

What Inspires Donors to Support Their Second-Home Communities

National Research Report | October 2025

Executive Summary



The national research report **Giving While Getting Away** provides first-of-its kind insight into the behaviors, attitudes, and preferences of second-home-owners. Through in-depth research, surveys, and dozens of conversations with second-home-owners as well as leaders and experts in philanthropy, the report offers a roadmap for nonprofits engaging new donors and building meaningful support.

Note: For the purposes of this report, we define second-home owners not as vacationers, but someone who has a second, third, or fourth home in a non-primary residence community.

Here are 8 top takeaways that emerged from this research:

- 1. The location may change, but typically giving priorities don't:** For the most part, donor priorities proved consistent across their primary-home and second-home communities. Giving in their second-home community, though, can be refined by local issues and their lived experiences there.
- 2. Second-home communities offer an opportunity to amplify impact:** Many second-home donors believe their support of local nonprofits or causes can make a bigger impact than their support back in their home communities. They can see and feel more immediate return on investment in their non-primary community.
- 3. Newer second-home-owners crave connection:** While they may only live in their second-home communities part time, these donors are often eager to create a meaningful social circle, which can be a gateway to giving back. Donors said they are more inclined to give and participate in community activities when they are approached by someone they know and trust.
- 4. Patience pays dividends:** It can take two to three years for people new to their non-primary residence community to start giving. Often, they don't make an initial gift until they feel a true connection to the community.
- 5. Second-home-owners want to hear your story:** Our research found many second-home-owners think nonprofits should be more visible in the community through increased outreach and media coverage. Organizations should consider a variety of approaches — including traditional earned media such as newspapers and local television, social media, and newsletters.
- 6. The hard sell is a hard no:** Like most donors, second-home-owners do not like to feel like they are being pressured to give. They may bristle at the assumptions about their appetite to give based on their assets or giving history. Engaging donors comes first, contributions follow.
- 7. Read the room:** Second-home-owners often want to disconnect, get away, and escape from their daily lives when they spend time in their non-primary residence communities. Look for fun ways to help them learn about community needs and solutions in a relaxed and casual setting where they can connect with others.
- 8. Make it easy:** Donors don't want to spend time in meetings and doing research. Make the giving process as easy and frictionless as possible. Learn from nonprofits and community foundations who do this successfully.

Methodology and Demographics

The graphics below illustrate key highlights of the research report's methodology and the demographics of respondents.

Locations

35 interviews conducted with second-home-owner donors between April and July 2025. Cohort of 27 individuals and 8 married/partnered couples yielding

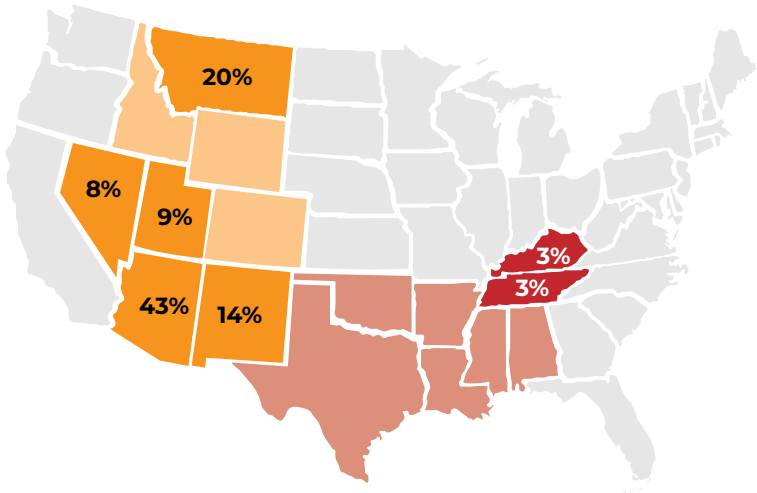
43

total participants

Outreach catchment area of 16 states comprising the Fidelity Charitable® Catalyst Fund's grantmaking focus.

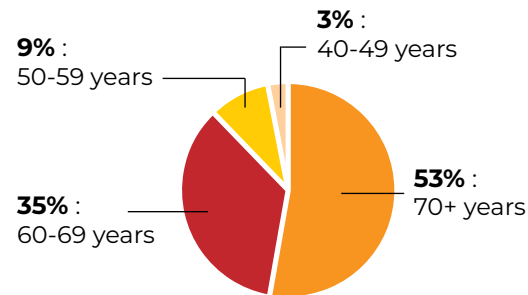
- Mountain West
- South Central

Percentage of participants from the following states:



Demographics of respondents

Age Range

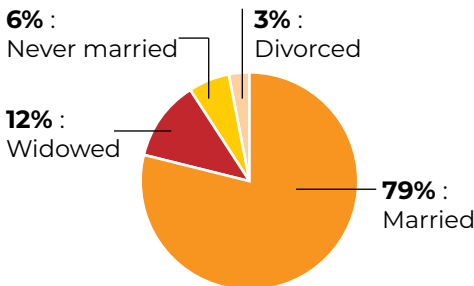


Gender

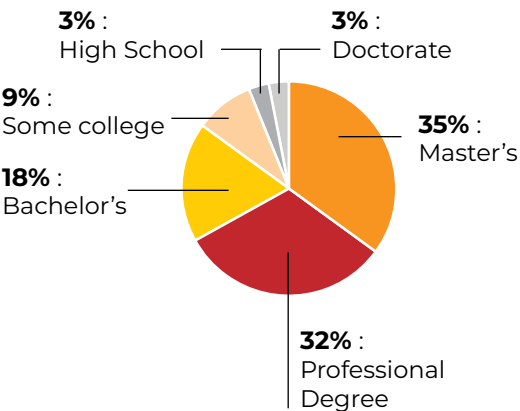
59% female 41% male

34 interview participants also completed an online survey.

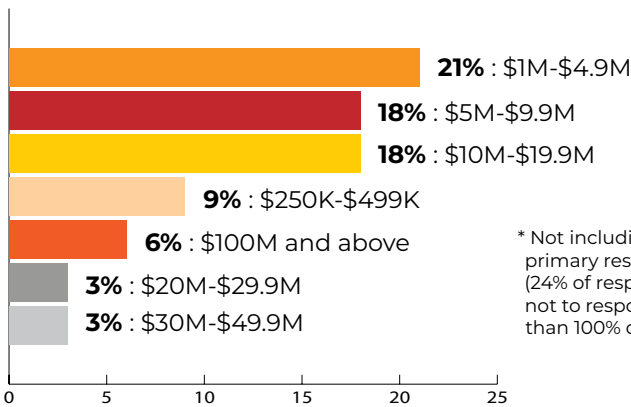
Relationship Status



Education



Liquid Available Assets*



* Not including primary or non-primary residences. (24% of respondents preferred not to respond. Total greater than 100% due to rounding.)