

# Inspiring Greater Giving in the Workplace

Key Insights on  
Donor Trends for Nonprofits



**GLOBAL IMPACT**

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Thank you to the organizations whose work contributed to this white paper:



As a skilled nonprofit professional, you know that every dollar counts. Each dollar raised means more children fed, more clean water pumps installed, and more hospitals stocked with needed supplies.

Yet not all fundraising streams are being tapped to their full potential. In fact, connecting with donors in their workplaces is an underutilized channel for many nonprofits. Every year, billions in corporate matching gifts go unclaimed. For nonprofits, the benefits of workplace giving programs should be obvious: they encourage employees to give recurring gifts of unrestricted funding for your nonprofit, and you can often double or triple your ROI through employers offering matching gifts. Where the challenge lies is developing effective engagement strategies that reach these donors. In order to capture this potential, nonprofits need to shift how they approach workplace donor engagement and corporate partnerships.

To this end, Global Impact partnered with Embold Research to conduct a comprehensive study exploring individual giving attitudes and behaviors. We surveyed over 2,500 employed Americans via dynamic online sampling and text messages to obtain a sample reflective of the prospective donor population. Poststratification was performed on age, gender, race/ethnicity, education, region, and 2020 presidential vote.

This white paper shares key findings from the study and provides actionable recommendations to help nonprofits engage donors more effectively, in and out of the workplace. By implementing the strategies outlined here, your organization can reach your current donors in new ways, attract new supporters, and strengthen relationships with corporate partners.



“Global Impact’s very roots are in workplace giving. For nearly seven decades, we’ve connected nonprofit partners with millions of donors at corporate and public sector workplaces, inspiring everyday donors to give generously at work. As workplaces and the global giving landscape have changed, so have we. Our new research presents a fascinating look into today’s workplaces, from the decision-makers establishing their giving strategy to the donors choosing to support you in their giving campaigns. This paper explores how your nonprofit can deepen connections with workplaces to raise funds, forge corporate partnerships, and inspire greater giving.”

**Scott Jackson**  
CEO & President, Global Impact

## Recommendation **ONE**

**Foster the trust of workplace donors by increasing your presence in campaigns and leading with compelling narratives that showcase your impact.**

*43% of respondents hesitate to give when they lack awareness about nonprofit missions, goals, or programming.*

Donors hesitate to give when they lack understanding of what a nonprofit is accomplishing, which can create a significant barrier to workplace giving. When employees are unsure how their contributions make a difference or don't see tangible outcomes, it's no surprise they feel reluctant to give. Trust and clarity are essential in overcoming this hurdle. Without demonstrating your impact, you risk being overlooked in workplace campaigns, regardless of the good work your organization is doing. You can also increase trust by working with campaigns to get more face-to-face opportunities with donors.

### STRATEGIES TO CONSIDER

- **Where possible, participate in workplace giving campaign events.** Public sector events from the Combined Federal Campaign (CFC), state campaigns, and local campaigns are excellent opportunities to connect directly with donors. In the private sector, it takes outreach and relationship building to secure event opportunities. Utilize key donors and champions to help you get in the door — more on that later!
- **Collaborate with corporate partners to increase your presence in workplace giving programs.** Ask for opportunities to join their giving events, request that companies share their campaign details with you, and communicate directly with their employees. Consider adding employee engagement or educational components to corporate grant requests, and think about offerings that you can add to your standard corporate engagement menu, like lunch & learns.

- **Adopt a strong workplace donor communication strategy.** You can incorporate workplace giving messaging in your existing donor communications as well as create new efforts for the workplace donors you already have.
- **Be sure to highlight transparency in every communication.** Where exactly does their donation go? What percent goes to program costs? Can you share stories of recipients who have been empowered by those donations?

**75%**

*of donors are concerned about elitism and lack of oversight in the nonprofit sector, respectively.*

By bridging the gap between your impact and potential donors' understanding, you build trust and foster generosity. Workplace giving is as much about being visible as it is about being compelling. Make your story heard, and you'll empower employees to become lifelong supporters.

## Case Study

### **The International Rescue Committee Fostering Trust with Workplace Donors**

The International Rescue Committee (IRC)'s success in workplace donor engagement stems from their focused approach to donor communications. They've developed a strategy that centers around key moments like World Refugee Day and GivingTuesday and that tailors emails based on donor segments. For example, they now send specialized outreach to CFC donors through an email series that highlights their CFC number and links to the CFC website. These emails give them data on their federal donors, speak to donors in familiar terms while making it easy to donate, and foster a stronger relationship between the donor and the IRC.

These communications consistently emphasize tangible impact, showing donors exactly how their contributions translate into real-world assistance for refugees and displaced persons. By including specific dollar amounts and concrete examples of aid provided, the IRC helps donors understand how their support makes a difference in crisis-affected communities.

By concentrating on specific donor segments and strategic moments throughout the year, the IRC builds lasting relationships with their workplace donors while maintaining clear, impact-focused messaging. Their communications directly address workplace donors' desire for transparency and hands-on connection to charitable impact.

# Case Study

## From Seed to Plate Event

Global Impact and Feed My Starving Children collaborated with a supply chain company to host From Seed to Plate, an event celebrating National Hispanic Heritage Month. Organized in partnership with the company's Latinx Employee Resource Group (ERG), the event highlighted critical food and hunger issues across Latin and South America. Through interactive activities, storytelling, and a focus on cultural connection, attendees gained insights into Feed My Starving Children's efforts to combat hunger in the region and the company's innovations to help prevent food waste globally.

From Seed to Plate exemplifies the power of nonprofit-corporate partnerships. Events like these provide nonprofits an opportunity to directly engage donors, fostering a deeper understanding of their impact. It also bridged gaps between the company's work and their employees, while aligning with the company's diversity and inclusion goals, adding value for everyone involved.

## Global Impact TOOLS

### Blog Posts:

[5 ideas to inspire your engagement offerings](#)

[A quick guide to maximize event participation](#)

[Pictures worth 1000 words: charity materials to inspire your giving campaign](#)

### Charity Alliance member resources:

Our **Donor Communication Toolkit** and **Employee Champion Guide** have what you need to get started — reach out to your Relationship Manager for access. Not a Charity Alliance member? Reach out to us to learn more: [engage@charity.org](mailto:engage@charity.org).

## Quick Tip

*Do you often need volunteers with a certain skill set like translation, legal services, marketing, or mentoring? Consider creating events or volunteer opportunities for workplaces that foster these skills. We've seen nonprofits have great success — for example, pairing program participants looking to grow their small businesses with corporate business leaders for mentorship opportunities. This deepens engagement between workplace donors and your mission and makes donors feel they're having a real impact.*



## Recommendation TWO

**Always lead with matching gift messaging when talking to workplace donors.**

*57% of employees are likely to donate when offered a matching gift incentive.*

Giving rewards or financial incentives for donating doesn't move the needle significantly — except for a matching gift program. We tested many other forms of giving incentives and while there were some that performed well with certain audiences — for example, younger donors are slightly more interested in free gifts — there's a 24% gap between respondents' likelihood to give when presented with a matching gift and when presented with other offerings.

The data shows an overwhelming preference for matching gifts compared to other incentives, making it your most powerful tool for incentivizing giving.

You may think of matching gifts as coming from your nonprofit's board or a high-net-worth donor — but corporate matches are a hugely underutilized resource. Sixty-five percent of Fortune 500 companies offer a matching gift for employees who donate through their giving program, and it's estimated that \$4-7 billion in matching gifts go unclaimed each year.

Matching gifts significantly amplify the perceived (and actual) impact of a donor's contribution, making it an unparalleled incentive. While other rewards like swag or giveaways may appeal to niche groups, matching gifts create a universal sense of value and purpose.

When donors see their gifts effectively doubled, it not only increases their willingness to give but also deepens their sense of trust and alignment with your mission. Leveraging a matching gift incentive is a straightforward and impactful way to make workplace giving campaigns more successful.

## STRATEGIES TO CONSIDER

- **Promote matching gifts prominently.** Add clear, actionable information about matching gift opportunities to your website. Platforms like Double the Donation can simplify the process by offering real-time information on hundreds of workplaces' matching information, but even basic language encouraging donors to check their eligibility is highly effective.
- **Communicate consistently.** Make matching gifts a central message in your donor communications. Emails, newsletters, social media, and workplace giving materials should all highlight this opportunity.
- **Create customized outreach for existing workplace donors.** Include details like their company name, campaign dates, and matching information in all communications to these donors.

By emphasizing this opportunity and making it easy for donors to take action, you can unlock untapped resources and inspire greater generosity within your campaigns.

While taking advantage of matching gifts is a great strategy to double your revenue, remember that the public sector and plenty of other private sector companies don't offer a match but are still home to great workplace programs. Don't forget them in your outreach!

## Case Study

### *Heifer International Promotes Matching Gifts*

Heifer International implemented a comprehensive strategy to prioritize matching gifts, recognizing their untapped potential to increase donor impact. Starting in FY22, Heifer integrated matching gift messaging across all marketing channels and donor touchpoints, ensuring every donor segment was engaged. Staff were educated on how to use this messaging across their different audiences: new donors, mid-level and major donors, and business owners and corporate contacts. Strategic partnerships with Global Impact and platforms like Double the Donation further streamlined this process, driving more visits to their matching gift page and increasing donor participation.

Heifer's success provides a clear example for nonprofits looking to unlock the power of matching gifts. By prioritizing donor education, seamlessly integrating matching gift language into existing campaigns and channels, and empowering staff to promote these opportunities across their audience types, Heifer effectively maximized giving without significant additional cost. Despite challenges like global conflicts and economic uncertainty, Heifer maintained its market share and deepened donor relationships. Nonprofits of all sizes can follow this model to amplify their impact and drive results.

# Case Study

## Accenture's Unique Corporate Matching Gift Program

Accenture's distinctive U.S. matching gift program takes a fresh approach to employee engagement by rewarding collaboration. The company provides a one-time dollar-to-dollar match of up to \$1,000 for fundraising campaigns involving 10 or more employee donors who collectively raise at least \$1,000, reserving dollar-to-dollar matches for major disaster relief campaigns and other events sponsored by leadership.

This structure encourages collaboration, making it easier for employees to introduce their colleagues to causes they care about while securing additional funds for nonprofits like yours. For example, one employee used the program to introduce colleagues to a nonprofit where he serves as a board member. He inspired nine colleagues to contribute with him, securing not only the matching funds but also bringing in new donors for the organization he supports.

For nonprofits, this approach highlights the many valuable opportunities matching gift programs present for engaging new donors and maximizing existing contributions. Companies are eager to build creative matching strategies like this one, and nonprofits that understand these programs can better position themselves as collaborators and find opportunities to grow their support base. Try utilizing employee champions ([page 18](#)) who can advocate for your nonprofit to unlock matching gifts like these!

## Global Impact TOOLS

### Blog Posts:

[Finishing Strong: How charities can end the year strong with the help of matching gifts](#)

[What we wish all charities knew about workplace giving](#)

### Tools:

Global Impact Charity Alliance members have access to **workplace data and insights** to tailor their donor communications. Not a Charity Alliance member? Reach out to us to learn more – [engage@charity.org](mailto:engage@charity.org).

*“Corporate matching gift programs are one of the most powerful tools we have for amplifying our donors’ impact. When our supporters learn their gift can be doubled through their employer’s match, it not only increases participation but also deepens their connection to our mission and their employer. These partnerships between companies, employees, donors, and Heifer International create a meaningful multiplier effect that helps us do more good in the world.”*

**Berit Kimrey**

Director of Community Marketing, Heifer International

## Recommendation **THREE**

**Inform your audience of how they can support you through workplace giving.**

*32% of employees are unsure if their employer offers a workplace giving program.*

Employees aren't always educated on their workplace giving program, which presents both a challenge and an opportunity. When employees don't realize they can give through their workplace — often with additional perks like matching gifts or payroll deductions — it's a missed chance to connect them to your cause. Workplace giving programs not only provide donors with a convenient and consistent way to support your mission, but they also help donors maximize their impact without additional cost to them.

For companies, these programs are strategic tools that boost employee morale, increase retention, attract talent, and enhance CSR reporting. By educating donors about these options, you not only expand your donor base but also strengthen relationships with corporate partners by demonstrating the value of these programs.

### STRATEGIES TO CONSIDER

- **Create a workplace giving section on your website.** Add a dedicated page or dropdown menu that clearly explains workplace giving programs, how to participate, and the benefits for donors. Include information about matching gifts, too, as we cited in the previous recommendation. Consider investing in tools like Double the Donation to offer real-time workplace giving information like campaign dates and matching gift details.
- **Communicate frequently.** Use newsletters, individual solicitations, and social media to encourage donors to check if their employer offers a workplace giving program. Provide easy-to-follow instructions, such as asking their HR department or using your website resources. If you know the workplaces of some of your donors, send customized emails about their matching gift information and giving campaign timelines.

- **Consider adding a workplace segment to your digital marketing strategy.** Use language that is specific to matching gift programs; getting specific to a company is even better! You could segment donors by workplace for emails sharing their workplace's details during their giving campaign.

By educating your supporters about workplace giving programs, you empower them to give in ways that are convenient, impactful, and often more affordable. This proactive approach not only strengthens your donor relationships but also amplifies the reach of your mission.

## Case Study

### *Engaging Donors at Work with Children International*

Children International demonstrates how nonprofits can effectively educate donors about workplace giving opportunities. Their dedicated [workplace giving and matching gift](#) webpage provides clear instructions on how donors can support the organization through their employers, emphasizing the ease and impact of workplace donations. They also offer engaging activities like their [Letters of Encouragement](#) initiative, which is ideal for workplace giving or volunteer programs. This activity allows employees to connect directly with the mission, making giving a personal and meaningful experience.

This approach underscores the importance of nonprofits informing donors about their workplace giving options. By highlighting these opportunities, Children International maximizes donor participation, provides strong incentives for giving, and ensures a steady stream of unrestricted funding throughout the year. While setting up workplace giving communications and activities requires effort, Children International's success shows that the long-term benefits — engaged donors and sustained support — make it a worthwhile investment.



# Case Study

## Carlson's Field Day

Carlson's Community Giving Campaign is a prime example of how companies are keeping workplace giving programs visible and engaging for employees. The campaign's signature Field Day event, held annually in the Twin Cities, showcases Carlson's dedication to responsible business practices and giving back to the community. This event offers charities an invaluable opportunity to connect with employees. With food trucks, nonprofit booths, and activities like canoe races, Field Day fosters a lively atmosphere that draws employees together to learn about giving opportunities.

Carlson's consistent and creative approach demonstrates that there are still workplace giving programs offering these kinds of opportunities — and your organization should seize these moments whenever possible. Taking the staff time to engage employees, build relationships, and amplify their impact goes a long way to inspire new donors and deepen connections with existing supporters.

## Global Impact TOOLS

### **Blog Posts:**

**The five-minute recap of mastering workplace giving**

**Knowledge is power: Understanding your pledge data**

### **Charity Alliance member resources:**

Our **Donor Communication Toolkit** has what you need to get started — reach out to your Relationship Manager for access. Not a Charity Alliance member? Reach out to us to learn more: [engage@charity.org](mailto:engage@charity.org).

*“The rise of remote work and overall decreases in employee engagement have made it harder for workplaces to effectively communicate with their employees about workplace giving. Nonprofits can no longer assume that donors know their workplace giving and matching gift details. Use every opportunity to remind donors that they can give recurring, unrestricted donations, with the potential to double their impact, through work!”*

**Brittany Mattfeld Craig**

Managing Director, Global Impact



## Recommendation **FOUR**

**Expand your conversations with companies to include employee giving and find new ways of collaborating.**

*60% of respondents said a nonprofit's alignment with their beliefs and values is a major consideration for donating.*

Employee giving isn't just about individual fundraising, it's also about corporate partnerships. When a nonprofit's mission resonates with the beliefs and values of employees, it creates a powerful opportunity to deepen connections and expand partnerships with corporations. Clear communication about this alignment not only bolsters trust but also opens doors for multi-faceted collaborations. By framing your organization's work as reflective of the priorities of both employees and corporate leadership, you strengthen your position as a key partner.

This approach has a two-fold benefit with both employee giving and corporate partnerships.

### **STRATEGIES TO CONSIDER**

- **On the employee giving side,** highlighting strong engagement from a company's employees demonstrates alignment with their values and showcases your organization as a trusted choice for support.

If you notice significant employee giving from a particular company, use that as an entry point to build a deeper relationship. Approach the company with insights about their employees' support for your work and propose ways to enhance that connection. This could include speaking at workplace giving events, creating tailored volunteer opportunities for their employees, or asking them to share campaign details with you to encourage continued donations. By demonstrating how your organization is already resonating with their workforce, you create a strong foundation for further collaboration.

- **On the corporate partnership side,** positioning your nonprofit as a dynamic partner who can contribute to broader CSR goals — including volunteering, Employee Resource Groups (ERG) engagement, and grantmaking — can help bring your organization into the conversation on multiple levels.

Look for ways to integrate employee giving into broader CSR discussions. *(This may require you to loop in other colleagues if you don't traditionally handle corporate partnerships in your role.)* Explore whether the company has ERGs that align with your cause and propose opportunities to engage with them. Offer to design volunteer activities that allow employees to connect with your mission firsthand. If the company has a grantmaking program, emphasize how your employee giving success demonstrates alignment with their corporate priorities, positioning your organization as a strong candidate for funding.

By layering strategies and thinking holistically, you create a more robust partnership that amplifies impact across multiple channels.

## Global Impact TOOLS

### **Case Study:**

**Engaging private sector donors  
to create a world free of poverty**

### **Charity Alliance member resources:**

We have an exclusive **Employee Champion Guide** that has what your nonprofit needs to get started engaging donors in a new way — reach out to your Relationship Manager for access.

### **Employee Champions Strategy**

*How can you apply this creativity to your approach with individual donors? Implement what we call the employee champions strategy. Start by identifying your strongest workplace donors — those who are already deeply connected to your mission and whose workplaces you know — and invite them to champion your cause within their company. For example, you might ask them to host a lunch & learn session for you, introduce you to their workplace giving campaign manager, or share information about your work with their colleagues. This approach not only strengthens their personal connection to your organization but also builds trust among their colleagues.*

*Plus, by asking donors to take on this role, you also show that you value their contributions beyond financial support. It's nice to be able to ask donors for help beyond a donation.*

## Recommendation **FIVE**

### Use crisis messaging with your workplace donors when possible.

*88% felt that crisis messaging gave good reasons to donate.*

Donors respond to urgency. When people witness emergency situations through news coverage and social media, they feel an immediate impulse to help — whether it's a natural disaster, humanitarian crisis, or local emergency. This emotional connection to current events creates a unique opportunity for your workplace donors.

But workplace donors tend to be forgotten in emergency communications. This disconnect can lead to missed opportunities to deepen engagement with an already dedicated donor base. By integrating workplace donors into your emergency messaging, you can maintain or even grow their support.

#### STRATEGIES TO CONSIDER

- **Offer broadly-defined projects.** Create project-based fundraising pages on workplace giving platforms like Benevity and YourCause that allow donors to contribute to specific initiatives. Keep the framing broad enough to give your organization flexibility in how funds are allocated. For instance, instead of focusing on one particular program, create a “Disaster Relief in Africa” page that encompasses multiple efforts in the region.
- **Tell current workplace donors you're responding.** When a crisis occurs, include your workplace donors in the outreach alongside your general audience. They should know what their gifts are supporting.
- **Consider a tailored workplace giving ask to existing workplace donors.** Position the emergency appeal as a moment to renew their pledge to your organization or give an additional one-time gift through work to help you respond, highlighting matching gifts where applicable.

- **When making your general emergency asks, include the option to make a gift through the workplace.** Year-round support through payroll giving helps your organization adapt during crises, and telling donors about this option may increase recurring gifts to your organization while you have their attention.

Crisis messaging isn't only for frontline responders. Even if your nonprofit's role is more indirect, crises can still significantly impact your mission, creating a narrative that workplace donors will connect with. For instance, during the COVID-19 pandemic, organizations across many sectors successfully demonstrated how their long-term goals and programming were affected, galvanizing donors to act. Consider this when planning your workplace giving messaging.

Whether your organization is on the front lines or impacted indirectly, transparency and connection to the crisis will resonate deeply with supporters. By weaving these appeals into workplace giving strategies, you not only meet the moment but also strengthen the ongoing relationship with workplace donors.

### *88% of survey respondents felt this message was a good reason to donate:*

*Nonprofits quickly and effectively address people's urgent needs in crises. They distribute food to the hungry, provide hospitals with emergency medical supplies, and set up shelters for those whose homes have been destroyed. Their critical work helps save lives in crisis and in the aftermath of natural disasters.*

## Case Study

### Americares Leverages Emergency Messaging

Americares excels at using crisis messaging to drive workplace giving. During emergencies they act swiftly, using platforms like Benevity to launch targeted donation opportunities as soon as they respond. With pre-prepared templates, Americares ensures timely outreach to past and current workplace donors, minimizing extra work during busy periods. Their team also adapts individual donor content for workplace audiences, proving you don't need to start from scratch to engage employees effectively.

Americares collaborates closely with corporate partners, providing real-time updates, promoting fundraising opportunities, and offering custom donation pages and materials tailored to each company's needs. They also host informational calls and events during major emergencies, positioning companies as true response partners. This approach strengthens corporate relationships and enhances visibility with employee donors.

Americares serves as a model for nonprofits seeking to maximize workplace giving during crises. By proactively engaging individual donors and corporate partners and tailoring materials for workplace audiences, they build trust and loyalty that translates into sustained support when it's needed most.

## Global Impact TOOLS

### Blog Posts:

[Become a partner in disaster relief with Americares](#)

### Charity Alliance member resources:

Our **Donor Communication Toolkit** and our **Benevity and YourCause guides** have what you need to get started — reach out to your Relationship Manager for access. Not a Charity Alliance member? Reach out to us to learn more: [engage@charity.org](mailto:engage@charity.org).

*“Through workplace campaigns, we’re able to connect with engaged professionals who are looking for meaningful ways to make an impact. We’ve found that when we share real-time crisis updates and immediate needs with our workplace partners, they consistently step up with remarkable generosity. It’s not just about the donations – these programs create a community of informed, committed supporters who become long-term partners in our emergency response work.”*

**Michael Paul**

Senior Director, Strategic Partnerships, Americares



# Next Steps

## Ready to take the next step?

### Reach out to the Global Impact team

for a strategic consultation to assess your individual donor strategy and determine the right tactics for your organization.

## About Global Impact

Global Impact serves as a trusted philanthropy advisor, intermediary, and nonprofit partner for greater giving. We offer advisory and infrastructure services that drive strategic philanthropy for our nonprofit, public, and private sector clients. With nearly 70 years of experience, we have raised more than \$2.5 billion with our partners for global causes. Global Impact is a part of **Global Impact Ventures**, a family of mission-driven organizations serving all of philanthropy for a better world.



## About Embold Research

Embold Research, the nonpartisan arm of Change Research, provides innovative public opinion insights to help leaders make informed decisions, build trust, and drive action. Using Dynamic Online Sampling, Embold's cutting-edge methodology ensures representative samples by reaching everyday people through digital platforms, bypassing the biases of traditional polling. By leveraging advanced data science and machine learning, we uncover connections in attitudes that go beyond partisanship, offering a deeper understanding of what unites diverse groups. With a focus on accessibility, our surveys are designed for modern communication habits, with over 70% of respondents completing them on mobile devices at their own pace. Embold's technology is particularly effective at engaging hard-to-reach and traditionally excluded populations, making us a trusted partner for clients seeking inclusive and actionable insights. We have conducted more than 2,000 polls for candidates, media, and causes, surveying over 3 million people throughout the U.S., since launching in 2017.

## Methodology

Embold Research surveyed 2591 adults nationwide in the prospective donor universe from Aug. 15-19, 2024. We used the following sources to recruit respondents:

- targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (2106 respondents)
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (485 respondents)

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted adults nationwide. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Global Impact. Post-stratification was performed on age, gender, education, census region, race/ethnicity, and the 2020 presidential vote. Weighting parameters were based on census data; that is, if x% of adults were women, then women would be weighted to x% of the sample.

The modeled margin of error\* for this survey is 2.2%, which uses effective sample sizes\*\* that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.

*\*We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*\*\* The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.a

**For more information, contact Bharati Ganesh at [bharati@emboldresearch.com](mailto:bharati@emboldresearch.com).**

**Click [here](#) to view the full methodology statement and survey questions.**