

Charitable Giving Statistics

 nonprofitssource.com/online-giving-statistics

Looking for the latest charity giving stats and trends? We've got you covered.

Americans gave \$410 billion to charities in 2017, up 5%.

Charity Statistics

- 31% of donors worldwide give to NGOs, NPOs & charities located outside of their country of residence.
- 41% give in response to natural disasters.
- Education giving saw relatively slower growth (3.6 percent) compared to the strong growth rates experienced in most post-recession years. In each of the years 2014 and 2015 education giving grew by more than 8 percent.
- Giving to international affairs, human services and public-society benefit organizations all grew. This growth is in spite of relatively few widely publicized natural disasters, which often increase contributions to these types of organizations.
- Environment and animals charities; arts, culture and humanities organizations; international affairs nonprofits; and health causes experienced the largest jumps in contributions.
- Total charitable giving grew 4.1% in 2016 and 5% in 2017.
- Foundation giving in 2016 increased to \$58.28 billion – a 3.5% increase from 2015.
- Giving to Education charities was up 6.2% to \$58.9 billion (14% of all donations).
- Donations to Human Services charities were up 5.1% to \$50.06 billion (12% of all donations).
- Foundations saw an increase of % to \$45.89 billion (11% of all donations).
- Health charities experienced an increase of 15.5% to \$38.27 billion (9% of all donations).
- Public-Society Benefit charities saw an increase of 7.8% to \$29.59 billion (7% of all donations).
- Giving to International charities decreased by 4.4% to \$22.97 billion (6% of all donations).
- Arts, Culture and Humanities saw an increase of 8.7% to \$19.51 billion (5% of all donations).
- Charities that focus on the Environment / Animals saw an increase of 7.2% to \$11.83 billion (3% of all donations).
- Historically, Religious groups have received the largest share of charitable donations. This remained true in 2016. With the 2.9% increase in donations this year, 31% of all donations, or \$127.37 billion, went to Religious organizations. Much of these contributions can be attributed to people giving to their local place of worship.
- In 2017, the largest source of charitable giving came from individuals at \$281.86 billion, or 72% of total giving; followed by foundations (\$58.28 billion/15%), bequests (\$30.36 billion/8%), and corporations (\$18.55 billion/5%).
- In 2016, the majority of charitable dollars went to religion (32%), education (16%), human services (12%), grantmaking foundations (11%), and health (9%).
- Environmental and animal organizations experienced the largest giving increase in 2016, receiving 7.2% more than the previous year.
- Charitable giving accounted for 2.1% of gross domestic product in 2016.
- Historically, charitable giving rises about one-third as fast as the stock market.
- Approximately 91% of high net worth households give to charity.
- On average, high net worth donors gave \$25,509 to charity in 2015. By comparison, general population households gave \$2,520 on average

School Fundraising Statistics

- 56% of the country's public schools have at least one donor appeal on its site.
- School groups raise more than \$1.5 billion every year selling various products.
- Traditional product fundraising accounts for roughly 80% of the dollars that school groups use to provide "extras" for their schools.
- 67% of principals turn fundraising decisions over to their PTO or PTA, even though experts believe this hands-off approach actually hampers a fundraiser's success.
- 71% of parents said they've sold fundraising products to friends, family, and co-workers.
- 35% of schools average \$0 – \$5,000 in annual earnings from fundraising while 27.1% earn more than \$75,000.

- Charitable contributions to colleges and universities in the United States increased only 1.7% in 2016.
- \$41 billion was raised for colleges and universities in 2016, up from \$40.30 billion raised in 2015.
- The Top 20 fundraising institutions together raised \$11.12 billion, 27.1 percent of the 2016 total.

Volunteering Statistics & Trends

- Approximately 63 million Americans — 25% of the adult population — volunteer their time, talents, and energy to making a difference.
- The 2016 national value of volunteer time is \$24.14 per hour. In other words, Americans contribute \$193 billion of their time to our communities.
- The volunteer rate declined by 0.4% to 24.9% in 2016.
- Women volunteer at higher rates (27.8%) than men (21.8%).
- People aged 35-44 and 45-54 are most likely to volunteer (28.9% and 28% respectively) while 20-24 year olds have the lowest rates (18.4%).
- On average, people spend an average of 52 hours per year volunteering their time.
- 72% of volunteers are involved with only one organization, while 18.3% are involved with two.
- The top four national volunteer activities are food collection or distribution (24.2%), fundraising or selling items to raise money (23.9%), general labor or transportation (18.8%), and tutoring or teaching (17.9%).
- The top four volunteer areas are for religious (34.1%), educational (26%), social service (14.9%), and health (7.3%) organizations.
- 42.1% of people became volunteers with their main organization after being asked to volunteer.

Charitable Giving For Churches

Giving to religion (defined as giving specifically to congregations, denominations, missionary societies, and religious media) has consistently remained America's single largest recipient of charitable giving.

- 49% of all church giving transactions are made with a card.
- 8/10 people who give to churches have zero credit debt.
- 60% are willing to give to their church digitally.
- Tithers make up only 10-25 percent of a normal congregation.
- Churches that accept tithing online increase overall donations by 32%.
- Only 5% tithe, and 80% of Americans only give 2% of their income.
- Christians are giving at 2.5% of income; during the Great Depression it was 3.3%.
- Only 3-5% of Americans who give to their local church do so through regular tithing.
- When surveyed, 17% of Americans state that they regularly tithe.
- For families making \$75k+, 1% of them gave at least 10% in tithing.
- 3 out of 4 people who don't go to church make donations to nonprofit organizations.
- The average giving by adults who attend US Protestant churches is about \$17 a week.
- 37% of regular church attendees and Evangelicals don't give money to church.
- 17% of American families have reduced the amount that they give to their local church.
- 7% of church goers have dropped regular giving by 20% or more.
- About 10 million tithers in the US donate \$50 billion yearly to church & non-profits.
- 77% of those who tithe give 11%–20% or more of their income, far more than the baseline of 10%.
- 7 out of 10 tithers do so based on their gross and not their net income.

General Charitable Giving Statistics

- 30% of annual giving occurs in December.
- 10% of annual giving occurs on the last 3 days of the year.

- 77% believe everyone can make a difference by supporting causes.
- 4.5 is the average number of charities each person supports.
- 64% of donations are made by women.
- 69% of the population gives.

Charitable Giving Demographics

What age group donates the most to charities?

Millennials

- are 25.9% of US population.
- 40% of Millennial donors are enrolled in a monthly giving program.
- 26% gave tribute gifts.
- 46% donate to crowdfunding campaigns.
- 15% gave on #GivingTuesday 2017.
- 16% give through Facebook fundraising tools.
- 64% volunteer locally, 9% internationally.
- 55% attend fundraising events.
- 11% of total US giving comes from Millennials
- 84% of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations.
- Millennials are active on their phones and respond best to text message and social media, but rarely check personal email or respond to voice calls.
- Millennials are most likely to contribute to work sponsored initiatives, donate via mobile and watch online videos before making a gift.
- 47% of Millennials gave through an organization's website in 2016.

Gen Xers

- are 20.4% of US population.
- 49% of Gen X donors are enrolled in a monthly giving program.
- 31% give tribute gifts.
- 45% donate to crowdfunding campaigns.
- 14% gave on #GivingTuesday 2017.
- 19% give through Facebook fundraising tools.
- 64% volunteer locally, 8% internationally.
- 56% attend fundraising events.
- Gen Xers are most likely to fundraise on behalf of a cause, make a pledge, and volunteer their time to an organization.
- Gen X prefers text messages or voice calls. These donors regularly check email and stay up to date on social media feeds.
- Email prompted 31% of online donations made by Gen Xers
- 59% of Gen Zs are inspired to donate to charity by a message/image they saw on social media.

Baby Boomers

- represent 23.6% of the US populations.
- 49% of Baby Boomer donors are enrolled in a monthly giving program.
- 41% give tribute gifts.
- 35% donate to crowdfunding campaigns.
- 15% gave on #GivingTuesday 2017.
- 21% give through Facebook fundraising tools.
- 71% volunteer locally, 9% internationally.

- 58% attend fundraising events.
- 24% of Boomers say they were promoted to give an online donation because of direct mail they received.
- 72% of Boomers give to charity, donating an annual average of \$1,212 across 4.5 organizations.
- Boomers answer voice calls, check email regularly, and also use text messaging and social media. Though initially slow to adopt new technology, they take to it quickly once they do.
- Boomers are most likely to make recurring donations on a monthly, quarterly or yearly basis.

Greatest Gen

- is 11.8% of the US population.
- 30% of donors aged 75+ say they have given online in the last 12 months and on average give 25% more frequently than younger generations.
- 88% of the Greatest gen gives to charity, donating an annual average of \$1,367 across 6.2 organizations.
- They represent 26% of total US giving
- Greatest prefer voice calls and direct mail. These donors are late adopters of email and do not typically use text messaging or social media.
- Greatest are most likely to give through direct mail campaigns and donate physical goods.

Corporate Giving Statistics


- Corporate giving in 2017 increased to \$20.77 billion—an 8.0% increase from 2016.
- Corporate giving was bolstered by \$405 million in contributions related to disaster relief.
- 79% of companies reported increased donor participation rates and 73% raised more money.
- \$5 billion = approximately how much money is raised through workplace giving annually.
- More than 49% of nonprofit respondents identified workplace giving as a growth strategy for their organization.
- 90% indicated that partnering with reputable nonprofit organizations enhances their brand and 89% believe partnering leverages their ability to improve the community.
- 80% of nonprofits in Snapshot 2014 said they have difficulty building strong corporate partnerships and workplace giving strategies with limited staff and resources.
- 73% of companies prefer to have deeper partnerships with a smaller number.
- 9 out of 10 companies offered a matching gift program.
- An estimated \$2-3 billion is donated through matching gift programs annually.
- Corporate matches of employee donations were 12% of total corporate cash contributions.
- An estimated \$6-\$10 billion in matching gift funds goes unclaimed per year.
- Nearly 60% of companies offer paid time off for employees to volunteer, and an additional 21% plan to offer release time in the next two years.
- An average of 30% of employees volunteer.
- People who volunteer report that they feel better emotionally, mentally and physically.
- 50% of employees volunteering is the minimum to be in the top quartile.
- In an analysis of over 30,000 individual volunteer activities, skills-based volunteerism outperformed traditional volunteerism by 7-125% in all but one tracked benefit categories.
- 92% of surveyed corporate human resources executives agree that contributing business skills and expertise to a nonprofit can be an effective way to improve employees' leadership and broader professional skill sets.
- 86% believe that employees expect them to provide opportunities to engage in the community and 87% believe their employees expect them to support causes and issues that matter to those employees.
- 82% of the survey respondents say employees want the opportunity to volunteer with peers in a corporate-supported event.
- 88% believe effective employee engagement programs help attract and retain employees.
- 77% of the respondents believe that offering employee engagement opportunities is an important recruitment strategy to attract millennials.
- 7 out of 10 companies gave to recipients abroad.
- The median employee participation rate for matching gift programs is 9%.
- Mentioning matching gifts in fundraising appeals results in a 71% increase in the response rate and a 51% increase in the average donation amount (and that's prior to receiving matching gift funds).
- 84% of survey participants revealed they're more likely to donate if a match was offered.
- 12.3% of total corporate cash contributions went through corporate matching gift programs.
- Technology companies gave the highest proportion of matching-gift contributions as a percentage of total cash gifts at 17.3%.
- 29% of corporate giving went to education-related causes — a combined percentage from K-12 and higher education.
- 25% of corporate giving went to health and social services programs.

- 15% of corporate giving went to the community and economic development programs.
- Walmart leads the pack with \$311.6 million in cash donations
- 85% of companies in the US have a formal domestic corporate giving program in place vs. only 45% with a formal international program.
- 78% of Americans wanting companies to address social justice issues.
- 88% of Millennials find their job more fulfilling when they have opportunities to make a positive impact on society and the environment.
- Purpose-driven consumer companies achieved a compounded annual growth rate of 9.85% over five years, compared to just 2.4% for the whole S&P 500 Consumer Sector.
- Employees who engaged in corporate giving programs tended to have 75% longer tenures with the company.

Free Bonus Download:

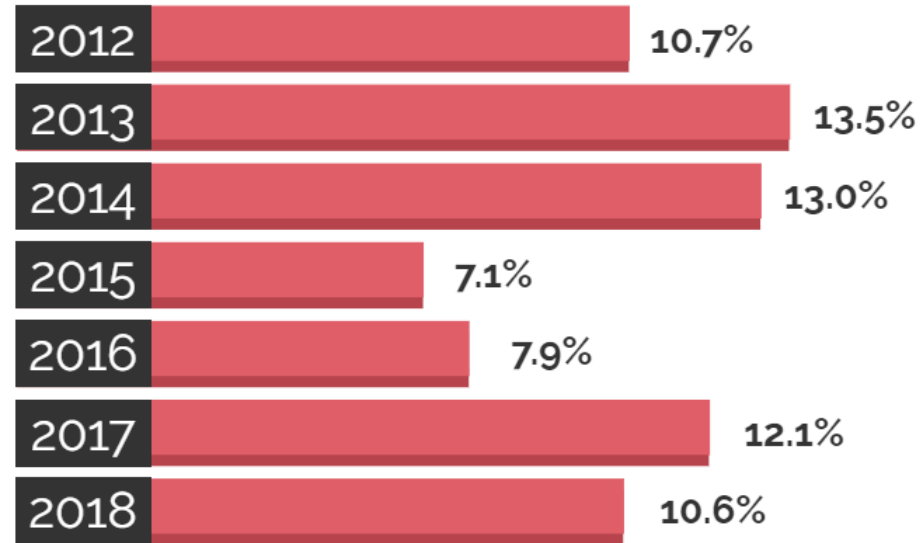
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Overall revenue from online fundraising grew by 23% in 2017.

Online Charitable Giving Statistics Show Growth



Online giving is up 10.6% so far through April 2018.

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Source

- Online giving grew 12.1% in 2017.
- Online giving has seen consistent year over year growth:
 - 2012: \$19.2 billion
 - 2013: \$21.2 billion
 - 2014: \$24.1 billion
 - 2015: \$25.8 billion
 - 2016: \$27.8 billion
 - 2017: \$31 billion
- 54% of donors worldwide prefer to give online with a credit or debit card.
 - 11% prefer direct mail.
 - 11% prefer cash.
 - 10% prefer bank/wire transfer.
 - 9% prefer Paypal.
 - 4% prefer mobile app/wallet.
 - 1% prefer text message.
- \$128 dollars is the average online donation amount.
- \$326 dollars is the average annual donation total for recurring donors.
- 67% of nonprofits across the globe are set up to accept online donations.
- On December 31st, online giving is concentrated between 12 PM and 7 PM.
- On December 31st, online giving is concentrated between 12PM – 7PM.
- Custom-branded donation pages nested inside a nonprofit's website raise 6X more money.

Online Fundraising Statistics

- Overall online revenue increased by 23% in 2017, accelerating from 15% growth the previous year.
- Every sector tracked saw at least 15% online revenue growth, with particularly large gains for Environmental (34%) and Rights (37%) nonprofits.
- Nonprofits received an average of 28% more online gifts in 2017 than 2016.
- On average, 38% of donors who made an online gift to a nonprofit in 2016 made an online gift again to that nonprofit in 2017.
- Retention was 25% for donors who made their first gift in 2016, and 60% for repeat donors (who gave at least one gift before 2016, and again in 2016).
- Revenue from one-time gifts increased by 19% in 2017.
- In one case study, a nonprofit used Custom Facebook Audiences to drive 63% more online donations.
- Revenue from monthly giving grew 23% compared to 13% growth for one-time giving.
- Pre-selecting monthly giving on your donation page can increase conversions of monthly donations by up to 35%.
- Email messaging accounted for 26% of all online revenue.
- Live Chat Support increase audience engagement rates to drive 45% more opt-in conversions.
- For every 1,000 fundraising messages sent, nonprofits raised \$42.

There were noticeable differences in this metric by nonprofits' size. Small nonprofits (under 100,000 email subscribers) received \$71 per 1,000 fundraising emails sent; Medium nonprofits (100,000–500,000 email subscribers) received \$36; and Large nonprofits (over 500,000 subscribers) received \$32.

General Online Giving Statistics

- Only 3% of charities rate their board and executive leadership as being digitally savvy.
- 66% of charities are worried they will miss out on opportunities for digital fundraising.
- Direct mail motivated 36% more donors to give online in 2016 compared to previous year.
- 51% of high-wealth donors (\$200k+) prefer to give online.
- 34% of nonprofits have paid for advertising on social media.
- 21% of donations are directly through social.

Giving Tuesday Statistics 2018

The next Giving Tuesday event will be held on December 03, 2018.

- Giving Tuesday raised \$380 million dollars online, up 38% or \$106 million from 2017.
- 14.2 billion social media impressions.
- 150+ countries participated in Giving Tuesday
- Giving Tuesday continues to grow year over year:
 - 2012: \$10.1 million
 - 2013: \$28 million
 - 2014: \$45.7 million
 - 2015: \$116.7 million
 - 2016: \$168-\$177 million
 - 2017: \$274 million
 - 2019: \$380 million
- Facebook raised more than \$125 million for charity on Giving Tuesday, up 178% or \$80 million from 2017. Facebook and PayPal matched \$7 million in donations to United States nonprofits Giving Tuesday. Up to \$20,000 per donor and \$250,000 per nonprofit.

- The largest Giving Tuesday payment processing platforms:
 - **Facebook**: \$125 million, up from \$45 million (+178%) last year.
 - **PayPal**: \$98 million, up from \$64 million (+53%) last year.
 - **Blackbaud**: \$62.6 million, up from \$60.90 million (+2.80%) last year.
 - **DonorPerfect**: \$35.20 million processed in 2018.
 - **Classy**: \$15.40 million processed in 2018.
- 46% of donors worldwide have not heard of #GivingTuesday.
- The online average gift amounts exceeded \$134.00.
- 17% of online donation form views were on a mobile device.
- Faith-based nonprofits now receive the largest percentage of #GivingTuesday online donations.
- Top five issues discussed: public & societal benefit, human services, education, health, environment & animals.

Nonprofit Website Engagement

- Nonprofits raised \$1.13 per website visitor in 2017.
- International nonprofits raised the most, \$4.11 per visitor, while the Rights sector had the lowest revenue per visitor at \$0.31.
- Overall, 1.1% of website visitors made a donation, an increase of 18% over 2016.
- Website traffic declined slightly in 2017, with 1.4% fewer visitors per month.
- Half of nonprofit website traffic came from mobile and tablet users.
- Mobile accounted for 40% of all visitors, tablets for 10%, and desktop users made up the other 50%.
- The share of mobile traffic increased by 9% from 2016, while the share of visitors using desktop or laptop computer declined by 4%.
- Nonprofit homepages took an average of 3,181 seconds to load, while donation pages took 2,816 seconds to load.

Monthly Giving Statistics

- 45% of donors enrolled in a monthly giving program.
- The average monthly online donation is \$52 (\$624 per year) compared to the average one-time gift of \$128.
- Monthly giving revenue increased by 40% in 2017.
- Monthly giving accounted for 14% of all online revenue in 2016, and 16% of online revenue in 2017.
- Donors that set up recurring donations give 42% more annually, compared to one-time donations.
- 52% of Millennials are more likely to give monthly over a large one-time donation.

Online Crowdfunding Statistics

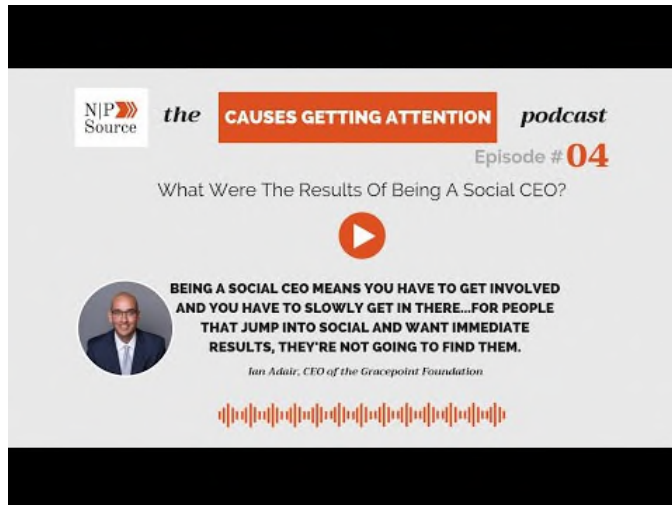
- 41% have donated to crowdfunding campaigns that benefit individuals.
 - 16% of crowdfunders donate less money to NGS, NPOs, & charities due to their financial support of crowdfunding campaigns.
 - 14% of donors worldwide have created an online peer-to-peer fundraising campaign.
 - \$9,237.55 is the average amount a nonprofit crowdfunding campaign raises.
 - \$568 is the average amount individuals raise through crowdfunding.
 - An average of 8 people donate to an individual crowdfunding campaign.
 - The average donation size to a crowdfunding campaign is \$66.
 - 17% of crowdfunding donations are made on mobile devices.
 - Campaigns that can gain 30% of their goal within the first week are more likely to succeed.
- Social Media is a critical factor in crowdfunding success: for every order of magnitude increase in Facebook friends (10, 100, 1000), the probability of success increases drastically (from 9%-, 20%, to 40%).

- Individuals ages 24-35 are much more likely to participate in crowdfunding campaigns; those over 45 are significantly less likely to back campaigns.
- There's an average of a 35% increase in giving when there's a crowdfunding thermometer.
- 62% of donors who give to crowdfunding campaigns are new to crowdfunding.
- 300-500; the average word count in the campaign description for projects that raise the most money.
- Campaign owners raise 3X more if they update supporters every 5 days.
- The average number of updates that a successful campaign owner posts is 4.
- Crowdfunding campaigns get 126% more donations when owners update supporters.
- Campaigns that are shared fewer than 2 times have a 97% chance of failure.
- Crowdfunding campaigns with personal videos raise 150% than those that don't have videos.
- Over half of people who receive an email about a crowdfunding campaign made a donation.

In this interview-style format, we speak with nonprofit marketing and industry professionals asking them to share actionable marketing tips and strategies they use to drive real results.

Join us as we search for innovative ways nonprofits are connecting and engaging with their donors online.

Start Listening Now



Watch Video At: <https://youtu.be/d08-xac1NYg>

55% of people who engage with nonprofits on social media end up taking some sort of action.

YouTube For Nonprofits

- In an average month, 8 out of 10 18-49 year-olds watch YouTube.
- Among millennials, YouTube accounts for 2/3rds of the premium online video watched across devices
- More than half of YouTube views come from mobile devices
- The average mobile viewing session lasts more than 40 minutes
- The most viewed brand videos are on average 31-60 seconds long (32% of all views)
- In 2015, 18-49 year-olds spent 4% less time watching TV while time on YouTube went up 74%

- 28% of nonprofits are on Youtube.
- 6 billion nonprofit videos viewed in 2016.
- 57% of people who watch nonprofit videos go on to make a donation.
- 68% of nonprofit video watchers view similar videos within 30 days.

Twitter For Nonprofits

- 36% of online adults ages 18-29 are on the social network.
- 80% of active users access Twitter via mobile.
- 60% of consumers expect brands to respond to their query within the hour, but the average is 1 hour 24 minutes.
- 55% of people who engage with nonprofits on Twitter end up taking some sort of action.
- Twitter users send 700% more visitors to donation pages on Giving Tuesday than on a typical day.
- 77% of Twitter users feel more positive about a brand when their Tweet has been replied to.
- Companies using Twitter for customer service see a 19% lift in customer satisfaction.
- Tweets with images receive 18% more click throughs, 89% more likes, and 150% more retweets.
- 23% of pastors use Twitter.
- About 1 in 5 churches use Twitter (21%).
- 44% of churches that have an average attendance of more than 250 use Twitter.
- 9% of those actively involved in church use Twitter.

General Social Giving Statistics

- 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 59% of those people donate money.
- 53% volunteer.
- 52% donate clothing, food, or other personal items.
- 43% attend or participate in charitable events in their community because of social media.
- 40% subsequently purchase a product that benefits that charity.
- 25% contact their political representatives either by phone, letter, or email after engaging with a cause on social media.
- 15% organize their own events in their community afterward.
- For every 1,000 email subscribers, nonprofits have an average of 199 Facebook followers, 110 Twitter followers, and 13 mobile subscribers.
- 46.1% of churches say that using social media is their most effective method of outreach.

Instagram For Nonprofits

- 30% of nonprofits use Instagram to raise money and awareness.
- 6 in 10 online adults ages 18-29 use Instagram.
- 75% of Instagram users take action, such as visiting a website or making a purchase after looking at an Instagram advertising post.
- 26% of Instagram users make more than \$75,000 per year.

Pinterest For Nonprofits

- 67% of Pinterest users are under the age of 40.
- 75% of Pinterest usage takes place on mobile devices.
- 93% of Pinners shopped online in the past 6 months.

- Pins with prices get 36% more likes than those without.
- 87% of Pinners have purchased a product because of Pinterest.
- About 70% of Pinners are saving or clicking on Pins not just visiting.
- 29% of nonprofits have Pinterest.
- The words “DIY,” “Cup,” and “Recipe,” resonate most.

Facebook For Nonprofits

- 18% of donors worldwide have given through Facebook fundraising tools.
- Of those, 88% say they are likely to give through Facebook fundraising tools in the future.
- 42% of marketers report that Facebook is critical or important to their business.
- Facebook refers 29.4% of traffic to donation pages on #GivingTuesday.
- More than 29% of mobile donation traffic on Giving Tuesday came from Facebook.
- In an average peer-to-peer fundraising campaign, 15-18% of donations are referred directly from Facebook.
- 84% of FaceBook users share to show their support for a cause and highlight issues that are important to them.
- Daily watch time for Facebook Live broadcasts grew 4x over the course of 2016.
- On Thursdays and Fridays, engagement is 18% higher.

Snapchat For Nonprofits

- Snapchat nearly triples their user base in 3 years from 60 million in 2014 to 173 million in 2017.
- 70% of Snapchat’s users are under the age of 24.
- 54% use Snapchat daily.
- Daily Snapchat visitors use the app 25-30 times per day.
- Sending instant gratification snaps to donors could be a good way to give a ” quick thanks for your support” followed by a real donor thank you letter.

42%

of marketers say Facebook is important to their business.

55%

of people who engage with nonprofits on Twitter take an action.

57%

of who watch nonprofit YouTube videos go on to make a donation.

37%

of nonprofits use Instagram to raise money and awareness.

Responsive design doubles giving on mobile devices.

- By 2018, mobile devices will account for 57% of all Internet traffic.

- In the last year, the percentage of smartphone owners making mobile payments grew by 36%.
- 39% of smartphone owners indicated that they had used their phones to pay at least one bill in the past month, which equates to 53 million adult individuals.
- 79% of people said that they would increase their usage of mobile payments if discounts or coupons were offered.
- 1 in 4 donors use mobile devices to discover nonprofits they were previously unaware of.
- 25% of donors complete their donations on mobile devices.
- 44% of millennials said that would rather use their mobile phones than use cash to pay for small items.
- In the past year, mobile giving donations have increased 205%.
- 51% of people who visit a nonprofit's website do so on a mobile device.
- Overall giving increased 4% last year.
- Faith-based organizations saw the greatest increase in giving with an 18.1% increase in online donations.
- By the end of last year, 1.4 billion people worldwide donated money to nonprofit organizations.
- 64% of mobile donations come from women.
- Nearly three-fourths of the entire population of the United States donates to charity in some form or another on a regular basis (69%).
- By incorporating mobile-responsive design to their websites, nonprofits can increase their donations by 126% on average.
- An express checkout option on a website can increase mobile sales and donations by up to 55%.
- 30% of all annual giving occurs in December, and 10% of that happens within the last three days of the year.
- Custom-branded donation pages on a nonprofit's website help raise up to 6 times as much money on average.

Mobile Donation Pledge Stats

- The average mobile donation pledge for fundraising events is \$167.
- 84% of event fundraising pledges are fulfilled.
- The largest fulfilled mobile donation pledge to-date was \$20,000.
- The largest single donation pledged was \$10,000.
- The highest pledge for an event last year was \$109,590 (223 pledges)
- 51% of mobile pledges came from call centers.
- 49% came from text links

Mobile Donation & Communication Statistics

- 117% is the average mobile subscription rate
- 54 % of nonprofit emails are read on mobile
- 58% of nonprofit social media happens on mobile
- 95% mobile phone adoption rate for US adults
- 81% smartphone adoption rate for US adults
- 51% of US donors do not have a landline
- 11% of Americans change their address each year

Text-To-Give Mobile Statistics

- The average donation size for text-to-donate fundraisers is \$107.
- 90% of text message reminders are read in 3 minutes
- Responsive design doubles giving on mobile devices.
- Over \$43 million was raised by the Red Cross's Haiti earthquake relief text-to-give campaign.
- More than half of the Haiti donors surveyed have made text message contributions to other disaster relief efforts since their Haiti donation.

- More than 50% of the Text-to-Haiti donors made their donations shortly after learning about the campaign.
- Text donors are most likely to be between 49 and 59 years old, female, married, and college graduates.
- 91% of American adults own a smartphone.
- 41% of people still have a landline.
- It takes 90 seconds to respond to a text, versus 90 minutes by e-mail.
- 7 out of 10 churchgoers use text messaging.

51%

of people who visit a nonprofit's website do so on a mobile device.

\$107

the average donation size for text-to-donate fundraisers.

25%

of donors complete their donations on mobile devices.

1/4

donors use mobile devices to discover nonprofits.

Email results in 1/3 of online fundraising revenue.

Email Fundraising Statistics

- Email messaging drove 28% of all online revenue in 2017.
- 68% of donors worldwide most trust websites & email addresses that use the .org domain extension.
- The Public Media sector received the lowest share of revenue from email (10%), while 57% of online revenue for Wildlife/Animal Welfare nonprofits was driven by email.
- Email list size increased in 2017, but at a slower rate than previous years.
- In 2015, lists grew by 15%; in 2016, by 14%; in 2017, by 11%.
- Public Media nonprofits saw 41% growth in list size in 2017, while International was the only sector to experience a decline (a change of -8%).
- For every 1,000 fundraising emails a nonprofit sends, it will raise an average of \$17.
- Nonprofits sent an average of 66 email messages per subscriber in 2017, marking an 11% increase in volume from 2016.
- The largest category of email messaging was fundraising (25 emails per year per subscriber).
- Environmental nonprofits sent an average of 89 emails per subscriber, the most of any sector; the Health sector had the lowest volume, with 38.
- Advocacy email response rate declined by 9% in 2017, to 2.2%.
- Small drops were reported for open rate (down 1% to 15%), click-through rate (down 1% to 2.5%), and page completion rate (down 4%, to 76%). The unsubscribe rate fell to 0.12%, 13% lower than in the previous year.
- Fundraising email response rate declined by 6% in 2017, to 0.06%.
- As with advocacy messages, small drops were reported for open rate (down 1% to 15%), click-through rate (down 6% to 0.42%), and page completion rate (down 6%, to 16%). The unsubscribe rate fell to 0.18%, 3% lower than in the previous year.
- Walk/run/cycling event fundraisers who send more than 15 emails raise 76% more than non-email senders.
- 79% of fundraising emails do not personalize their "To" line with a first and last name.

Direct Mail & Digital Work Together

- It can take up to 18-20 touchpoints to reach a customer for the first time.
- 90% visit website first before calling.
- 96% leave without making a purchase.
- Direct mail with digital ads yields 28% higher conversion rate.
- Marketing campaigns that used direct mail and 1 or more digital media experienced 118% lift in response rate compared to using direct mail only.
- Website visitors who are retargeted are 70% more likely to convert.
- 26% of customers will return to a site through retargeting.

Direct Mailing Statistics

- The volume of direct mail went down to 149.4 billion in 2016, but direct mail as a percentage of all mail went up.
- Direct mail response rates in 2016 were 5.3% for house file and 2.9% for prospect lists.
- At 6.6%, oversized envelopes have the greatest household response rates over other mediums (followed by postcards at 5.7% and letter-sized envelopes at 4.3%).
- At 37%, oversized envelopes have the greatest household return on investment over other mediums (followed by postcards and letter-sized envelopes at 29%).
- The top response rate tracking methods are online tracking such as PURLs (61%), call center or telephone (53%), and code or coupon (42%).
- For every \$167 spent of direct mail in the US, marketers sell \$2095 in goods.
- Adding a person's name and full color in the direct mail can increase response by 135%.
- Adding a person's name, full color and more sophisticated database information can increase the response rate by up to 500% vs not doing any of these things.
- Targeting customers on a 1:1 level increases response rates up to 50% or more.
- 40% of a direct marketing campaign's success is in the data.
- 73% of firms aspire to be data-driven but only 29% of firms succeed at turning data into action.

General Email Marketing Statistics

- 13% of emails are opened and read within five minutes.
- 17% of people who send their support from email are doing so on a mobile device.
- The open rate for nonprofit emails specifically is between 15% and 18% on average.
- Emails with social sharing options increase click-through rates by 158%.

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