

## FUNDRAISING

### WE FOUND

-4% | change in online revenue 2021-2022  
 0% | change in # of gifts 2021-2022  
 28% | monthly giving as a percentage of online revenue

### ONLINE DONOR RETENTION

29% | overall  
 16% | new donors  
 49% | prior donors

### AVERAGE GIFT

\$121 | one-time  
 \$25 | monthly

### MORE FUNDRAISING STATS

\$90 | for every 1,000 fundraising messages delivered, nonprofits raised  
 0.23% | website visitors who made a donation  
 \$770 | website revenue per 1,000 visitors

## DIGITAL ADS

### SHARE OF 2022 DIGITAL AD BUDGET BY:

**GOAL**  
 26% | branding, awareness, or education  
 56% | direct fundraising  
 15% | lead generation  
 3% | other

### FUNDRAISING CHANNEL

22% | display  
 35% | search  
 36% | Meta  
 5% | video  
 2% | other

### COST PER DONATION

\$217 | display  
 \$47 | search  
 \$126 | Meta  
 \$202 | Twitter  
 \$305 | video  
 \$165 | other

### RETURN PER \$1 OF AD SPENDING

\$0.33 | display  
 \$2.75 | search  
 \$0.50 | Meta  
 \$0.41 | Twitter  
 \$0.13 | video  
 \$0.44 | other

## EMAIL/SMS

### EMAILS SENT PER SUBSCRIBER:

53 | cultural  
 98 | disaster/international aid  
 76 | environmental  
 47 | health  
 43 | hunger/poverty  
 53 | public media  
 88 | rights  
 87 | wildlife/animal welfare

### WE FOUND

-2% | change in email list size  
 17% | email list churn

	email fundraising	email advocacy
click-through rate	0.54%	2.1%
response rate	0.09%	1.3%

### MOBILE

236 | Mobile subscribers for every 1,000 email subscribers  
 11% | Mobile list growth  
 28% | Increase in text messages sent per subscriber

## SOCIAL MEDIA

### FOR EVERY 1,000 EMAIL SUBSCRIBERS, NONPROFITS HAVE

685 | Facebook fans  
 208 | Twitter followers  
 160 | Instagram followers  
 4 | TikTok followers

4% | Facebook fans growth  
 0% | Twitter follower change  
 10% | Instagram fan growth

### FACEBOOK FUNDRAISERS

-27% | change in number of Facebook Fundraisers per organization  
 \$34 | average gift to Fundraisers