers often act as trusted intermediaries.

- **Younger people tend** to be more value-driven in their behaviour, but they contribute smaller amounts. Older people generally have greater financial capacity, but declining real incomes and increased economic uncertainty may have made them more cautious.
- **Helping the most disadvantaged** people in Finland remains the most popular cause both now and in the future. This focus on domestic causes may partly be explained by Finland's history, geographical location and economic situation.
- **Also, domestic issues**, especially related to social and health issues, are more consistently visible in people's everyday life and in the media.



Norway is experiencing continued growth within an already highly developed donor market, where engagement is driven by strong international orientation, high trust, and a steadily expanding base of regular givers.

- The overall donor share has risen from 66% in 2025 to 70% in 2026, marking Norway as the most active donor population in the Nordics. This growth suggests that Norway still has room for expansion—both by retaining younger donors and further strengthening long-term giving.
- The donor gender gap has nearly disappeared, with men and women now reporting similar donation levels. This signals that giving is becoming a mainstream behaviour across demographic groups and offers organisations opportunities to diversify their engagement strategies without needing gender-specific segmentation to the same degree as before.

- **Norway continues to have** the highest proportion of monthly donors in the Nordics, and this share is increasing. This strengthens financial predictability for organisations and highlights the importance of donor journeys that promote long-term commitment.
- At the same time, participation through support products and lotteries is growing quickly, reflecting a consumer-driven fundraising culture where convenience, low thresholds, and symbolic purchases influence behaviour.
- **Norwegian donors rely** heavily on social media and personal networks for information about needs, while traditional channels—especially direct mail—play a smaller role than in Sweden and Denmark.
- This reinforces the importance of digital relevance, community-based communication, and trust-building in online environments.

Donor behavior

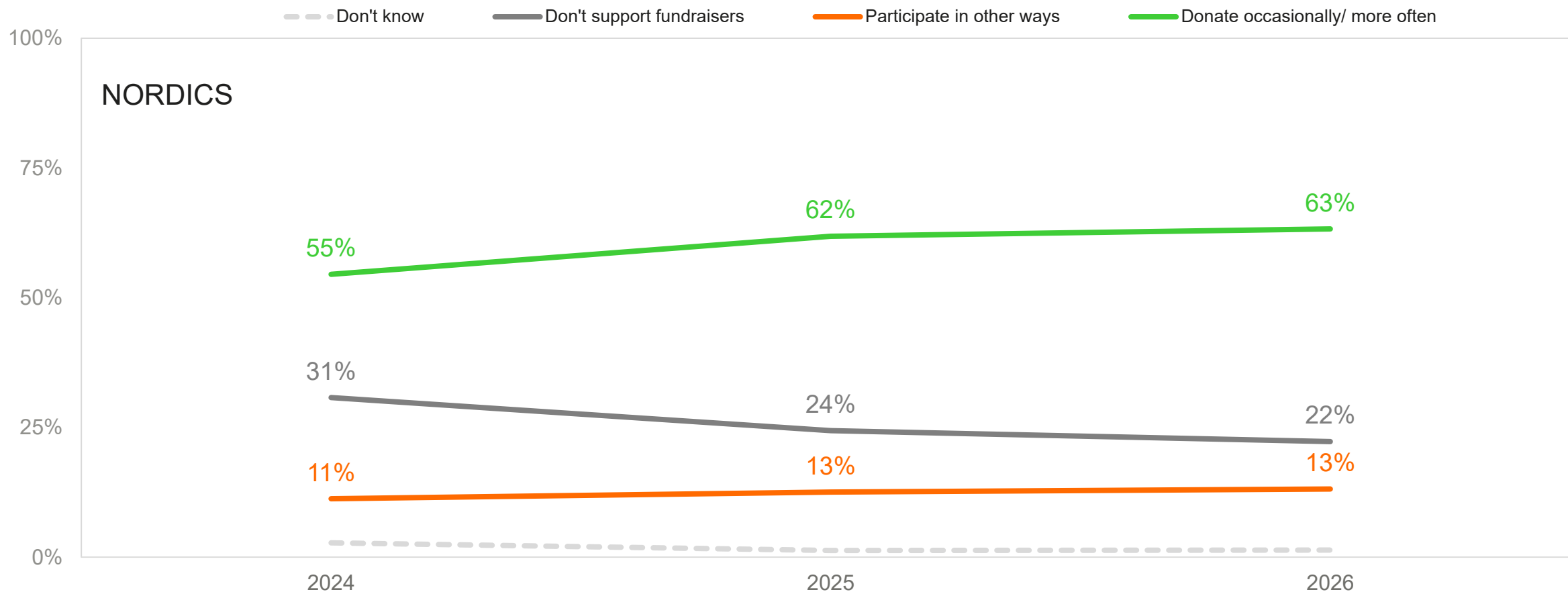
Which of the following options describes your donating behavior?
(Choose the options that reflect all your behaviors)

Donor share

Donates regularly and/or occasionally to one or more organisations



Positive 3-year trend across the Nordics (SE, NO, FI, DK) - currently 63% are active donors, 13% participate in other ways.



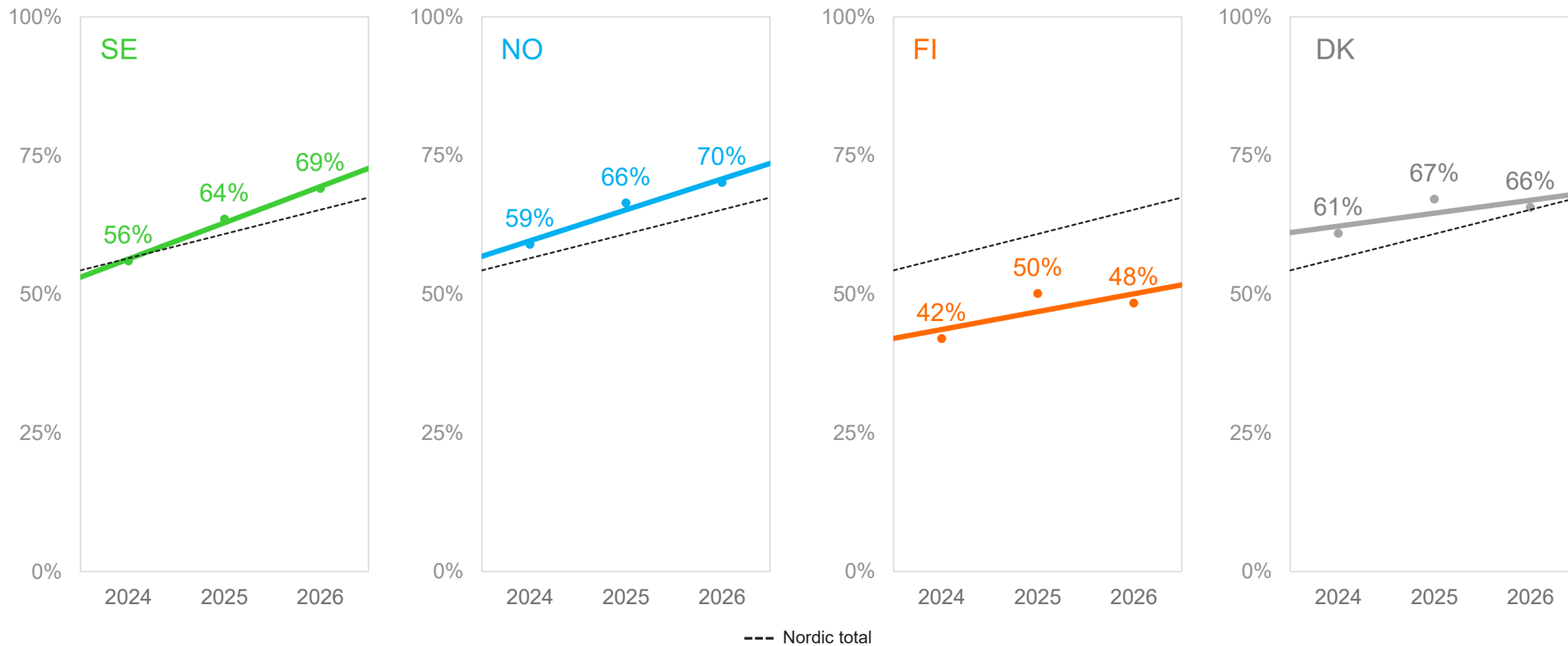
Question base: Full (~4000 interviews)

Donor share

Donates regularly and/or occasionally to one or more organisations



Positive 3-year trend across countries.



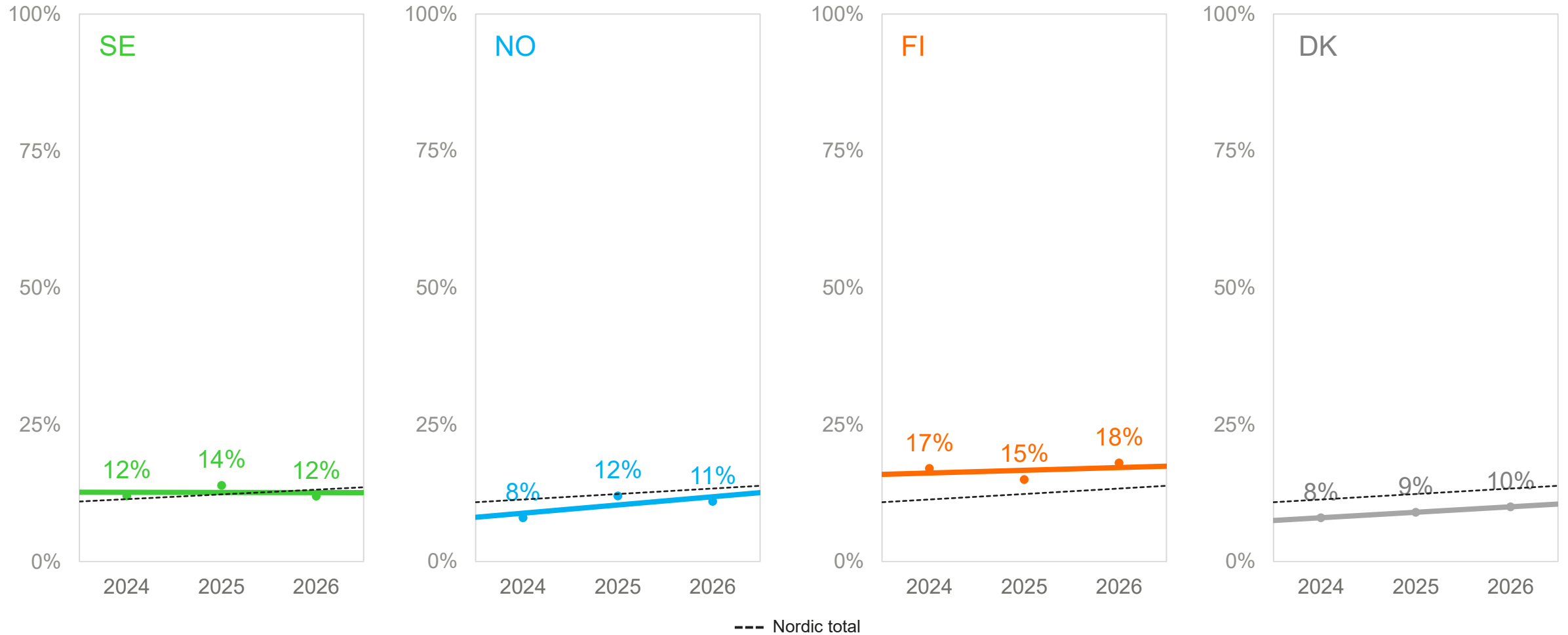
Question base: Full (~1000 interviews per country)

Other participation share

I don't donate money, I participate in other ways (volunteering, donating things, sales, etc.)



Positive 3-year trend across countries.



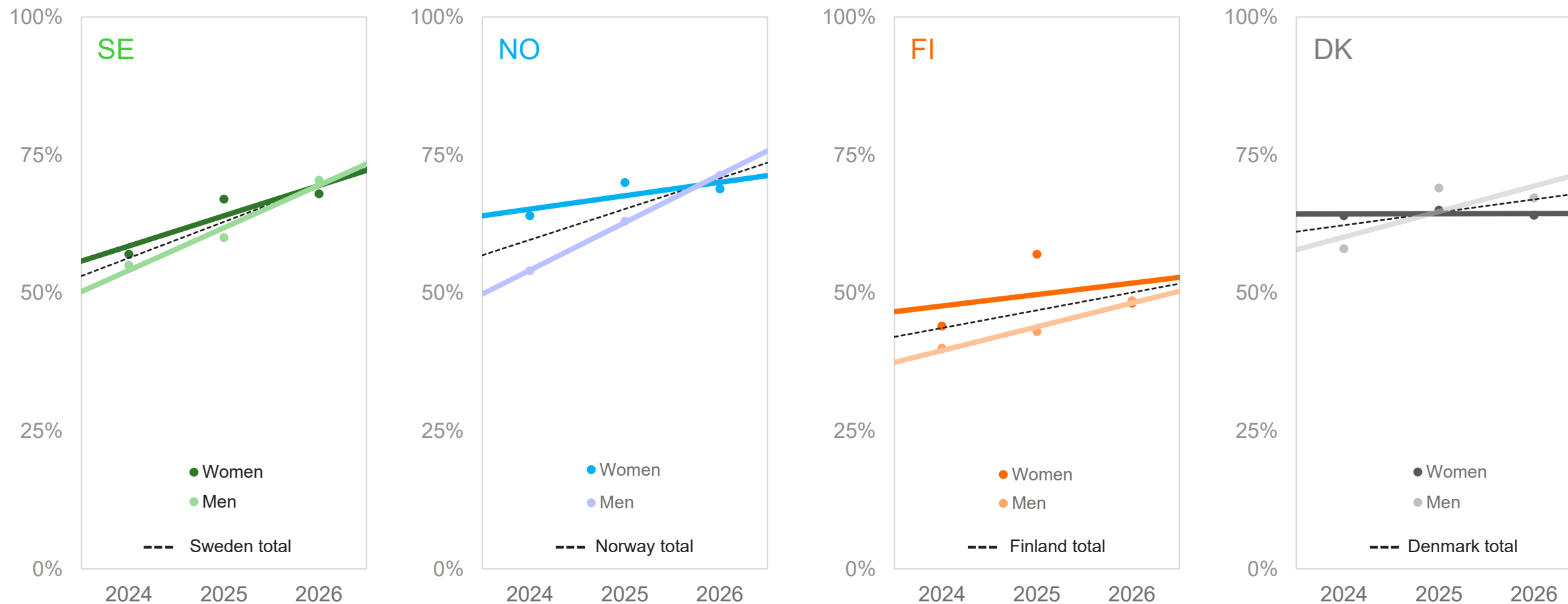
Question base: Full (~1000 interviews per country)

Donor share

Donates regularly and/or occasionally to one or more organisations



Donor gender gap is closing. In all four countries, the difference between men's and women's giving rates is narrowing over time.



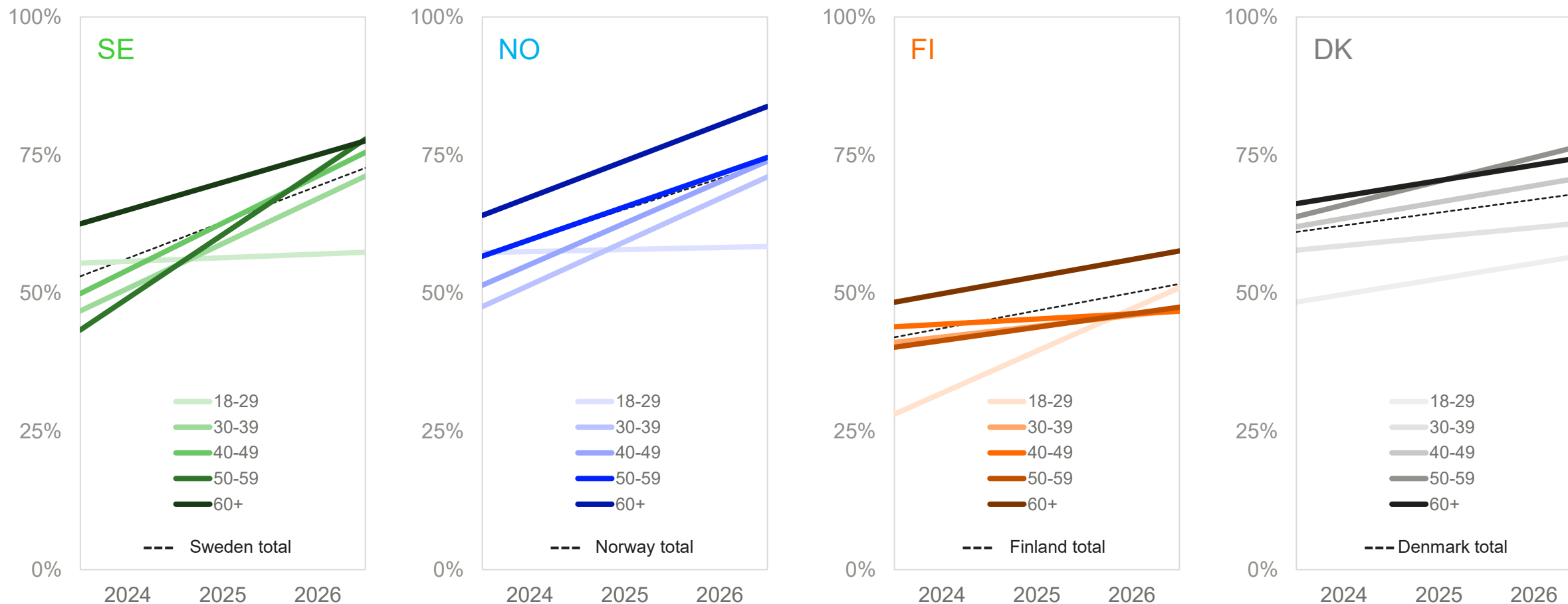
Question base: Women/ Men (~500/ ~500 interviews per country)

Donor share

Donates regularly and/or occasionally to one or more organisations



Positive 3-year trend across age groups (except 18-29 in SE, NO where acquisition/ retention may need specific attention).



Question base: 18-29/ 30-39/ 40-49/ 50-59/ 60+ (~275/ ~200/ ~175/ ~125/ ~200 interviews per country)

Ways of participation

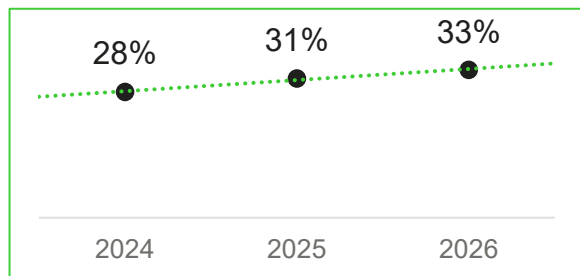
In what ways have you engaged in charitable activities over the past two months?

Charitable activities - Nordics

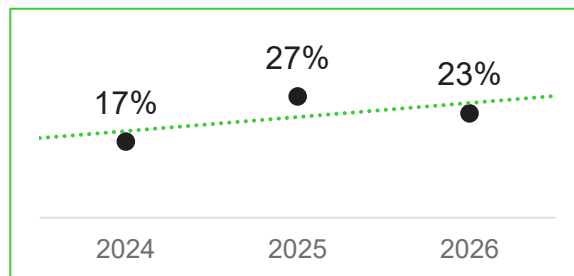


In what ways have you engaged in charitable activities over the past two months?

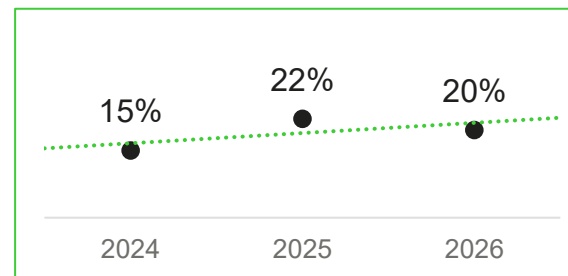
Donated clothes or goods



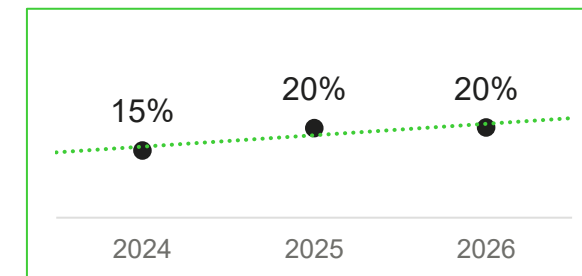
Support product or raffle



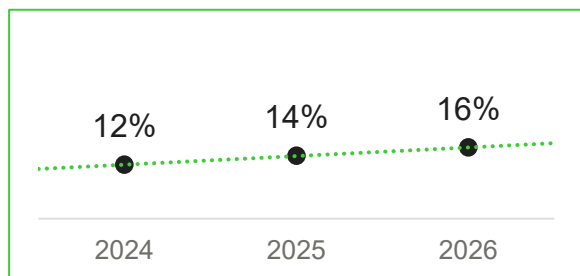
Donated via mobile payment



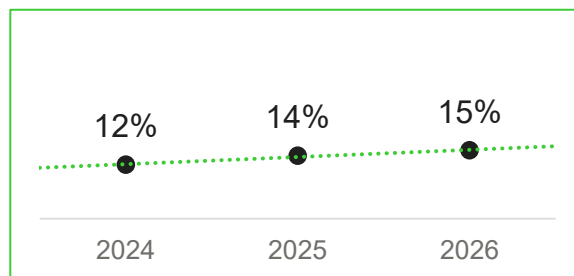
Monthly donor/ sponsor



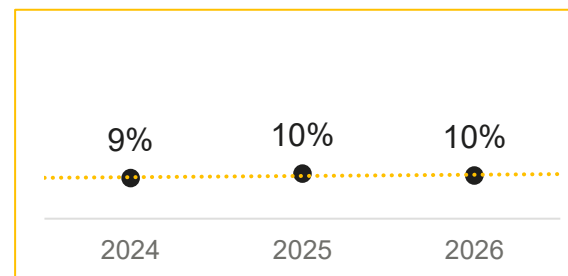
Gave to a collection box



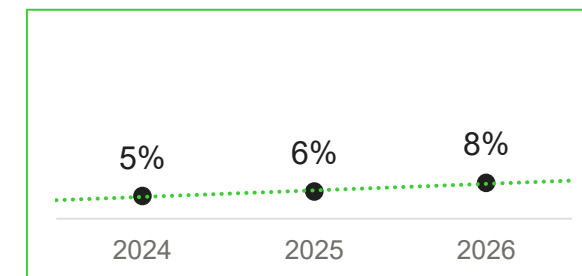
Donated to bank account



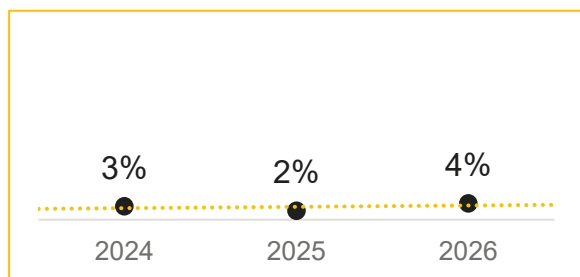
Did volunteer work



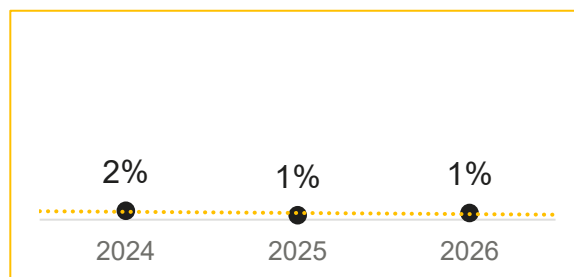
Called/ texted a donation



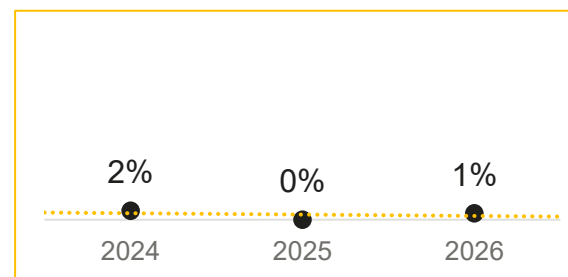
Did charity activity at work



Made a will in favor of org



Set up own campaign



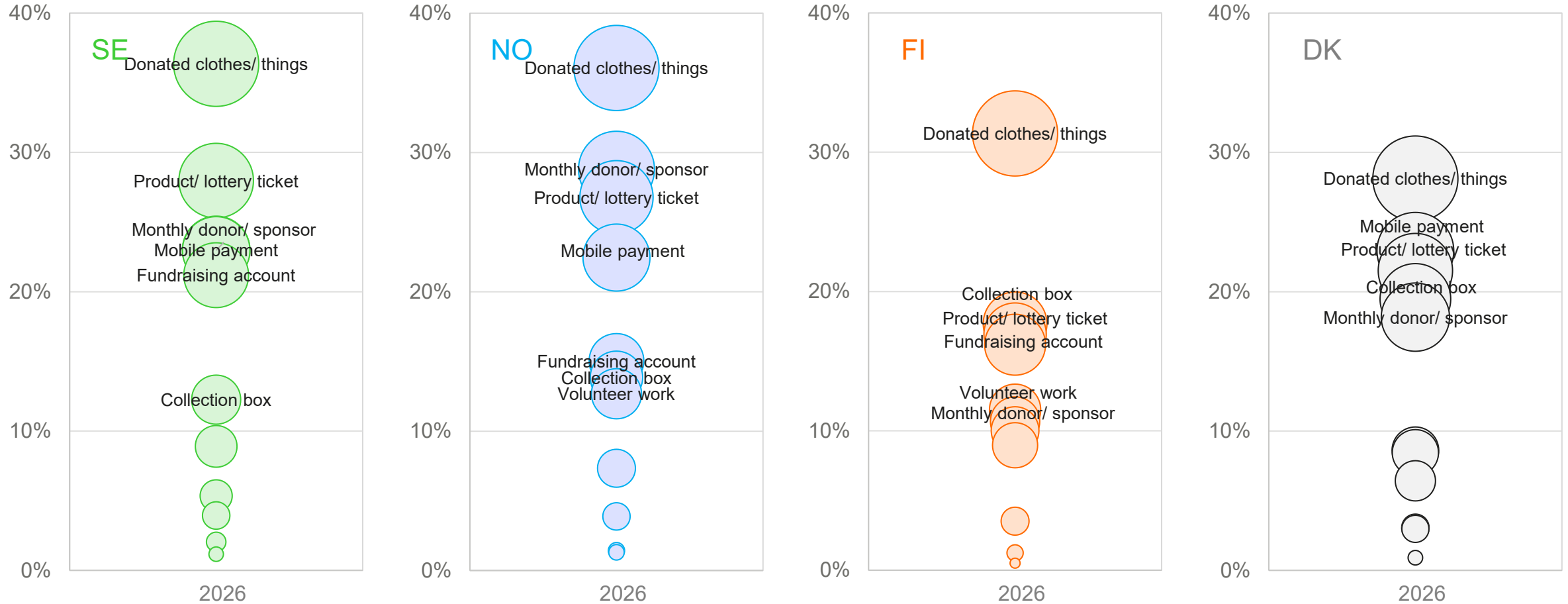
Overall, 25% more charitable activities engaged in today compared to two years ago

Charitable activities

In what ways have you engaged in charitable activities over the past two months?



The top activity across all markets is donating clothes/goods



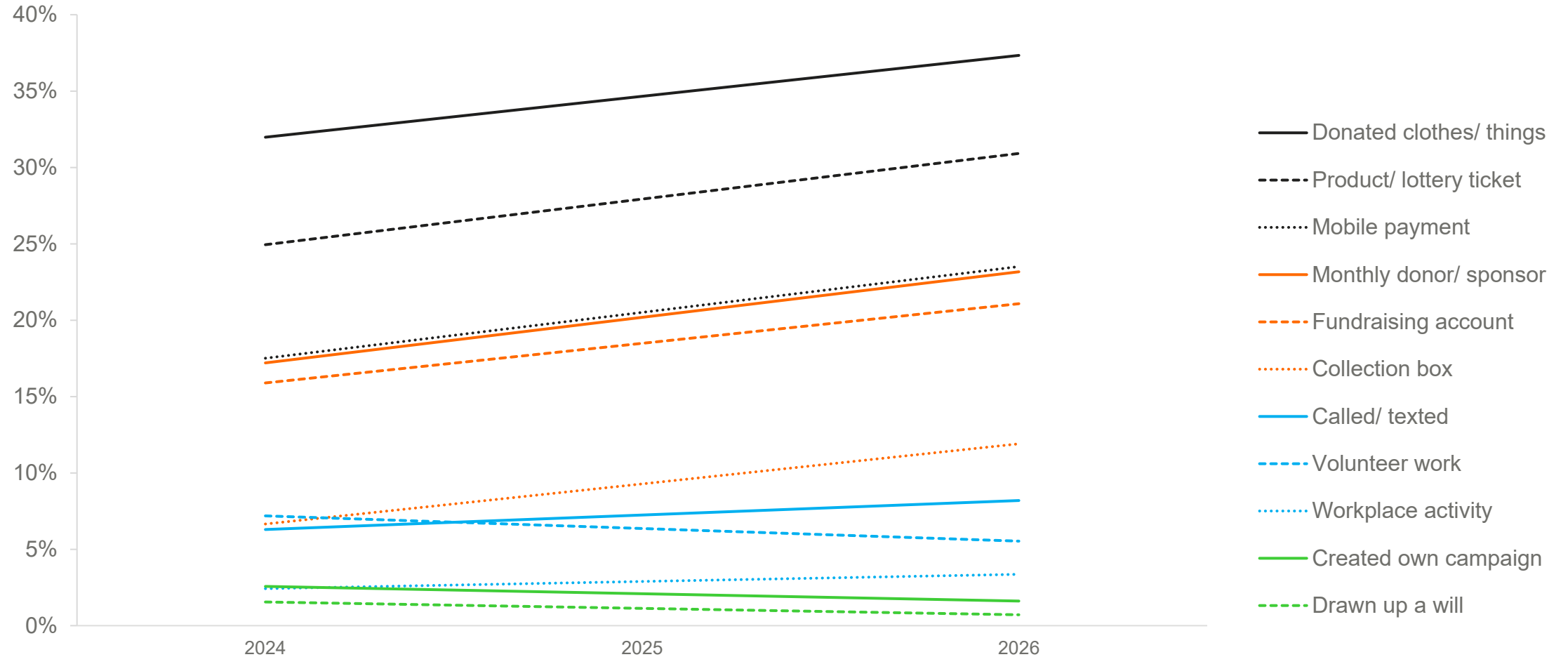
Question base: Full (~1000 interviews per country)

Charitable activities

In what ways have you engaged in charitable activities over the past two months?



SE



Graph shows trendlines based on annual data points

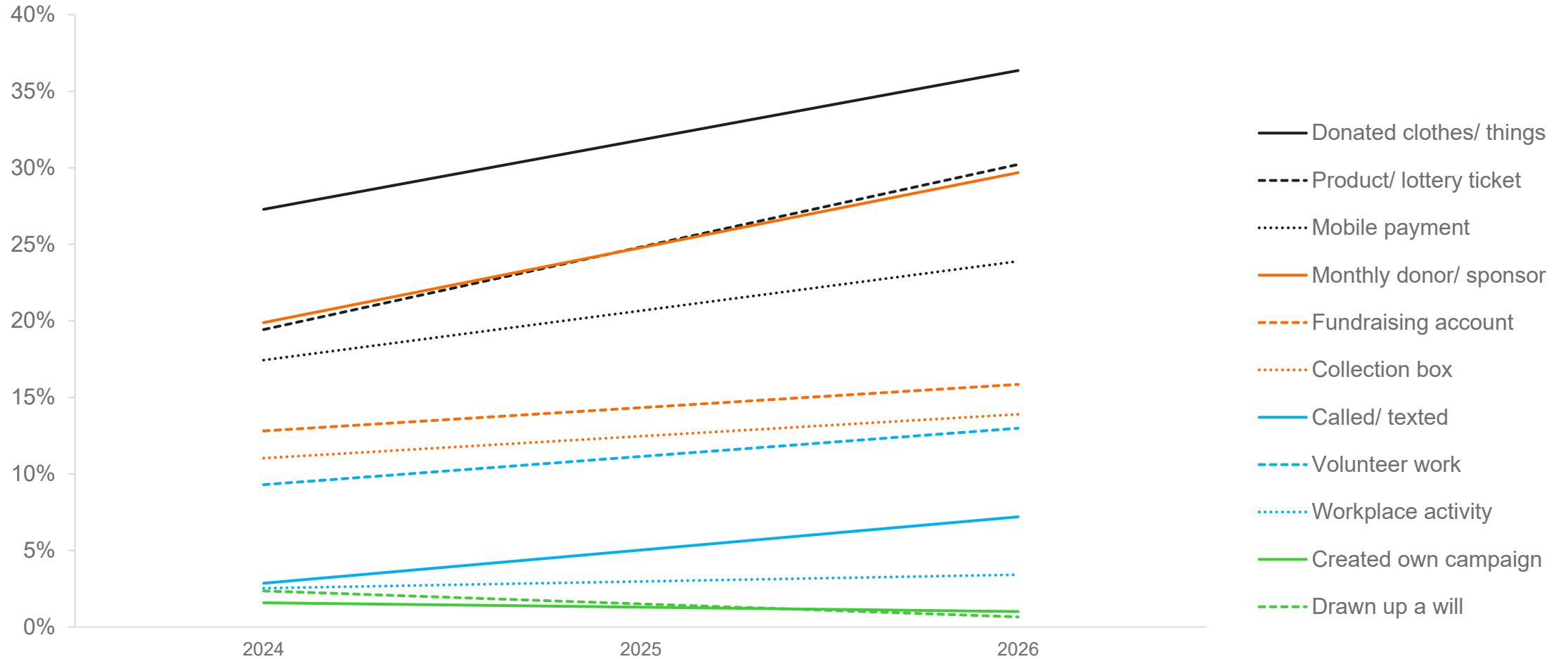
Question base: Full (~1000 interviews per country)

Charitable activities

In what ways have you engaged in charitable activities over the past two months?



NO



Graph shows trendlines based on annual data points

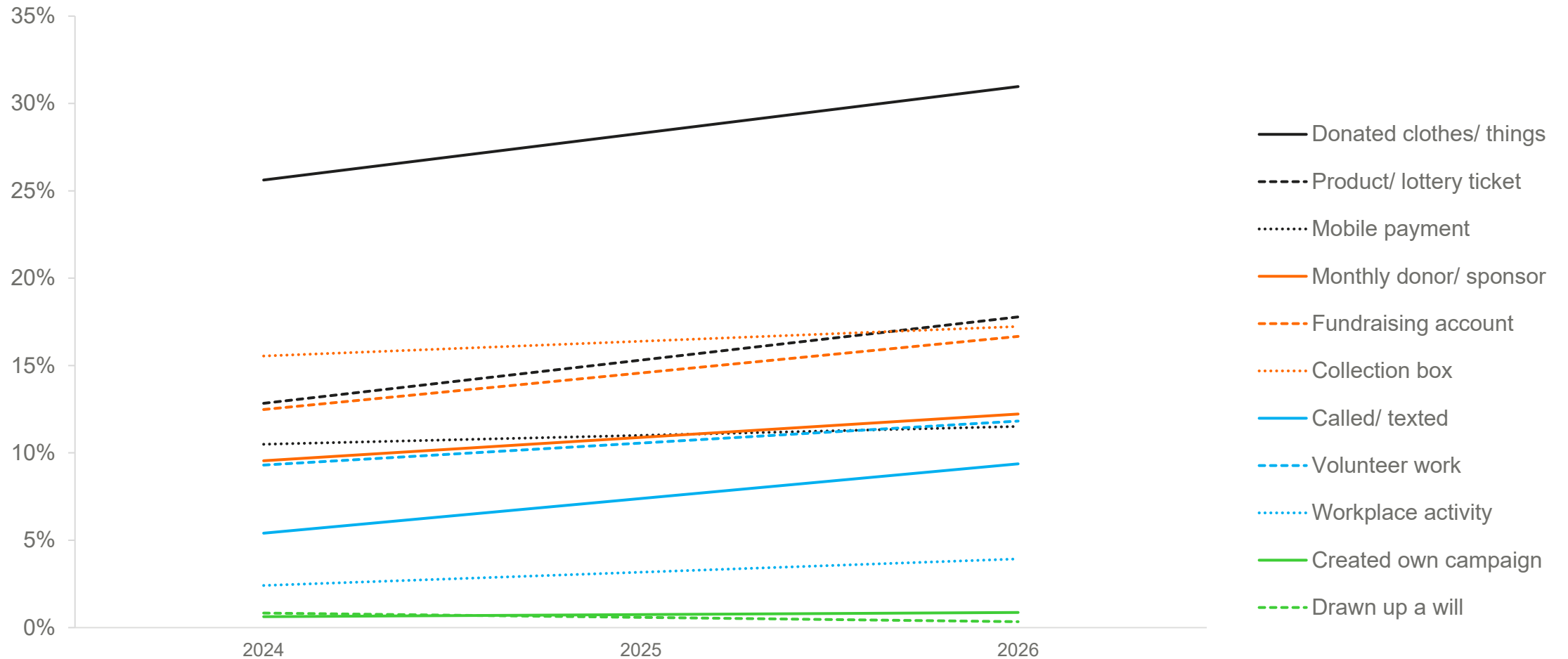
Question base: Full (~1000 interviews per country)

Charitable activities

In what ways have you engaged in charitable activities over the past two months?



FI



Graph shows trendlines based on annual data points

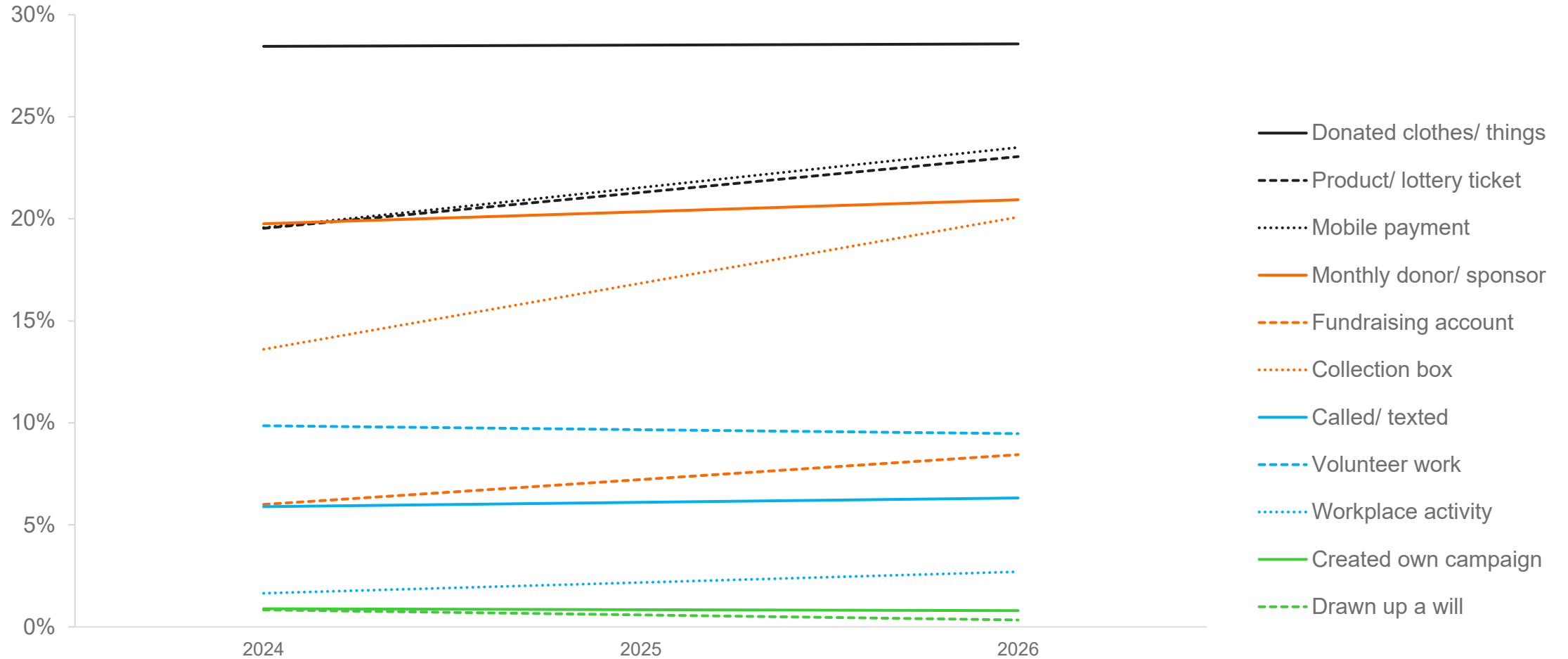
Question base: Full (~1000 interviews per country)

Charitable activities

In what ways have you engaged in charitable activities over the past two months?



DK



Graph shows trendlines based on annual data points

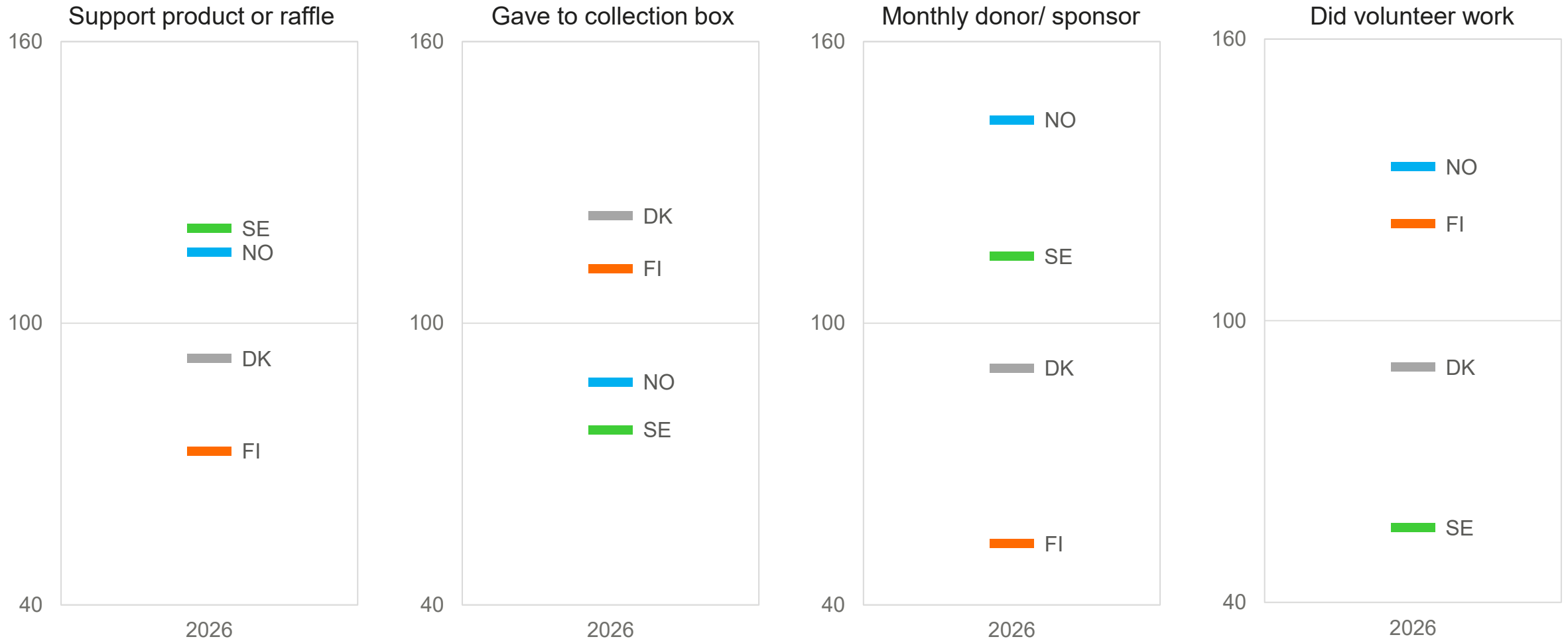
Question base: Full (~1000 interviews per country)

Charitable activities

In what ways have you engaged in charitable activities over the past two months?



Engagement levels for certain activities vary by country.



Results have been indexed versus Nordic total (100) to better display country differences

Question base: Full (~1000 interviews per country)

Information channels

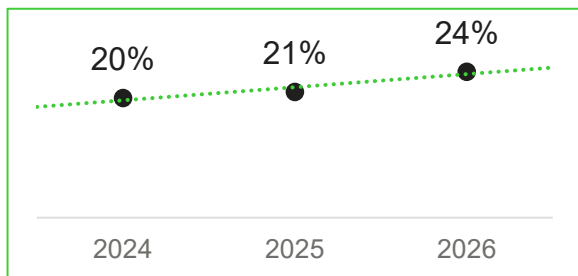
Where did you find out about the need for help?

Information channels - Nordics

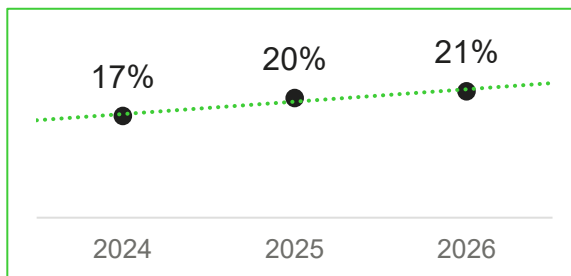
Where did you find out about the need for help?



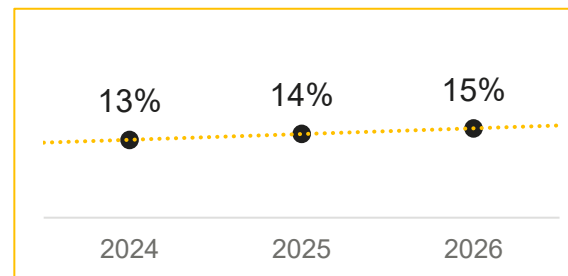
Social media



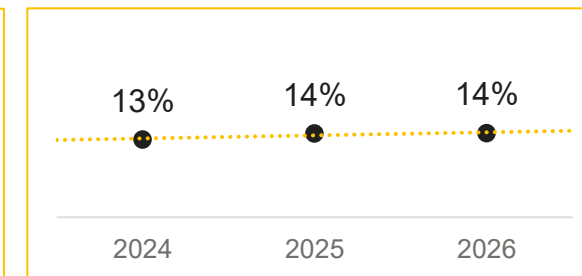
Friends/ acquaintances



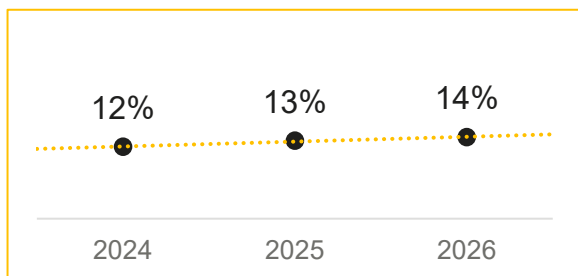
TV/ radio/ paper ad's



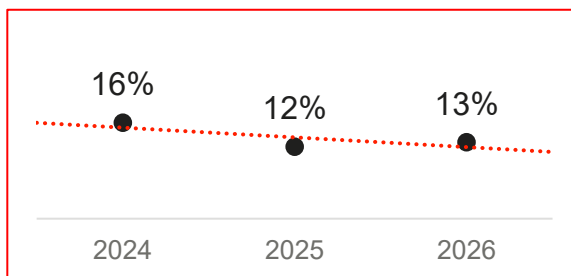
Organization's website



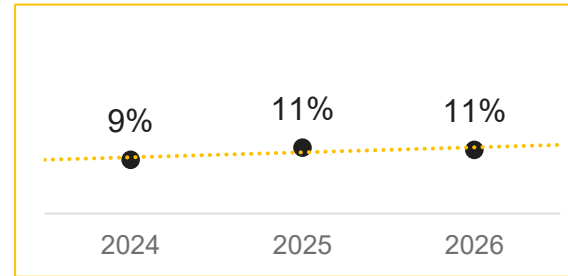
Organization's emails/newsletters



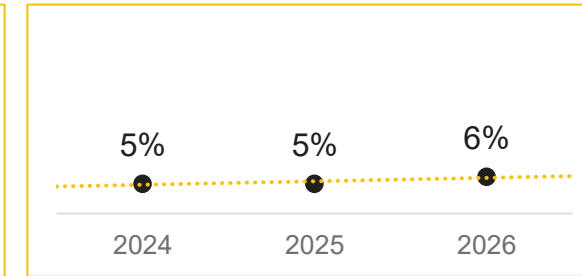
On the news



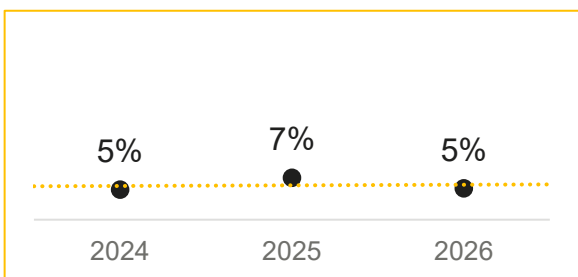
Organization's letters



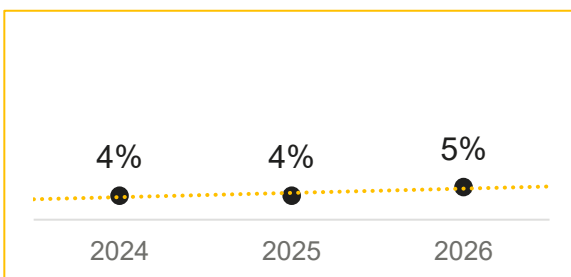
Organization's text message



Organization's phone call



Social media influencers



Donors are increasingly using "someone like me" as the filter for what is real, urgent, and worth acting on.

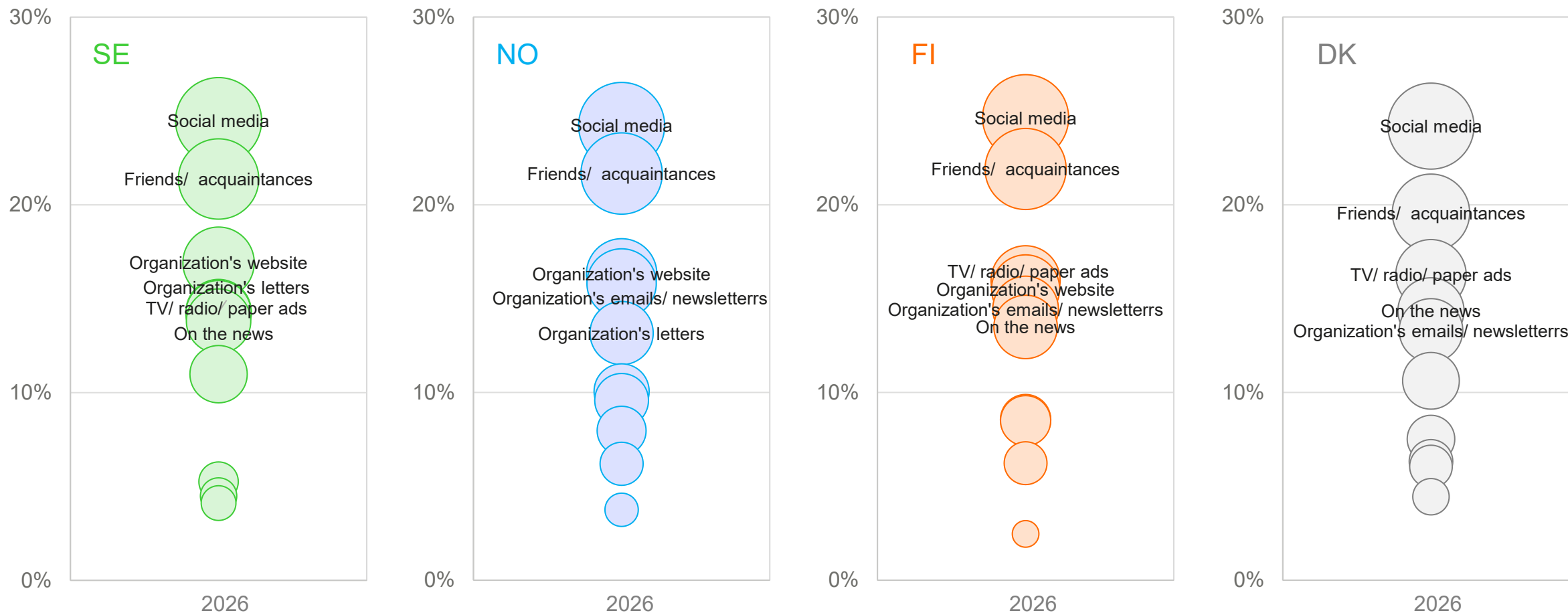
TV/ radio/ paper/ news still reach people, but they don't validate in the same way (as they did before).

Information channels

Where did you find out about the need for help?



Social media and personal networks are the primary channels across countries. Website among top 4 in SE, NO, FI.



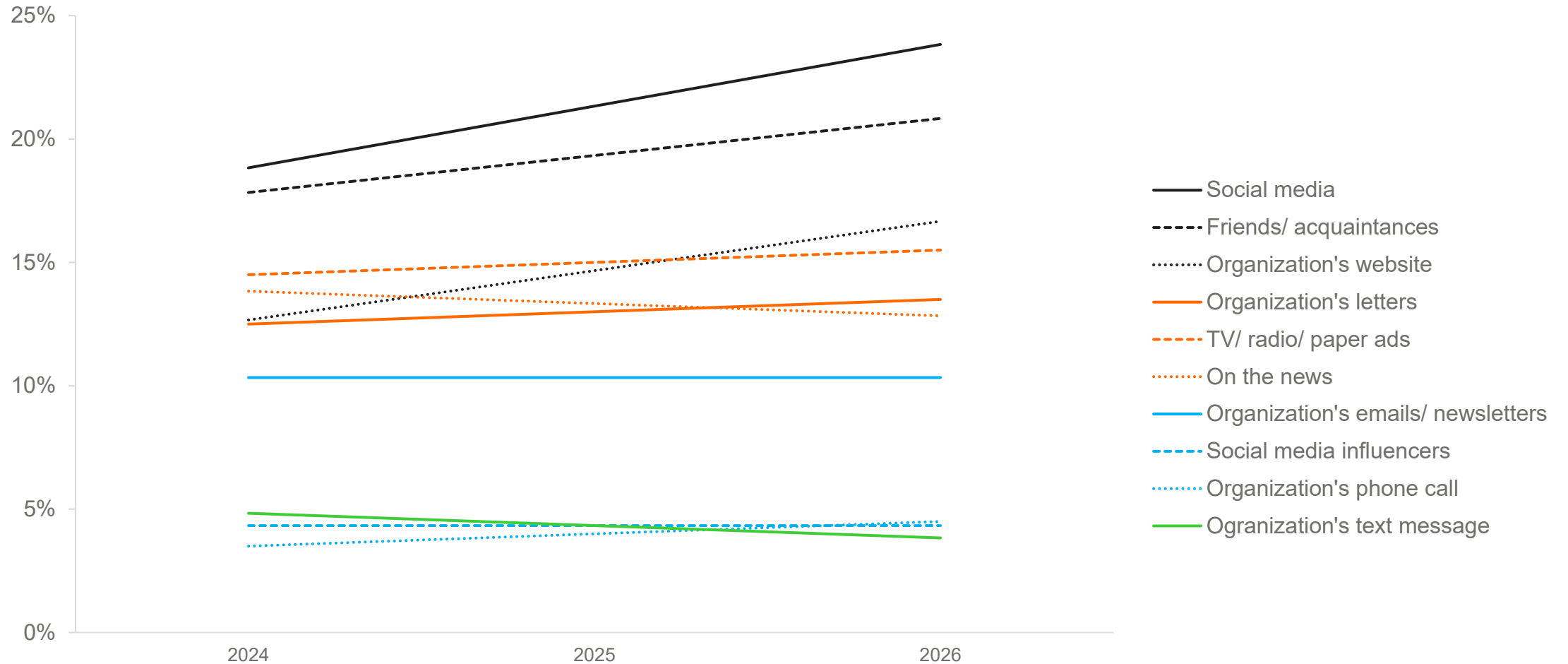
Question base: Non-rejectors of charity activities (~800 interviews per country)

Information channels

Where did you find out about the need for help?



SE



Graph shows trendlines based on annual data points

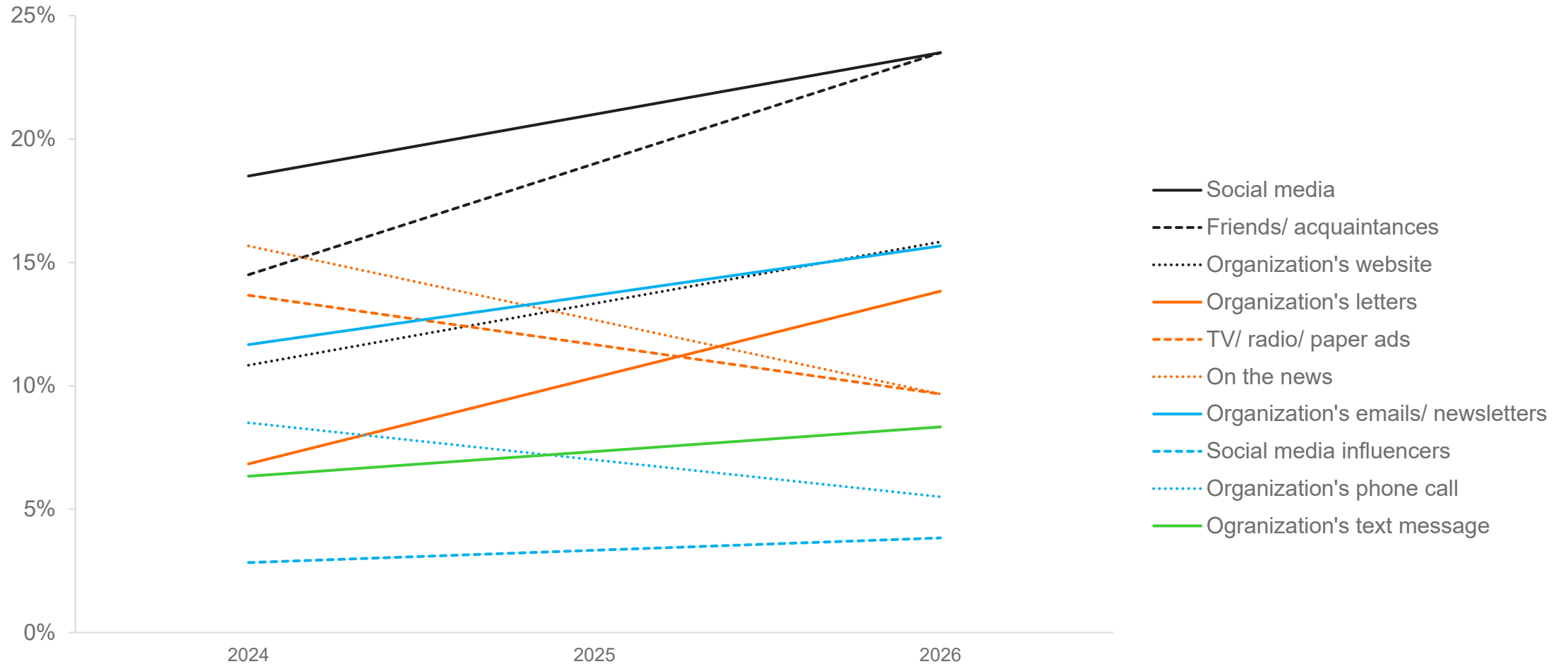
Question base: Full (~1000 interviews per country)

Information channels

Where did you find out about the need for help?



NO



Graph shows trendlines based on annual data points

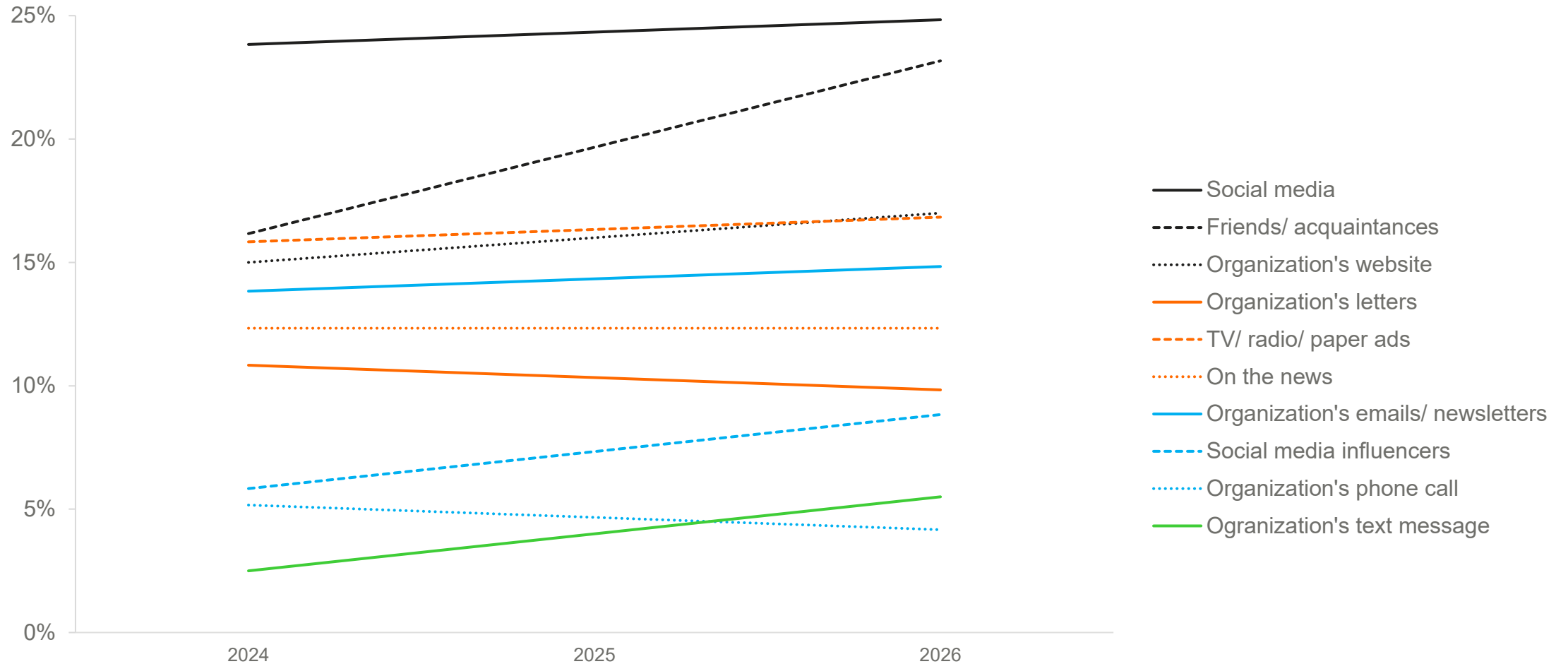
Question base: Full (~1000 interviews per country)

Information channels

Where did you find out about the need for help?



FI



Graph shows trendlines based on annual data points

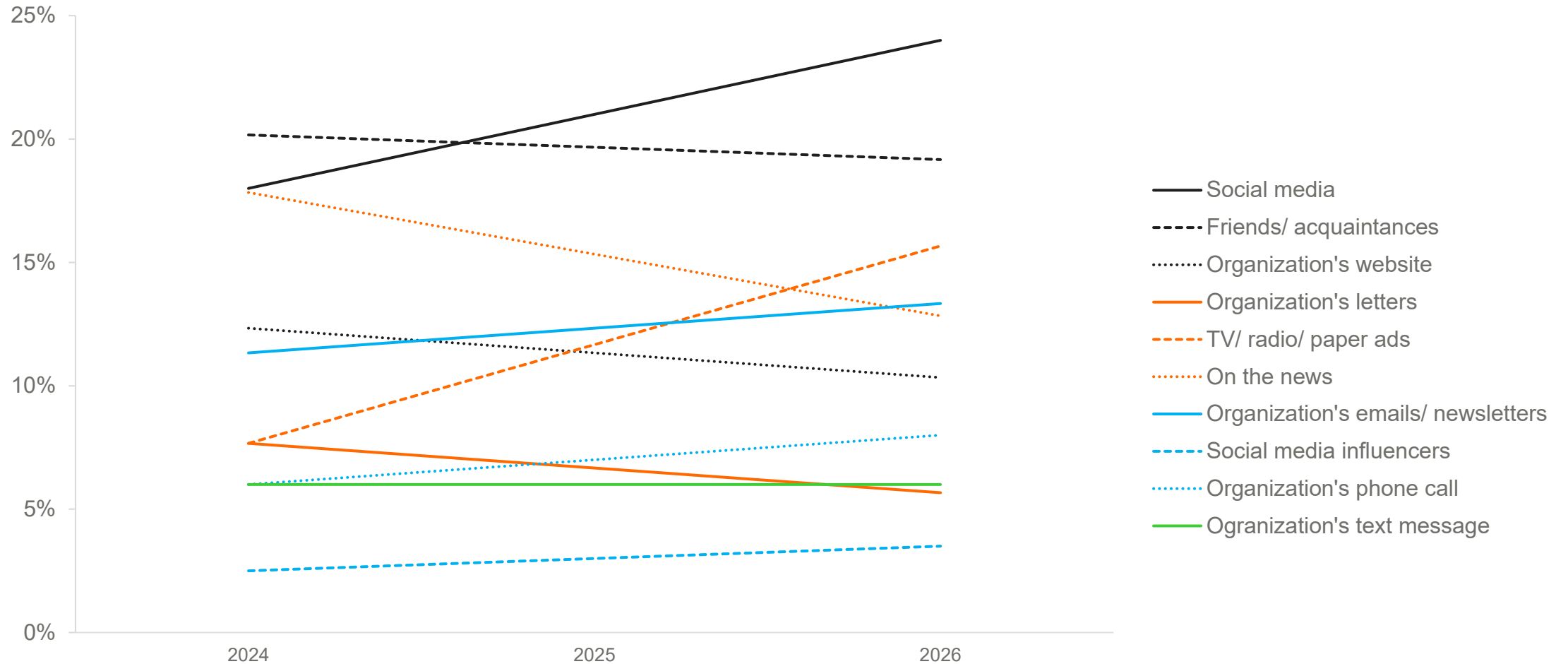
Question base: Full (~1000 interviews per country)

Information channels

Where did you find out about the need for help?



DK



Graph shows trendlines based on annual data points

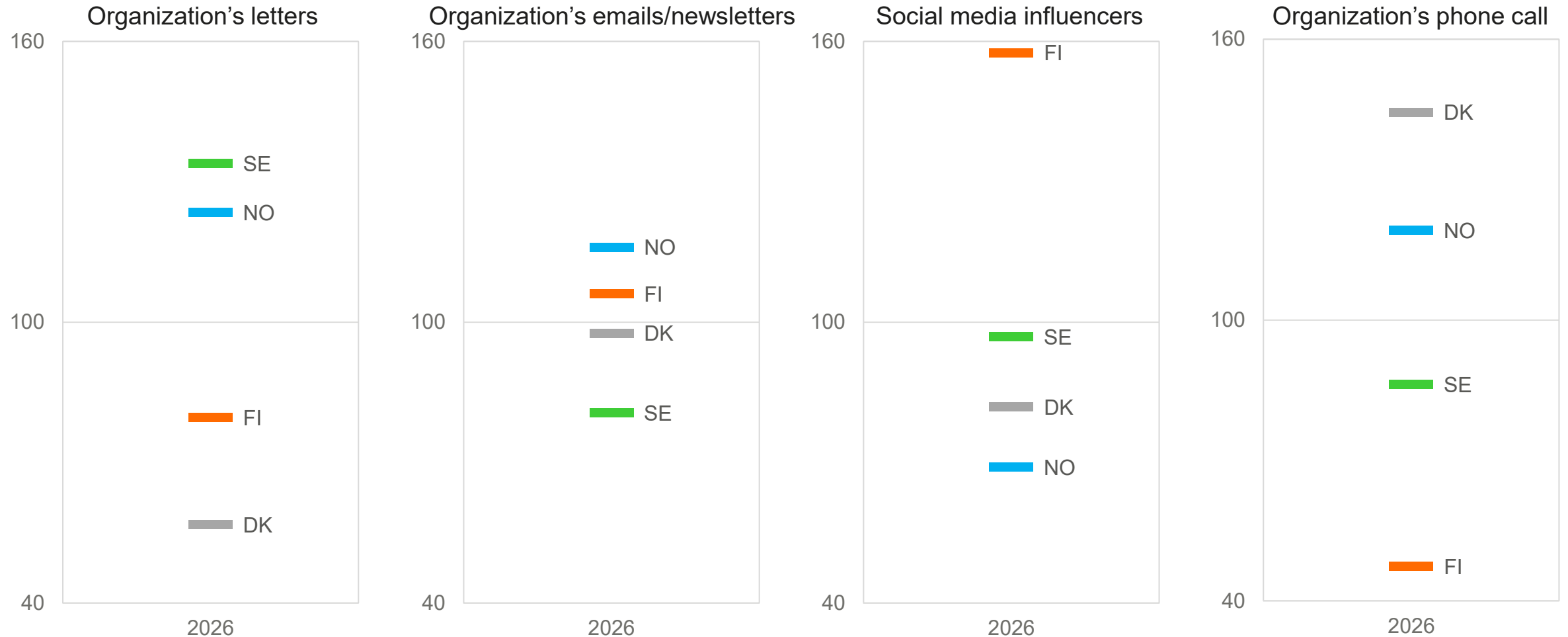
Question base: Full (~1000 interviews per country)

Information channels

Where did you find out about the need for help?



Postal stand out in SE and NO. Influencer channel in FI and phone in DK.



Question base: Non-rejectors of charity activities (~800 interviews per country)

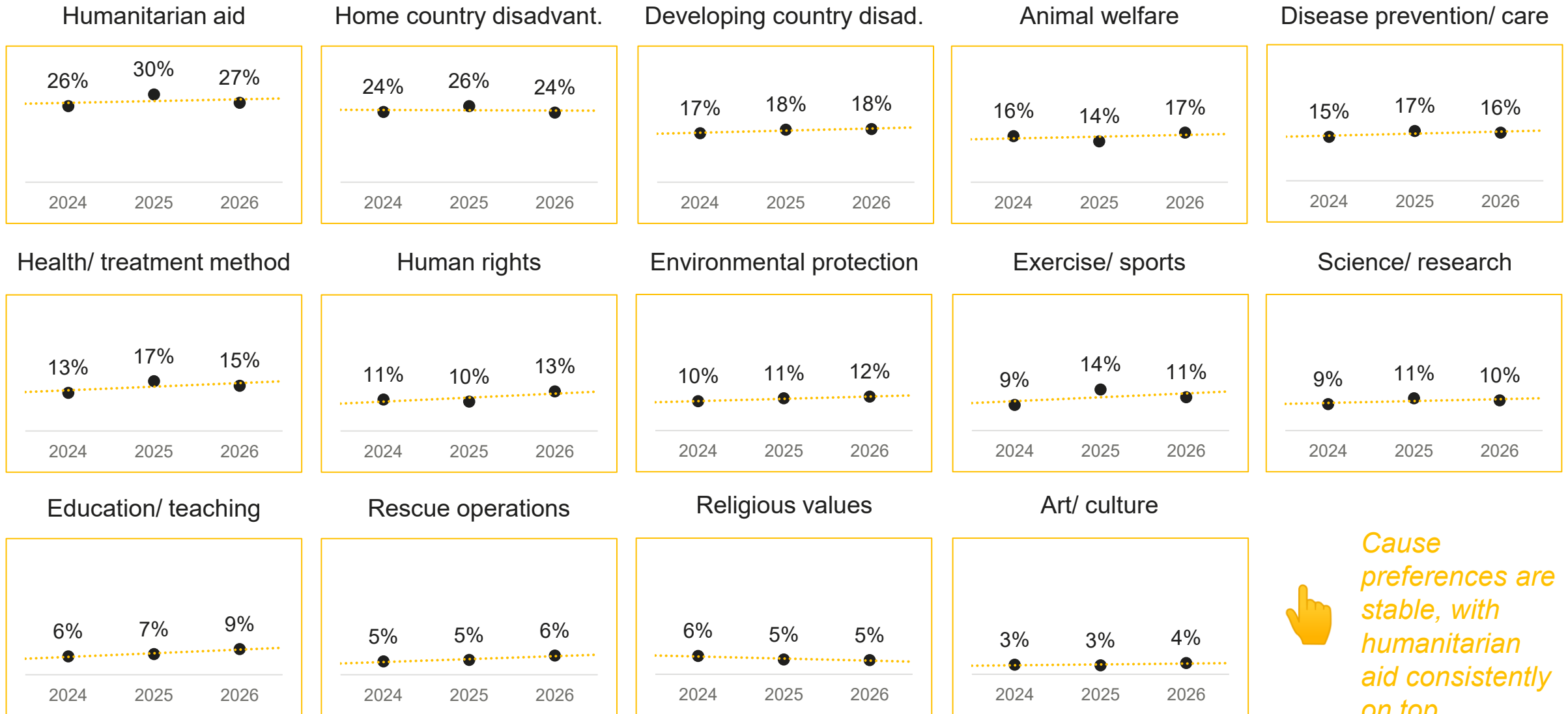
Most common causes

Which cause did you give financial or other help to during the last 2 months?

Most common causes - Nordics



Which cause did you give financial or other help to during the last 2 months?



Cause preferences are stable, with humanitarian aid consistently on top

Question base: Non-rejectors of charity activities (~3200 interviews)

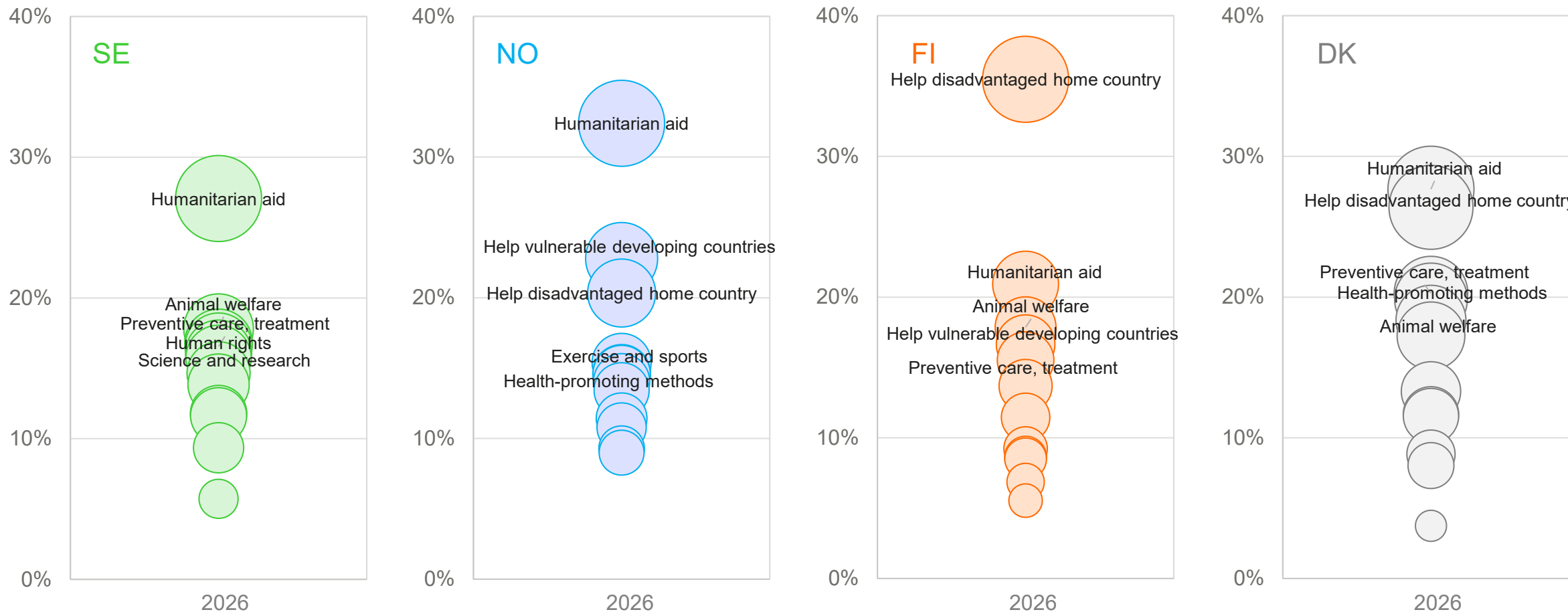
Color coding: Yellow = stable trend Green = growing trend Red = declining trend

Most common causes

Which cause did you give financial or other help to during the last 2 months?



Humanitarian aid among top 2 causes across countries.



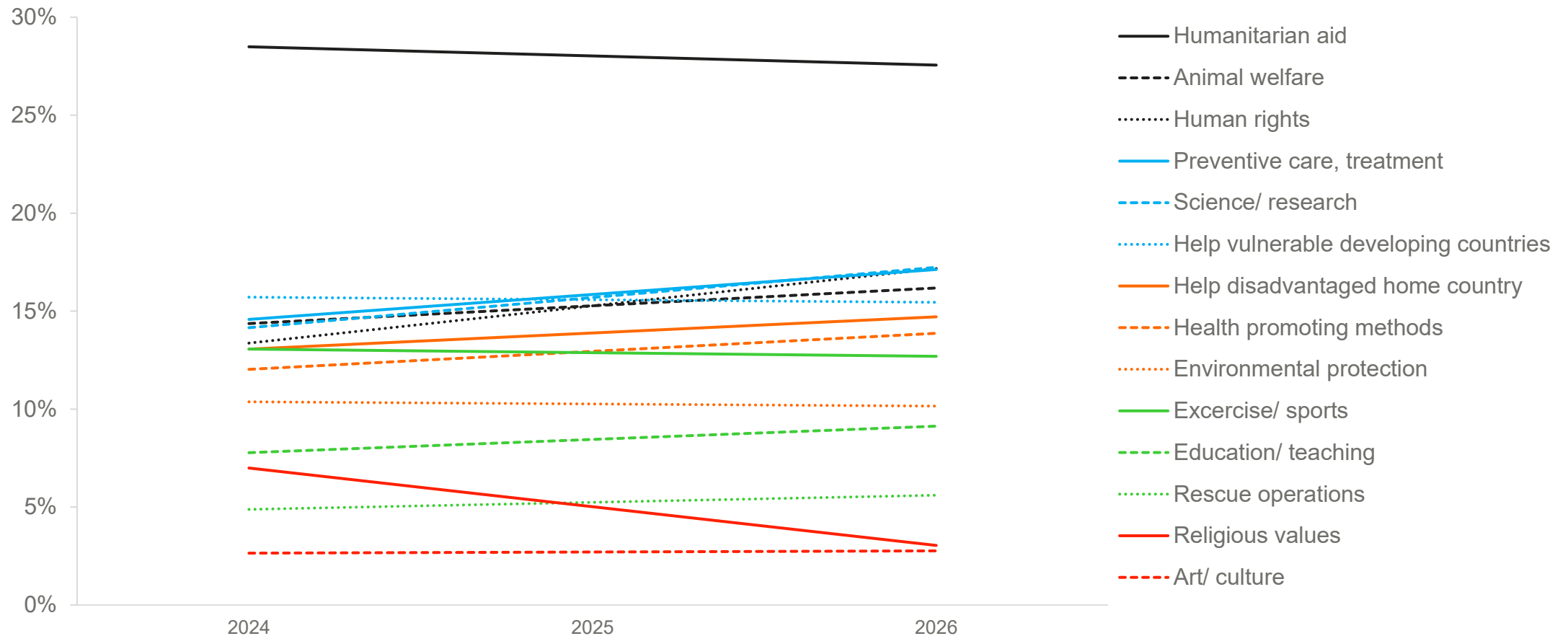
Question base: Non-rejectors of charity activities (~800 interviews per country)

Most common causes - SE

Which cause did you give financial or other help to during the last 2 months?



The biggest structural shifts over the full 2024–2026 period are the rise of Human rights (+4pp) and decline of Religious values (-4pp).



Graph shows trendlines based on annual data points

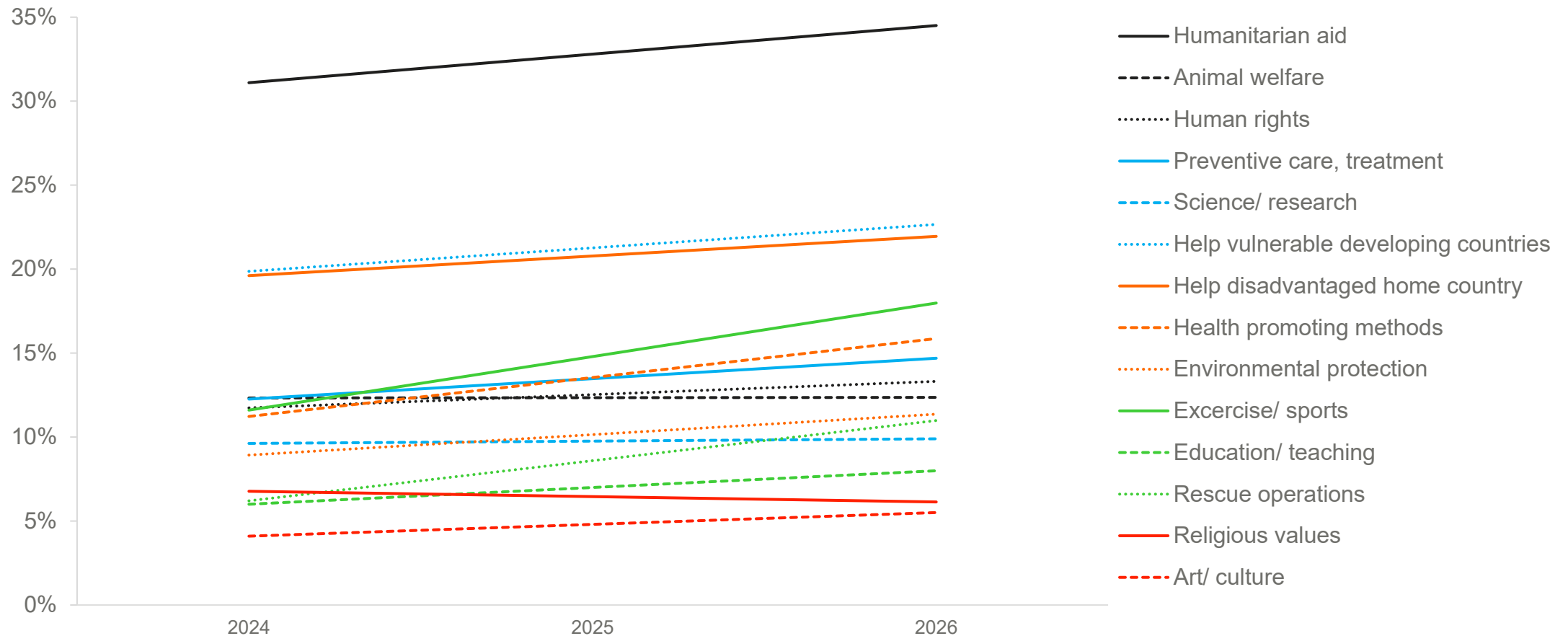
Question base: Full (~1000 interviews per country)

Most common causes - NO

Which cause did you give financial or other help to during the last 2 months?



The biggest structural shifts over the full 2024–2026 period are the rise of Exercise/ sports (+6pp) and Health promoting methods (+5pp).



Graph shows trendlines based on annual data points

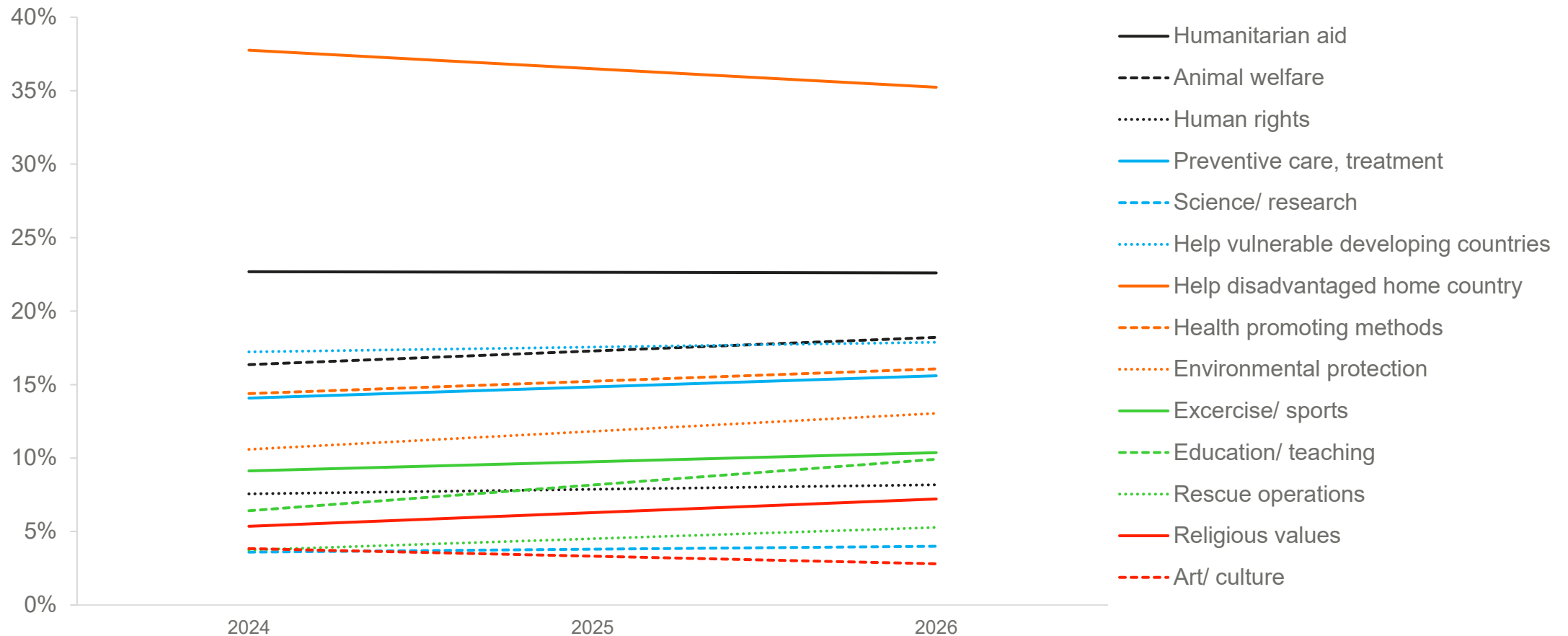
Question base: Full (~1000 interviews per country)

Most common causes - FI

Which cause did you give financial or other help to during the last 2 months?



The biggest structural shifts over the full 2024–2026 period are the rise of Education/ teaching (+4pp).



Graph shows trendlines based on annual data points

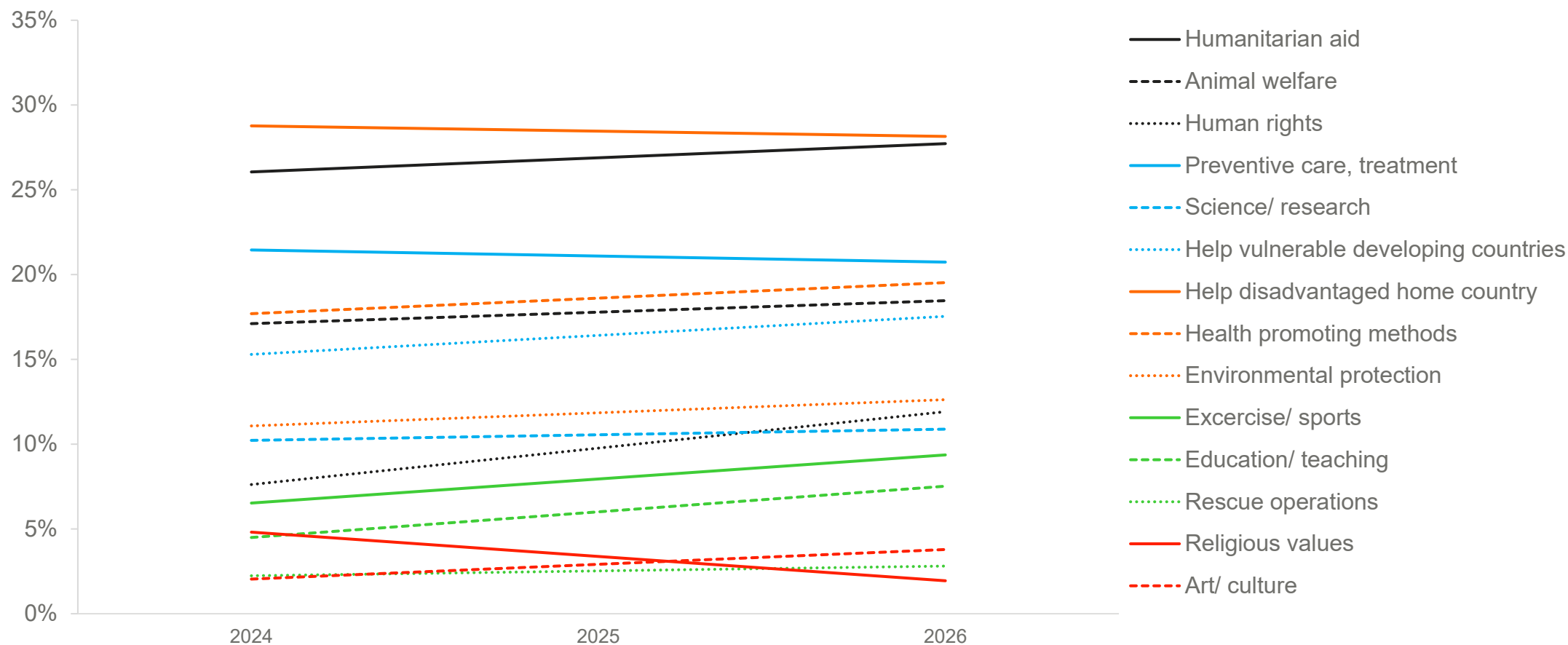
Question base: Full (~1000 interviews per country)

Most common causes - DK

Which cause did you give financial or other help to during the last 2 months?



The biggest structural shifts over the full 2024–2026 period are the rise of Human rights (+4pp).



Graph shows trendlines based on annual data points

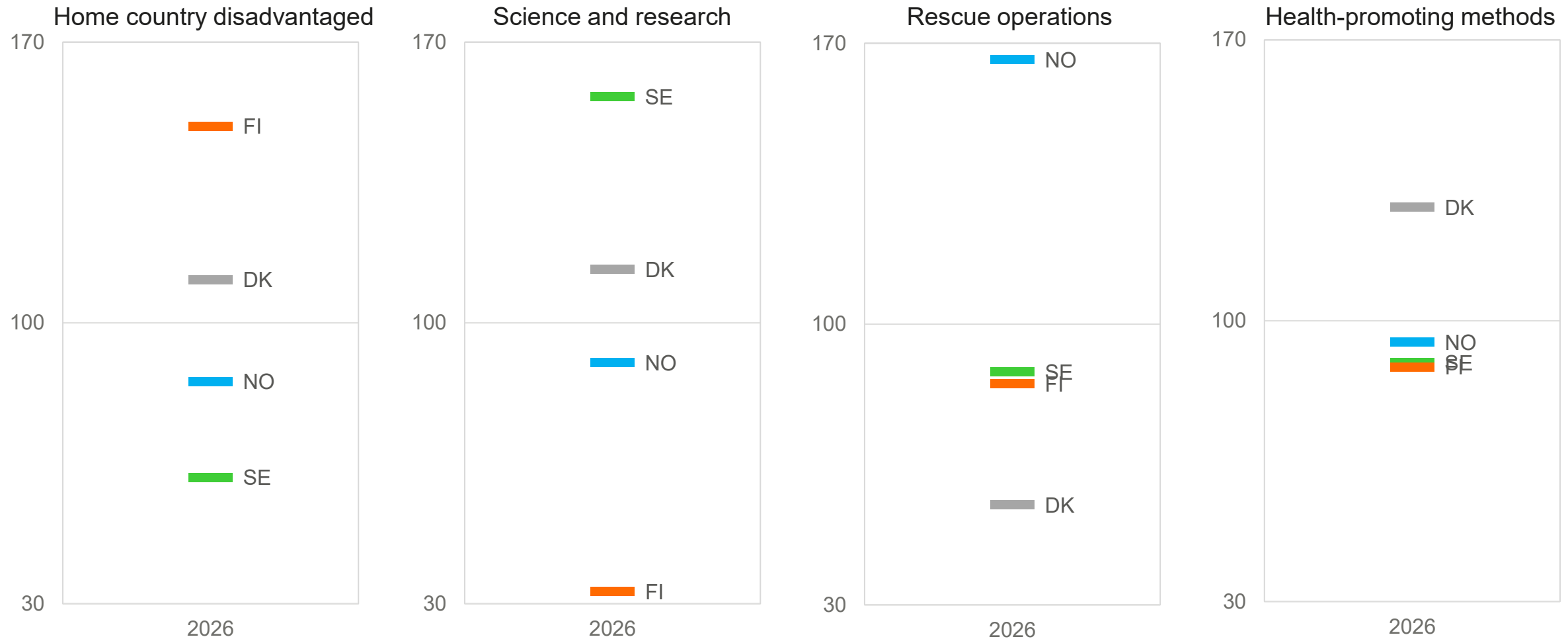
Question base: Full (~1000 interviews per country)

Most common causes

Which cause did you give financial or other help to during the last 2 months?



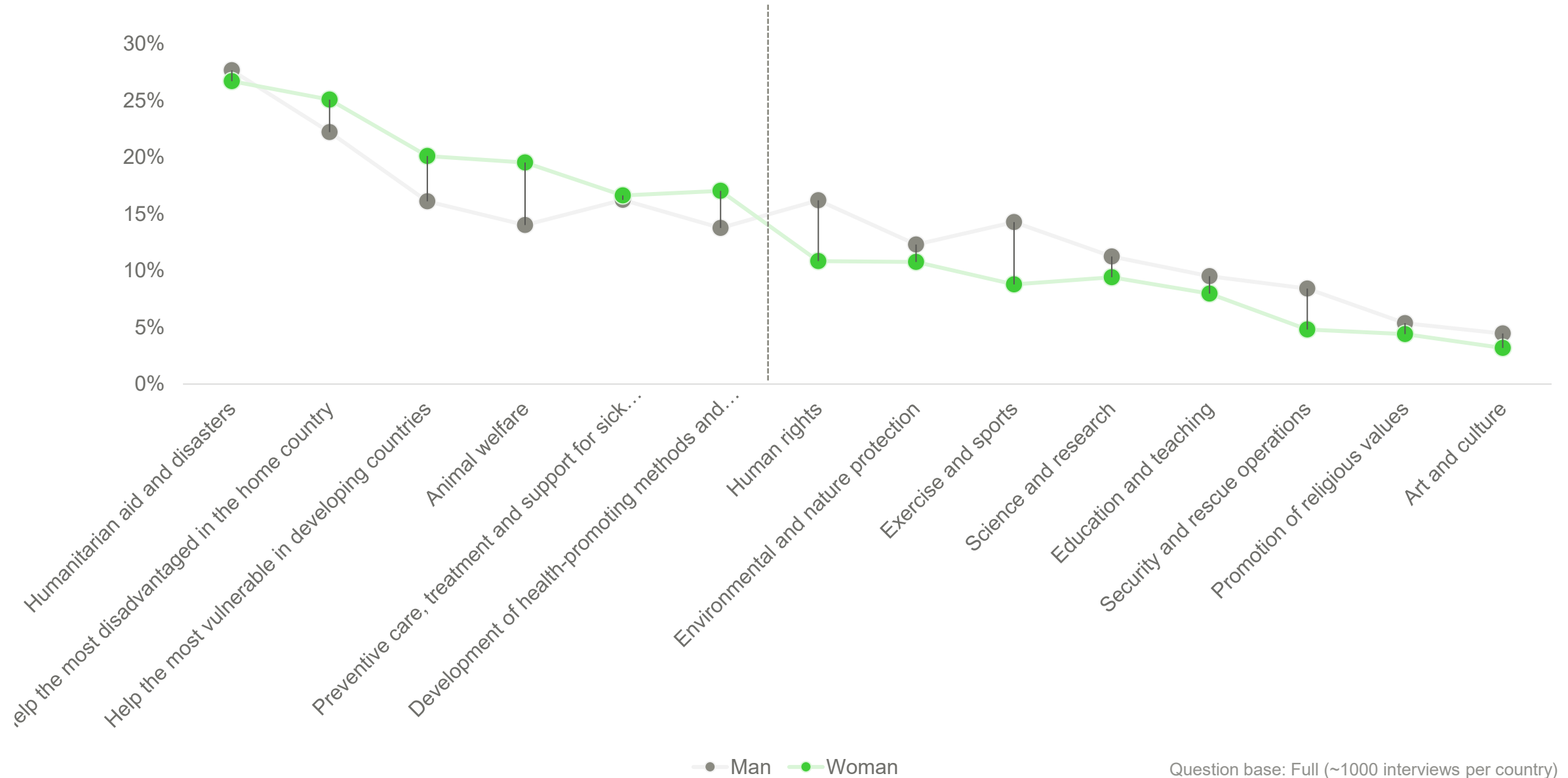
There are also priority differences between the Nordic countries



Question base: Non-rejectors of charity activities (~800 interviews per country)

Most common causes

Which cause did you give financial or other help to during the last 2 months?



Question base: Full (~1000 interviews per country)

Future causes

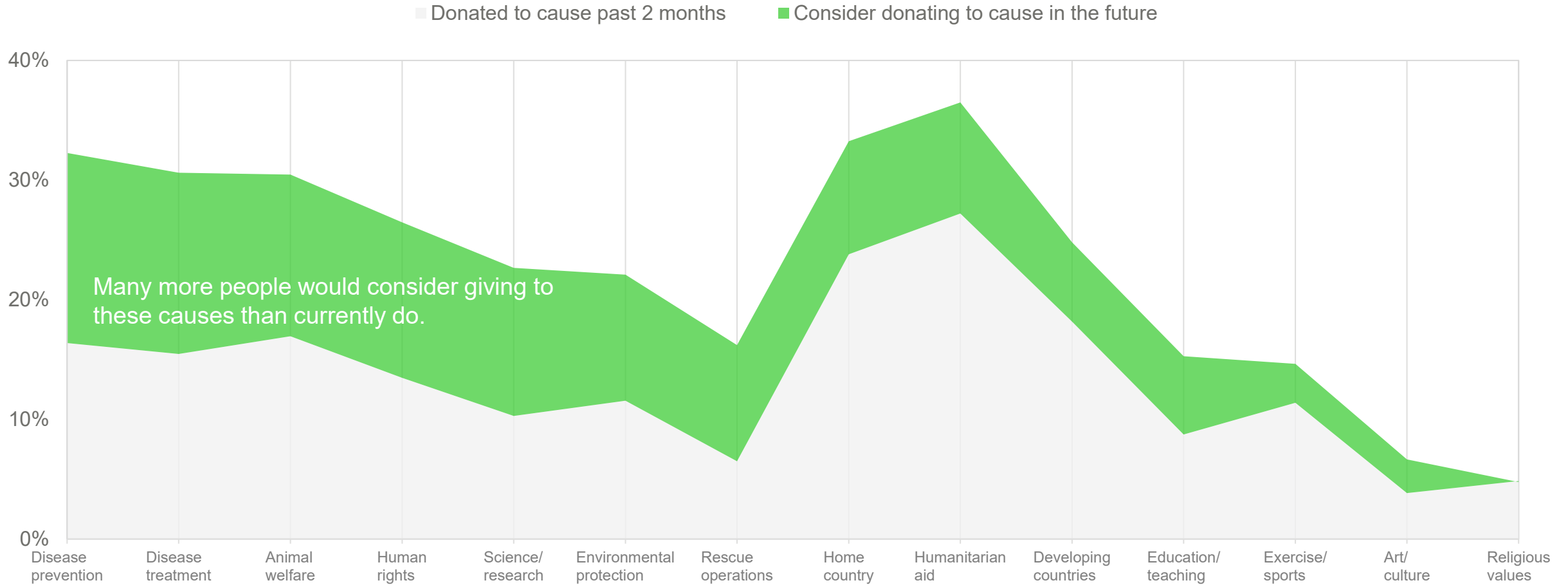
Which of the following causes would you give financial or other help to in the future?

Future causes – Nordics 2026



Which of the following causes would you give financial or other help to in the future?

Large unrealized potential for causes with lower perceived urgency?



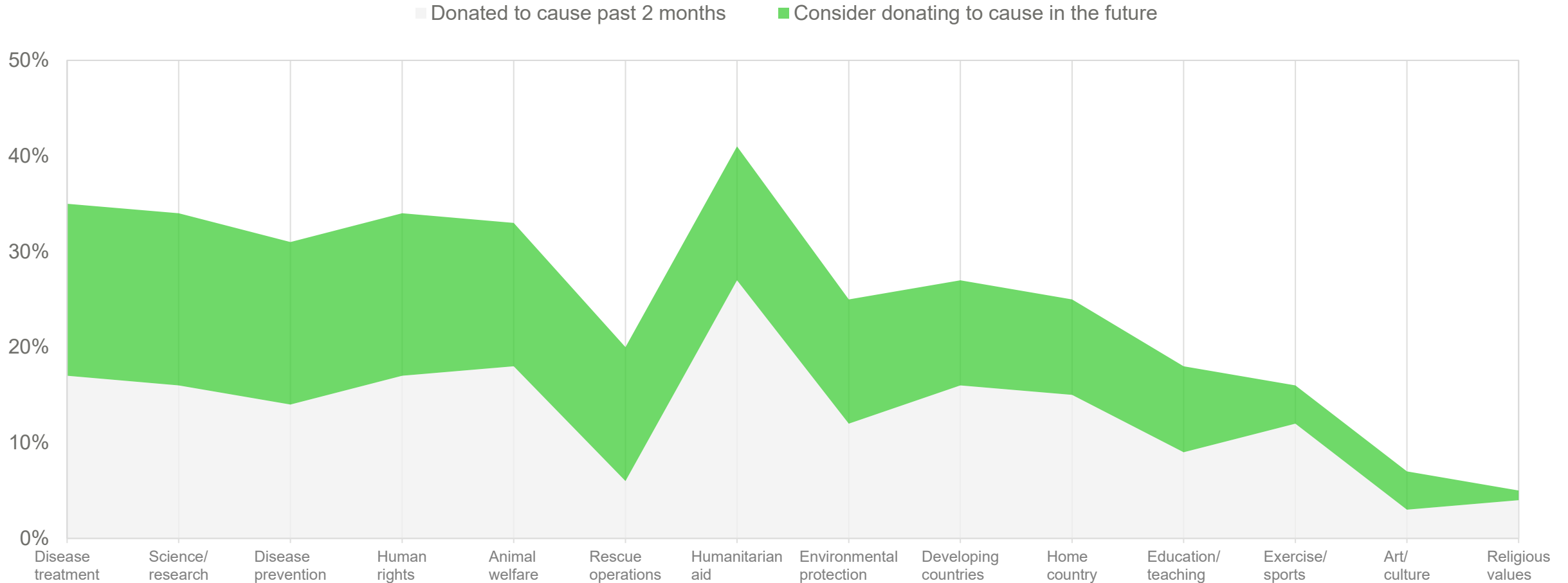
Question base: Full (~1000 interviews per country)

Future causes – SE 2026



Which of the following causes would you give financial or other help to in the future?

Disease treatment and Science/research show the largest gap between future intent and current donations (+18pp each).



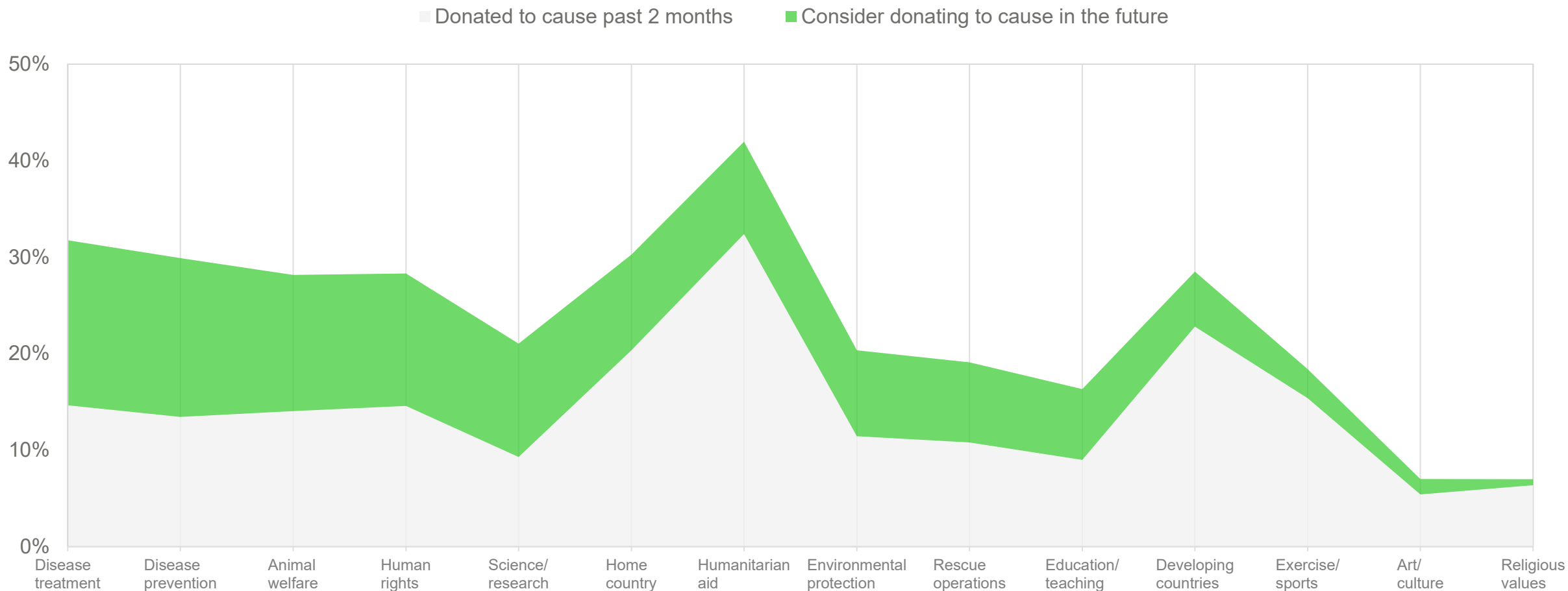
Question base: Full (~1000 interviews per country)

Future causes – NO 2026



Which of the following causes would you give financial or other help to in the future?

Disease treatment (+17pp) and Disease prevention (+16pp) show the largest gap between future intent and current donations.



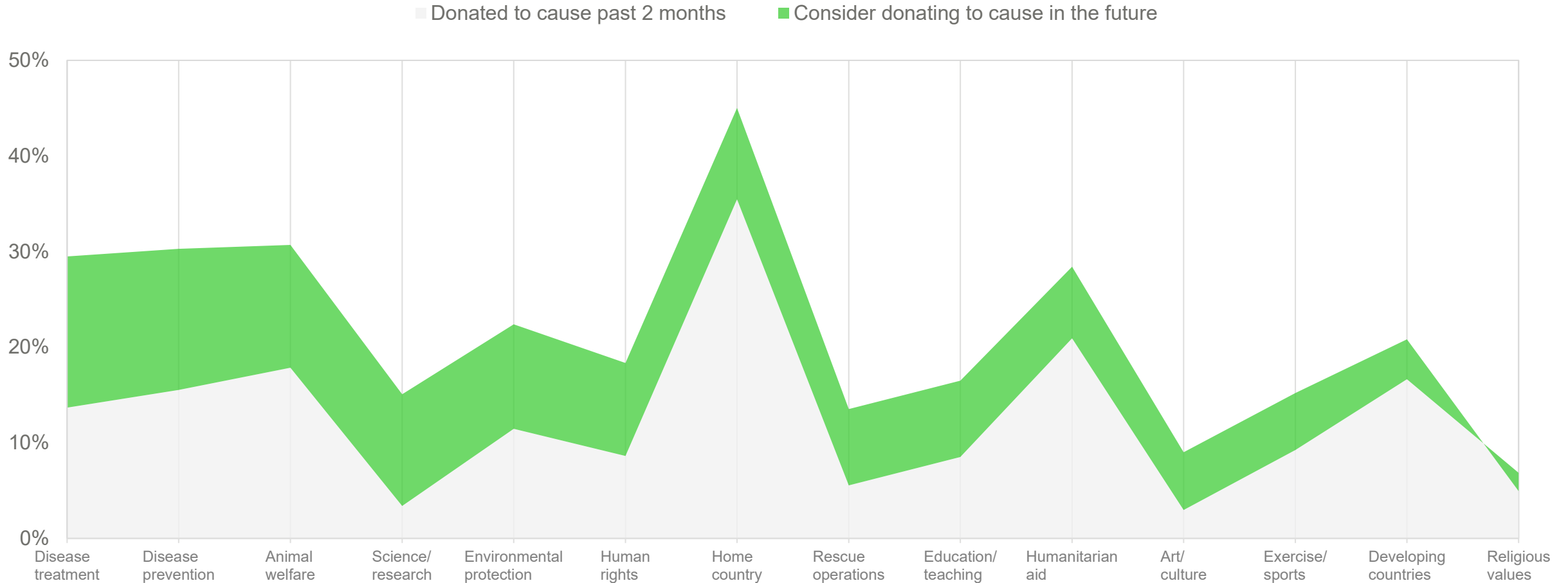
Question base: Full (~1000 interviews per country)

Future causes – FI 2026



Which of the following causes would you give financial or other help to in the future?

Disease treatment (+16pp) and Disease prevention (+15pp) show the largest gap between future intent and current donations.



Question base: Full (~1000 interviews per country)

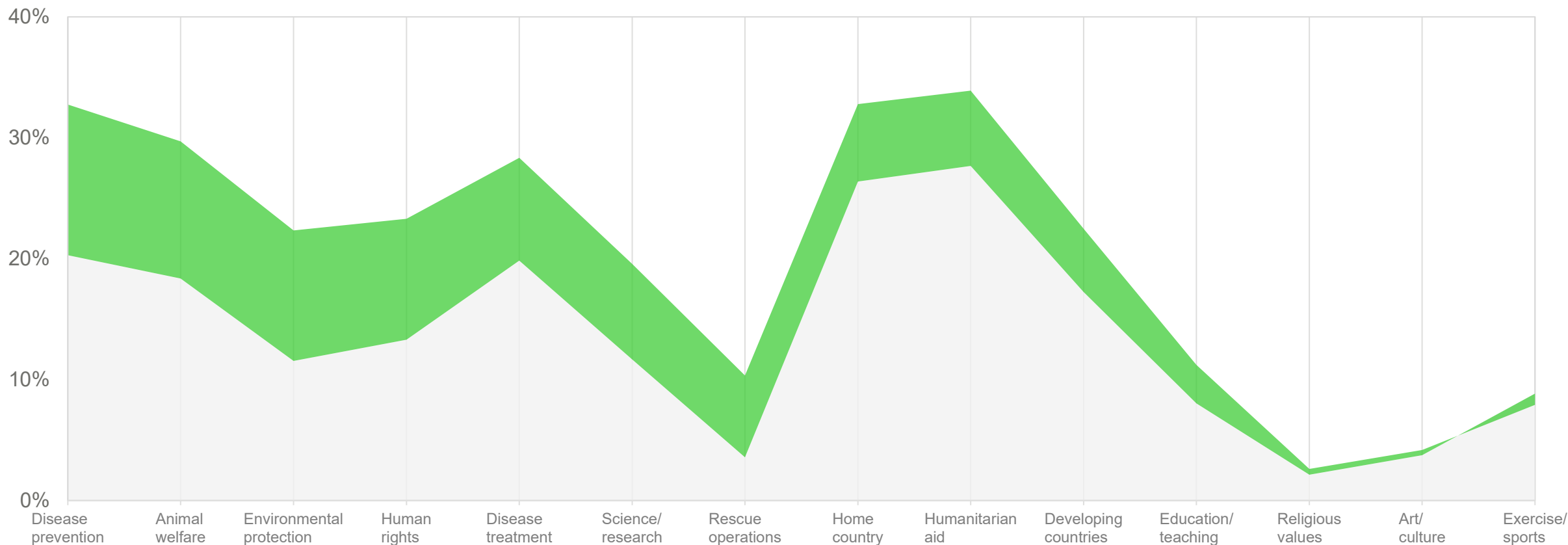
Future causes – DK 2026



Which of the following causes would you give financial or other help to in the future?

Disease prevention (+13pp) and Animal welfare (+12pp) show the largest gap between future intent and current donations.

■ Donated to cause past 2 months ■ Consider donating to cause in the future



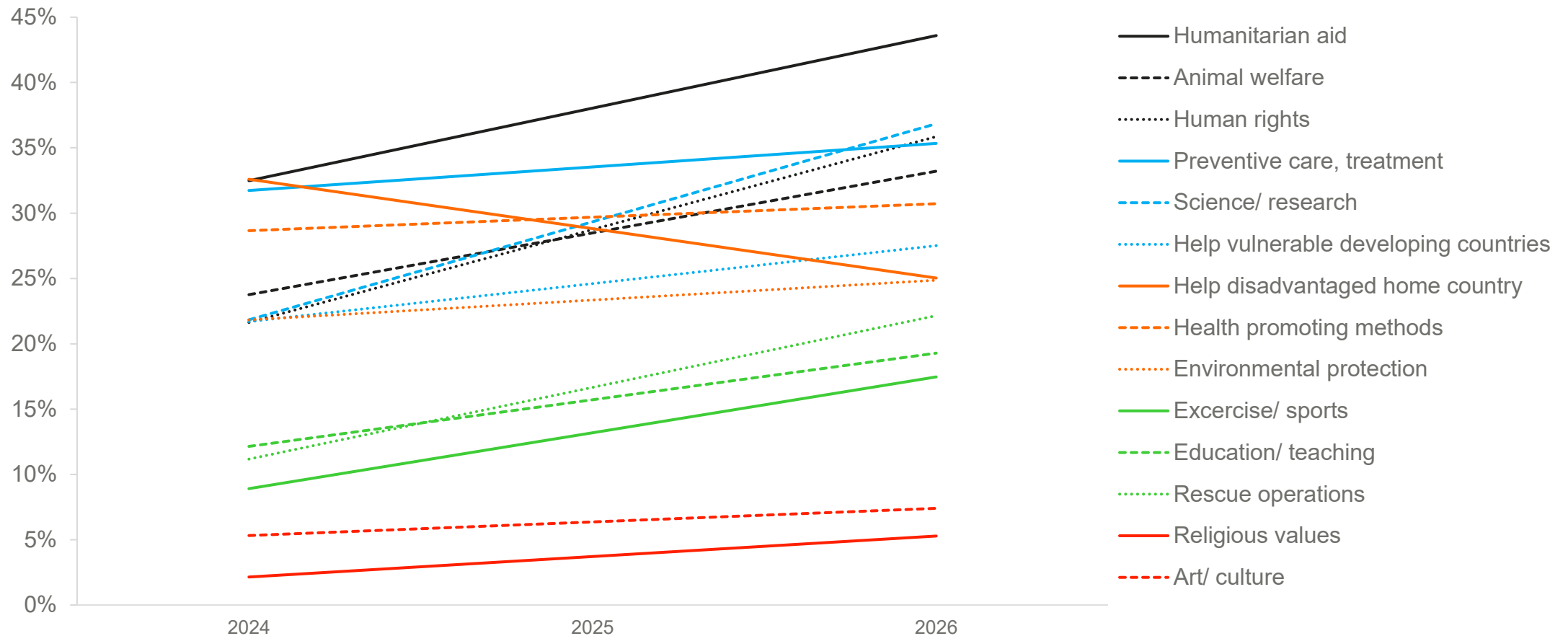
Question base: Full (~1000 interviews per country)

Future causes - SE



Which of the following causes would you give financial or other help to in the future?

The biggest structural shifts over the full 2024–2026 period are the rise of Science and research (+15pp) and decline of Help disadvantaged home country (−8pp).



Graph shows trendlines based on annual data points

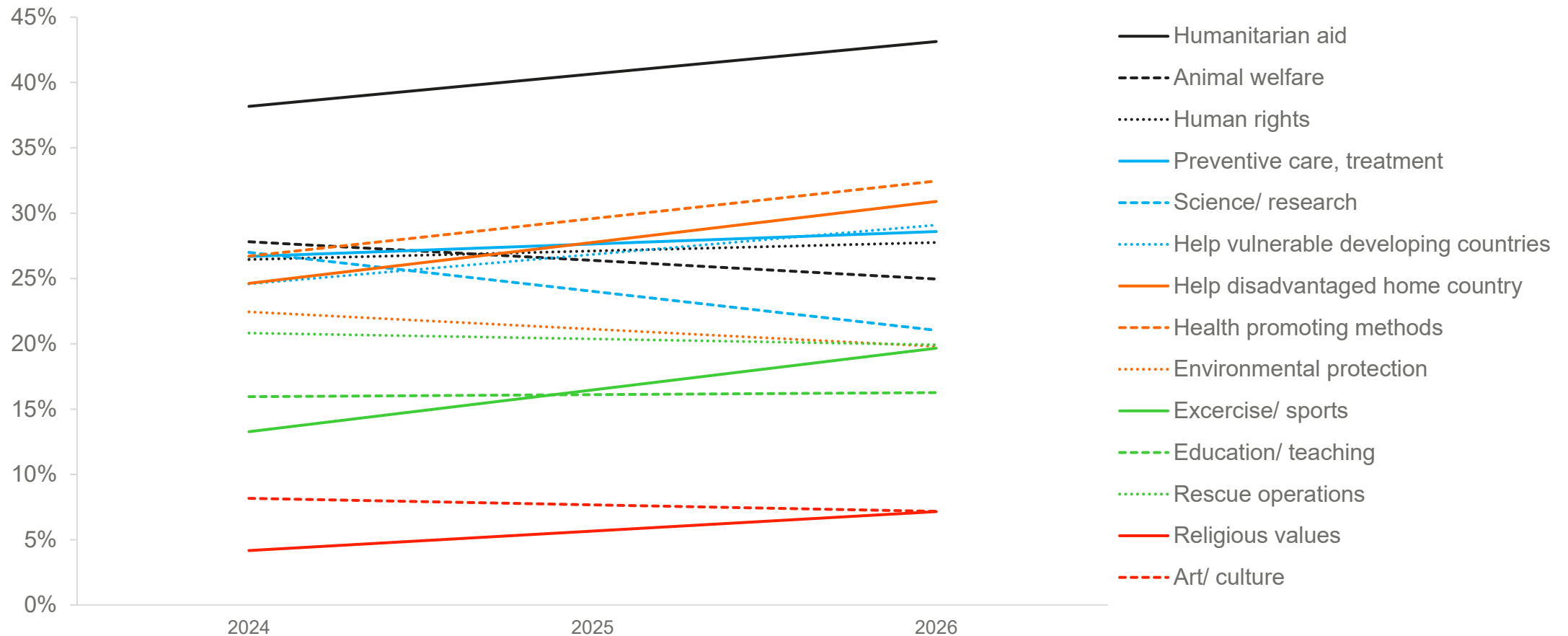
Question base: Full (~1000 interviews per country)

Future causes - NO

Which of the following causes would you give financial or other help to in the future?



The biggest structural shifts over the full 2024–2026 period are the rise of Health-promoting methods (+6pp) and decline of Science and research (−6pp).



Graph shows trendlines based on annual data points

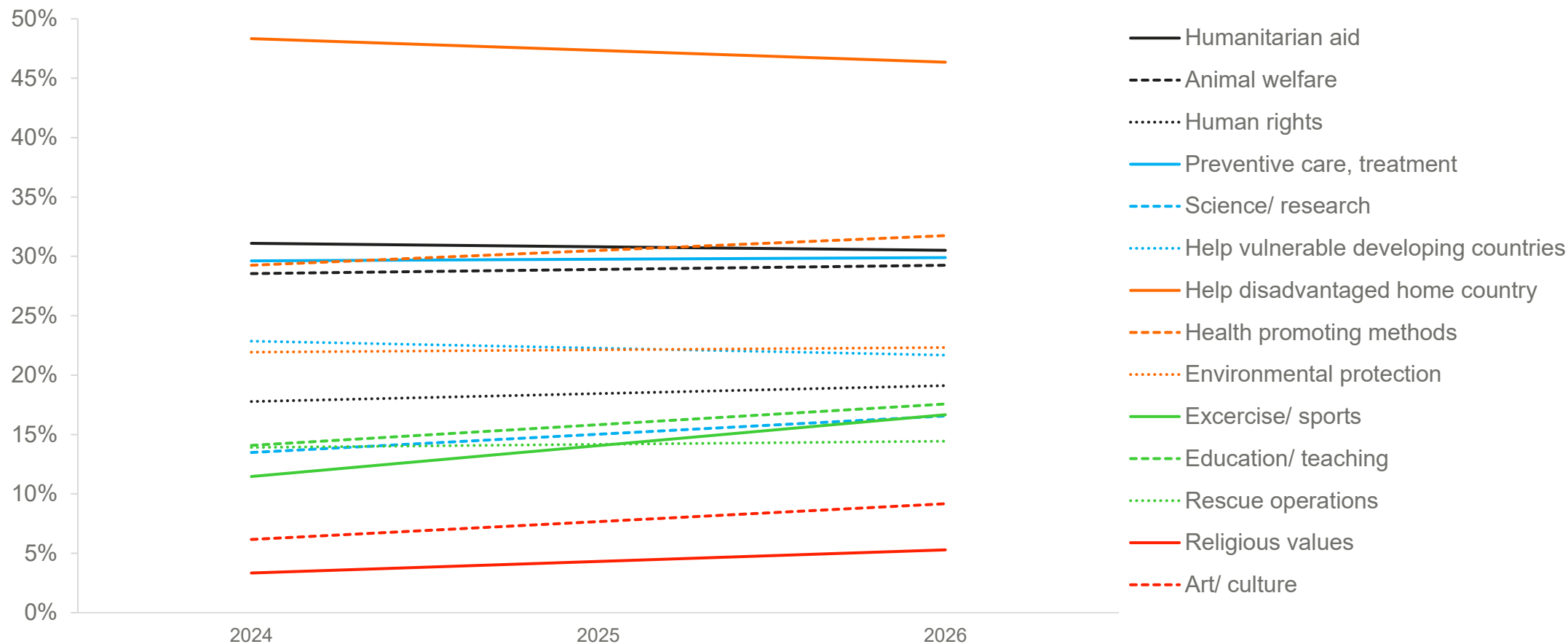
Question base: Full (~1000 interviews per country)

Future causes - FI

Which of the following causes would you give financial or other help to in the future?



Future cause intentions are relatively stable over 2024–2026, with Exercise and sports the largest rise (+5pp) and Help disadvantaged home country the largest decline (–2pp).



Graph shows trendlines based on annual data points

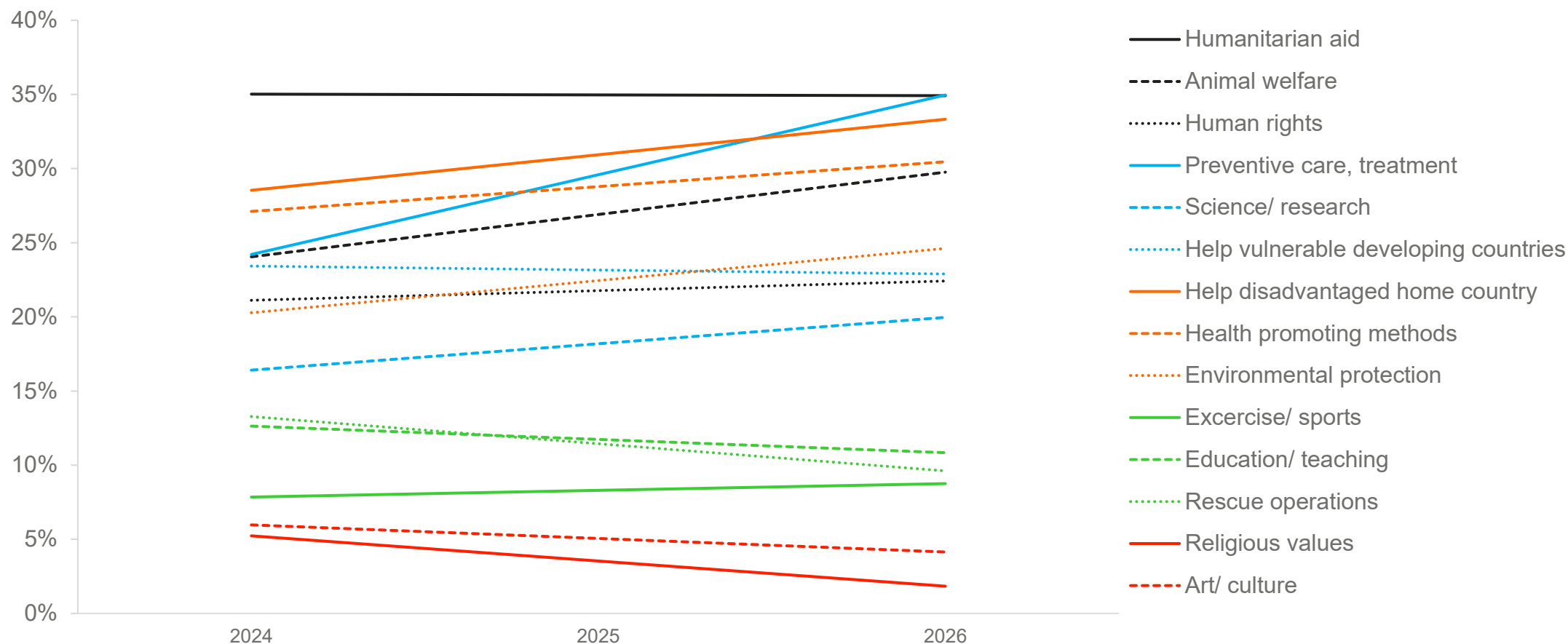
Question base: Full (~1000 interviews per country)

Future causes - DK

Which of the following causes would you give financial or other help to in the future?



The biggest structural shifts over the full 2024–2026 period are the rise of Preventive care, treatment (+11pp) and decline of Rescue operations (−4pp).



Graph shows trendlines based on annual data points

Question base: Full (~1000 interviews per country)

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