

NONPROFIT FUNDRAISING

Must-Know Statistics

ONLINE DONATIONS



of online donations in 2017 were made on a mobile device.

Online giving increased



year over year in 2017.



of all of all online revenue in 2016 was from monthly giving.



of online donations happened in December in 2017.

MEDIAN DONATION AMOUNT

\$20

is median donation amount for gifts below **\$1,000** in the US in 2017.



\$2,000

is the median donation amount for gifts above **\$1,000** in the US in 2017

DONOR RETENTION

Recurring donors give an average of



more than one time donors.

Only



of first-time donors will donate to the same charity the following year.

Nonprofits are losing



of their donors each year.

AVERAGE FIRST-TIME GIFTS



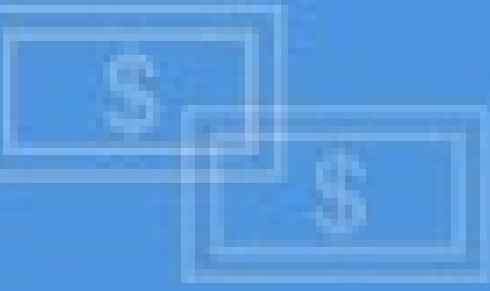
is the average one-time gift generated by email.



is the average one-time gift generated by other online.



is average online donation amount in 2017.



is the average number of charitable gifts per US donor in 2017.

Need help or ideas with your Nonprofit marketing?

Check out our Marketing Library at www.customerinsightgroup.com/marketinglibrary