

emails & mobile

here's what we saw in email

		email fundraising	email advocacy
5%	net growth in email lists	0.59%	2.3%
19%	email list churn	0.05%	1.4%

emails sent per subscriber

52	cultural
91	disaster/international aid
76	environmental
30	health
61	hunger/poverty
75	public media
43	rights
108	wildlife/animal welfare

here's what we saw in mobile

176	mobile subscribers for every 1,000 email subscribers
4%	mobile list growth
40%	increase in mobile messages sent

fundraising & donor retention

here's what we saw in fundraising

15%	increase in online revenue 2024-2025
13%	change in # of gifts 2024-2025
27%	monthly giving as percentage of online revenue
11%	desktop main donation page conversion rate
8%	mobile main donation page conversion rate
\$54	raised for every 1,000 fundraising messages delivered

average gift

\$139	one-time
\$28	monthly

here's what we saw in donor retention

48%	overall
24%	new donors
66%	prior donors

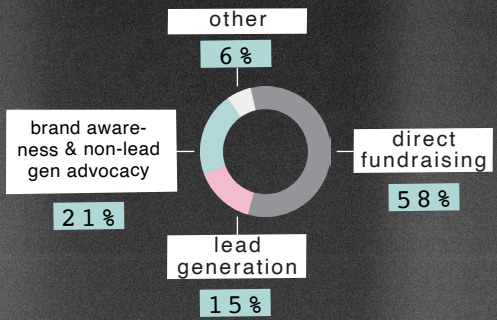
advertising

18% Growth in investment in digital advertising

\$0.10 spent for every \$1 raised online

Investment in digital ads divided by total online revenue

share of digital ad budget by goal



cost per donation

\$42	p2p sms	\$2.48	search
\$67	multi-channel ad formats	\$1.82	multi-channel ad formats
\$70	search	\$1.11	display
\$71	other	\$0.98	p2p sms
\$75	meta	\$0.76	meta
\$113	display	\$0.56	digital video
\$170	digital video	\$0.53	digital audio
\$231	digital audio	\$0.44	other
\$387	connected tv	\$0.29	connected tv
\$590	tiktok	\$0.04	tiktok

social media

3%	facebook fans growth
14%	instagram fan growth
-3%	twitter/x follower change
34%	tiktok follower growth
21%	linkedin follower growth
57%	participants who reported working with social media influencers in 2025

Benchmarks 2026 snapshot

