



“Have you started preparing donors about the phase out of cheques by 2030?”



This is what donors told us from our recent phone survey.

Following on from our Donor Survey series where we captured Cost of Living, COVID and Lockdown sentiment, our team during October focused on Cheque Phase Out. Change is on the horizon in the finance world, affecting not only how we pay our bills, but also how we support our favourite charities. Australia is in the process of phasing out cheques to eliminate them entirely by 2030.

So, what does this mean for charitable organisations and the donors who support them?

A recent survey sheds light on how Australians are preparing for this shift and what charities can do to adapt.

Survey Insights

In a survey conducted on this topic, 75.33% of respondents were aware of the impending phase-out of cheques. This awareness is an essential starting point, as it signals that people are paying attention to the changes in payment methods.

The more intriguing findings lie in how respondents plan to adapt their charitable giving in the absence of cheques. A significant 47.35% of respondents expressed a preference for online methods such as Bank Transfer, PostbillPay, or BPAY. This statistic underscores the increasing popularity of digital payment methods among donors.





Credit cards remain a popular choice for donors. However, in light of the growing prominence of privacy and security concerns among donors, we must reevaluate how we handle credit card information in the future.

The Challenge and Opportunity for Charities

A significant portion (13.79%) remain uncertain about their future donation methods. Some responses were unique and highlighted how people think about this transition. Answers like "won't be alive by then" or "get children to help" reflect the varied perspectives that charities need to consider.

For charitable organisations, this transition presents both challenges and opportunities. As cheques become less common, charities must adapt to the changing preferences of their donors. Here are a few strategies to consider:

Embrace digital payment methods: Charities should ensure they have secure online payment systems in place. This includes integrating popular payment gateways like Bank Transfer, PostbillPay, PayPal, and/or BPAY.

Educate and engage: For those who remain uncertain about their future donation methods, educational initiatives can be helpful. Create content and campaigns informing donors about digital payments' benefits, including added security and convenience.

Personalise your approach: Understand that donors have unique circumstances and preferences. Offer personalised guidance and support to help them transition smoothly. This can be particularly valuable for older donors who may be less familiar with digital payments.

Stay informed: Keep track of the latest developments in payment technology and donor trends. The landscape is continually evolving, and staying informed will help your organisation remain adaptable.

Re-think the donor experience: Gaining insights into your donors' connections and the underlying reasons for their support might prompt you to accommodate the journey for each individual. For this cohort of donors, leaving gifts in wills could emerge as a promising avenue.

Add the 'human touch' and find out what your donors are thinking. Call us for a chat:

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