

**Confidential**  
For use by member  
organizations only

# Understanding LGBT Donors: Transgender People

Understanding LGBT Donors series: Report IV of VI



The LGBT Giving Project

October 2017

**MAP**  
movement advancement project ▶

horizons  
foundation

## Introduction

This report is part of the *Understanding LGBT Donors* project, a series of in-depth analyses of the donation-related behaviors and opinions of several key subpopulations of the lesbian, gay, bisexual, and transgender (LGBT) community. Directed and funded by the LGBT Giving Project, the series is intended to advance understanding of indicators and motivators for donating to LGBT organizations among these subpopulations. By focusing on specific subpopulations, the project aims to provide insight and opportunities for organizations to tailor their fundraising strategies to better reach and appeal to various groups of donors. The full series of reports is available to member organizations here: [Understanding LGBT Donors](#).

This report focuses on transgender individuals to identify their feelings and actions as donors to LGBT organizations. Included in this memo are analyses of various research questions as well as research-based recommendations for increasing donor engagement among transgender people. The findings from this analysis also point to several areas for future research to understand how transgender people engage with LGBT organizations and how they see their giving overall.

The report *Understanding LGBT Donors: Transgender People* is organized into the following sections:

**Key Findings and Actionable Insights** – An overview of important results and their connections to potential fundraising strategies.

**Sample and Demographics** – A detailed description of the methods used to define the sample of transgender people included in this analysis, as well as selected comparisons between transgender people and cisgender people for contextual purposes.

**Key Research Questions** – A look at the donor behaviors and attitudes of transgender people, as revealed by the survey.

**Future Research Areas** – Suggestions for research to explore unanswered questions and provide deeper and broader understanding.

## About the LGBT Giving Project

Launched in 2011, the LGBT Giving Project is a research and testing program aimed at increasing giving by LGBT individuals to the LGBT movement for equality and to LGBT community organizations. This research has looked at who has the will and the capacity to give, what motivates them and what message frames could inspire greater giving. The project has also worked with LGBT statewide advocacy groups and community centers to test messaging and strengthen fundraising capacity.

It has received financial support from the Evelyn and Walter Haas, Jr. Fund; Anonymous; Horizons Foundation; Kevin J. Mossier Foundation; Pride Foundation; Small Change Foundation; D-5 Coalition; and Henry Van Ameringen Foundation.

The analysis that informs this report is based on data from the LGBT Donor Survey conducted online between October and December of 2013. The data is based on responses from 8,323 known donors (6,755 LGBT donors) who made a gift to one or more of 56 U.S. LGBT organizations in the six years prior.

Several potential limitations of the data are important to consider. First, the political and cultural landscape of the LGBT movement has shifted notably since the survey was fielded, particularly under the Trump administration and amid increased attention to transgender rights, meaning responses may differ if survey data were collected today. Further, the survey was sent only to those who had already donated to LGBT organizations, and, specifically, only those who donated to the LGBT organizations participating in this research. Therefore, these findings are not entirely representative of the overall LGBT community nor all LGBT donors, though any potential differences between these groups have not been explored.

It is also important to note that the sample of transgender people includes 412 respondents, representing only 5% of total respondents. This relatively small sample size presents a limitation in terms of the applicability of the findings. The LGBT Donor Survey was undertaken to identify gaps and opportunities in donor engagement, and the lack of transgender representation is one such gap. This memo and the analyses that inform it are a starting point in exploring that gap to hopefully increase organizations' outreach to and engagement of transgender people.

## The LGBT Giving Project Steering Committee:

Richard Burns, LGBT Giving Project

Roger Doughty, Horizons Foundation

Matt Foreman, Evelyn and Walter Haas, Jr. Fund

Rebecca Fox, Wellspring Advisors

Kris Hermanns, Pride Foundation

Ineke Mushovic, Movement Advancement Project

Julia Ritchie, Evelyn and Walter Haas, Jr. Fund

Charlie Rounds, Kevin J. Mossier Foundation

Addison Smith, Wellspring Advisors

Linda Wood, Evelyn and Walter Haas, Jr. Fund

## Key Findings and Actionable Insights

**FINDING:** Transgender respondents were younger, had lower incomes, and had lower levels of household wealth than cisgender<sup>1</sup> respondents; they also tended to give smaller amounts to LGBT organizations. Transgender respondents were more likely to give when presented with message frames that speak to community involvement and sustainability.

These findings suggest that organizations seeking to increase giving among transgender people could explore the development of campaigns that highlight the importance of small, monthly donations. This strategy could be effective given the lower levels of income and household wealth among transgender people, which also show up in other research. According to the 2015 US Transgender Survey Report, transgender respondents reported lower levels of income than the general population as reported in the Current Population Survey.<sup>1</sup> It's also a response to the finding that transgender people are more drawn to messages about community involvement and sustainability. In outreach to this audience, organizations could frame small monthly donations as a critical way to be involved and to guarantee the long-term success of critical programs. One example would be to create a campaign of “monthly sustainers” with varying tiers of contribution amounts. Another strategy would be to create giving circles to allow transgender people to pool resources for greater impact.

**FINDING:** Transgender respondents were more likely to have a “Very Favorable” opinion of LGBT organizations; however, they also were far more likely to think LGBT organizations are too male-dominated. Compared to cisgender respondents,

transgender respondents also were far more likely to endorse efforts by LGBT organizations to prioritize diversity among staff and leadership and to focus on issues that affect transgender people. In fact, transgender respondents were more likely to state that they stopped donating to an LGBT organization because the organization failed to prioritize transgender issues and/or failed to reflect the diversity of LGBT people in terms of gender, race, class, or gender identity.

These findings suggest that organizations reaching out to transgender donors should prioritize diversity in board and staff positions and/or demonstrate a commitment to programs that impact transgender people, people of color, women, and youth. Organizations also should consider using local transgender people as spokespeople for their campaigns.

It is notable that transgender people stopped giving for starkly different reasons than those cited by other population subgroups. Almost all other groups stated that their top reasons for stopping giving were related to issues such as over-solicitation and a perception that an organization was ineffective. Transgender people, on the other hand, place far more emphasis on the degree to which an organization focuses on transgender issues and diversity when making decisions about whether to continue their support.

**FINDING:** Transgender respondents were more likely than cisgender respondents to have children (36% vs 22%). This is consistent with findings from the 2015 U.S. Transgender Survey Report, which showed that 38% of transgender respondents were parents, with 18%

<sup>1</sup> “Cisgender” is a term frequently used to refer to people who are not transgender. We use this term throughout this report to refer to respondents who indicated that they are not transgender.

reporting that they currently have at least one dependent child.<sup>ii</sup> Also, transgender respondents were more likely to respond to message frames emphasizing the need to help protect future generations.

These findings suggest that transgender people may be motivated to donate to organizations that have programming for families and that specifically include transgender families in their programming.

**FINDING:** Although transgender people gave smaller total amounts to LGBT organizations compared to cisgender people, they were more likely to devote a majority of their overall charitable giving to LGBT causes. Forty-four percent of transgender people gave a majority of their charitable giving to LGBT causes, whereas only 33% of cisgender people gave a majority to LGBT causes.

This suggests that transgender people prioritize support for LGBT organizations over other charitable causes. To the extent that organizations develop message frames and programming that reflect the concerns and priorities of this subpopulation, transgender people can be a reliable and sustainable source of donations. One route to further developing and strengthening giving relationships with transgender donors may be to encourage existing donors to make personal asks of their community connections.

**FINDING:** The highest-priority issues among transgender people were “Increasing acceptance for transgender people,” “Ending workplace or employment discrimination,” and “Ending housing and public accommodations discrimination.”

Transgender respondents clearly prioritized issues related to anti-discrimination, equality and acceptance. These findings could be viewed as unsurprising given the current legal landscape for transgender people and the high level of discrimination they experience, as reflected in the

2015 U.S. Transgender Survey Report. Because many of today’s antidiscrimination battles are being fought at the state level, both legislatively and administratively, state organizations should consider highlighting their strategies and achievements in these areas when appealing to transgender donors and potential donors. For other LGBT organizations, messages should emphasize what they are doing to promote acceptance, equality and justice for the LGBT community, as well as transgender people in particular.

**FINDING:** Transgender people were far more likely than cisgender people to identify as bisexual.

Nearly half of transgender respondents (46%) identified as bisexual, compared to 11% of cisgender respondents.

When targeting potential donors with tailored asks, it is important for organizations to avoid making assumptions about a donor’s sexual orientation or gender identity based on family composition. For example, a donor or potential donor who identifies as bisexual may be less likely to donate if they are misidentified as a straight ally or as lesbian or gay. One potential way to combat assumptions about a donor’s sexual orientation and/or gender identity is to provide opportunities for donors to self-identify through demographic questionnaires that allow the respondent to select multiple checkboxes or reply open-endedly.

## Sample and Demographics

In this report, we examine transgender people as a group; where feasible, we highlight differences between transgender men, transgender women, and transgender people who identify as genderqueer. The sample of transgender people includes 412 respondents, representing 5% of total respondents. This includes 121 transgender men, 177 transgender women, and 114 genderqueer people. The comparison group is non-transgender people—also known as cisgender people.

The sample and comparison group definitions were based on responses to two survey questions. The first question asked respondents, “Do you consider yourself to be transgender?” Possible answers were: a) yes, transgender, or b) no, not transgender. Respondents who answered “yes” to this question then answered a second question, which asked, “Are you: a) transgender (male to female), b) transgender (female to male), c) transgender (genderqueer/other).” For the analysis, the responses were recoded to use the terms Cisgender, Trans Men, Trans Women, and Trans Genderqueer.

Below are key demographic points about the survey’s transgender respondents. Percentages refer to the proportion of the responding sample indicating their status in the specified group. Comparison statements (“more likely” or “less likely”) are comparisons between transgender people and cisgender people, unless otherwise indicated. Data are presented in data tables for clarity. Comparison statements are statistically significant at a 95% confidence level, unless otherwise indicated (e.g. slightly less, slightly more). Totals may not add to 100% due to rounding. Similarly, aggregated percentages in the findings may not match numbers in the tables due to rounding.

### Basic Information

- ❖ Transgender people were **more likely** to identify as bisexual and far less likely to identify as gay: 15% of transgender respondents identified as straight,<sup>2</sup> 17% as gay, 22% as lesbian, and 46% as bisexual.

	Gay	Lesbian	Bisexual	Straight
<b>Transgender</b>	17%	22%	46%	15%
<b>Not Transgender, Cisgender</b>	64%	24%	11%	0%

- ❖ Transgender people were **younger**, on average, than cisgender people: 41% of transgender respondents were under the age of 40 compared to 21% of cisgender respondents.

	Under 18	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-74	75+
<b>Transgender</b>	0%	4%	13%	11%	13%	8%	8%	9%	9%	11%	12%	2%
<b>Not Transgender, Cisgender</b>	0%	1%	4%	7%	9%	8%	11%	13%	13%	13%	15%	4%

<sup>2</sup> Note that cisgender people who identified as straight were removed from the sample.

- ❖ *Eighty-three percent of transgender people identified as white/Caucasian, 7% as mixed-race, 3% as Latina, 2% as African-American, and 2% as Asian/Pacific Islander. This does not differ greatly from the racial/ethnic composition of the cisgender sample.*

	White/Caucasian	African-American/Black	Hispanic/Latino	API	Mixed Race
<b>Transgender</b>	83%	2%	3%	3%	7%
<b>Not Transgender, Cisgender</b>	88%	2%	3%	2%	3%

- ❖ *Transgender people were **less likely** to identify as Democrats: 61% identified as Democrats, and 21% identified as Independents.*

	Democrat	Republican	Independent
<b>Transgender</b>	61%	1%	21%
<b>Not Transgender, Cisgender</b>	79%	2%	14%

### Family and Workplace

- ❖ *Transgender people were **less likely** to be married or partnered and more likely to be single: 30% were married, in a civil union or domestic partnership, and 29% were single.*

	Married or in a Civil Union or Domestic Partnership	In a relationship and living together	Widowed	Single
<b>Transgender</b>	30%	13%	2%	29%
<b>Not Transgender, Cisgender</b>	43%	16%	2%	23%

- ❖ *Transgender people were **far more likely** to report having children: 36% reported having children.*

	Has Children	No Children
<b>Transgender</b>	36%	63%
<b>Not Transgender, Cisgender</b>	22%	78%

- ❖ Transgender people were **slightly less likely** to be highly educated: 78% had at least a college degree, and 43% had a master’s degree or Ph.D.

	Some College	Graduated College	Graduate School (Master’s Degree or Ph.D.)
<b>Transgender</b>	18%	35%	43%
<b>Not Transgender, Cisgender</b>	9%	33%	54%

- ❖ Transgender people were **less likely** to be employed, part-time or full-time, and more likely to be students: 67% were employed, and 9% were students.

	Employed Full-time	Employed Part-time	Retired	Unemployed and looking for a job	Student
<b>Transgender</b>	15%	52%	12%	6%	9%
<b>Not Transgender, Cisgender</b>	11%	62%	17%	3%	3%

### Financials and Donations

- ❖ Transgender people reported lower incomes and much lower household wealth: 19% reported an income over \$100,000, 25% reported an income between \$50,000 and \$100,000, 19% reported an income under \$20,000. In addition, 10% reported household wealth over \$1 million. Note that the transgender subset in this survey is significantly younger than the overall cohort, which may affect income distribution.

Income	\$20,000 or less	\$20,001-\$30,000	\$30,001-\$40,000	\$40,001-\$50,000	\$50,001-\$60,000	\$60,001-\$80,000	\$80,001-\$100,000	\$100,001-\$200,000	\$200,001 or more
<b>Transgender</b>	19%	11%	11%	8%	10%	10%	5%	13%	6%
<b>Not Transgender, Cisgender</b>	6%	5%	6%	7%	7%	13%	11%	24%	13%

Wealth	Less than \$25,000	\$25,001-\$50,000	\$50,001-\$100,000	\$100,001-\$200,000	\$201,000-\$300,000	\$300,001-\$400,000	\$400,001-\$500,000	\$500,001-\$750,000	\$750,001-\$1,000,000	\$1,000,001-\$3,000,000	More Than \$3,000,000
Transgender	29%	11%	8%	9%	4%	2%	4%	6%	3%	7%	3%
Not Transgender, Cisgender	9%	5%	7%	10%	7%	5%	5%	7%	8%	17%	7%

- ❖ Transgender people were **far less likely** to have a will or trust in place: 27% had a will or trust, and 52% did not have a will or trust but planned to make one.

	Have will or trust	Do not have a will or trust but intend to make one	Do not intend to make a will or trust
Transgender	27%	52%	13%
Not Transgender, Cisgender	55%	39%	4%

- ❖ Transgender people were **slightly more likely** to devote a majority of their charitable giving to LGBT causes: 44% donated more than half of their charitable giving to LGBT causes.

What Portion of their charitable giving goes to LGBT causes?	Transgender	Not Transgender, Cisgender
0-25%	26%	37%
25.1-50%	30%	30%
50.1-75%	18%	17%
75.1-100%	26%	16%

- ❖ Transgender people were **less likely** to donate large amounts to LGBT organizations: 12% gave over \$1,000, and 45% gave between \$101 - \$1,000.

How much did they give?	Transgender	Not Transgender, Cisgender
\$20 or less	6%	4%
\$21 to \$50	10%	6%
\$51 to \$100	15%	11%
\$101 to \$200	16%	13%
\$201 to \$300	9%	10%
\$301 to \$500	10%	11%
\$501 to \$1,000	10%	12%
\$1,001 to \$2,500	7%	12%
\$2,501 to \$5,000	3%	7%
\$5,001 to \$10,000	1%	4%
More than \$10,000	1%	3%
None in the last 12 months	5%	3%

# Key Research Questions

Below are data slices aimed at measuring the donor behavior of transgender people, including questions such as what drives them to donate to LGBT organizations, how they are asked for donations, and what is likely to discourage their continued donations. Responses to each measure are shown in a color-coded table (darker-shaded cells indicating higher proportions of favorable responses) and key data points are called out.

Each analysis is based on the overall sample of transgender respondents, and scores for subsections of this population (e.g., trans men, trans women, trans genderqueer) are pulled out or noted where statistically significant between-group differences were found. Several survey items are referred to by their shortened names (e.g., Message Frames) and the full text of the items is included in an appendix.

## What messages motivate them to give?

People are motivated to give to LGBT organizations differently based on their own experiences and values. The survey presented a series of statements (see box) describing the motivations that some people have given for why they donate to LGBT organizations. Participants were asked to indicate if they share that motivation or not when thinking about giving to LGBT organizations

### Message Frames

**Frame: American Freedom.** Freedom is one of America’s most enduring values. It’s a word that gets thrown about a lot, but when you don’t have it, you know it – like when you’re not able to build a life with the person you love. That’s why I give to LGBT organizations.

**Frame: Care for those less fortunate.** From an early age, I was taught to care for those less fortunate. Though I’m doing well in life, many lesbian, gay, bisexual, and transgender people, especially those living in more conservative states, don’t have it as easy. That’s why I give to LGBT organizations.

**Frame: We’re no different.** I’m no different than anyone else. I work hard, pay taxes, and try to make my community a better place. That’s why, as a **(lesbian/gay person/bisexual person)**, I want to be treated the same as everyone else. That’s why I give to LGBT organizations.

**Frame: Equality.** The United States is built on the idea of equality for all. Yet, for too many lesbian, gay, bisexual, and transgender Americans, equality is not a reality. That is why I give to LGBT organizations.

**Frame: Pride.** I’ve always felt really proud to be a **(gay person, lesbian, bisexual person)**. It has shaped who I am and how I live my life. I support LGBT organizations as an expression of my pride and the pride I have in my community.

**Frame: Giving Back.** I have had so many blessings in my life that it is important to me to give back. I make contributions to LGBT organizations as a way to give back.

**Frame: Legacy.** When I leave this earth, I’d like to know that I made a difference, even a small one. One reason I contribute to LGBT organizations is to ensure that I leave a legacy behind when I pass on.

**Frame: Stronger together.** I believe we are stronger together than alone. I give to LGBT organizations to make sure that we are able to make progress on behalf of all gay, lesbian, bisexual and transgender people.

**Frame: Who will care for us?** As lesbian, gay, bisexual and transgender people, we should take care of one another, because too many of us still face rejection from our families or discrimination in our lives. If we don’t support one another and our community, who will?

- ❖ Who Will Care for Us? (52%), Equality (42%), and Stronger Together (40%) were the most compelling message frames among transgender people.
- ❖ Among cisgender people, Equality (48%) and Stronger Together (40%) were the most compelling message frames.
- ❖ Legacy (17%) and Giving Back (20%) were the least compelling message frames for transgender people.

Message Frames	Transgender	Not Transgender, Cisgender
Who will care for us?	52%	36%
Equality	42%	48%
Stronger Together	40%	40%
We're No Different	39%	37%
American Freedom	33%	37%
Pride	27%	22%
Care for those less fortunate	26%	27%
Giving back	20%	27%
Legacy	17%	16%

### What “identity frames” make them more likely to give?

The survey catalogued a number of statements made by organizations about why it is important to give to a particular LGBT organization; these are known as “identity frames” (see box). Participants were asked to indicate if the frame made them more or less likely to want to give to that organization.

**Identity Frames**

**The Advocate.** We must be advocates for our own equality – recognizing the dignity that comes from standing up and being counted.

**The Activist.** We will only create change in America if we fight back against intolerance and hate.

**The Game Changer.** To make progress, we must do what some say cannot be done: Transform our nation’s laws on behalf of gay, lesbian, bisexual, and transgender people.

**The Caregiver.** We must care for those less fortunate than us, including gay and transgender youth who are bullied and lesbian, gay, bisexual, and transgender people who face employment discrimination.

**Sage.** We must work to change the hearts and minds of Americans – from politicians and pastors to mothers and fathers.

- ❖ Transgender people indicated that The Activist and The Game Changer identity frames were the most likely to motivate them to give (39%).
- ❖ Cisgender people gave highest ratings to The Activist (47%), The Game Changer (42%), and The Advocate (41%) frames.

	Transgender	Not Transgender, Cisgender
The Activist	39%	47%
The Game Changer	39%	42%
The Advocate	38%	41%
The Caregiver	38%	39%
Sage	34%	38%

### **What messages spur more planned giving?**

The survey also presented a number of message frames describing motivations for making planned gifts to LGBT organizations. Respondents were asked which frames resonated most strongly with them.

- ❖ Among transgender people, “It’s important to help future LGBT generations” (62%), “I’ve been a part of the LGBT community” (61%), and “It’s a way to continue my commitment” (53%) ranked as the most important reasons to make a planned gift to an LGBT organization.
- ❖ These were also the highest-ranked reasons for making a planned gift among cisgender people, although cisgender people didn’t rate them quite as highly.

Planned Giving Messaging Frames	Transgender	Not Transgender, Cisgender
It’s important to help future LGBT generations	62%	53%
I’ve been a part of the LGBT community or movement and want to continue to support it, even after I’m gone	61%	45%
It’s a way to continue my commitment to an organization or cause I care about, even after I’m gone	53%	49%
I want to leave a legacy that reflects my values and ideals	34%	42%
I’ve built something from my life’s work- and I want to put it to work to make a difference after I’m gone	24%	21%
My friends and relatives don’t need all of it	12%	18%
I don’t have relatives I want to give money to	7%	6%
Other people I respect are making planned gifts	2%	2%

**What are their issue priorities?**

- ❖ The highest-priority issues among transgender people were “Increasing acceptance for transgender people” (76%), “Ending workplace or employment discrimination” (69%), and “Ending housing and public accommodations discrimination” (57%).
- ❖ Transgender people were far more likely than cisgender people to rank “Increasing acceptance for transgender people” highly (76% vs. 36%), and less likely to rank “Winning marriage” highly (25% vs. 64%).
- ❖ The lowest-priority issue among transgender people was “Improving religious acceptance” (16%).

Issue Priorities	Transgender	Not Transgender, Cisgender
Increasing acceptance for people who are transgender	76%	36%
Ending workplace or employment discrimination	69%	63%
Ending housing and public accommodations discrimination	57%	44%
Challenging and changing laws to improve the lives of LGBT people	54%	61%
Working for equal rights in general	52%	60%
Supporting LGBT youth	52%	52%
Combating negative stereotypes of LGBT people	42%	41%
Increasing support services for aging/elderly LGBT people	37%	39%
Providing more community and social services for LGBT people	31%	24%
Winning marriage for same-sex couples	25%	64%
Building a sense of LGBT community and pride	21%	24%
Winning civil unions or domestic partnerships in your state	18%	33%
Improving religious acceptance for LGBT people	16%	19%

**What are their motivations for giving to LGBT organizations?**

- ❖ Transgender people indicated that “Fighting discrimination and inequality” was the strongest motivation for giving to LGBT organizations (61%), followed by “Making it safer and more supportive for LGBT youth” (51%) and “Bringing about change on a national level” (44%).
- ❖ These were the top-ranked motivations for cisgender respondents as well. Among the top-ranked motivations, the one with the biggest gap in responses between transgender and cisgender people was “Bringing about change on a national level,” which was more highly favored among cisgender respondents (53%) than transgender respondents (44%).

<b>Motivations for Giving to LGBT Orgs</b>	<b>Transgender</b>	<b>Not Transgender, Cisgender</b>
To fight discrimination and inequality	61%	63%
To make it safer and more supportive for LGBT youth	51%	50%
To bring about change on a national level	44%	53%
To change hearts and minds	33%	39%
To help build a sense of community where I live	26%	22%
To have a voice	25%	26%
To directly see the impact of my donation through services or programs	20%	23%
To support a cause important to a friend or loved one	13%	16%
Because someone I know died of AIDS or has AIDS or HIV	10%	20%

### **Do they believe that most challenges facing LGBT people will be solved in next 20-30 years?**

- ❖ When asked whether they agreed or disagreed with the statement that most challenges faced by LGBT people will be solved in the next 20 to 30 years, only 42% of transgender people indicated that they strongly agreed or somewhat agreed. This was significantly lower than the number of cisgender people indicating the same (62%).

<b>Do they believe that most challenges facing LGBT people will be solved in the next 20 to 30 years?</b>	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>
Transgender	9%	33%	30%	23%
Not Transgender, Cisgender	14%	48%	23%	11%
Trans Men	7%	34%	31%	20%
Trans Women	14%	34%	26%	20%
Trans Genderqueer	2%	23%	33%	36%

### **What are their opinions of LGBT organizations?**

- ❖ Transgender people were more likely to believe that LGBT organizations are too focused on winning marriage (71% agreed or strongly agreed), and also more likely to state that LGBT organizations are often too male-dominated (69% agreed).
- ❖ Transgender people also were significantly more likely to agree that LGBT organizations should focus more on issues impacting transgender people; 80% of transgender people strongly agreed with this statement, compared to 29% of cisgender people.

Opinion of LGBT Orgs		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
LGBT organizations are often male-dominated and focused too much on gay men and not enough on lesbian women	<b>Transgender</b>	24%	45%	15%	5%
	<b>Not Transgender, Cisgender</b>	9%	34%	30%	18%
LGBT organizations are too focused on winning marriage rights, and should be working on other issues instead	<b>Transgender</b>	39%	32%	19%	6%
	<b>Not Transgender, Cisgender</b>	9%	24%	31%	33%
I think the kinds of problems that people face because they are LGBT will largely be solved in the next 20 to 30 years	<b>Transgender</b>	9%	33%	30%	23%
	<b>Not Transgender, Cisgender</b>	14%	48%	23%	11%
I think when it comes to making financial contributions, that other causes or needs are more important than LGBT ones	<b>Transgender</b>	3%	23%	38%	29%
	<b>Not Transgender, Cisgender</b>	4%	24%	38%	29%
Focusing only on the needs of LGBT people alienates straight people who could be allies, and makes it harder to promote LGBT acceptance and gain equality	<b>Transgender</b>	3%	16%	27%	50%
	<b>Not Transgender, Cisgender</b>	4%	18%	33%	42%
I support the efforts of many LGBT organizations to focus more on issues impacting transgender people	<b>Transgender</b>	80%	16%	1%	1%
	<b>Not Transgender, Cisgender</b>	29%	39%	18%	8%

- ❖ The vast majority of all LGBT respondents indicated a very favorable or somewhat favorable opinion of LGBT organizations; however, the likelihood of a very favorable opinion was higher among cisgender people. Transgender women were the next most likely to have a favorable opinion (88%).

<b>Generally Speaking, what is your opinion of LGBT organizations?</b>	<b>Very Favorable</b>	<b>Somewhat Favorable</b>	<b>Neutral</b>	<b>Somewhat Unfavorable</b>	<b>Very Unfavorable</b>
Transgender	38%	47%	8%	5%	1%
Not Transgender, Cisgender	48%	43%	5%	3%	0%
Trans Men	37%	46%	7%	5%	2%
Trans Women	41%	47%	6%	5%	1%
Trans Genderqueer	32%	50%	11%	6%	0%

### How are they reached for donations?

- ❖ The most successful established methods to solicit donations from transgender people (i.e., the methods that resulted in a donation) were through email (66%), online and through social media (66%), and through an ask made by someone they knew personally (61%).
- ❖ One in five transgender people (20%) said they had not been asked to donate by someone they know personally but would donate if they were.
- ❖ As with other groups, the most untapped method for securing donations among transgender people appears to be reaching out to donors at a center where services are provided; 28% of transgender people said they had not yet been contacted in this way but would donate if they were.
- ❖ Responses suggest that street solicitation, phone calls, and contacts at a gay or lesbian bar are the least successful methods among transgender people.

<b>How are they reached for donations? Transgender</b>	<b>Have donated</b>	<b>Have not been contacted this way, but would donate</b>	<b>Have not donated</b>	<b>Have not been contacted this way, and would not donate</b>
Through an email	66%	5%	17%	8%
Online or through social media	66%	9%	12%	8%
By someone you know personally	61%	20%	10%	5%
To attend a fundraising event	59%	14%	15%	8%
By mail	43%	9%	30%	12%
At a center where services are provided	43%	28%	18%	4%
At a festival, parade, rally, or march	39%	17%	26%	12%
By a telephone call	20%	6%	32%	39%
Approached on the Street	16%	8%	34%	37%
At a gay or lesbian bar	15%	18%	23%	33%

- ❖ The most successful established methods to solicit donations from cisgender people were an ask made by someone they knew personally (69%), through email (69%), and by mail (68%).
- ❖ Eighteen percent of cisgender people said they had not been asked to donate by someone they know personally but would donate if they were.
- ❖ The most untapped method for securing donations among cisgender people appears to be reaching out to donors at a center where services are provided; 33% of cisgender people said they had not yet been contacted in this way but would donate if they were.

How are they reached for donations? Cisgender	Have donated	Have not been contacted this way, but would donate	Have not donated	Have not been contacted this way, and would not donate
By someone you know personally	69%	18%	8%	2%
Through an email	69%	6%	16%	7%
By mail	68%	5%	19%	6%
To attend a fundraising event	67%	12%	13%	5%
Online or through social media	59%	10%	17%	11%
At a festival, parade, rally, or march	46%	17%	23%	10%
At a center where services are provided	35%	33%	21%	7%
By a telephone call	27%	6%	34%	30%
At a gay or lesbian bar	23%	21%	25%	26%
Approached on the Street	17%	8%	35%	37%

### Which kind of LGBT organizations are they most likely to give to?

- ❖ Transgender people appeared to prefer donating to LGBT organizations with a national focus (21%) versus those focused on their state (13%) or the local community (15%); however, nearly half (45%) would consider donating to all three equally.

What kind of organization are you most likely to give to?	Transgender	Not Transgender, Cisgender
All equal	45%	48%
With a national focus	21%	27%
Focused on your local community	15%	9%
Focused on your own state	13%	13%
Would not donate to an organization focused on policy or legal change	2%	1%

- ❖ Transgender people appear to prefer donating to direct-service organizations vs. policy-based organizations, but the difference is slight (25% vs. 23%).

- ❖ Transgender people were more likely to prefer direct-service organizations and less likely to prefer policy advocacy organizations when compared to cisgender people (25% vs. 15% and 23% vs. 32%, respectively).

<b>What kind of organization are you most likely to give to?</b>	<b>Transgender</b>	<b>Not Transgender, Cisgender</b>
Both equally	49%	51%
A local organization providing direct services to the community, including health care services, support groups, etc.	25%	15%
An organization working to change laws and policies at the national or state level to promote equality and reduce discrimination	23%	32%
Neither	1%	0%

### Why did they stop giving?

- ❖ The top reason cited by transgender people when asked why they stopped giving to LGBT organizations was that the organization excluded or failed to prioritize issues affecting transgender people (74%).
- ❖ Compared to cisgender people, transgender people were more likely to stop giving to an organization because the organization focused too much on gay men (51%) and because it failed to represent diversity in staff and leadership (54%).

<b>Why did they stop giving?</b>	<b>Transgender</b>	<b>Not Transgender, Cisgender</b>
An organization excluded or failed to prioritize issues affecting people who are transgender	74%	16%
An organization was poorly run or seemed ineffective	57%	57%
An organization's staff and leadership did not sufficiently reflect the diversity of LGBT people in terms of things like gender, race, class, or gender identity	54%	22%
An organization focused too much on gay men	51%	16%
An organization made requests to donate too often	49%	53%
An organization was too elitist	49%	33%
An organization excluded or failed to prioritize issues affecting LGBT people of color	38%	18%
An organization was not transparent or open enough about their finances	36%	36%
An organization became too focused on fringe issues and political correctness	24%	31%
An organization excluded or failed to prioritize issues affecting lesbian women	23%	15%
An organization did not acknowledge my donation with a proper thank you	11%	14%
An organization did not acknowledge or include my current partner	5%	7%

## Future Research Areas

This survey offers some key insights into the perspectives of transgender people and their engagement as donors to LGBT organizations. The above analyses also suggest several directions for future research, including:

- ❖ More research is needed to explore whether the opinions of transgender people have changed in recent years when it comes to whether LGBT organizations focus enough on transgender rights.
- ❖ Survey samples with larger representation of transgender people are needed to parse out within-group differences between transgender women, transgender men, and transgender genderqueer people.
- ❖ Given the recent findings from the U.S. Transgender Survey, there are a number of people in the LGBT community who identify as gender non-conforming. Additional research should explore their engagement with LGBT organizations.
- ❖ More research and polling are needed to find an Identity Frame more compelling to a larger percentage of transgender people. Responses to this survey suggest that this population may be more responsive to a “community” message.
- ❖ Further research on the correlation of a younger population and smaller amounts of giving, annual income, and net wealth is necessary to explore the disparities found here.
- ❖ Further research is needed about transgender people’s use of Community Centers and if there is an opportunity for more asks in those locations.
- ❖ Focus groups and community surveys could help identify new issue areas for reaching transgender donors in the post-marriage equality era.
- ❖ More research is needed to identify which specific issues affecting transgender people are considered the highest priorities for this population.

# Endnotes

---

- i Sandy James, et al., "The Report of the 2015 U.S. Transgender Survey," National Center for Transgender Equality, 2016, <http://www.ustranssurvey.org/report>.
- ii Ibid.