



emails + mobile

Here's what we saw in email

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

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



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

advertising

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

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



TUE April 22 — having a coke with Frank

need more plums. (sorry)

