**Motivation**
As crowdfunding platforms like Kickstarter have gained in popularity, many non-profits have begun to use ‘crowdfunding for non-profits’ to fundraise for their projects. In Korea, almost 6,000 non-profits have fundraised in HAPPYBEAN, which is the largest crowdfunding platform for non-profits. However, many projects fail to achieve their goals. Understanding donor behavior is essential to make fundraising successful, but there exists a lack of research on donors. So, the goal of this work is to investigate donor behavior in a crowdfunding platform for non-profits by collecting large-scale data.

**Understanding Donor Behavior: 5 Groups of Donors**

**Regular Donors**
- State of Donation: 1) total 433 times of donation
  2) $1.63 per each donation
- Characteristics: Doesn’t write comments after donating
- Makes public their personal information
- Donates in various themes of projects

**One-time Donors**
- State of Donation: 1) total 1 time of donation
  2) $0.84 per each donation
- Characteristics: Doesn’t make public their personal information
- Doesn’t donate anonymously

**A-few-times Donors**
- State of Donation: 1) total 5 times of donation
  2) $1.06 per each donation
- Characteristics: Writes comments after donating

**Frequent Donors**
- State of Donation: 1) total 3,917 times of donation
  2) $0.75 per each donation
- Characteristics: Doesn’t donate anonymously

**Powerful Donors**
- State of Donation: 1) total 26,571 times of donation
  2) $6.85 per each donation
- Characteristics: Doesn’t write comments after donating
- Makes public their personal information
- Donates in various themes of projects

**Every Little Helps**
1) **Most of donors leave after a few times of donations**

<table>
<thead>
<tr>
<th>Year</th>
<th>A-few-times Donors</th>
<th>One-time Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>48.34%</td>
<td>51.66%</td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Majority of donors are in ‘One-time Donors’ and ‘A-few-times Donors’.
- Most of donors leave after once donation but new donors come into HAPPYBEAN as many leavers as leavers.

2) **Which is powerful?**

- ‘A-few-times Donors’ is the most powerful group in aspects of total money and total frequency. The number of this group is very large, although the total amount of donation of each member is very small.
- ‘Powerful Donors’ group is powerful individually. But this group has a few members so the group isn’t powerful than others overall.

**Difference in writing comments.**
- ‘A-few-times Donors’ group has the highest rate of writing comments. ‘Powerful Donors’ group has the lowest rate of writing comments.

**Future Work**
HAPPYBEAN has another method for donation, ‘bean bank’. So we can also analyze donors with ‘bean bank’ to see how donors use this. Based on the result of donor behavior, we can do the survey to find out donor motivations and find out link between motivation and behavior of donors. Then, we can understand donors in crowdfunding more and suggest design implication.