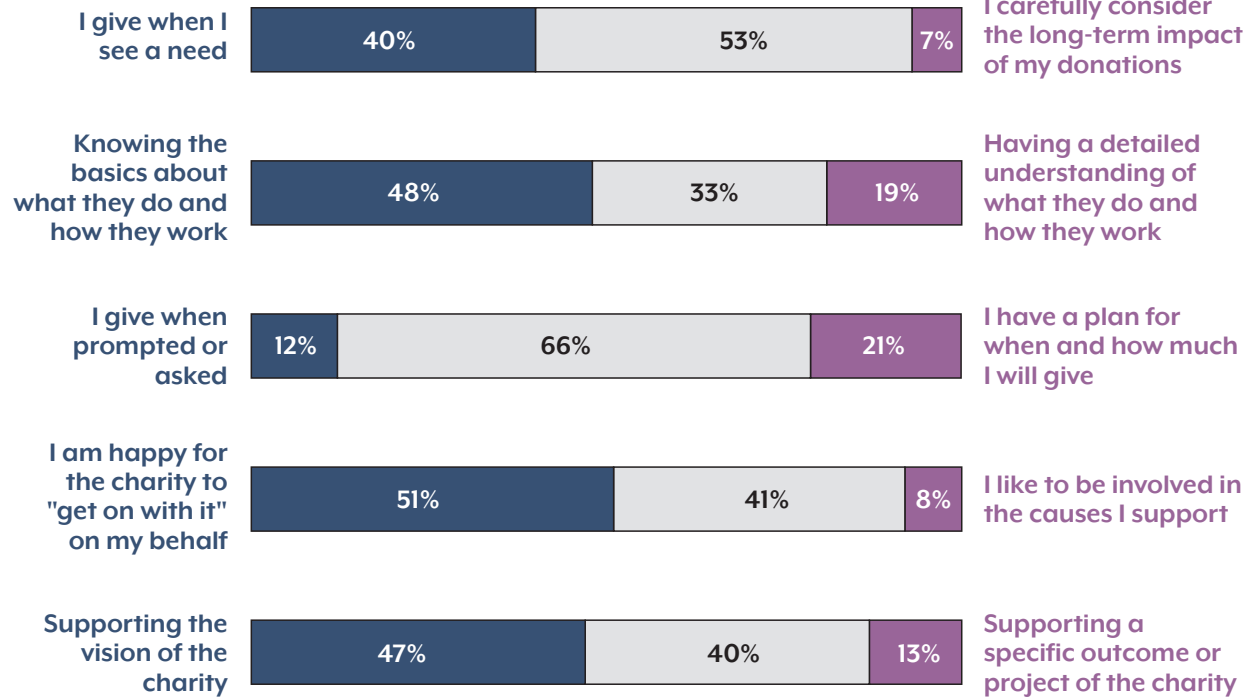
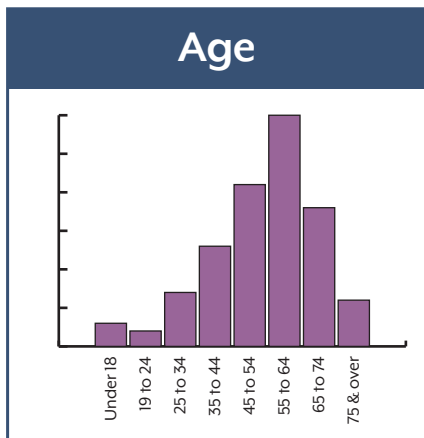
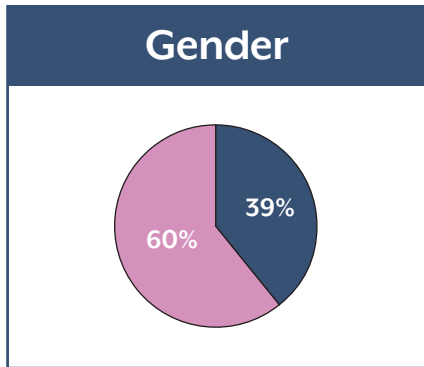
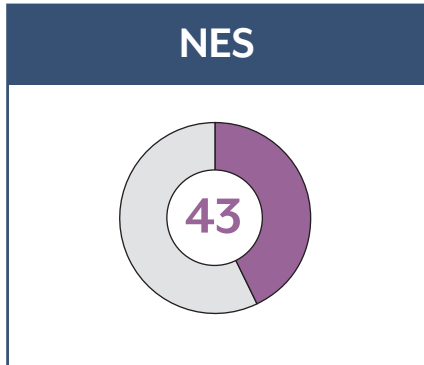


Distracted Dormants



Engagement Needs

They most want:

- frontline feedback
- choice in communications
- connection to a specific project

Bequest Attitudes

They are more likely than others to:

- be ambivalent on family support and capacity
- be unsure whether a share or fixed is better

Communications

Less likely to: share content (or do anything)

Beliefs

Ambivalent on most issues

Connection

Compared to others, more likely to:

- not have "favourite" charities
- have been giving for a shorter time
- change charities each year

Views of Charities

- Lowest on use funds wisely
- Lowest on ethical and honest
- Lowest on too many charities