

## Greetings from EMAIL

### we analyzed

5,875,566,206 emails sent | 992,734,201 subscribers

### we found

7% email list growth | 12% email list churn

	email fundraising	email advocacy
open rate	23%	19%
click-through rate	0.7%	2.4%
response rate	0.08%	1.8%
change in response rate 2020-2021	-11%	+4%

### emails sent per subscriber:

55 cultural	89 disaster/international aid	72 environmental	35 health
43 hunger/poverty	90 public media	54 rights	68 wildlife/animal welfare

159 mobile subscribers for every 1,000 email subscribers

5% mobile list growth

# SOCIAL MEDIA

## FACEBOOK FUNDRAISERS

117,933 Unique Facebook Fundraisers  
 \$35 Average gift to Fundraisers  
 -20% Change in amount raised on Facebook

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

736 Facebook fans | 1% Facebook fan growth  
 229 Twitter followers | 5% Twitter followers growth  
 141 Instagram followers | 25% Instagram followers growth

# Fundraising

### we analyzed

22,889,857 online gifts | \$1,035,968,996 raised online

### we found

↑ 5% increase in # of gifts 2020-2021 | ↑ 3% increase in online revenue 2020-2021

### average gift

\$125 one-time | \$25 monthly

\$78 for every 1,000 fundraising messages delivered, nonprofits raised

0.11% website visitors who made a donation

\$150 website revenue per 1,000 visitors

### online donor retention

36% overall | 23% new donors | 60% prior donors

# DIGITAL ADVERTISING

## COST PER DONATION

\$178 Display | \$46 Search | \$86 Social Media | \$358 Video

## RETURN PER \$1 OF AD SPEND

\$0.59 Display | \$3.72 Search | \$0.57 Social Media | \$0.16 Video

## SHARE OF 2021 DIGITAL ADVERTISING BUDGET BY:

### GOAL

Branding, awareness, education 32%  
 Lead generation 52%  
 Direct fundraising 15%  
 Other 1%

### FUNDRAISING CHANNELS

Display 32%  
 Search 24%  
 Social Media 36%  
 Video 6%  
 Other 2%