APPLICATION OF
MARKET SEGMENTATION THEORY
IN FUNDRAISING OF
– STATUS QUO & THE WAY FORWARD

In order to maintain objectivity and independence, AIHK receives donations from governments, corporations or political organisations.

STATUS QUO

THE WAY FORWARD

#RESEARCH
General Fundraising Method

% of fundraisers that use this method
XY%

Cost (Time and Money of Method)
80%

In-person Asks
Hosting Events
Social Media
73%
58%
18%

Email
Phone Calls
Others
N/A

#DONATE
online fundraising tools
raise SIX
times more money than those who don’t

#FOR

#HUMAN

#RIGHTS

(2018) Special THX to AIHK & Run Walk Ride Fundraising Council for providing the data.