

Everything you want to know
about Online Giving!

NEW YORK
GIVES DAY



#NYGIVESDAY

November 27, 2018



What is a Giving Day?

- Giving Days (or Days of Giving) are 24-hour online fundraising challenges that aim to rally groups of people around a particular region, cause, holiday/event, or place of education.
- The most well-known Day of Giving to date is #GivingTuesday, which is held annually on the first Tuesday following Thanksgiving, Black Friday, and Cyber Monday.





Why should you participate in a Giving Day?

- A nonprofit's participation in a Giving Day means that their organization is able to promote their cause and collect online donations through the official Giving Day website.
- This allows for a much broader community outreach due to the various organizations that sign up for the day and all the traffic coming in from each of them. Not to mention the added outreach provided by the foundation running the event.
 - Raise 5-10X more than those who don't participate
 - Raise more in the month of December than those who don't



Why should you participate in a Giving Day?

- See a substantial increase in year-end giving compared to non-participants
- Run more successful campaigns throughout the year than those who don't
- Be a part of a larger community of nonprofits, expanding your outreach and gaining a strengthened support system
- 97% of last year's participating nonprofits plan to participate again this year
- 67% of the participants would recommend #GivingTuesday to a colleague
- Have your cause exposed to more people, including potential supporters
- Use #GivingTuesday to gain and motivate peer-to-peer fundraisers



What is Giving Tuesday ?

- #GivingTuesday is the brainchild of 92nd Street Y—a cultural center in New York City that, since 1874, has been bringing people together around the values of service and giving back.
- They thought that nothing would exemplify the holiday spirit more than a day dedicated to giving back. It was inspired by the Jewish term *tikkun olam* which means 'repairing the world'.



#GIVINGTUESDAY™



Last year

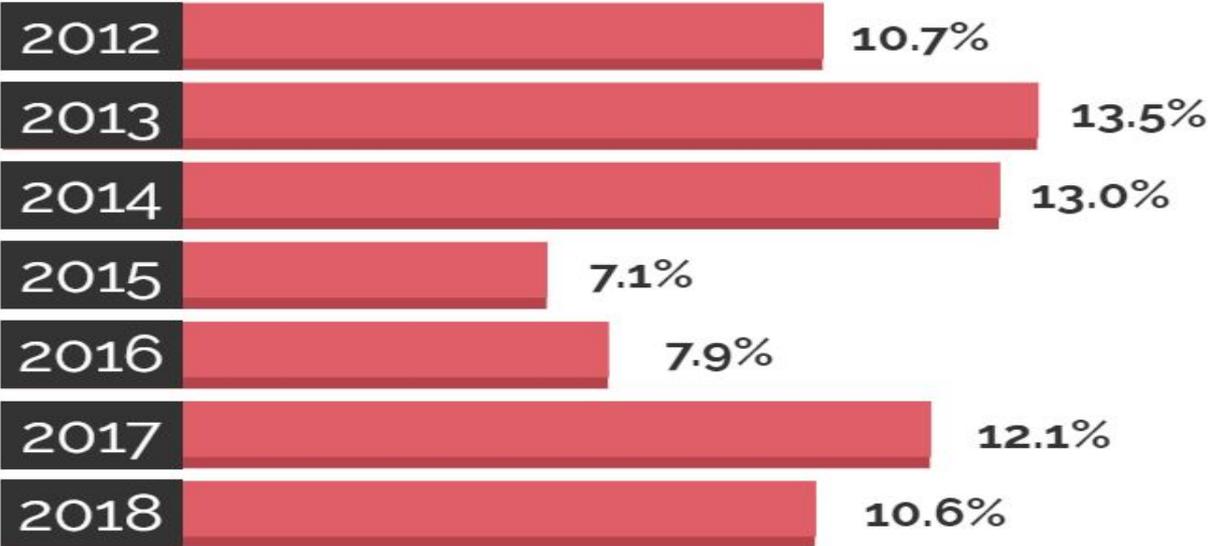
700K People participated in

#GI♥INGTUESDAY





Online Giving Trends



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

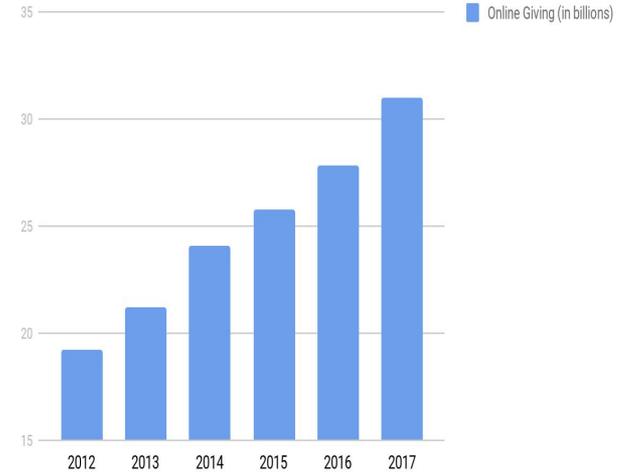
N|P Source



Online Giving Trends

- 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

Online Giving by Year





Online Giving Trends

- \$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.
- Custom-branded donation pages nested inside a nonprofit's website raise 6X more money.

#MyGivingStory



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.



Online Fundraising Statistics

- 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.
- Remarketing on Facebook, Google AdSense, Twitter, or LinkedIn can increase traffic to your donation pages.
- In one case study, a nonprofit used Custom Facebook Audiences to drive 63% more online donations.



Online Fundraising Statistics

- 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%.
- Live Chat Support increase audience engagEmail messaging accounted for 26% of all online revenue.



Online Fundraising Statistics

- 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.



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.



Nonprofit Website Engagement

- 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.



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 media.



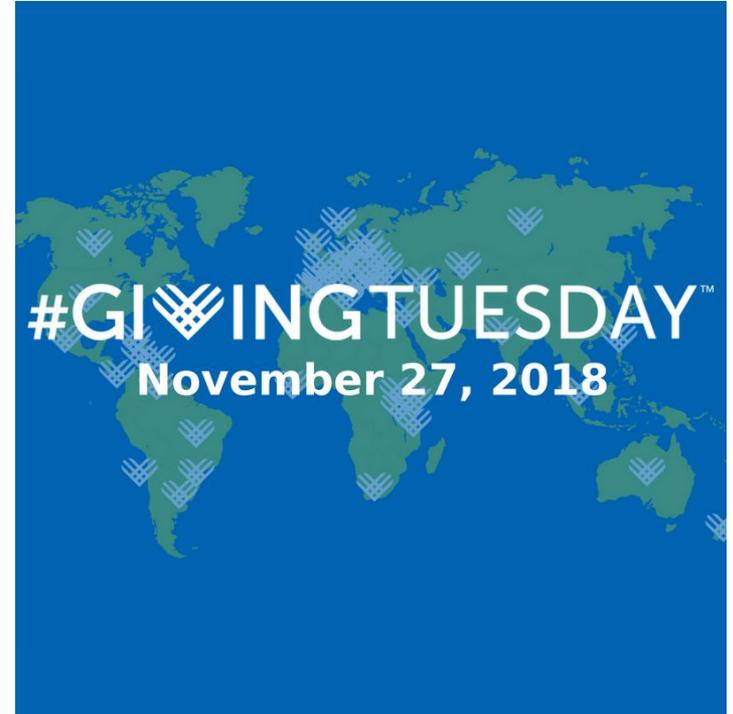
Why is Online Giving a growing industry?

- The fastest growing age cohort on Facebook is 65+. In the last year, this group has seen a 30% increase in usage. 62% of online adults 65+ now use Facebook. 47% of online adults 65+ now do their banking online. (Source: Pew Research Center) And it's these older donors who are also increasingly making donations online as they become more comfortable with technology.
- Social fundraising itself isn't new, but the power of social media combined with personal networks—along with the ease of online fundraising pages—have enabled this type of peer giving to really take off contributing to the success of Online giving.
- It's no surprise that giving fluctuates over time. We know that average online donation amounts shift with events, such as disasters or giving days, or seasonality. Donors give the largest gifts at the end of the year and during #GivingTuesday.
- Online giving also creates a sense of urgency and promotes emotional giving



Giving Tuesday Numbers

- In total, more than 40,000 nonprofits around the world raised over \$168 million from 1.5 million #GivingTuesday donations.
- Neon users raised a total of over \$2.2 million, up 40% over the last two years!
- \$154 was the average online #GivingTuesday donation for Neon users.
- 1 in 4 donors donated offline — with cash, check, or over-the-phone donations.
- About 2% of donors gave more than one donation.





What is #NYGivesDay and why should you participate in it?

- #NYGivesDay is a 24-hour giving challenge brought to you by the New York Council of Nonprofits and United Way of New York State to celebrate the life-changing work of nonprofits across the vast state of New York. Powered by GiveGab, the Nonprofit Giving Platform, #NYGivesDay is a day for nonprofits to come together, share their stories, and collect online donations!
- On November 27, 2018, coinciding with this year's #GivingTuesday movement, nonprofits across the Empire State will work together to:
 - Raise awareness
 - Collect donations
 - Continue changing the world for the better!



Questions?

#NY  **GIVES DAY** 



References

- www.GiveGab.com
- <https://nonprofitssource.com/online-giving-statistics/>