# Fundraising

## Email/SMS

### Emails Sent Per Subscriber:

- Cultural: 53
- Disaster/international aid: 98
- Environmental: 76
- Health: 47
- Hunger/poverty: 43
- Public media: 53
- Rights: 88
- Wildlife/animal welfare: 87

### We Found:

- 2% change in email list size
- 17% email list churn
- 0.54% click-through rate
- 2.1% response rate
- 0.09% email advocacy

### Online Donor Retention:

- Overall: 29%
- New donors: 16%
- Prior donors: 49%

### Average Gift:

- $12 | 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

### Social Media

- For every 1,000 email subscribers, nonprofits have:
  - Facebook fans: 685
  - Twitter followers: 208
  - Instagram followers: 160
  - TikTok followers: 4

### We Found:

- 28% increase in text messages sent per subscriber

## Digital Ads

### Share of 2022 Digital Ad Budget By:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Cost Per Donation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding, awareness, or education</td>
<td>$217</td>
</tr>
<tr>
<td>Direct fundraising</td>
<td>$126</td>
</tr>
<tr>
<td>Lead generation</td>
<td>$202</td>
</tr>
<tr>
<td>Other</td>
<td>$305</td>
</tr>
</tbody>
</table>

### Digital Ads

<table>
<thead>
<tr>
<th>Cost Per $1 of Ad Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
</tr>
<tr>
<td>Search</td>
</tr>
<tr>
<td>Meta</td>
</tr>
<tr>
<td>Twitter</td>
</tr>
<tr>
<td>Video</td>
</tr>
</tbody>
</table>

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### We Found:

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