



emails + mobile

Here's what we saw in email

| | | | | | |
|-----|---------------------------|--------------------|-------|----------------|------|
| 3% | change in email list size | email fundraising | 0.48% | email advocacy | 2.1% |
| 15% | email list churn | click-through rate | | | |
| | | response rate | 0.05% | 1.8% | |

Emails sent per subscriber

| | | | |
|----|----------------------------|----|-------------------------|
| 64 | cultural | 44 | hunger/poverty |
| 78 | disaster/international aid | 35 | public media |
| 78 | environmental | 65 | rights |
| 41 | health | 69 | wildlife/animal welfare |

Here's what we saw in mobile

| | |
|-----|--|
| 224 | mobile subscribers for every 1,000 email subscribers |
| 8% | mobile list growth |
| 31% | change in mobile messages |

social media

Facebook

| | |
|-----|---------------------------------------|
| 12% | Change in total Facebook reach |
| 1% | Facebook fans growth |
| 42% | Decrease in amount raised on Facebook |

Instagram

| | |
|-----|---------------------------------|
| 35% | Change in total Instagram reach |
| 11% | Instagram fan growth |

Other platforms

| | |
|-----|----------------------------|
| -2% | Twitter/X followers change |
| 37% | TikTok followers growth |
| 21% | LinkedIn followers growth |

52% Participants who reported working with social media influencers in 2024



TUE April 22 —
having a coke with Frank

need more plums.
(sorry)



fundraising + donor retention

Here's what we saw in fundraising

| | |
|------|---|
| 1% | change in # of gifts 2023–2024 |
| 2% | increase in online revenue 2023–2024 |
| 31% | monthly giving as a percentage of online revenue |
| 11% | desktop main donation page conversion rate |
| 8% | mobile main donation page conversion rate |
| \$76 | raised for every 1,000 fundraising messages delivered |

Average gift

| | |
|-------|----------|
| \$126 | one-time |
| \$24 | monthly |

Here's what we saw in donor retention

| | |
|-----|--------------|
| 46% | overall |
| 23% | new donors |
| 62% | prior donors |



advertising

In 2024, here's how nonprofits divvied up their advertising budgets

| | |
|-----|------------------------------|
| 72% | direct fundraising |
| 10% | lead generation |
| 14% | awareness |
| 2% | non lead generation advocacy |
| 2% | other |

goals

fundraising channel

| | |
|-----|--------------------------|
| 25% | search |
| 18% | social |
| 15% | connected tv |
| 13% | display |
| 8% | digital video |
| 8% | digital audio |
| 5% | P2P SMS |
| 5% | multi-channel ad formats |
| 4% | other |

cost per donation

| | |
|---------|--------------------------|
| \$61 | search |
| \$62 | P2P SMS |
| \$63 | Twitter |
| \$99 | multi-channel ad formats |
| \$106 | Meta |
| \$119 | display |
| \$221 | digital audio |
| \$329 | digital video |
| \$608 | connected tv |
| \$1,040 | TikTok |

return per \$1 ad spend

| | |
|--------|--------------------------|
| \$2.23 | search |
| \$1.49 | multi-channel ad formats |
| \$1.07 | display |
| \$0.92 | P2P SMS |
| \$0.70 | digital audio |
| \$0.48 | Meta |
| \$0.42 | Twitter |
| \$0.38 | digital video |
| \$0.29 | connected tv |
| \$0.03 | TikTok |

