M+R Benchmarks

2025

M+R Benchmarks

2025

NEW AND SELECTED DATA

M+R

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Hope is the thing with feathers (254)

EMILY DICKINSON

Hope is the thing with feathers
That perches in the soul,
And sings the tune without the words,
And never stops at all,

And sweetest in the gale is heard;
And sore must be the storm
That could abash the little bird
That kept so many warm.

I've heard it in the chillest land,
And on the strangest sea;
Yet, never, in extremity,
It asked a crumb of me.

Hope is the thing with feathers
That perches in the soul[1]

Is it gauche to quote a very famous and lovely poem, and then immediately pivot to quoting yourself? Maybe.

> **"You should know that the whole time, when we're talking about numbers, we're going to be having feelings."**

We said that back in our 2021 edition, and if there were an official M+R Benchmarks motto, that would be it.

Back then, we were reflecting on the astounding upwelling of support for nonprofits through the first year of the Covid pandemic. The data showed higher revenue numbers; it also revealed compassion, generosity, community in a time of isolation.

Once again this year, we have so, so much data to share: literally millions of interactions, billions of dollars, so many numbers. We hope this data sheds light on your own program, and helps you find opportunities to advance your cause.

We also, the whole time, will be having feelings. About what the numbers say about supporters. About how each gift and petition signature is an expression of someone's values, identity, hopes, fears, outrage, determination, empathy, courage, curiosity, solidarity, frustration, heartbreak, every human thing but resignation.

No matter how many new metrics we report or how much detail we cram into our charts, they can't hope to capture that context. So, we're sharing some poetry in this year's Benchmarks alongside the usual data and analysis.

This is a hard, hard time to be a ~~nonprofit professional~~ human. We are grateful to the 216 nonprofit participants in this year's M+R Benchmarks Study — for contributing data and answering all our questions, yes, and also for being excellent people who do enormously valuable work to alleviate suffering, enlighten minds, and advance equality.

If you are one of those participants, we want you to know how much we appreciate your contributions. (If you are Elizabeth Barrett Browning, we want you to know we are terribly sorry.)

A Sonnet for M+R Benchmarks Participants

How do we love you? Let us count the ways.
We love you to the depth and breadth and height
Our charts can reach, as every point we cite
Depends upon your data and your grace.
We love you for the trends you help us trace,
The insights that surprise, inspire, excite.
We love your data, the truths you bring to light.
We love your patience, for questions that we raise.
We love the serious nerds who love to use
This Benchmarks Study, which more or less
Could not exist without all you who choose
To join the fun. We love you all to death
For sharing all the clicks and gifts and views,
For making this Study possibly our best.

Thank you to all our participants, our partners at Rally UK, and everyone who contributed to this study.

Now, ready to go look at some numbers and have some feelings?

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[1] "Hope is the thing with feathers (254)" by Emily Dickinson

BENCHMARKS EDITORIAL TEAM

I celebrate myself, and sing myself,[1]

We are M+R.

We believe that the nonprofits we work for are essential to advancing the cause of justice, alleviating suffering, and solving the greatest challenges we face.

We bring experience, talent, and unshakeable dedication to our clients through fundraising and supporter engagement, movement building and issue advocacy, and message and brand development.

We have more resources, advice, tools, and other fun stuff waiting for you at www.mrss.com

Find out more about working at M+R and join our crew at www.mrss.com/careers.

[1] Excerpt from "Song of Myself, 1" by Walt Whitman

CONTENTS

Iris of Life

ZITKÁLA-ŠÁ

Like tiny drops of crystal rain,
    In every life the moments fall,
To wear away with silent beat,
    The shell of selfishness o'er all.

And every act, not one too small,
    That leaps from out the heart's pure glow,
Like ray of gold sends forth a light,
    While moments into seasons flow.

Athwart the dome, Eternity,
    To Iris grown resplendent, fly
Bright gleams from every noble deed,
    Till colors with each other vie.

'Tis glimpses of this grand rainbow,
    Where moments with good deeds unite,
That gladden many weary hearts,
    Inspiring them to seek more Light.
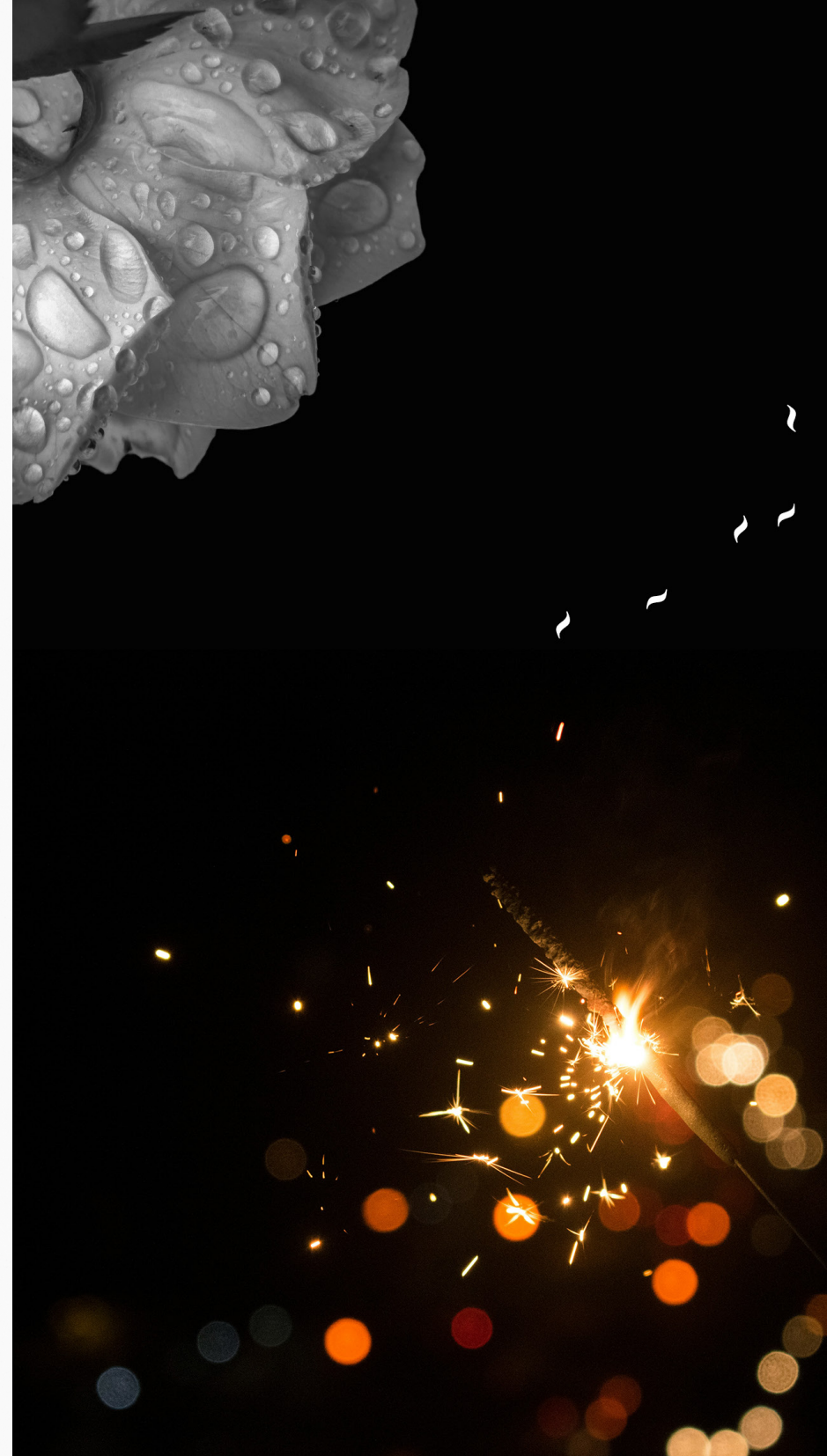
/ Average online revenue increased by 2% in 2024, following a 1% decline in 2023.

/ Revenue from monthly giving increased by 5% and accounted for 31% of all online revenue. One-time revenue was flat year-over-year.

/ Total advertising investment by nonprofits increased by 11%. Spending on connected TV advertising increased by 84% in 2024 and made up 15% of fundraising advertising budgets.

/ About half of M+R Benchmarks participants reported working with social media influencers in 2024. Among nonprofits with paid influencer campaigns, 60% used those partnerships for fundraising, 65% for advocacy or volunteer asks, and 77% for narrative or persuasion work.

/ Nonprofits raised an average of $0.13 through donor-advised funds (DAF) for every dollar raised online. DAF revenue increased by 6% in 2024.

/ Among social media platforms, TikTok had the fastest-growing audiences, with average follower counts increasing by 37% in 2024.

/ Twitter/X was the only platform we tracked to see a decline; 31% of organizations still on the platform are planning to leave.

/ For every 1,000 fundraising emails sent, nonprofits raised $58. This marks a 10% decrease from 2023.

/ PayPal was the most widely-used alternative payment method — 76% of nonprofits made this option available on donation pages. Apple Pay (47%) and Google Pay (40%) were also common.

/ In 2024, 52% of Benchmarks participants conducted audience research to better understand the motivations, issue understanding, and content preferences of supporters.

/ The borogroves were 100% mimsy, and the mome raths outgrabe.

And every act, not one too small,
    That leaps from out the heart's pure glow,
Like ray of gold sends forth a light,
    While moments into seasons flow.[1]

They say that history doesn't repeat itself; it rhymes. This is one of those times.

Throughout this year's Benchmarks Study, we found continuations of long-term trends and connections to cycles we've lived through before.

Overall online revenue once again showed modest growth (up 2%), led by growth in monthly giving. As nonprofits and their supporters once again grappled with the fallout of an election that threatens their values and their future, we saw some indications of a surge in support (though we'll need to wait a while longer before we can see the true shape of things).

But so much of what is happening in this moment is new and without precedent. Social media audiences are moving, tech changes from cookie deprecation to AI search are upending advertising models, and nonprofits are finding new ways to reach and move audiences.

> **Monthly giving led an increase in online revenue.**

Nonprofits reported an average increase in annual online revenue of 2%, the kind of small-single-digit change that has become familiar in recent years.

This increase in revenue was supported by an even longer-term trend: the change in monthly giving outpaced the change in one-time giving. The precise numbers change each year — in 2024, revenue from monthly gifts increased by 5%, while revenue from one-time gifts held flat. But the underlying reality remains the same: year by year, monthly giving rises faster than one-time giving.

In order to gain new perspective on this ongoing shift, we asked Benchmarks participants to tell us how they prioritize different giving types on their main donation pages.

Most nonprofits offered a monthly giving option — that was the case for 90% of Benchmarks participants. Annual recurring gifts were less common, but still included on the main donation page by 15% of nonprofits.

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[1] "Iris of Life" by Zitkála-Šá

Change in online revenue by type 2023 to 2024
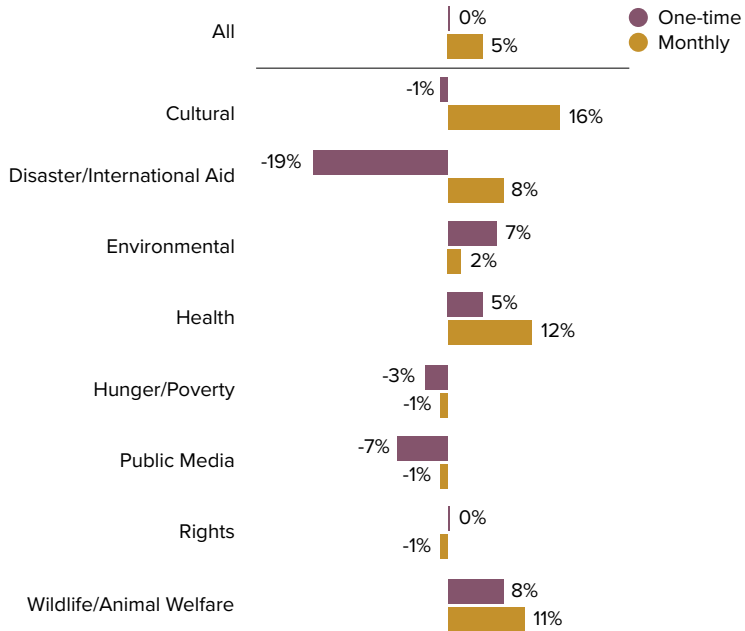
Legend: ● One-time ● Monthly

Category	One-time	Monthly
All	0%	5%
Cultural	-1%	16%
Disaster/International Aid	-19%	8%
Environmental	7%	2%
Health	5%	12%
Hunger/Poverty	-3%	-1%
Public Media	-7%	-1%
Rights	0%	-1%
Wildlife/Animal Welfare	8%	11%

Giving option that is pre-selected when a user lands on an organization's main donation page

Legend: ● Monthly ● One-time ● Annual

Category	Monthly	One-time	Annual
All	35%	64%	1%
Cultural	25%	75%	
Disaster/International Aid	36%	64%	
Environmental	34%	63%	3%
Health	41%	59%	
Hunger/Poverty	13%	87%	
Public Media	92%	8%	
Rights	33%	67%	
Wildlife/Animal Welfare	28%	72%	

One-time giving was the pre-selected option on the main donation page for 64% of nonprofits, compared to 35% which pre-selected monthly giving. Just 1% of participants pre-selected an annual recurring gift option.

Pre-selecting monthly giving is just one way to encourage recurring giving. We also asked Benchmarks participants whether they used either of these common tactics:

Do you have language or a feature on your main donation form that encourages users to make a recurring gift?
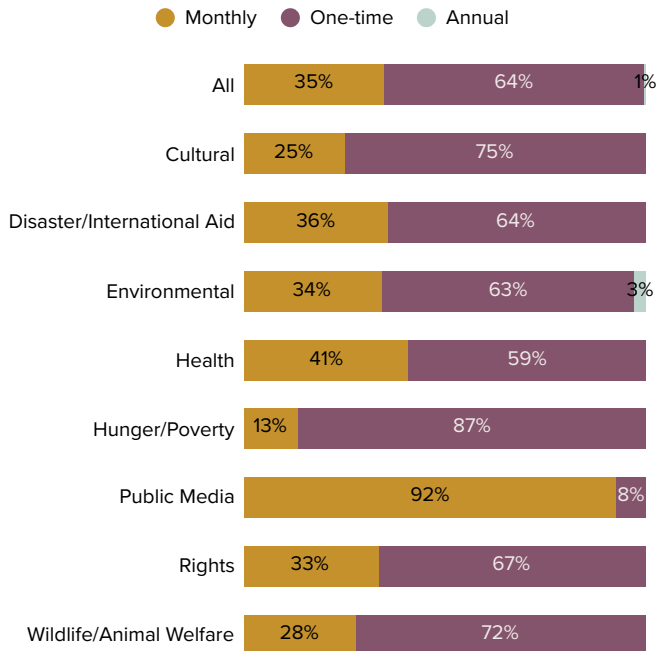
78% of participants said YES. This includes nonprofits that pre-select monthly giving, as well as many that pre-select one-time giving but encourage users to switch to a recurring gift.

On your main donation form, if someone makes a one-time gift, do you have a recurring "upsell lightbox"?

41% of participants said YES — creating an additional opportunity to shift donors from one-time giving to sustaining support.

In 2024, 31% of online revenue came from monthly giving, and if long-term trends continue, that percentage will only increase. The choices that nonprofits make are only part of the story. Supporters, too, make choices — what they want and what they choose to pay attention to have a major impact on performance.

The presidential election boosted political nonprofits

There comes a time in a person's life, usually around the third week of October, when the constant barrage of television attack ads, social media noise, large-format mailers that don't fit in your mailbox, and unsolicited texts from long-shot congressional candidates in a state you have never visited makes you want to hurl your phone into the nearest volcano and then walk peacefully into the sea to live among the crustaceans.

You also have to wonder: how is anyone able to break through with content that's not about the election?

We asked Benchmarks participants to note whether or not they were politically active during the 2024 U.S. election and compared results between the two cohorts.

Overall, we found that political nonprofits did not have consistently better results in 2024 across the main metrics we might consider. Response rates, average gift sizes, return on ad spend — none of these strongly correlated with political activity.

Considering that both political and nonpolitical organizations contain so much diversity, this wasn't particularly surprising. There are so many differences in nonprofit size, audience, approach, issue area, not to mention strategy, that electoral relevance did not determine results.

But when we compared year-over-year change, some interesting differences emerged.

From 2022 to 2023, online revenue for nonprofits in our study declined by an average of 1%. That 1% decline was the average for nonprofits that self-identified as political, as well as for the nonpolitical cohort. **Outside a presidential election year, year-over-year revenue looked the same regardless of political involvement.**

As we've seen, the average change in revenue from 2023 to 2024 was a 2% increase. For nonpolitical groups, there was an average increase of 1%, in line with the growth they experienced the previous year.

Nonprofits that self-identified as political saw a 10% increase in annual revenue. Over email specifically, nonpolitical groups saw a 13% decline in revenue, while political groups saw an 8% increase.

Given the longer-term trends, nonpolitical fundraising may not have been diminished due to the election year — but it does appear that political nonprofits benefited.

It remains to be seen whether the post-election bump for political nonprofits will continue, or if they will rejoin the trajectory of their nonpolitical peers outside the context of an electoral campaign. Don't worry, Benchmarks 2026 will be here with those answers before you know it.

**Change in revenue from 2023 to 2024
for political versus non-political organizations**

- Overall: Political 10%, Non-political 1%
- Email: Political 8%, Non-political -13%

● Political
● Non-political
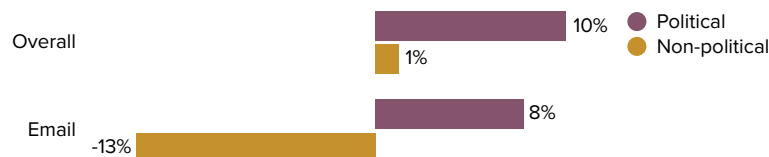
Market research guided messaging for half of nonprofits

It's hard to believe it took us this long, but this is the first time we have sent Benchmarks participants a survey about surveys so we could research their research.

"Research" can mean many things for nonprofit digital programs: Surveys, opinion polls, focus groups, interviews, third-party data, pre-market testing, and on and on. Each approach requires a different investment in time and resources, and they're not all equally useful for shaping strategy and messaging.

We began by asking participants to tell us how they learn about their audiences. Audience research is one of the most effective ways to move beyond surface-level polling data. While polls capture what people think at a given moment, audience research helps uncover why they think it. It digs into motivations, values, behaviors, and communication preferences, offering insights into who your supporters are, how they make decisions, and what might move them to action.

In 2024, 52% of Benchmarks participants reported using at least one form of audience research. The most common audience research method was comprehensive surveys — 38% of nonprofits sent surveys to learn about their audiences. Qualitative research like focus groups and interviews were employed by 24% of participants, and 22% used third-party data sources.

Understanding where your audience stands in their support journey then provides the foundation for developing messaging that resonates. That's where message research comes in.

In 2024, did your organization conduct any audience research to better understand the motivations, issue understanding, content preferences (and more!) of supporters from your email file or prospects who currently aren't engaged with your work?

- Answered "Yes" to any of the methods: 52%
- Comprehensive surveys (beyond welcome/intake forms): 38%
- Focus groups, interviews, or online discussion boards: 24%
- Social listening or using third-party data sources (e.g. GWI, MRI-Simmons, etc.): 22%
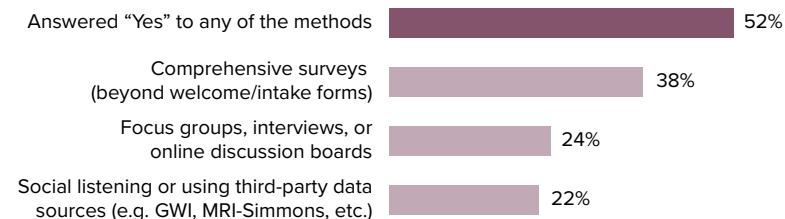
"Other" was excluded from the graph.

Most Benchmarks participants conducted A/B testing at some point in 2024, with 80% using it to evaluate email and ad messaging. This is often the simplest way within existing platforms to identify differences in creative performance, and a starting place for many nonprofits.

The downside, as in so many things, is the linear nature of time. The only way to A/B test an email, ad, or campaign concept is to put it out into the world; the results come after, which can mean wasted time and missed opportunities.

Pre-market testing offers a more strategic approach. By testing messages before launching, nonprofits can identify what's most compelling, or just as importantly, what might backfire. **In 2024, 26% of Benchmark participants invested in pre-market testing, ensuring their messaging was optimized before reaching their audiences.**

In case we have somehow not made it clear so far, we are big believers in the power of data and creative working together. Our internal focus groups are very enthusiastic about more nonprofits doing more research to guide better strategy.

Many nonprofits are using Generative AI for marketing, fundraising, and/or advocacy — most without policies or guidelines.

Generative AI went mainstream 2024, as both tech giants and nonprofit-focused tools raced to incorporate it into their core products — and nonprofits have responded in a variety of ways, according to the Benchmarks participants we surveyed.
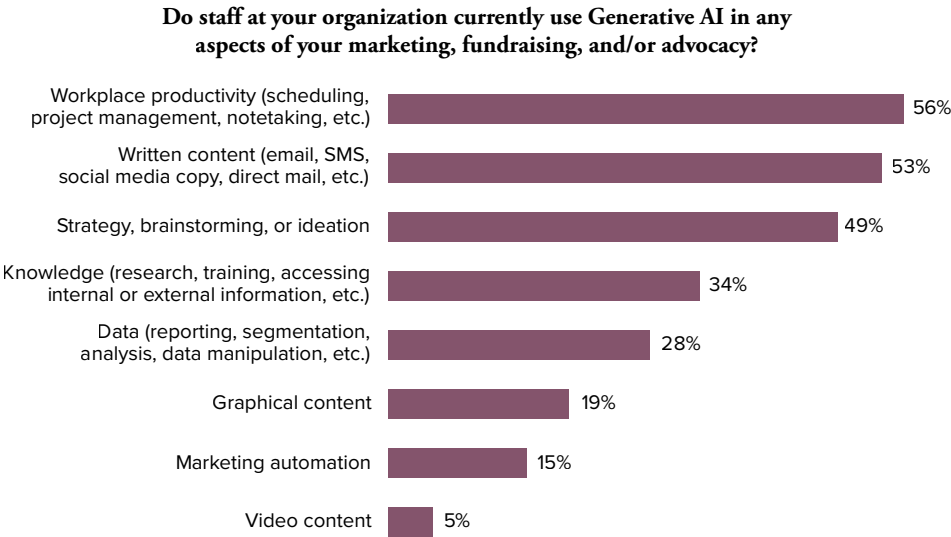
In 2024, 78% of organizations used generative AI in their marketing, fundraising, and/or advocacy programs.

Among nonprofits that reported using generative AI in at least one aspect of their work, the most common use is workplace productivity (scheduling, product management, notetaking, etc) at 56%.

In terms of content creation, 53% are using it for written content, with much lower adoption for graphics (19%) or video (5%).

Just over one in four groups (28%) use generative AI for data work such as reporting, segmentation, analysis, and data manipulation. Only 15% use it for marketing automation.

Yet, even as generative AI seeps into more aspects of nonprofit work, most groups don't have official guardrails or guidelines in place. Of the organizations in our survey, **only 42% reported having policies, procedures, or guidelines in place around the use of AI.**

Do staff at your organization currently use Generative AI in any aspects of your marketing, fundraising, and/or advocacy?

Workplace productivity (scheduling, project management, notetaking, etc.)	56%
Written content (email, SMS, social media copy, direct mail, etc.)	53%
Strategy, brainstorming, or ideation	49%
Knowledge (research, training, accessing internal or external information, etc.)	34%
Data (reporting, segmentation, analysis, data manipulation, etc.)	28%
Graphical content	19%
Marketing automation	15%
Video content	5%

How nonprofits defined active email subscribers

When we report on email list churn, we typically stick to two important ways that subscribers leave a list: unsubscribes and bounces. This misses one huge factor: nonprofits actively removing email addresses due to inactivity.

Removing inactive subscribers is critical to maintaining list hygiene and protecting deliverability. Most nonprofits remove inactive subscribers, but the particular criteria they use to differentiate between active and inactive varies. An "active" user might include anyone who clicked on an email in the last six months or took an online action within the past year. We asked Benchmarks participants where they drew those lines.

The most common method of identifying active users was email opens. If an email subscriber opened an email within the previous month, 88% of participants considered that user active. For 80% of nonprofits, subscribers who opened an email within 6 months were considered active, and 52% counted any user who opened at least one email within the past year as active.

But wait. Aren't opens fake and useless now? Let's take a quick digression.

It's true, open rates were never the most reliable of email metrics, due to the imprecision of using downloaded pixels to track opens. Then in late 2021, Apple rolled out a new privacy protection feature that effectively "opens" emails for everyone using an Apple inbox — in other words, everyone with an iPhone. Turns out that's a large number of people.

An open used to mean a human person probably at least glanced at your email. But now, it could be Apple's machines opening that message. Some email tools decided to change how they track opens, and differentiate between machine opens and human opens. Others just let open rates balloon. Suddenly, "open rate" didn't mean the same thing across systems, so we stopped reporting on it in Benchmarks.

(Quick digression from our digression already in progress. A subset of Benchmarks participants were able to separate machine opens from human opens in their reporting. Among these groups, 64% of all email opens were machine opens.)

But if what we are interested in is maintaining a clean email list of active users, opens are still a pretty terrific indicator of inbox placement. Apple's robots only open emails that 1) land in the inbox of 2) someone who is actively using their email address. Interestingly enough, humans also only

open their email if they log into their email account, and rarely open emails in their spam folder. So open rates can be a key indicator of deliverability.

Okay, back to defining active users. Email clicks and online actions were used in similar ways to email opens: about half of nonprofits considered a user active if they did any of these things within the last 12 months.

Most organizations reported a narrower window for opt-ins, with only 60% reporting they consider someone active as long as they opted in over the past 6 months, dropping to 41% at 12 months. This makes sense, because someone who's only opted in — never even opened or clicked an email — is more likely to be a dud account.

On the flip side, making a donation was enough to keep a subscriber on the active file for much longer. While only 76% consider someone who donated in the past 6 months active (due in large part to the 20% of participants who don't use that date in their criteria at all), subscribers who donated within the past 12 months were considered active by 68% of nonprofits, and even with no other activity, 25% of nonprofits kept previous donors in the active file at 24 months.

Percent of organizations who consider someone "active" if they have done the following within X number of months...

	Opted into email	Opened an email	Clicked on an email link	Took an online action	Donated
Not used in organization's definition of "active"	24%	12%	23%	30%	20%
1 month or less	76%	88%	77%	70%	80%
3 months or less	66%	86%	76%	67%	77%
6 months or less	60%	80%	70%	63%	76%
9 months or less	43%	57%	55%	47%	68%
12 months or less	41%	52%	51%	47%	68%
15 months or less	11%	14%	13%	15%	32%
18 months or less	11%	14%	13%	14%	31%
21 months or less	11%	12%	11%	13%	25%
24 months or less	11%	12%	11%	13%	25%

Volunteers showed up in a big way for some nonprofits

In this study, we focus a lot on how nonprofits ask supporters to donate. Partly because donation transactions create so many trackable data points, and partly because capitalism. But making a gift is far from the only way that individuals support the causes they care about. For the first time this year, Benchmarks participants shared information on volunteer turnout in 2024.

For nonprofits that reported this volunteer data, we saw noteworthy year-over-year increases. More volunteers showed up in person — 6% more for

direct service events, and 11% more for advocacy or election purposes.

Far more people showed up for virtual events — about twice as many as in 2023. And 27% more volunteers participated in a high-bar virtual action.

Nonprofits reporting their direct service volunteer numbers saw a wide range of volunteers relative to their number of donors. Hunger/Poverty nonprofits reported 1.96 direct service volunteers for every person who made a donation over the course of the year. **Most of these groups are local or regional food banks, and they saw almost twice as many people show up to volunteer as donate.**

That volunteer turnout is a remarkable expression of the community spirit that powers the work these nonprofits do. It's also waaaaaay different than what nonprofits in other sectors reported.

Outside Hunger/Poverty nonprofits, the numbers look like this: for every donor, nonprofits had just 0.02 volunteers who attended an in-person event for direct service. Instead of the nearly 2:1 ratio of volunteers to donors reported by Hunger/Poverty nonprofits, it was closer to 1:50.

Other types of volunteer actions were more consistent across sectors. Nonprofits saw about 0.03 volunteers showing up at in-person events for advocacy or election purposes for every donor they had in 2024. That ratio was the same for participating in high-bar virtual advocacy or election actions. And groups had 0.09 attendees at virtual events for every one donor on their file.

Change in number of volunteers 2023 to 2024 for volunteers who...

- All
- Environmental
- Hunger/Poverty
- Rights

Attended an in-person event for direct service
- 6%
- 11%
- 7%

Attended an in-person event for advocacy or election purposes
- 11%
- 3%
- 100%

Participated in a high-bar virtual advocacy or election action
- 27%
- 5%

Showed up to a virtual event
- 100%
- -16%
- 119%
- 143%

Volunteers per donor

Hunger/Poverty sector: Attended an in-person event for direct service — 1.96

All other sectors: Attended an in-person event for direct service — 0.02

Attended an in-person event for advocacy or election purposes — 0.03

Participated in a high-bar virtual advocacy or election action — 0.03

Participated in a high-bar virtual advocacy or election action — 0.09

A snapshot of nonprofit staff diversity

We asked M+R Benchmarks participants to share the staff demographic data they submitted to the Equal Employment Opportunity Commission (EEOC). The data collection methodology used by EEOC is far from perfect — among other shortcomings, it provides a list of race and ethnicity categories that may not match people's identities.

That said, this data is collected consistently and regularly across organizations, and can give us a better understanding of the people who do the work of advancing the causes represented in the study. It also helps track whether nonprofits are making progress in building more diverse teams.

Here's what we found in 2024: the portion of nonprofit staff who identify as Black, Indigenous, and People of Color (BIPOC) was 27.1% — up from 26.3% in 2023. At the executive and senior management level, BIPOC representation rose from 16.7% to 17.0%.

These shifts were very small. But in an environment where commitments to diversity are increasingly under attack, our hope is that we continue to see trends towards greater BIPOC representation in senior positions in our industry.

Percent of staff in each job category who are Black, Indigenous, and other people of color

	2023	2024
Other categories	35.3%	35.0%
All categories	26.3%	27.1%
First / Mid-Level Officials and Managers	23.8%	24.0%
Executive / Senior Level Officials and Managers	16.7%	17.0%
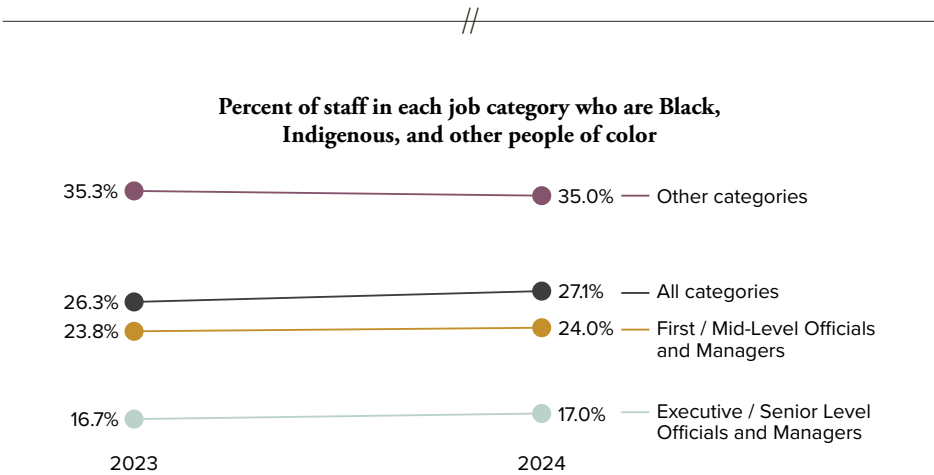
Metrical Feats

Here's what you need to know about how we count things:

1 Wherever possible, we have broken out the findings by sector. Each of our participants self-identified the appropriate sector (or, in some cases, fell outside of our defined sectors and selected "Other"). If you are not sure which sector represents your peer group, review the full list of participants on page 122 to find where you belong.

2 We also sort our participants by size. For our study, "Small" refers to nonprofits with annual online revenue in 2024 below $500,000; "Medium" is those nonprofits with annual online revenue between $500,000 and $3,000,000; and "Large" covers all those with annual online revenue greater than $3,000,000.

3 The averages displayed in each chart and discussed throughout Benchmarks represent the median figure for a given metric for all participants who reported data. We do this to avoid having one or two outliers with extraordinary results from having too much influence, as might happen with a mean average.

4 Not all participants were able to provide data for every metric. **If a chart does not include data for a certain sector or size, it's because we were not able to collect enough results to report a reliable average.**

5 In addition to the median figure, some charts display a range showing the 25th percentile to the 75th percentile. Half of all reported values fell within this range, which can be considered "normal" results for participants in our study.

6 Some fundraising data excludes individual donations over $10,000. We identify in each chart if it includes gifts over $10,000.

7 Shall I compare thee...se results to what was reported in the 2024 Benchmarks Study? No. Don't do that. We have a different pool of participants this year, so those comparisons would mislead. Wherever we report year-over-year changes, we are including long-term data from *this* year's participants. (Who are, by the way, both lovely and temperate.)

If you have any more questions, please reach out to @mrcampaigns or email benchmarks@mrss.com.
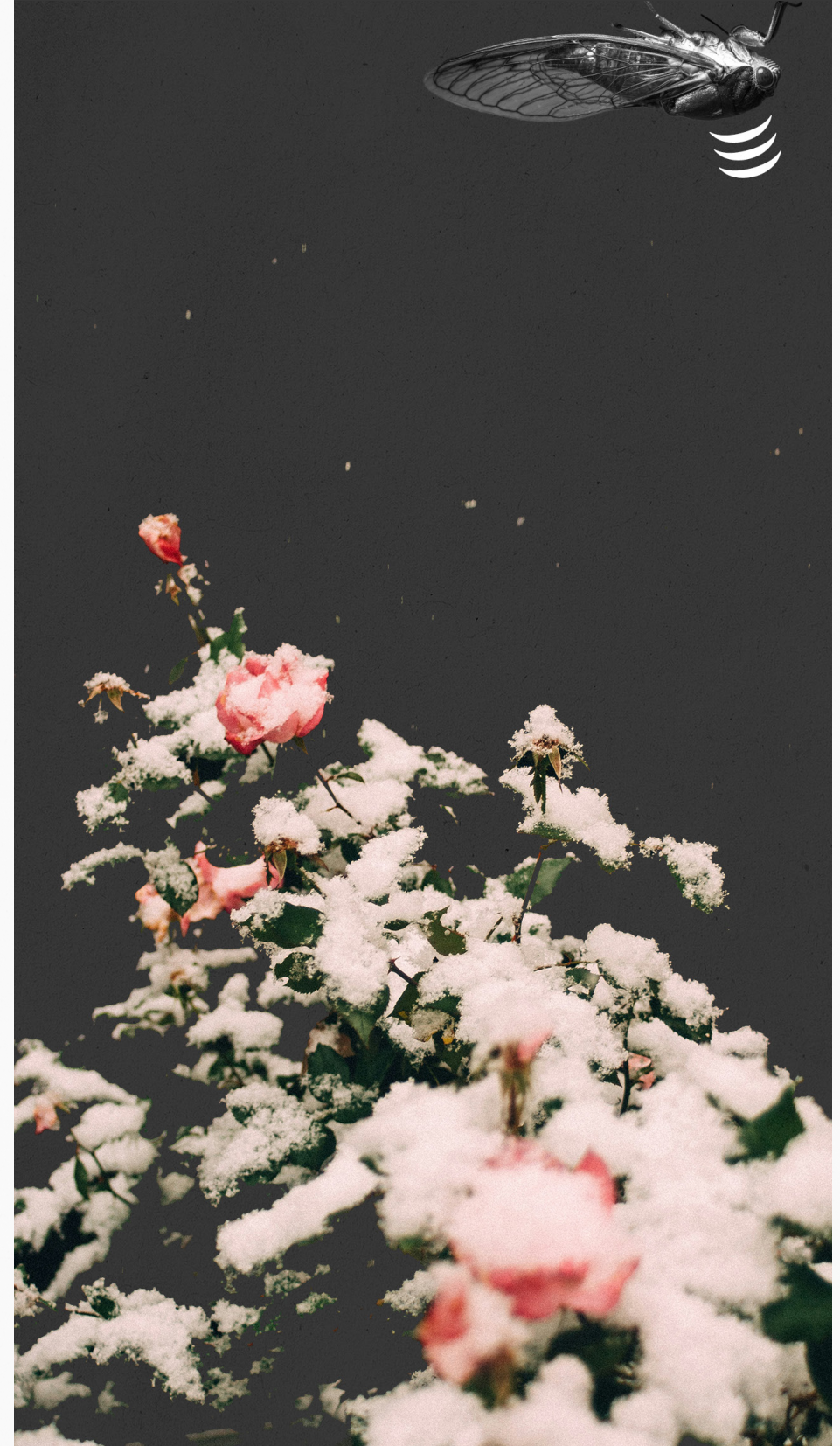
Four haiku

MATSUO BASHŌ

Sitting quietly, doing nothing,
Spring comes, and the grass grows, by itself

The cry of the cicada
Gives us no sign
That presently it will die.

A solitary
crow on a bare branch—
autumn evening

'Tis the first snow—
Just enough to bend
The gladiolus leaves!

KEY LINES
FUNDRAISING

/ Online revenue for the average nonprofit increased by 2% in 2024.

/ Revenue from one-time giving was flat year-over-year, while revenue from monthly giving rose by 5%. Monthly giving accounted for 31% of all online revenue in 2024.

/ Nonprofits raised an average of $0.78 through direct mail for every dollar raised online. Direct mail revenue increased by 3% in 2024.

/ Nonprofits raised an average of $0.13 through donor-advised funds (DAF) for every dollar raised online. DAF revenue increased by 6% in 2024.

I'll take some barley straw and make A house for you, little green frog![1]

Two truths are in tension when it comes to digital fundraising. Understanding performance, let alone improving response, requires us to hold both these contradictory ideas at once.

One: each moment is unique, fleeting, irreproducible — creating sudden difficulty and flashes of opportunity. Two: the fundraising year is yoked to recurring cycles — hurricane and wildfire season, electoral campaigns, the ticking down to December 31.

Total online revenue for nonprofits in our study increased by 2% in 2024.

As always in Benchmarks, this average figure represents the median — the halfway point with participants as likely to fall below this level as they are to rise above it. And as almost always happens in Benchmarks, there is important nuance just below the surface.

Nonprofits at the 25th percentile (that is, those with results higher than 25% of their peers), reported a 7% decline in online revenue from 2023 to 2024. Those at the 75th percentile saw an increase of 10%. Half of nonprofits in our study fell between these bookends, and we can think of this as the "normal" range.

Change in online revenue 2023 to 2024

Category	Change
All	2%
Cultural	-4%
Disaster/International Aid	-13%
Environmental	5%
Health	7%
Hunger/Poverty	0%
Public Media	0%
Rights	-2%
Wildlife/Animal Welfare	8%

-25% -15% -5% 5% 15% 25%
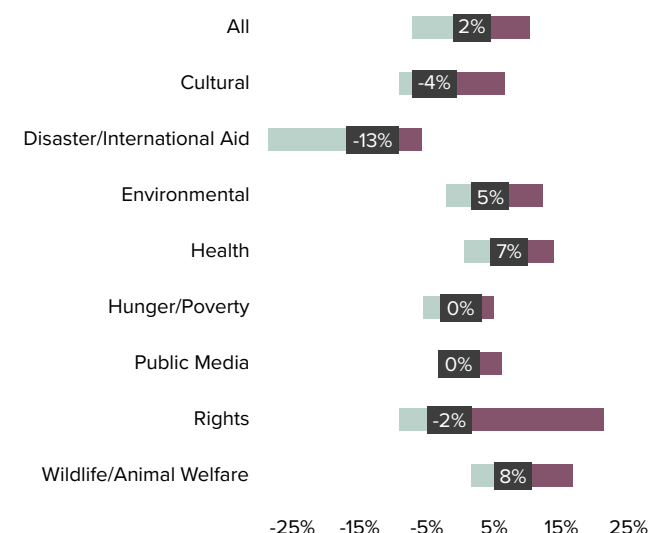
[1] Haiku by Chigetsu-ni, translated by Basil Hall Chamberlain

Disaster/International Aid nonprofits were more likely to see a drop in online revenue. For this sector, the average year-over-year change was 13% lower revenue. Even at the 75th percentile, Disaster/International Aid nonprofits reported a 6% decline in revenue.

This sector often shows the greatest volatility from year to year in Benchmarks — donors respond to acute, high-profile humanitarian crises, and that support often fades over time. These swings in revenue can be dramatic and unpredictable.

Change in revenue figures for the Rights sector covered a wide range. The median figure here was a 2% decrease in revenue — it might be tempting to say that Rights nonprofits underperformed on this metric, given the 2% average increase overall. But at the 75th percentile, Rights nonprofits reported 21% growth.

It's possible that the presidential election — and more specifically, the reaction to the results of the election — sparked a surge in support for Rights nonprofits.

We also asked participants to report on restricted giving for the first time this year. These are donations that are meant to support a specific aspect of a nonprofit's work — either at the behest of the donor, or as part of a concerted fundraising campaign. In 2024, a total of 4% of online revenue

was restricted, with the remainder being unrestricted revenue generally supporting the nonprofit's work.

This percentage has remained relatively stable over the past few years; in each of the years from 2020 to 2024, restricted revenue made up either 4% or 5% of the total.

Once again, Disaster/International Aid nonprofits stood out from their peers with much larger swings from year to year. In 2024, restricted giving was 6% of all revenue for this sector. The year before, 16% of revenue was restricted.

Restricted giving for Disaster/International Aid nonprofits peaked at 26% of all online revenue in 2022. That was the first year of the invasion of Ukraine, which drove a surge in support for nonprofits providing frontline support, assisting refugees, and otherwise responding to the humanitarian crisis.

Slightly less than a third of all online revenue came from monthly giving. The overall average was 31%, with Public Media nonprofits reporting 61% of online revenue from monthly gifts.

Percent of online revenue that is restricted

Sector	Year	Percent
All	2024	4%
	2023	5%
	2022	4%
	2021	5%
	2020	5%
Disaster/International Aid	2024	6%
	2023	16%
	2022	26%
	2021	13%
	2020	13%
Environmental	2024	4%
	2023	2%
	2022	2%
	2021	3%
	2020	2%
Health	2024	3%
	2023	13%
	2022	7%
	2021	4%
	2020	11%
Hunger/Poverty	2024	3%
	2023	2%
	2022	2%
	2021	2%
	2020	3%
Wildlife/Animal Welfare	2024	11%
	2023	13%
	2022	8%
	2021	9%
	2020	19%

Monthly giving as a percentage of online revenue

Sector	Percent
All	31%
Cultural	8%
Disaster/International Aid	27%
Environmental	32%
Health	20%
Hunger/Poverty	33%
Public Media	61%
Rights	31%
Wildlife/Animal Welfare	43%

Continuing a long-term trend, growth in monthly giving outpaced the change in one-time giving Average revenue from monthly giving increased by 5% in 2024, while one-time giving was flat.

The divergence between one-time and monthly revenue helps illuminate the experience of Disaster/International Aid nonprofits over this period.

Nonprofits in this sector reported an average 8% increase in monthly revenue — these organizations successfully recruited more committed, reliable supporters and successfully retained existing monthly donors. At the same time, revenue from one-time giving fell by 19% — a sharp drop that explains the decline in overall online revenue for Disaster/International Aid nonprofits.

The average size of a monthly gift was $24, while the average one-time gift was $126. Hunger/Poverty nonprofits had the highest average gift size for both types of giving: $46 for monthly giving, $177 for one-time gifts.

Wildlife/Animal Welfare nonprofits had the lowest average one-time gift at just $61, significantly lower than every other sector. While average

monthly gift size for Wildlife/Animal Welfare nonprofits was also on the low end at $18, the difference was not as great. For Wildlife/Animal Welfare nonprofits, an average monthly gift only needed to be repeated 3.38 times before matching the value of an average one-time gift. Across all nonprofits, a monthly gift would need to repeat 5.25 before reaching the average value of a one-time gift.

Change in online revenue by type 2023 to 2024

	One-time	Monthly
All	0%	5%
Cultural	-1%	16%
Disaster/International Aid	-19%	8%
Environmental	7%	2%
Health	5%	12%
Hunger/Poverty	-3%	-1%
Public Media	-7%	-1%
Rights	0%	-1%
Wildlife/Animal Welfare	8%	11%

Average gift

	One-time	Monthly
All	$126	$24
Cultural	$164	$25
Disaster/International Aid	$116	$29
Environmental	$117	$21
Health	$129	$27
Hunger/Poverty	$177	$46
Public Media	$114	$18
Rights	$120	$24
Wildlife/Animal Welfare	$61	$18
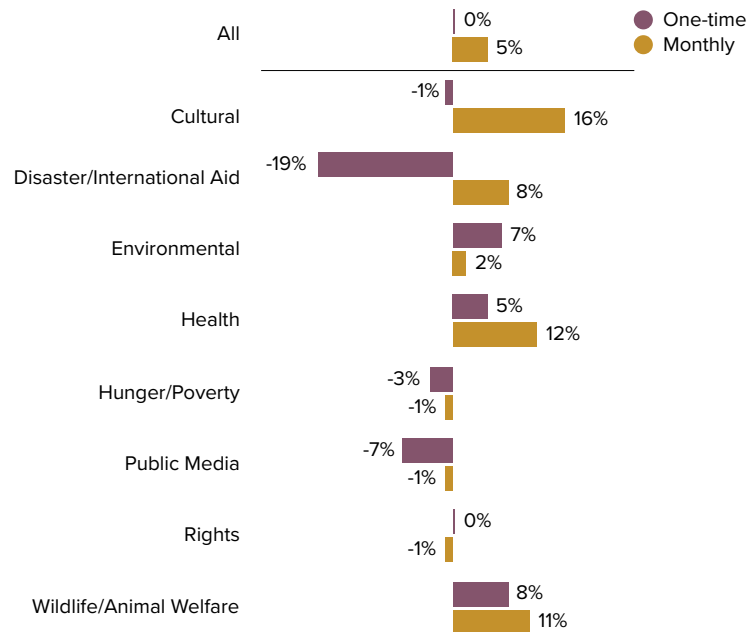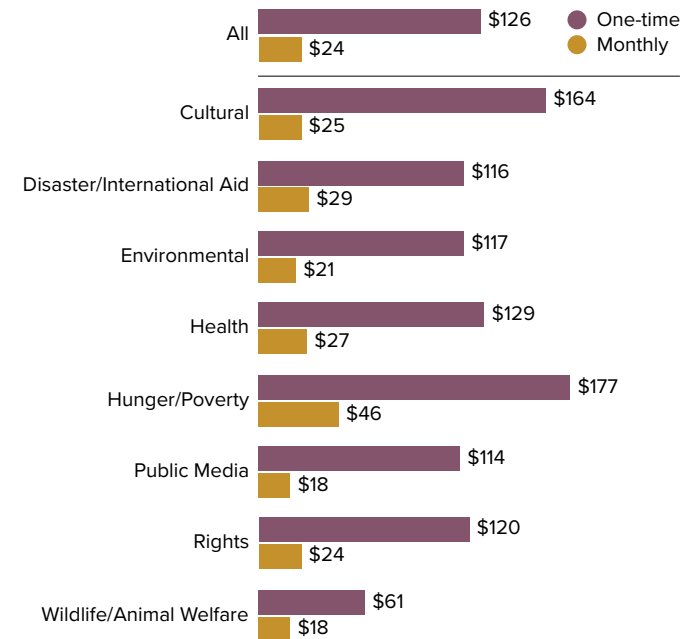
Many donors — both sustainers and those who make only one-time donations — gave more than once over the course of the year.

Donors who made only one-time gifts online gave an average of 1.3 times in 2024, with an average total revenue per donor of $179.

Monthly donors made an average of 0.2 one-time gifts in addition to their monthly donation(s), with average one-time giving of $18. This includes contributions made before becoming monthly donors as well as one-time donations made by existing sustainers.

Among online donors, 21% were classified as new donors — they had no previous record of giving online before 2024. (They may have given before in direct mail, telemarketing, or other channels. For this metric, and for what we are about to say about retention, we are looking exclusively at online giving.)

Health nonprofits received an especially high proportion of revenue from new donors: on average, 44% of all online revenue came from donors with no previous giving history to a given nonprofit. Health nonprofits have long found success in peer-to-peer fundraising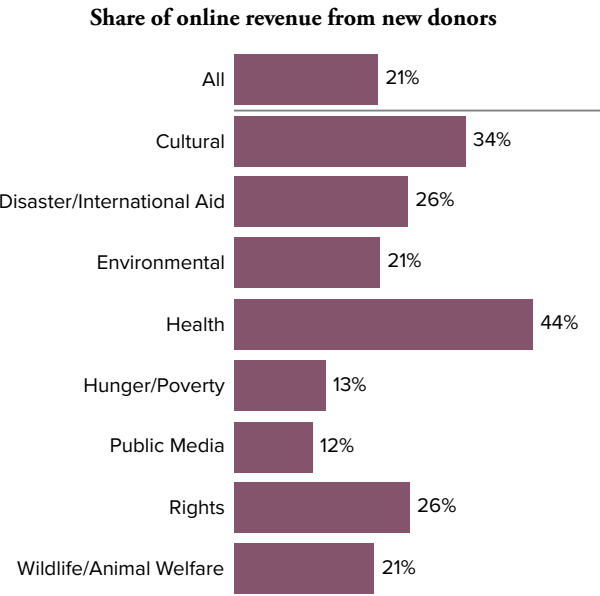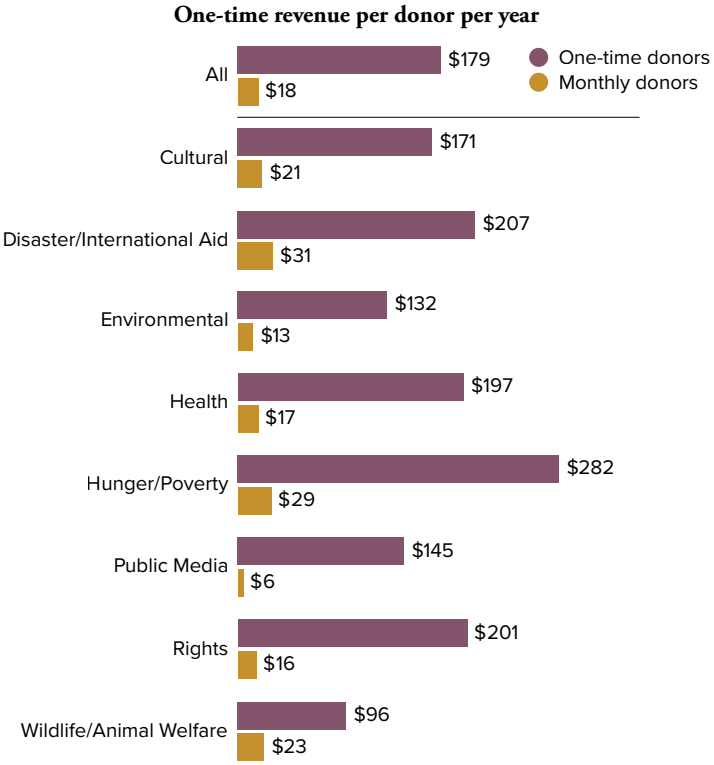, with committed supporters asking friends and loved ones to support walk-a-thons and other collective fundraising efforts.

One-time revenue per donor per year

● One-time donors
● Monthly donors

Category	One-time donors	Monthly donors
All	$179	$18
Cultural	$171	$21
Disaster/International Aid	$207	$31
Environmental	$132	$13
Health	$197	$17
Hunger/Poverty	$282	$29
Public Media	$145	$6
Rights	$201	$16
Wildlife/Animal Welfare	$96	$23

One-time gifts per donor per year

● One-time donors
● Monthly donors

Category	One-time donors	Monthly donors
All	1.3	0.2
Cultural	1.1	0.2
Disaster/International Aid	1.3	0.3
Environmental	1.2	0.2
Health	1.2	0.1
Hunger/Poverty	1.4	0.2
Public Media	1.2	0.1
Rights	1.2	0.2
Wildlife/Animal Welfare	1.4	0.3

Share of online revenue from new donors

Category	Share
All	21%
Cultural	34%
Disaster/International Aid	26%
Environmental	21%
Health	44%
Hunger/Poverty	13%
Public Media	12%
Rights	26%
Wildlife/Animal Welfare	21%

New donors are great, of course. Movements grow by attracting new supporters, and it is never the wrong time to join a worthy cause. It's getting those folks to stick around that can be difficult.

The average retention rate for new donors was 23%. In other words, 23% of donors who made their first online gift in 2023 gave again in 2024. Prior onli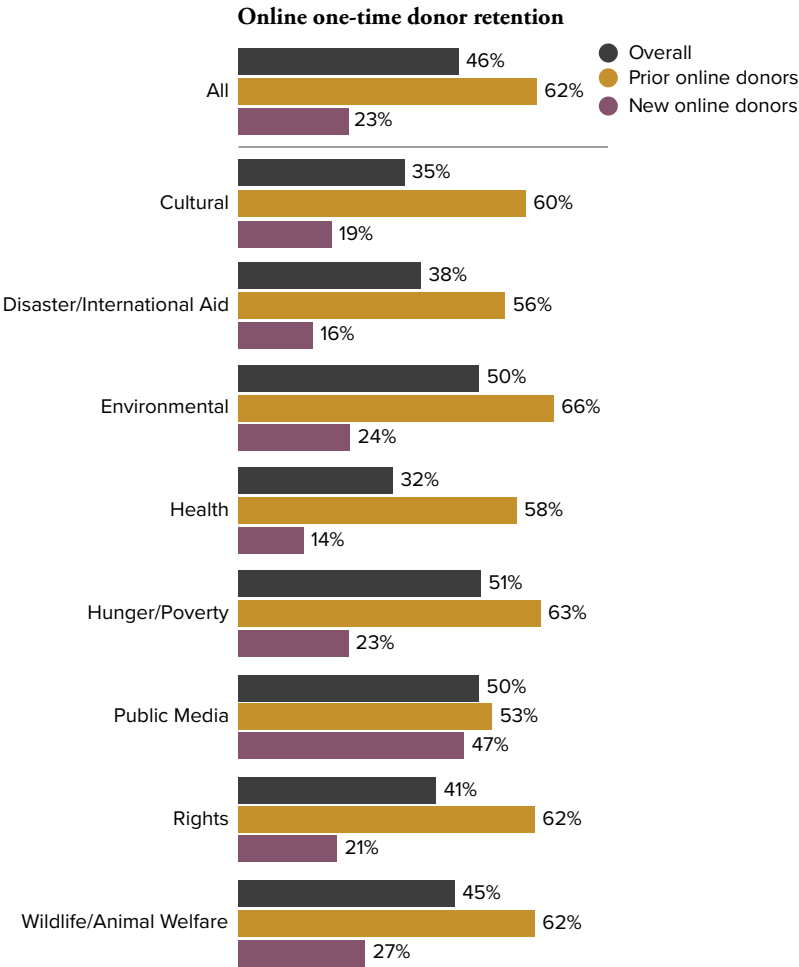ne donors (that is, supporters who gave previous to 2023, and again in 2023), had a retention rate of 62%. Fresh support matters, but so do deeper connections.

For Health nonprofits, the new donor retention rate was 14%, the lowest of any sector. Because such a high percentage of revenue comes from this loosely-connected audience, a low retention rate can create challenges for long-term growth.

For most of our fundraising data, we exclude donations over $10,000. Depending on the nonprofit, this may or may not qualify as a "major gift" that indicates special status, donor engagement, and invitations to an annual gala. For our purposes, we draw the line here to be able to draw consistent comparisons across participants and focus on the small-dollar donors who make up the bulk of supporters.

Let's set that aside for a moment and include donors at all levels.

In 2024, 5% of gifts came from one-time donors who gave at least $1,000 in the year (this is cumulative, so a donor giving $500 twice in a year would be included here). Gifts from this cohort generated 40% of all online revenue.

Online one-time donor retention

- Overall
- Prior online donors
- New online donors

	Overall	Prior online donors	New online donors
All	46%	62%	23%
Cultural	35%	60%	19%
Disaster/International Aid	38%	56%	16%
Environmental	50%	66%	24%
Health	32%	58%	14%
Hunger/Poverty	51%	63%	23%
Public Media	50%	53%	47%
Rights	41%	62%	21%
Wildlife/Animal Welfare	45%	62%	27%

Proportion of gifts & revenue by donor level (one-time gifts only)

Donor level	Gifts	Revenue
$1,000+	5%	40%
$500-999	6%	14%
$250-499	10%	15%
$100-249	32%	21%
$50-99	21%	6%
$25-49	16%	3%
$1-25	10%	1%
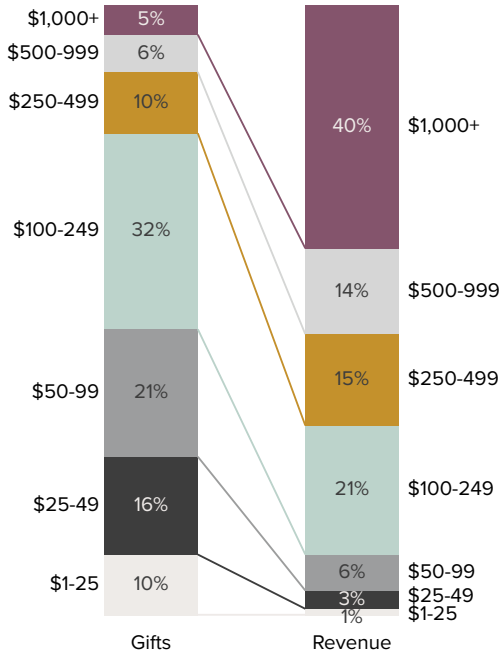
Donors giving between $500 and $999 in a year contributed another 6% of all one-time gifts; their donations made up 14% of total revenue. **Together, the $500-or-more crowd represented 11% of online one-time gifts, and contributed 54% of the revenue.**
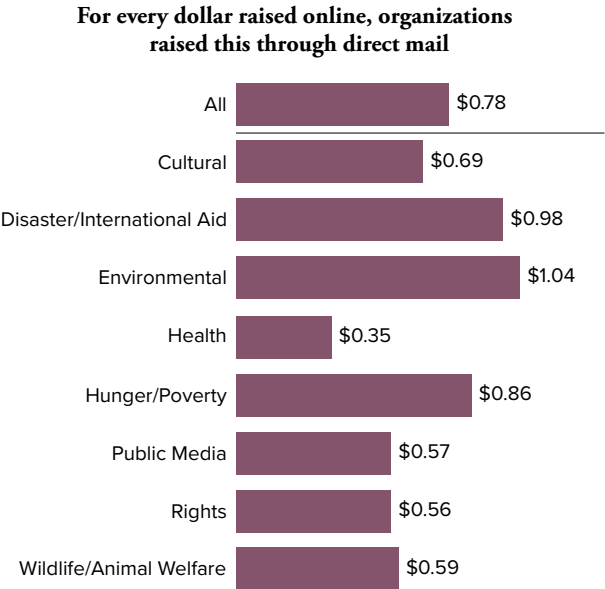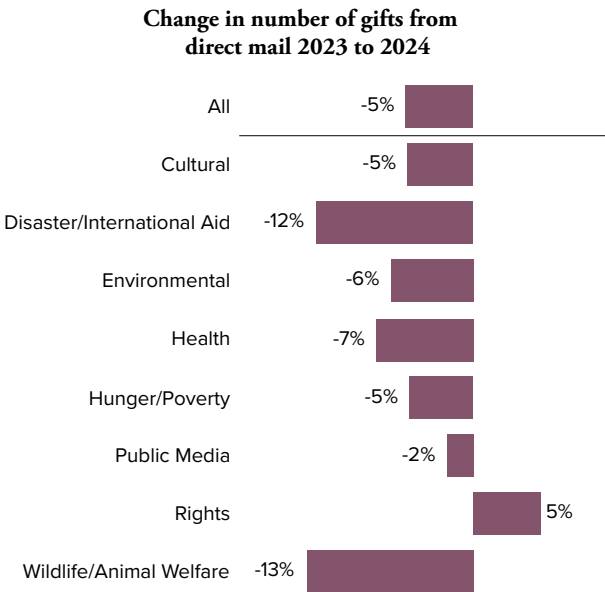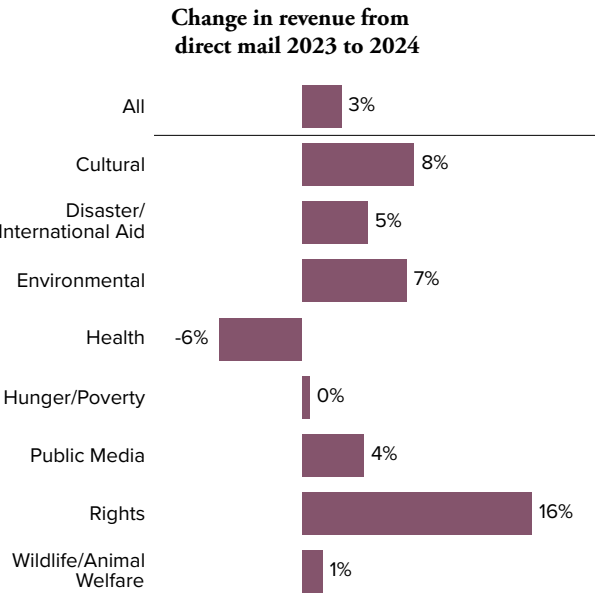
Donors giving less than $100 over the course of the year made up 47% of all online one-time gifts, and collectively contributed 10% of one-time revenue.

Looking beyond online giving, nonprofits in our study reported an average increase in direct mail revenue of 3%. While this is fairly closely aligned with the 2% average increase in online revenue, there were important

differences between sectors. Disaster/International Aid nonprofits, which reported a drop in online giving, increased direct mail revenue by 5%. For Health nonprofits, the 7% average increase in online revenue was counterbalanced by 6% lower direct mail revenue.

On average, online giving was a larger source of revenue for nonprofits in our study than direct mail. For every dollar raised online, nonprofits raised $0.78 through direct mail. Environmental nonprofits were the only sector to see higher revenue in the mail, just barely: $1.04 in direct mail revenue for every dollar raised online.

Change in number of gifts from direct mail 2023 to 2024

Sector	Change
All	-5%
Cultural	-5%
Disaster/International Aid	-12%
Environmental	-6%
Health	-7%
Hunger/Poverty	-5%
Public Media	-2%
Rights	5%
Wildlife/Animal Welfare	-13%

Change in revenue from direct mail 2023 to 2024

Sector	Change
All	3%
Cultural	8%
Disaster/International Aid	5%
Environmental	7%
Health	-6%
Hunger/Poverty	0%
Public Media	4%
Rights	16%
Wildlife/Animal Welfare	1%

For every dollar raised online, organizations raised this through direct mail

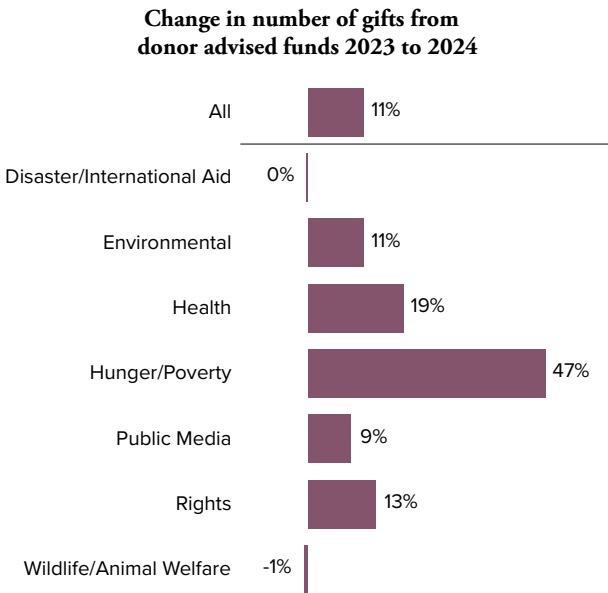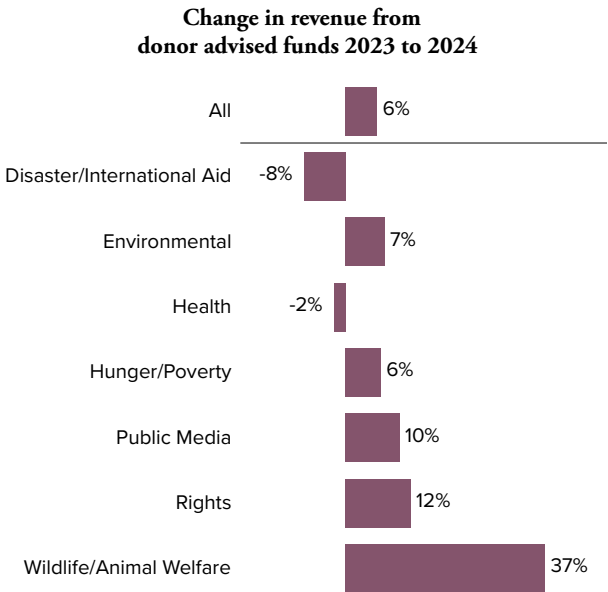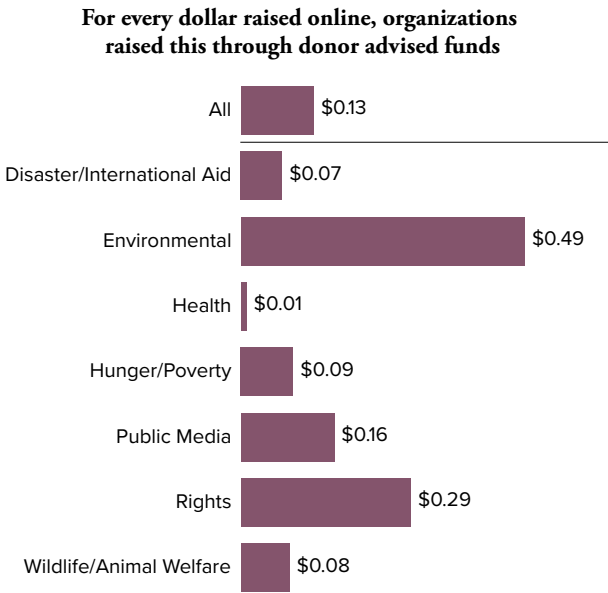| Sector	Amount
All	$0.78
Cultural	$0.69
Disaster/International Aid	$0.98
Environmental	$1.04
Health	$0.35
Hunger/Poverty	$0.86
Public Media	$0.57
Rights	$0.56
Wildlife/Animal Welfare	$0.59

In addition to direct mail revenue, we asked Benchmarks participants to report on revenue received through Donor-Advised Funds (DAFs). These funds allow donors (usually big ones!) to contribute to a fund, get an immediate tax deduction, and then advise on how the funds are distributed to nonprofits in the future. These contributions can include things like stocks and real estate, and can be given anonymously too.

The impact of Donor Advised Funds varied widely between sectors. Overall, nonprofits raised $0.13 from DAFs for every dollar raised online. (This comparison includes only those Benchmarks participants that reported DAF revenue for 2024.)

DAFs hardly made an impact for Health nonprofits, which received a single DAF penny for every online dollar. Environmental nonprofits reported $0.49 in DAF revenue per dollar raised online.

Revenue sourced to DAFs increased by 6% in 2024, with the number of gifts increasing by 11%.

For every dollar raised online, organizations raised this through donor advised funds

Sector	Amount
All	$0.13
Disaster/International Aid	$0.07
Environmental	$0.49
Health	$0.01
Hunger/Poverty	$0.09
Public Media	$0.16
Rights	$0.29
Wildlife/Animal Welfare	$0.08

Change in revenue from donor advised funds 2023 to 2024

Sector	Change
All	6%
Disaster/International Aid	-8%
Environmental	7%
Health	-2%
Hunger/Poverty	6%
Public Media	10%
Rights	12%
Wildlife/Animal Welfare	37%

Change in number of gifts from donor advised funds 2023 to 2024

Sector	Change
All	11%
Disaster/International Aid	0%
Environmental	11%
Health	19%
Hunger/Poverty	47%
Public Media	9%
Rights	13%
Wildlife/Animal Welfare	-1%

We've talked about *who* — one-time donors, monthly donors, new donors, fancy-pants donors who can give $10,000 to a favored cause without breaking a sweat. And we've talked about the *what* and the *how* — recurring gifts, DAFs, retention rates, etc. We'll end by considering the *when*.

For most nonprofits, December was the most important month for online revenue in 2024. Overall, 40% of online revenue was received in the final month of the year. Fundraising for Cultural nonprofits was the most evenly spread across the year, with 23% of revenue coming in December, and no month accounting for less than 6% of the total.

It shouldn't be a surprise to most fundraisers that December loomed large in online fundraising. But let's just pause here to note two important facts about 2024 you may have forgotten. First, Giving Tuesday fell in December, shifting the fundraising focus even more fully in the final month of the year. Second, there was a presidential election in November.

In order to account for both of those factors, we compared November and December revenue in 2023 and 2024. We found that overall revenue was flat year-over-year, with a 5% decrease in email revenue. Across most sectors, results were flat or mixed, with little significant growth from one year to the next.

Results for Environmental nonprofits hinted at a slightly different reality for nonprofits that were able to respond to the changed political circumstances post-election. This sector saw small increases both in overall and email revenue. And if Environmental nonprofits hinted at a difference, Rights nonprofits shouted it through a bullhorn.
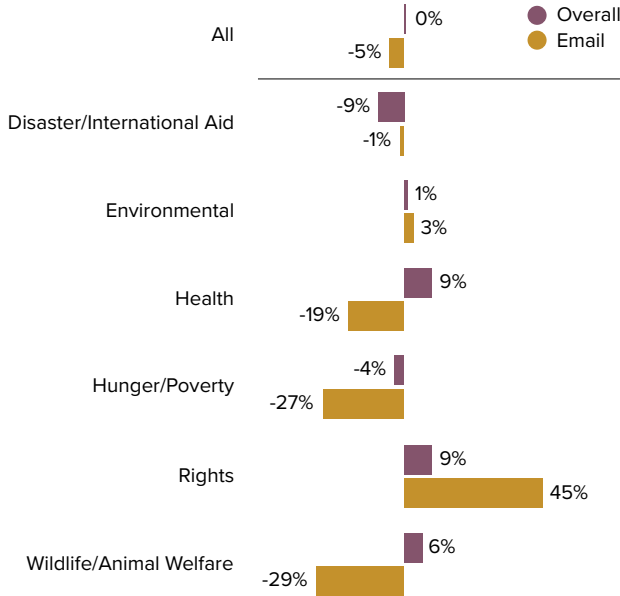
Rights nonprofits raised 9% more online from November 1 to the end of the year in 2024 than they had in 2023. Email-sourced revenue over that period increased by 45%!

Percent of one-time online revenue raised in each month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	4%	4%	5%	5%	4%	5%	4%	4%	5%	6%	8%	40%
Cultural	7%	6%	6%	7%	6%	7%	6%	6%	6%	6%	8%	23%
Disaster/International Aid	4%	4%	6%	6%	4%	5%	4%	4%	5%	7%	8%	31%
Environmental	4%	4%	4%	6%	4%	5%	4%	4%	5%	5%	8%	43%
Health	4%	4%	5%	5%	5%	4%	4%	4%	5%	5%	8%	44%
Hunger/Poverty	4%	4%	5%	4%	4%	4%	4%	4%	5%	6%	13%	42%
Public Media	5%	6%	7%	7%	5%	6%	3%	3%	9%	8%	6%	29%
Rights	3%	4%	4%	4%	3%	4%	2%	2%	4%	5%	9%	52%
Wildlife/Animal Welfare	4%	4%	5%	5%	5%	5%	6%	6%	5%	7%	8%	30%

Change in revenue from 2023 to 2024 for November and December

Legend: ● Overall ● Email

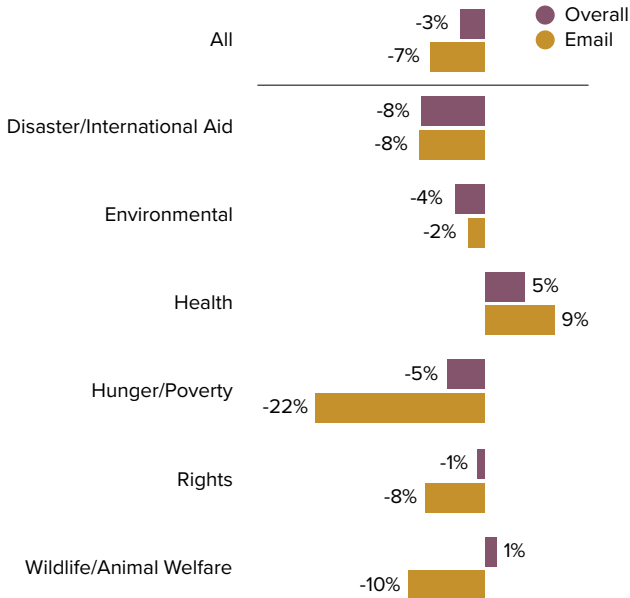| Sector	Overall	Email
All	0%	-5%
Disaster/International Aid	-9%	-1%
Environmental	1%	3%
Health	9%	-19%
Hunger/Poverty	-4%	-27%
Rights	9%	45%
Wildlife/Animal Welfare	6%	-29%

Narrowing our focus further, 12% of online revenue was received in the final week of 2024, and 5% on the very last day of the year. For the full week, overall revenue declined by 3% from the previous — but there was a big jump in revenue for December 31.

Nonprofits raised an average of 11% more on December 31, 2024 than they did on December 31, 2023. Notably, December 31 fell on a weekday rather than a weekend in 2024 (don't worry, that will be true again this year).

Share of annual online revenue raised in a time period

- Nov and Dec
- Day of Dec 31
- Week of Dec 31

All: 38% / 5% / 12%
Cultural: 29% / 4% / 11%
Disaster/International Aid: 34% / 4% / 11%
Environmental: 38% / 5% / 13%
Health: 45% / 7% / 16%
Hunger/Poverty: 42% / 4% / 11%
Public Media: 24% / 2% / 6%
Rights: 47% / 9% / 19%
Wildlife/Animal Welfare: 31% / 5% / 10%
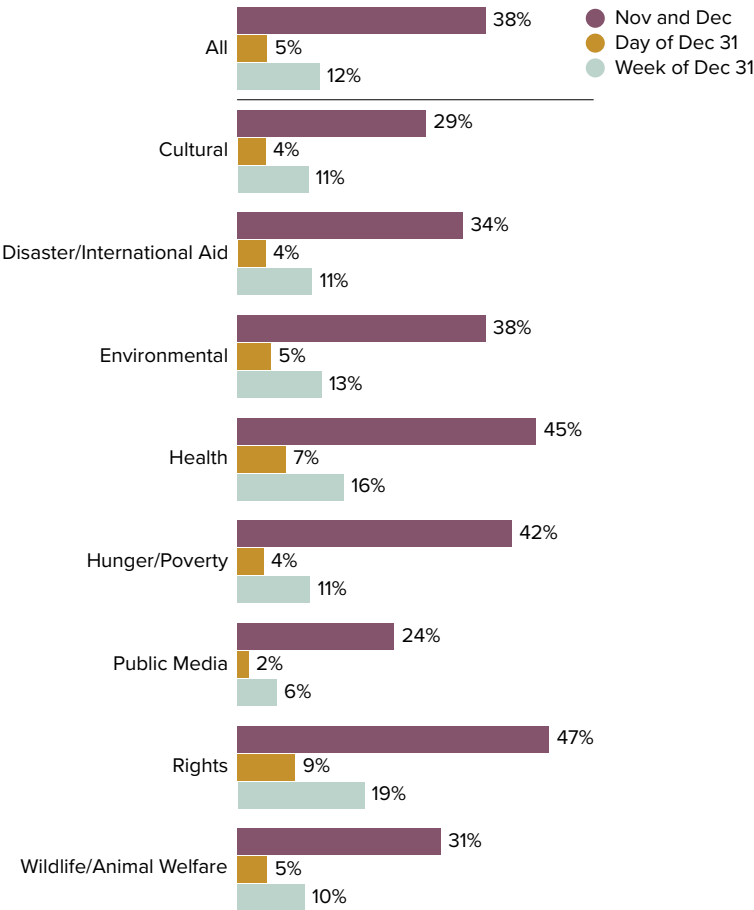
Change in revenue from 2023 to 2024 for week of December 31

- Overall
- Email

All: -3% / -7%
Disaster/International Aid: -8% / -8%
Environmental: -4% / -2%
Health: 5% / 9%
Hunger/Poverty: -5% / -22%
Rights: -1% / -8%
Wildlife/Animal Welfare: 1% / -10%

Change in revenue from 2023 to 2024 on December 31st

- Overall
- Email

All: 11% / -1%
Disaster/International Aid: -7% / 3%
Environmental: 5% / 29%
Health: 25% / 4%
Hunger/Poverty: 19% / -24%
Public Media: 17% / 7%
Rights: 16% / -5%
Wildlife/Animal Welfare: 7% / -13%
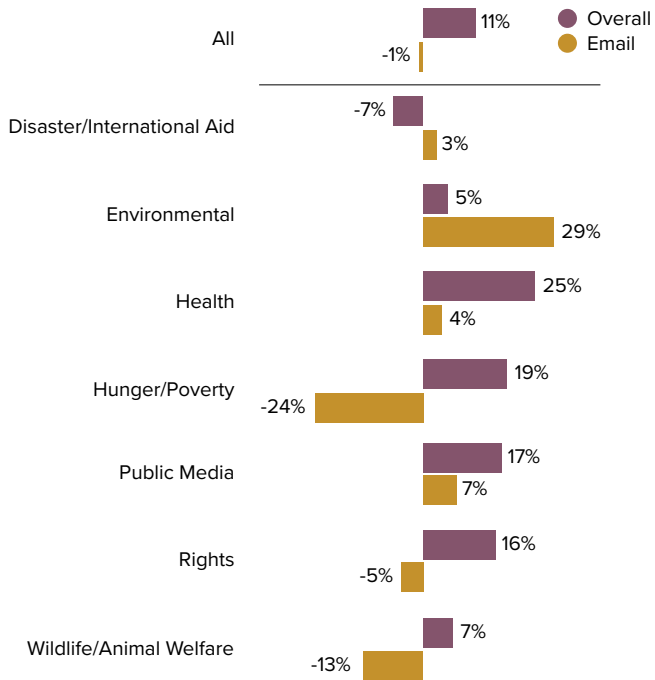
And in the summer, folks opined
That winter was to be preferred[2]

[2] Haiku by Matsuo Bashō

Change in number of online gifts 2023 to 2024

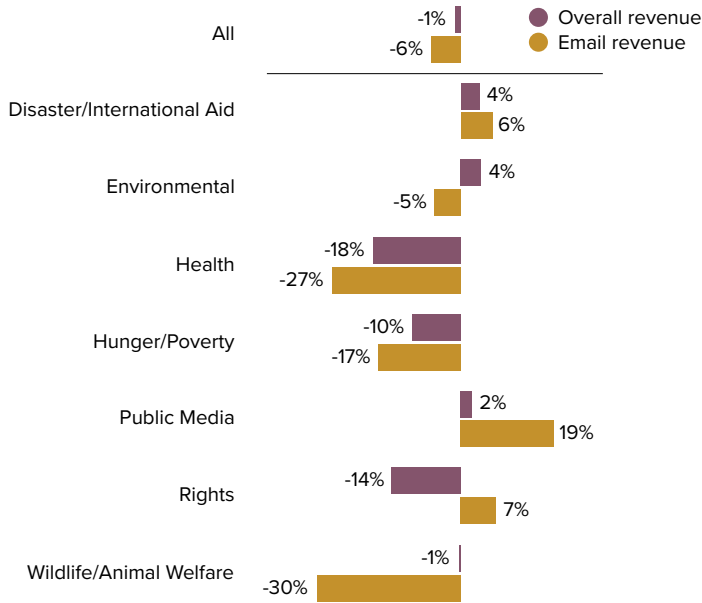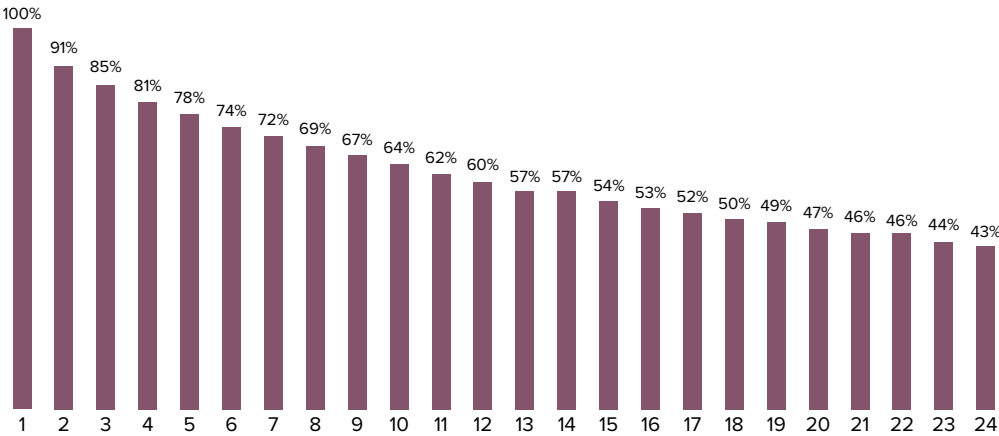| Category	Change
All	1%
Cultural	7%
Disaster/International Aid	-6%
Environmental	2%
Health	6%
Hunger/Poverty	-3%
Public Media	1%
Rights	-3%
Wildlife/Animal Welfare	6%
Large	1%
Medium	3%
Small	1%
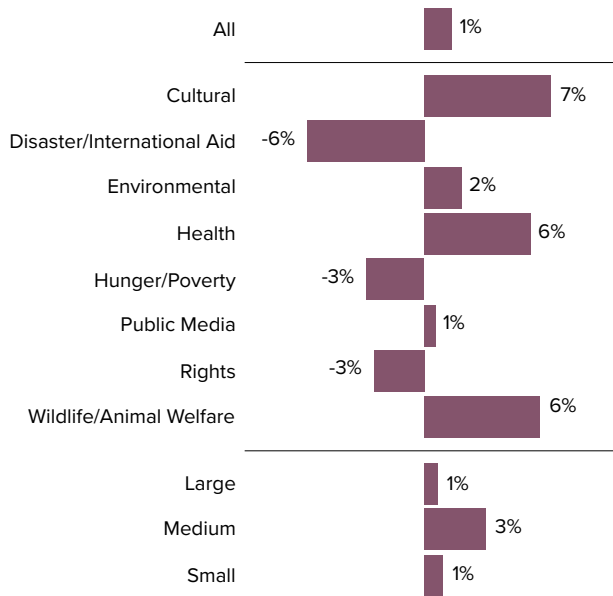
Change in revenue on Giving Tuesday from 2023 to 2024

● Overall revenue
● Email revenue

Category	Overall revenue	Email revenue
All	-1%	-6%
Disaster/International Aid	4%	6%
Environmental	4%	-5%
Health	-18%	-27%
Hunger/Poverty	-10%	-17%
Public Media	2%	19%
Rights	-14%	7%
Wildlife/Animal Welfare	-1%	-30%

Online revenue change year over year

Category	Period	Change
All	2020-2021	4%
	2021-2022	-2%
	2022-2023	-1%
	2023-2024	2%
Disaster/International Aid	2020-2021	6%
	2021-2022	34%
	2022-2023	-11%
	2023-2024	-13%
Environmental	2020-2021	11%
	2021-2022	-4%
	2022-2023	0%
	2023-2024	5%
Health	2020-2021	9%
	2021-2022	1%
	2022-2023	4%
	2023-2024	7%
Hunger/Poverty	2020-2021	-35%
	2021-2022	-16%
	2022-2023	-5%
	2023-2024	0%
Public Media	2020-2021	3%
	2021-2022	-1%
	2022-2023	1%
	2023-2024	0%
Rights	2020-2021	1%
	2021-2022	-6%
	2022-2023	-7%
	2023-2024	-2%
Wildlife/Animal Welfare	2020-2021	14%
	2021-2022	7%
	2022-2023	8%
	2023-2024	8%

Percent of sustainers retained by month

Month	Percent
1	100%
2	91%
3	85%
4	81%
5	78%
6	74%
7	72%
8	69%
9	67%
10	64%
11	62%
12	60%
13	57%
14	57%
15	54%
16	53%
17	52%
18	50%
19	49%
20	47%
21	46%
22	46%
23	44%
24	43%

The Dream Keeper

LANGSTON HUGHES

Bring me all of your dreams,
You dreamers.
Bring me all of your
Heart melodies
That I may wrap them
In a blue cloud-cloth
Away from the too rough fingers
Of the world.

KEY LINES
EMAIL MESSAGING

/ Email list sizes increased by 3% in 2024, after 6% and 4% growth in the previous two years.

/ Email revenue declined by 11% on average, while the share of all online revenue directly sourced to email was 11%.

/ For every 1,000 fundraising messages sent, nonprofits raised $58. This marks a 10% decrease from 2023.

/ The average click-through rate for fundraising messages was 0.48%, unchanged from the previous year. The average page completion rate was 12%, a 13% decline.

/ Nonprofits sent an average of 62 email messages per subscriber in 2024. There was a 9% increase in volume from the previous year, led by a 14% increase in Engagement messaging.

/ Nonprofits raised an average of $2.63 in email-sourced revenue per subscriber in 2024.

/ Email messaging generated an average of 0.13 actions per subscriber over the course of the year.

Bring me all of your Heart melodies[1]

Email stats can be hurtful. We take the time to craft compelling messages, often including personal perspectives and thoughtful reflections, and we send them out into the world. And then — well, first of all most people don't even bother to open it. Rude, those are our heart melodies! Fewer still will take an action or make a gift.
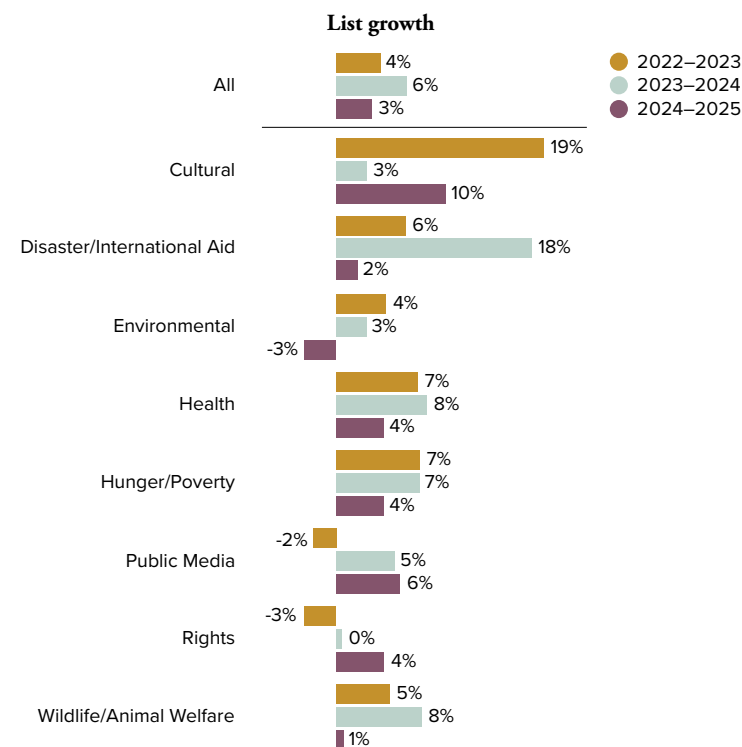
Email fundraising is important — gifts directly sourced to email made up 11% of all online revenue in 2024 — but it certainly doesn't feel like it's getting any easier.

Are email programs growing, or are they shrinking? At the risk of contradicting ourselves (it's okay, we contain multitudes), the answer is: *yes*.

Yes, email programs are growing. *Yes*, email programs are declining. And this isn't only about the usual variation from nonprofit to nonprofit, or even sector to sector. Even a channel as established and venerable as email continues to evolve in complicated ways.

For the most part, list sizes increased in 2024, continuing a longer-term growth trend. List sizes were 3% bigger at the end of 2024 than at the beginning, following 6% and 4% year-over-year growth the previous two years.

List growth

Sector	2022–2023	2023–2024	2024–2025
All	4%	6%	3%
Cultural	19%	3%	10%
Disaster/International Aid	6%	18%	2%
Environmental	4%	3%	-3%
Health	7%	8%	4%
Hunger/Poverty	7%	7%	4%
Public Media	-2%	5%	6%
Rights	-3%	0%	4%
Wildlife/Animal Welfare	5%	8%	1%

[1] "The Dream Keeper" by Langston Hughes

There are some minor outliers in some sectors in some years, but the recent history of email list size is one of slow, fairly steady growth.

That growth represents the net change in active email file size — the balance of new subscribers against those lost to churn or moved to inactive status by nonprofits looking to protect their sender reputations. Nonprofits added an average of 0.28 new email subscribers for every subscriber they had at the start of the year. That means that a nonprofit that had a list size of exactly 100,000 subscribers on January 1, 2024 would add 28,000 new subscribers by December 31.

For most sectors, there was a wide range of new joins reported. Public Media had the lowest median ratio of new joins to start of year email list size at 0.17 — but some nonprofits in that sector had the fastest growth relative to list size. Public Media nonprofits in the 75th percentile reported a 0.92 growth rate. In other words, a starting list size of 100,000 would add 92,000 new subscribers in a year.

Every new subscriber helps grow a nonprofit's community, expands its reach, and creates new opportunities for advocacy, fundraising, and mobilization.

In 2024, nonprofit email programs generated an average of 0.13 email actions per subscriber (this includes online actions like petitions signatures, letters to Congress, etc.).
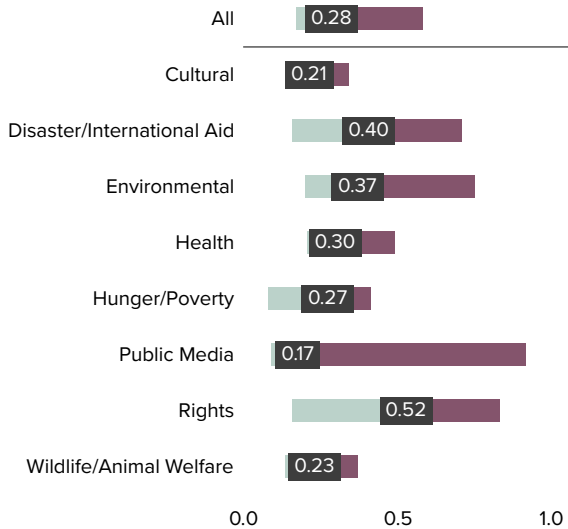
That means that a nonprofit with an email list of 100,000 would generate 13,000 online advocacy actions over the course of the year.

In addition to those advocacy actions, nonprofits raised an average of $2.63 in email-sourced revenue per subscriber. Our hypothetical average nonprofit with a convenient list size of 100,000 would raise $263,000 via email over the course of a year's fundraising appeals.

To be clear, this includes only revenue sourced to email — revenue from email subscribers who completed a gift after clicking an ad, searching on Google, or going straight to a nonprofit's website is not counted here.
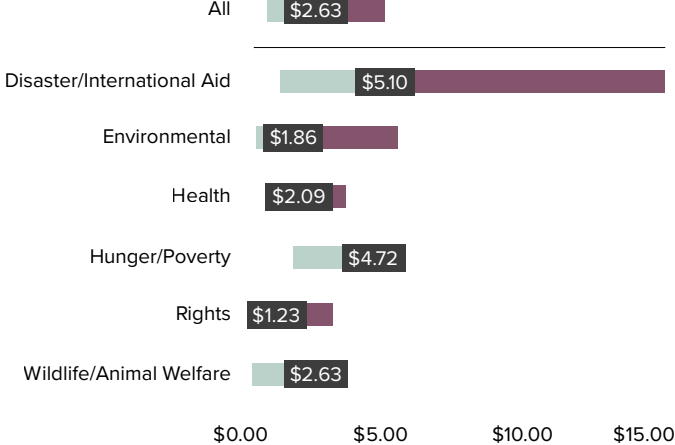
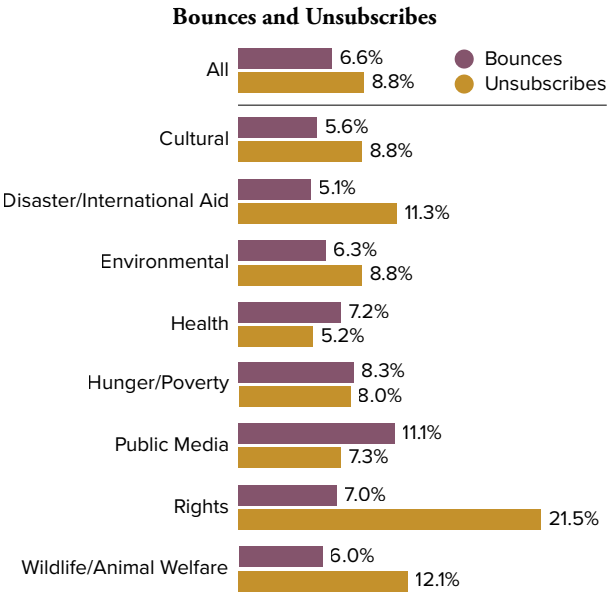**Ratio of new joins to start of year email list size**

Sector	Value
All	0.28
Cultural	0.21
Disaster/International Aid	0.40
Environmental	0.37
Health	0.30
Hunger/Poverty	0.27
Public Media	0.17
Rights	0.52
Wildlife/Animal Welfare	0.23

Email actions per subscriber

Sector	Value
All	0.13
Disaster/International Aid	0.04
Environmental	0.17
Hunger/Poverty	0.03
Rights	0.16
Wildlife/Animal Welfare	0.37

Email revenue per subscriber

Sector	Value
All	$2.63
Disaster/International Aid	$5.10
Environmental	$1.86
Health	$2.09
Hunger/Poverty	$4.72
Rights	$1.23
Wildlife/Animal Welfare	$2.63

Bounces and Unsubscribes

- ● Bounces
- ● Unsubscribes

	Bounces	Unsubscribes
All	6.6%	8.8%
Cultural	5.6%	8.8%
Disaster/International Aid	5.1%	11.3%
Environmental	6.3%	8.8%
Health	7.2%	5.2%
Hunger/Poverty	8.3%	8.0%
Public Media	11.1%	7.3%
Rights	7.0%	21.5%
Wildlife/Animal Welfare	6.0%	12.1%

Email subscribers come and go (talking of Michelangelo); the flipside of acquisition is churn. An average 6.6% of email addresses on file on January 1, 2024 were lost due to bounces, and another 8.8% left via unsubscribes.

Bounce rates tend to follow within a narrow range — they are primarily driven by changes in a user's email status, like switching jobs or deciding at long last that it is time to move on from your old GothPoeFan97@hotmail.com email address. Unsubscribes, on the other hand, are influenced by acquisition sources, messaging content and timing, the specific context a nonprofit faces, and the strategic choices they make in response.

Rights nonprofits reported a remarkably high annual unsubscribe rate of 21.5%, far above the 8.8% overall average. They also had the highest rate of new joins of any sector — it's possible that an influx of new subscribers led to an outflux of new unsubscribes. Despite the high churn, Rights nonprofits reported net list growth of 4%, aligned with the overall average.

The highest rate of unsubscribes came in December, with nonprofits in some sectors reporting unsubscribe rates more than double the average in other months. Want to guess which month also had the highest email messaging volume?
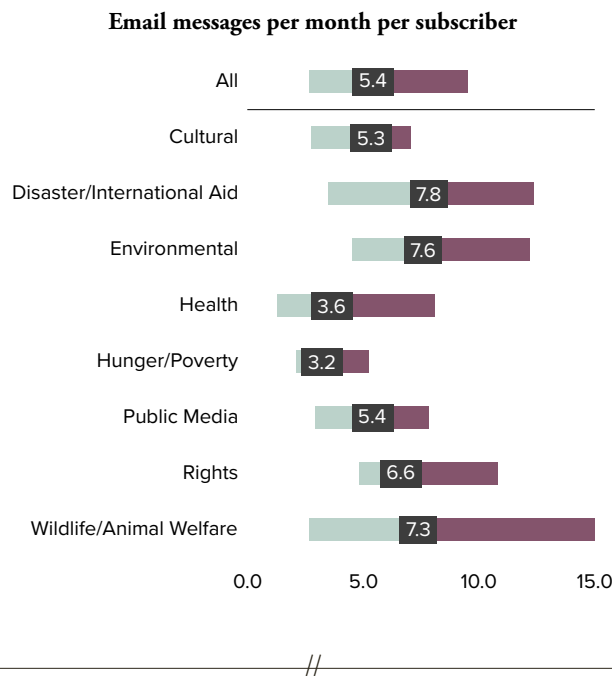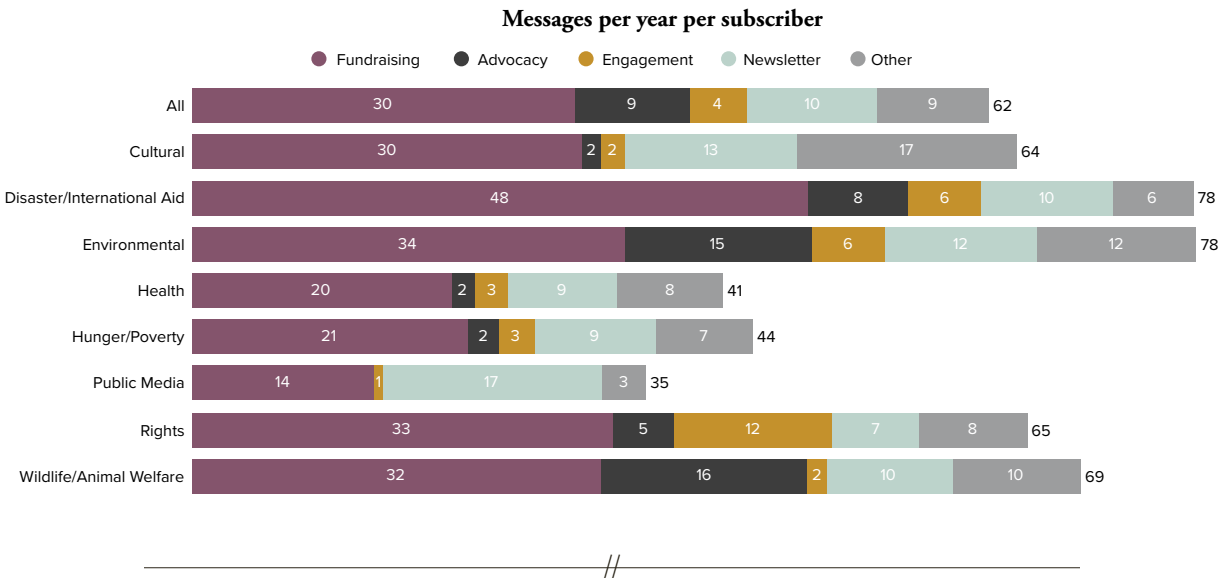
Unsubscribe rate by month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	0.8%	0.9%	0.9%	0.8%	0.8%	0.7%	0.7%	0.7%	0.8%	0.7%	0.8%	1.4%
Cultural	0.7%	0.5%	0.7%	0.6%	0.7%	0.7%	0.6%	0.7%	0.8%	0.4%	0.6%	0.9%
Disaster/International Aid	0.8%	0.8%	1.1%	0.8%	0.9%	0.9%	0.8%	1.0%	0.9%	0.7%	1.1%	1.3%
Environmental	1.1%	1.2%	1.3%	1.5%	1.2%	1.2%	1.2%	0.9%	1.1%	1.0%	1.0%	2.7%
Health	0.7%	0.6%	0.7%	0.6%	0.6%	0.6%	0.4%	0.4%	0.4%	0.5%	0.5%	0.7%
Hunger/Poverty	0.6%	0.5%	0.6%	0.6%	0.5%	0.3%	0.6%	0.5%	0.4%	0.5%	0.7%	0.9%
Public Media	0.4%	0.2%	0.4%	0.3%	0.6%	0.3%	0.3%	0.3%	0.6%	0.4%	0.5%	0.1%
Rights	1.6%	1.3%	1.9%	1.7%	1.4%	1.3%	1.5%	1.6%	1.7%	1.7%	2.0%	3.6%
Wildlife/Animal Welfare	0.9%	0.8%	0.7%	0.8%	0.6%	0.6%	0.7%	0.8%	0.7%	0.6%	0.6%	2.2%

Messages per subscriber per month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	3.5	3.6	4.8	4.5	4.7	4.2	3.8	3.9	4.6	4.4	4.9	12.3
Cultural	3.1	5.0	5.6	3.6	3.5	3.5	3.0	3.9	3.8	2.0	5.0	14.2
Disaster/International Aid	3.5	4.9	7.4	5.3	6.6	4.3	6.1	4.7	4.8	5.4	4.2	16.1
Environmental	4.8	5.2	5.6	8.4	5.9	6.2	6.3	5.2	6.4	5.3	6.3	13.9
Health	2.7	1.6	3.7	2.0	2.4	1.8	1.3	1.3	2.7	2.7	2.7	9.9
Hunger/Poverty	3.1	2.6	2.0	2.8	4.0	2.2	2.0	2.3	3.5	2.3	3.5	7.7
Public Media	4.9	2.2	4.5	5.5	3.5	2.7	5.0	5.0	6.4	4.9	4.9	8.5
Rights	3.3	4.4	5.9	4.0	5.5	6.2	4.7	3.7	3.1	5.0	5.0	12.7
Wildlife/Animal Welfare	4.3	6.5	5.6	7.6	5.4	7.4	4.7	6.8	6.5	6.6	4.7	14.4
Large	4.5	5.2	5.8	5.3	6.0	6.8	5.2	5.2	5.7	6.6	7.3	16.3
Medium	3.0	3.9	4.4	5.1	5.2	5.2	4.0	3.2	4.9	4.3	4.8	12.1
Small	2.4	2.1	2.0	3.1	3.0	2.0	2.8	1.9	2.4	2.6	2.1	5.5

At an average of 12.3 messages per subscriber, nonprofits sent far more email messages in December than in any other month. That should be no surprise — not only is deadline-driven end-of-year fundraising a high-volume campaign for nonprofits, Giving Tuesday fell in December rather that November in 2024.

Messages per year per subscriber

● Fundraising ● Advocacy ● Engagement ● Newsletter ● Other

Sector	Fundraising	Advocacy	Engagement	Newsletter	Other	Total
All	30	9	4	10	9	62
Cultural	30	2	2	13	17	64
Disaster/International Aid	48	8	6	10	6	78
Environmental	34	15	6	12	12	78
Health	20	2	3	9	8	41
Hunger/Poverty	21	2	3	9	7	44
Public Media	14		1	17	3	35
Rights	33	5	12	7	8	65
Wildlife/Animal Welfare	32	16	2	10	10	69

Email messages per month per subscriber

Sector	Value
All	5.4
Cultural	5.3
Disaster/International Aid	7.8
Environmental	7.6
Health	3.6
Hunger/Poverty	3.2
Public Media	5.4
Rights	6.6
Wildlife/Animal Welfare	7.3

0.0   5.0   10.0   15.0

Over the course of the full year, nonprofits sent an average of 62 email messages per subscriber. At the low end, Public Media nonprofits sent an average of 35 messages to each subscriber, including 14 fundraising appeals and 17 newsletters. At the high end, Disaster/International Aid nonprofits sent 78 messages per subscriber, 48 of them fundraising appeals.

Change in email messages per year 2023 to 2024

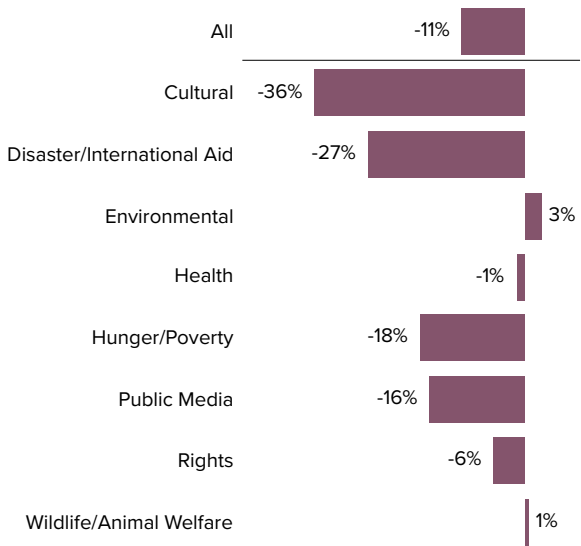| Category	Change
Total	9%
Fundraising	9%
Advocacy	-5%
Engagement	14%
Newsletter	3%
Other	11%
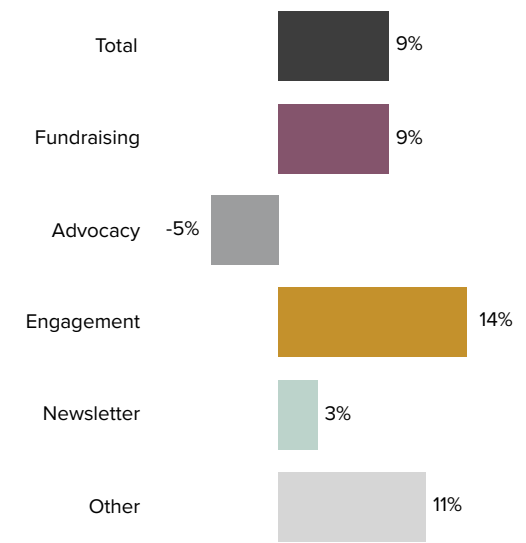
This messaging volume represented a 9% increase from the previous year. Advocacy messaging volume declined by 5%, while messaging classified as Engagement (e.g. quizzes, surveys, votes) increased by 14%.
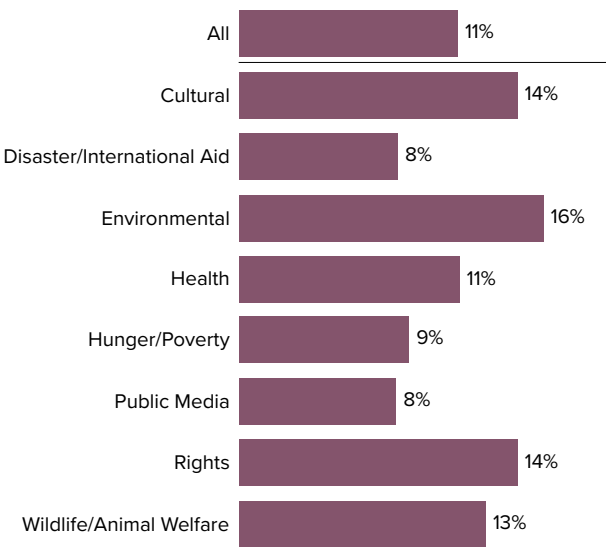
Yes, email programs grew — more messages reached more people. But also: yes, email programs declined.

Average annual email revenue decreased by 11% from 2023 to 2024. Nonprofits in the Cultural sector reported a 36% average drop in email revenue, and Disaster/International Aid nonprofits a 27% average drop. Average email revenue increased slightly year over year for the Wildlife/Animal Welfare (+1%) and Environmental (+3%) sectors.
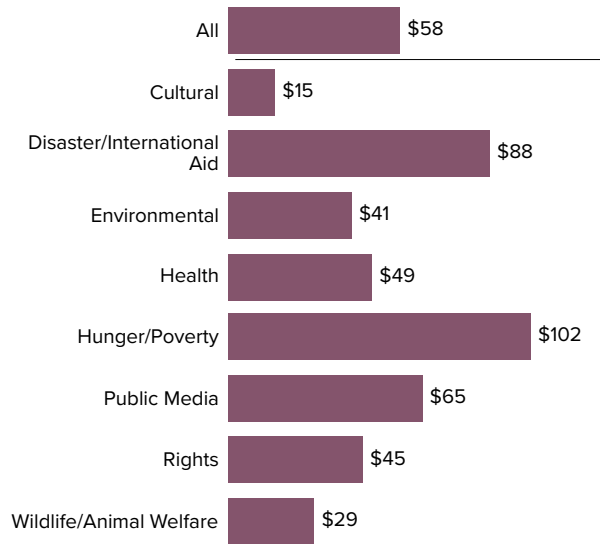
Change in email revenue 2023 to 2024

Sector	Change
All	-11%
Cultural	-36%
Disaster/International Aid	-27%
Environmental	3%
Health	-1%
Hunger/Poverty	-18%
Public Media	-16%
Rights	-6%
Wildlife/Animal Welfare	1%

Share of online revenue from email

Sector	Share
All	11%
Cultural	14%
Disaster/International Aid	8%
Environmental	16%
Health	11%
Hunger/Poverty	9%
Public Media	8%
Rights	14%
Wildlife/Animal Welfare	13%

For every 1,000 email messages sent, nonprofits raised an average of $58. That means an average fundraising appeal sent to a list of 100,000 subscribers would raise $5,800 in revenue.

There were significant differences between sectors on this metric. Cultural nonprofits received $15 per 1,000 fundraising emails sent, while Disaster/International Aid nonprofits received $88 and Hunger/Poverty nonprofits $102.

The revenue per 1,000 email fundraising emails metric was 10% lower than in 2023, matching the overall decline in email revenue.

Taken all together — bigger email lists and higher messaging volume, paired with a decline in email revenue — it might seem that email messages became less effective, on average. Well, yes. But also: no.

Email revenue per 1,000 fundraising emails sent

Sector	Revenue
All	$58
Cultural	$15
Disaster/International Aid	$88
Environmental	$41
Health	$49
Hunger/Poverty	$102
Public Media	$65
Rights	$45
Wildlife/Animal Welfare	$29

In fact, the average click-through rate for fundraising messages (0.48%) was unchanged from the previous year. So, a subscriber receiving a fundraising appeal was just as likely to click on a link or button.

But once a subscriber clicked, they were less likely to actually complete a donation. The average page completion rate of 12% represents a 13% year-over-year decline.
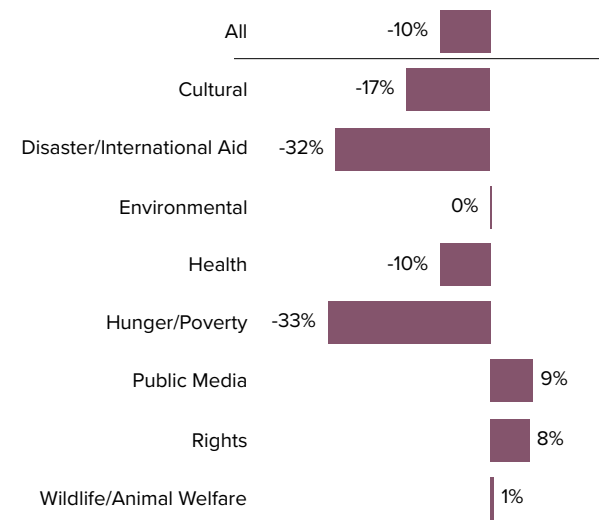
Looking at this from the other side, 88% of users who clicked on a link in a fundraising email did not complete a donation during that visit. The 15% decline in fundraising email response rate (to 0.05%) may say more about how users are engaging with donation forms than how they are engaging with email messages.

Could a shift toward more users viewing email primarily on mobile devices be impacting page completion? (See the Website data on page 106 for more.) Could users be abandoning email landing pages, only to make

subsequent donations that are not sourced to email links? (In which case, a version of view-through attribution might be useful.) Could this be more complicated than either or both of those scenarios? (Yes, it absolutely is.)
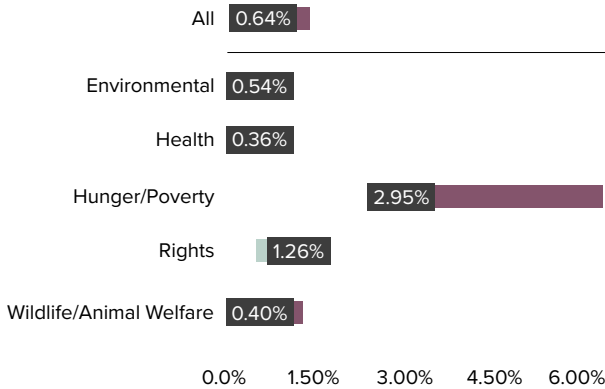
Thinking deeply about every part of the experience, from the subject line to the way an donation page upsell lightbox appears on mobile, is the kind of care and attention it takes to build a successful email program. Not that the rough fingers of the world necessarily appreciate it.

Change in email revenue per 1,000 fundraising emails sent 2023 to 2024

All	-10%
Cultural	-17%
Disaster/International Aid	-32%
Environmental	0%
Health	-10%
Hunger/Poverty	-33%
Public Media	9%
Rights	8%
Wildlife/Animal Welfare	1%

Email messaging rates

	Click Through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Fundraising	0.48%	(+0%)	12%	(-13%)	0.05%	(-15%)	0.17%	(-17%)
Advocacy	2.1%	(-10%)	80%	(+1%)	1.82%	(-13%)	0.16%	(+3%)
Newsletter	1.2%	(-1%)	——		——		0.17%	(-4%)
Welcome Series	1.4%	(-23%)	——		——		1.1%	(+3%)
Engagement	0.9%	(-10%)	——		——		0.17%	(-3%)

The numbers in parentheses represent the percentage change in rate since 2023.

Post action donation conversion rate

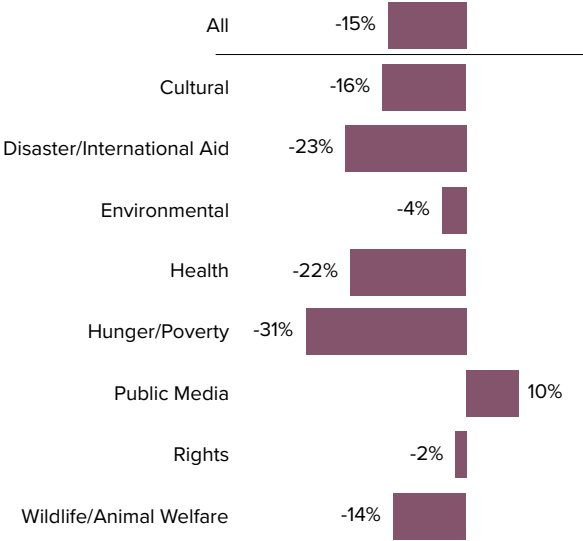|	
All	0.64%
Environmental	0.54%
Health	0.36%
Hunger/Poverty	2.95%
Rights	1.26%
Wildlife/Animal Welfare	0.40%

0.0% 1.50% 3.00% 4.50% 6.00%

Membership & fundraising message rates (only groups who send membership messages)

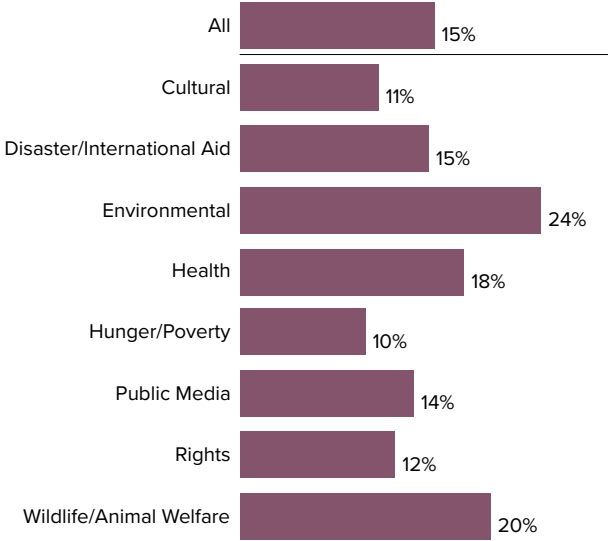|	Click Through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Membership	0.90%	(+29%)	16%	(-17%)	0.07%	(+6%)	0.15%	(+31%)
Fundraising	0.31%	(+19%)	12%	(-29%)	0.04%	(+10%)	0.19%	(-13%)

The numbers in parentheses represent the percentage change in rate since 2023.

Change in fundraising response rate 2023 to 2024

All	-15%
Cultural	-16%
Disaster/International Aid	-23%
Environmental	-4%
Health	-22%
Hunger/Poverty	-31%
Public Media	10%
Rights	-2%
Wildlife/Animal Welfare	-14%

Total churn

All	15%
Cultural	11%
Disaster/International Aid	15%
Environmental	24%
Health	18%
Hunger/Poverty	10%
Public Media	14%
Rights	12%
Wildlife/Animal Welfare	20%

Email messaging rates by type and sector

	Click Through Rate					Page Completion Rate		Response Rate		Unsubscribe Rate					
	Advocacy	Fundraising	Newsletter	Welcome Series	Engagement	Advocacy	Fundraising	Advocacy	Fundraising	All	Advocacy	Fundraising	Newsletter	Welcome Series	Engagement
All	2.1%	0.48%	1.2%	1.4%	0.9%	80%	12%	1.8%	0.05%	0.17%	0.16%	0.17%	0.17%	1.12%	0.17%
Cultural	—	0.26%	1.2%	—	0.8%	—	5%	—	0.01%	0.18%	—	0.21%	0.19%	—	0.12%
Disaster/International Aid	—	0.54%	0.5%	—	0.5%	—	18%	—	0.07%	0.25%	—	0.17%	0.24%	—	0.21%
Environmental	2.3%	0.43%	1.6%	1.3%	1.2%	71%	8%	1.8%	0.05%	0.16%	0.17%	0.17%	0.15%	1.07%	0.16%
Health	1.9%	0.52%	0.9%	2.2%	0.9%	72%	5%	2.3%	0.04%	0.18%	0.10%	0.17%	0.21%	0.88%	0.16%
Hunger/Poverty	—	0.87%	1.3%	1.7%	1.6%	—	9%	—	0.08%	0.15%	—	0.15%	0.16%	1.06%	0.15%
Public Media	—	0.45%	1.6%	—	0.7%	—	12%	—	0.05%	0.12%	—	0.15%	0.08%	—	0.11%
Rights	1.9%	0.46%	0.9%	3.3%	1.1%	82%	12%	1.5%	0.03%	0.25%	0.21%	0.31%	0.23%	2.47%	0.25%
Wildlife/Animal Welfare	2.2%	0.30%	0.8%	1.0%	1.1%	85%	15%	2.0%	0.05%	0.14%	0.11%	0.13%	0.14%	2.10%	0.15%

## since feeling is first

E.E. CUMMINGS

since feeling is first
who pays any attention
to the syntax of things
will never wholly kiss you;

wholly to be a fool
while Spring is in the world

my blood approves,
and kisses are a better fate
than wisdom
lady i swear by all flowers. Don't cry
—the best gesture of my brain is less than
your eyelids' flutter which says

we are for each other: then
laugh, leaning back in my arms
for life's not a paragraph

And death i think is no parenthesis
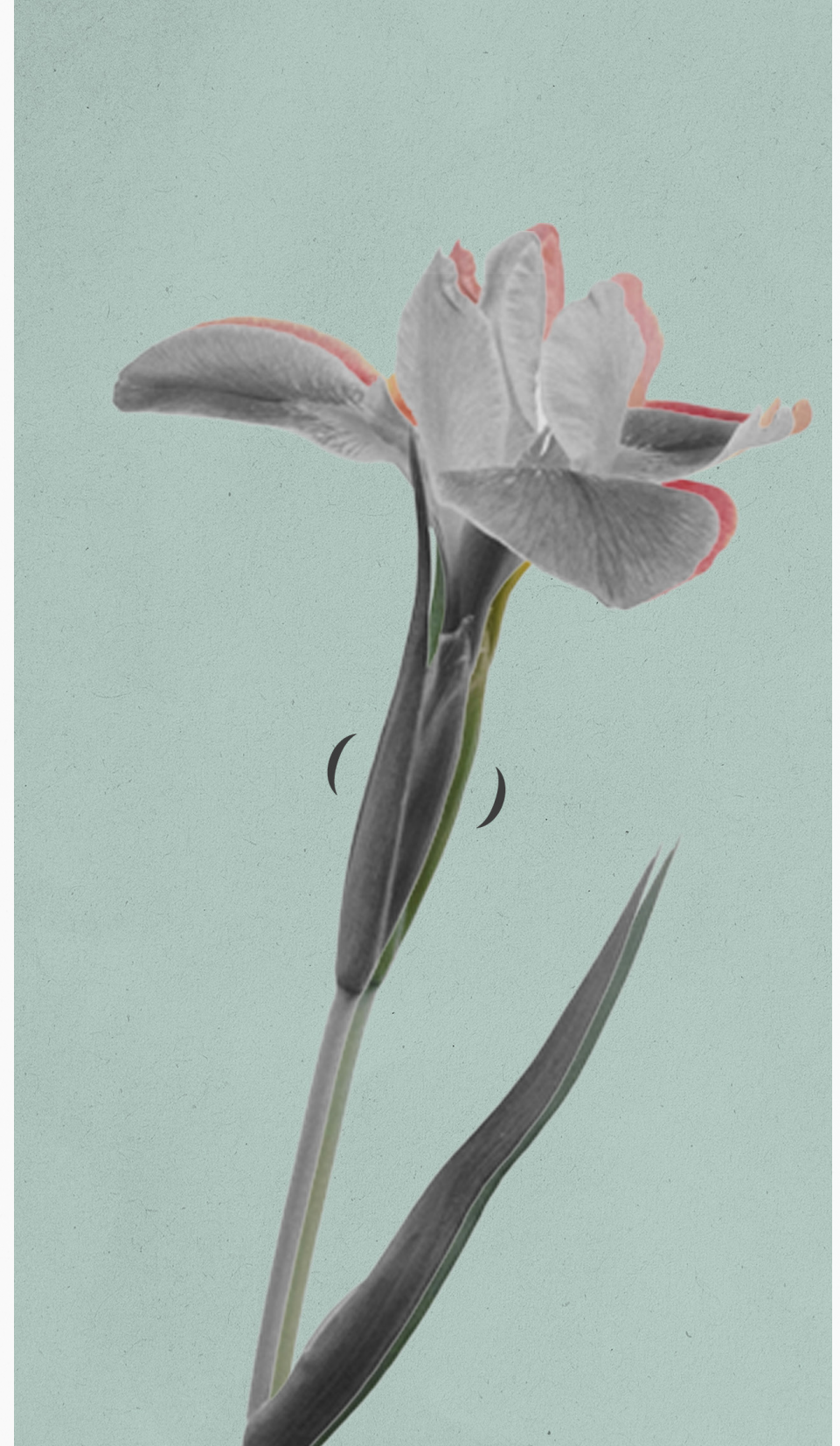
KEY LINES
MOBILE MESSAGING

/ Mobile messaging (a.k.a. text messaging or SMS/MMS) subscriber list size increased by 8%.

/ Nonprofits had 224 mobile subscribers for every 1,000 email subscribers. The Rights sector was an outlier with an average of 557 mobile subscribers per 1,000 email subscribers.

/ The average click-through rate for mobile fundraising messages was 2.8%, and response rate was 0.14%. Both of these numbers represented significant increases from the previous year.

/ Revenue sourced to mobile messages accounted for 0.9% of all online revenue in 2024.

/ Less than a third (29%) of nonprofits had an active peer-to-peer (P2P) text messaging program in 2024.
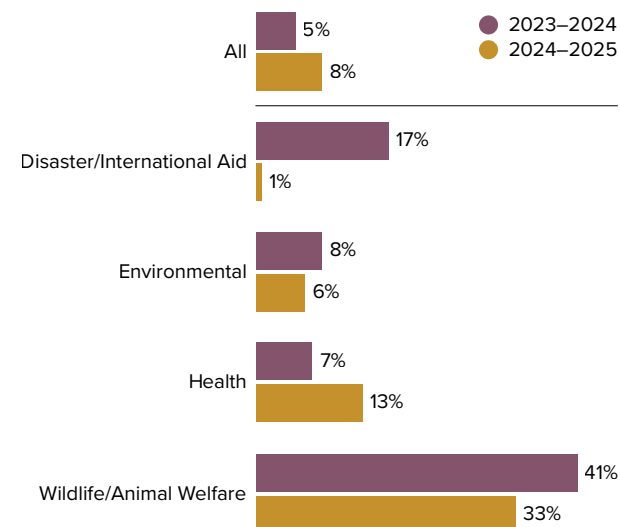
who pays any attention to the syntax of things[1]

info in short bursts
right there! right in your pocket
fast, brief — effective

That's the idea, anyway; mobile messaging is a channel of immediacy and efficiency. No social media algorithms to limit your reach, not even the need for a supporter to log in to their email, let alone pick your message out of the teeming inbox. u cn evn txt lk this lol (reply STOP to end).

Mobile list sizes increased by an average of 8% in 2024, building on a 5% increase in the previous year. For the Wildlife/Animal Welfare sector, we found dramatically higher growth: 33% in 2024, and 41% the year before. Disaster/International Aid nonprofits saw just 1% growth in 2024 after seeing a 17% increase in 2023, and Health nonprofits saw growth accelerate from 7% in 2023 to 13% the next.

Mobile list growth

- 2023–2024
- 2024–2025

Sector	2023–2024	2024–2025
All	5%	8%
Disaster/International Aid	17%	1%
Environmental	8%	6%
Health	7%	13%
Wildlife/Animal Welfare	41%	33%

[1] "since feeling is first" by E.E. Cummings

Not to get too technical, but those numbers are all over the place. What gives? In part, this reflects the reality that mobile messaging is still a developing channel for many nonprofits.
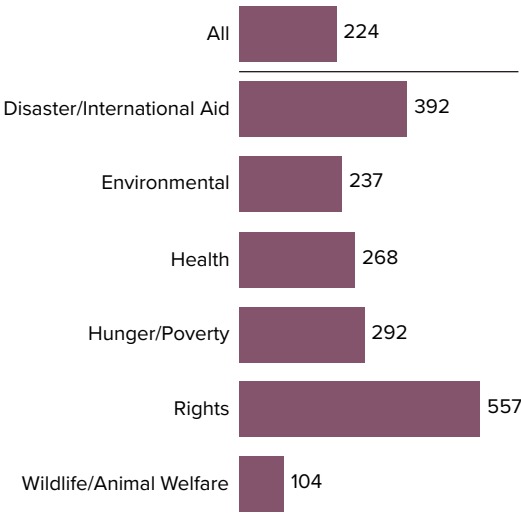
Not every Benchmarks participant was able to report the three years of data we need to make these calculations, and a smaller data set will typically be more volatile. (Note that we were not able to include breakouts for all sectors. As always in Benchmarks, that indicates that we did not have enough participant data from some sectors to report a reliable average.)

For nonprofits that were able to report robust data, mobile list growth can still be highly dependent on differences in strategy and investment. An increase in audience size could be due to investments in lead generation, changes to subscriber sign-up pages, data uploads, or any number of efforts. Which is all to say: the divergence in results between sectors may not be driven by substantive or structural differences between Disaster/International Aid nonprofits and those working to support Wildlife/Animal Welfare.

The developing nature of mobile messaging programs can also be seen when comparing to email. On average, mobile lists were a bit less than a quarter the size of email lists. **For every 1,000 email subscribers, nonprofits had 224 mobile subscribers.**
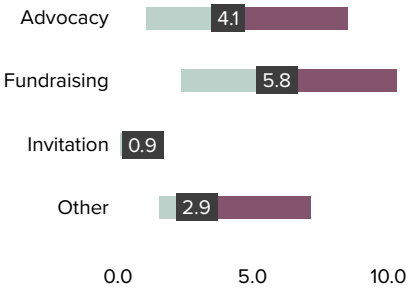
For every 1,000 email subscribers, groups have this many mobile subscribers...

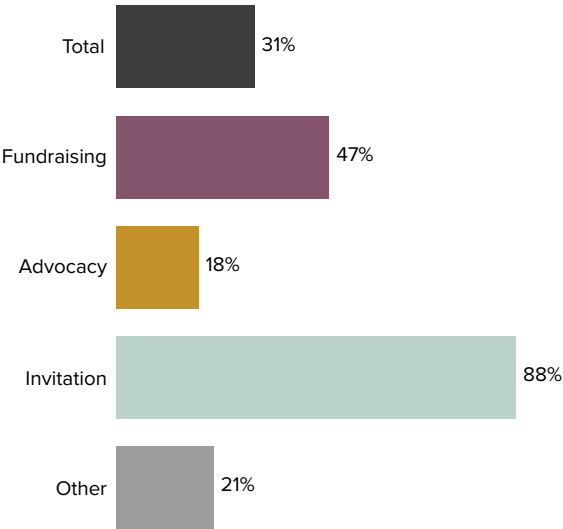| Sector	Value
All	224
Disaster/International Aid	392
Environmental	237
Health	268
Hunger/Poverty	292
Rights	557
Wildlife/Animal Welfare	104

Messaging volume was much, much lower for mobile than for email. While nonprofits sent an average of 30 fundraising emails per subscriber in 2024, they sent just 5.8 mobile fundraising asks per subscriber. (For more on email messaging volume and more, see page 50.) Mobile messaging volume increased by 31% in 2024, with nonprofits sending 47% more fundraising messages than in the previous year. Nonprofits sent an average of 10 total mobile messages per subscriber, with nonprofits in the 25th percentile sending just 4.5 mobile messages per subscriber and nonprofits in the 75th percentile sending 21 messages per subscriber.

Mobile messages per year per subscriber

Category	Value
Advocacy	4.1
Fundraising	5.8
Invitation	0.9
Other	2.9

Change in mobile messages per year 2023 to 2024

Category	Value
Total	31%
Fundraising	47%
Advocacy	18%
Invitation	88%
Other	21%

Mobile fundraising messages had an average click-through rate of 2.8%, which was 25% higher than the previous year. The average donation page completion rate for fundraising texts also increased, up 11% to 7.5%. This page completion rate was in line with the 8% main donation page completion rate for mobile users overall (see Website Performance on page 106 for more of that context). Mobile fundraising response rate was 0.14%.

As in other channels, corresponding metrics were higher for advocacy messaging, with a 4.8% click-through rate and 3.9% response rate.

Summing up so far: nonprofits had smaller-but-growing mobile messaging audiences, smaller-but-growing messaging volume, and improved results across key metrics, especially for fundraising.
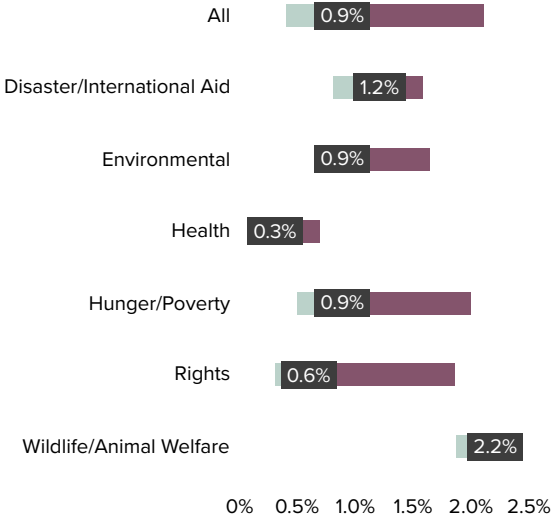
Overall, 0.9% of all online revenue was sourced to mobile messaging. For nonprofits at the 75th percentile for this metric, 2.1% of online revenue was generated by mobile messaging. Wildlife/Animal Welfare nonprofits raised 2.2% of online revenue via mobile, the highest share of any sector.

Mobile Messaging Statistics

	Click Through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Mobile All Messages	4.1%	(+1%)					0.70%	(-10%)
Mobile Fundraising	2.8%	(+25%)	7.5%	(+11%)	0.14%	(+7%)	0.76%	(-11%)
Mobile Advocacy Click Messages	4.8%	(-1%)	60%	(-4%)	3.9%	(-3%)	0.46%	(+4%)
Peer-to-peer messages*					7.7%			

The numbers in parentheses represent the percentage Change in rate since 2023.

*Special thanks to our friends at Hustle and GetThru for contributing P2P response rate data.

Share of online revenue from mobile

|	
All	0.9%
Disaster/International Aid	1.2%
Environmental	0.9%
Health	0.3%
Hunger/Poverty	0.9%
Rights	0.6%
Wildlife/Animal Welfare	2.2%

For most nonprofits, mobile messaging contributed a small share of all giving, but audience sizes continued to increase and messaging strategies continued to evolve.

Part of that evolution for many nonprofits includes the use of peer-to-peer (P2P) text messaging. **Across Benchmarks participants, 29% of nonprofits engaged in peer-to-peer mobile messaging in 2024.**

The most common approach to P2P messaging was to include only the nonprofit's existing mobile audience (the same audience we looked at above for the broadcast mobile messaging data, or some subset of that audience). That was the approach for 59% of nonprofits with P2P programs. Another 10% exclusively sent P2P messages outside their existing opt-in file — typically lists acquired from sources like voter databases, or rented from political campaigns or other organizations. For 20% of P2P programs, audiences included a mix of existing supporters and outside recipients.

What audience are you targeting?

Outside (non opt-in) list only	10%
Supporter (opt-in) list only	59%
Both	20%
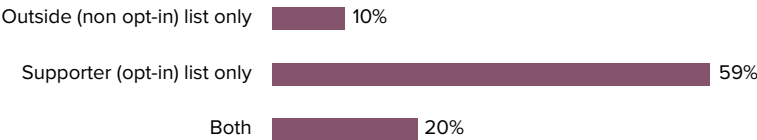
Among those groups, 63% used paid employees to send at least some of their P2P messaging. Messages sent by paid contractors and unpaid volunteers were part of 39% of P2P programs. (To be clear: that 39% is not the same set of nonprofits; it's just a coincidence that those numbers match up.)

Most P2P programs included a variety of asks. Half of nonprofits with P2P programs sent fundraising texts

in 2024. The other most-common purposes included cultivation (50%) and advocacy (47%) messaging. Moving audiences to take action in real life was a common part of P2P messaging strategy. This includes event invitations and follow-up messaging, volunteer recruitment, GOTV, and relational organizing.

We have more to say about volunteer recruitment and digital organizing in our key findings section on page 21.
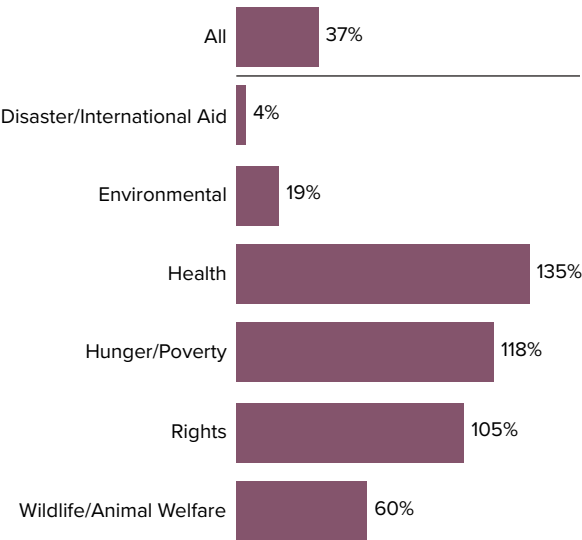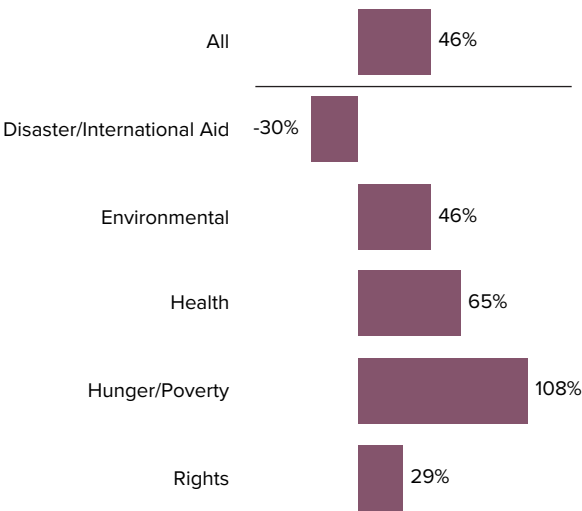
Who is doing your Peer-to-Peer text messaging?

Paid Employee	63%
Paid Contractor	39%
Unpaid Volunteer	39%

What is your organization using Peer-to-Peer texting for?

Fundraising	50%
Cultivation	50%
Event attendance	47%
Advocacy actions	47%
Volunteer recruitment	44%
GOTV	40%
Event details (parking, etc)	40%
Relational organizing	37%
Story collection	23%
Lead generation	11%

Change in mobile revenue 2023 to 2024

All	37%
Disaster/International Aid	4%
Environmental	19%
Health	135%
Hunger/Poverty	118%
Rights	105%
Wildlife/Animal Welfare	60%

Change in mobile revenue per 1,000 mobile fundraising messages sent 2023 to 2024

All	46%
Disaster/International Aid	-30%
Environmental	46%
Health	65%
Hunger/Poverty	108%
Rights	29%

For every dollar raised through email, organizations raised this through mobile messaging

All	$0.09
Disaster/International Aid	$0.17
Environmental	$0.07
Health	$0.02
Hunger/Poverty	$0.25
Rights	$0.07
Wildlife/Animal Welfare	$0.15
Large	$0.12
Medium	$0.02
Small	$0.21
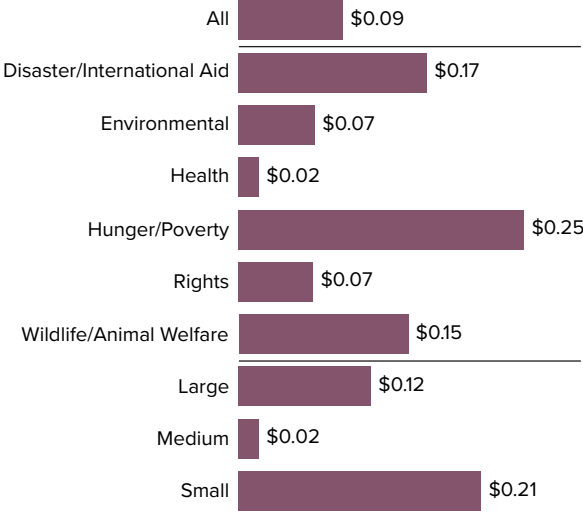
Mobile messages per subscriber per month

|	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	1.4	1.0	1.3	1.1	1.3	1.1	1.1	1.1	1.1	1.5	1.0	3.0
Disaster/International Aid	1.7	2.4	1.5	1.6	3.0	1.9	1.8	2.0	1.4	1.7	1.8	5.0
Environmental	1.4	1.1	1.4	2.2	1.5	1.0	1.4	1.1	1.5	1.2	1.3	3.1
Health		0.7	0.7	0.2	0.9	2.2	2.0	0.6	2.0	1.9	1.3	3.2
Hunger/Poverty		0.3		0.3	1.0	0.9	1.0	1.0	1.0	2.1	1.0	1.3
Rights	2.0	2.1	2.5	1.7	2.6	2.2	2.7	2.0	1.3	2.0	4.2	6.3
Wildlife/Animal Welfare		1.0	2.5	1.0	2.0	1.7	1.1	1.2	1.4	1.5	0.4	3.0

At Husking Time

EMILY PAULINE JOHNSON

At husking time the tassel fades
To brown above the yellow blades,
   Whose rustling sheath enswathes the corn
   That bursts its chrysalis in scorn
Longer to lie in prison shades.

Among the merry lads and maids
The creaking ox-cart slowly wades
Twixt stalks and stubble, sacked and torn
At husking time.

The prying pilot crow persuades
The flock to join in thieving raids;
The sly racoon with craft inborn
His portion steals; from plenty's horn
His pouch the saucy chipmunk lades
At husking time.
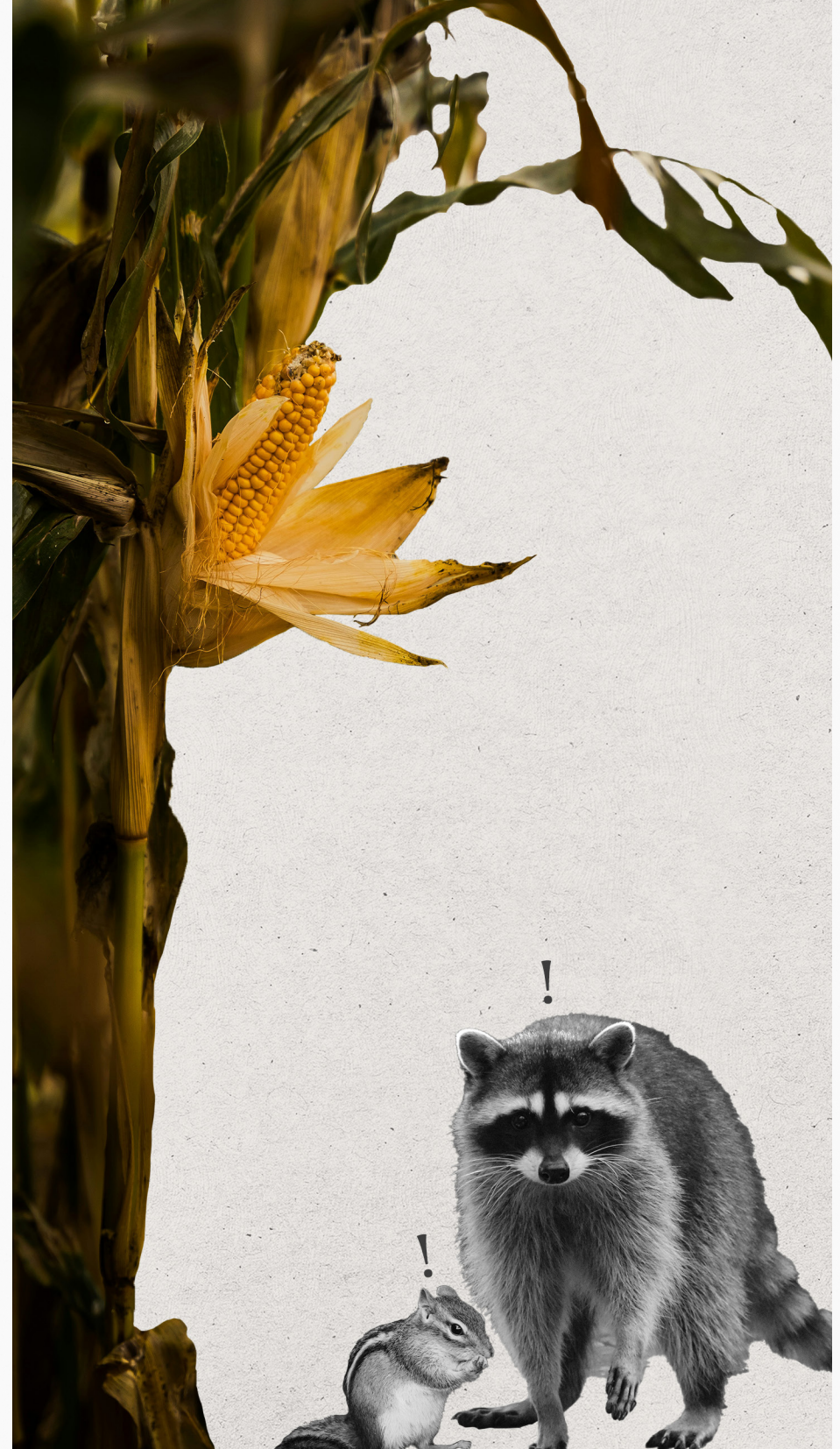
KEY LINES

ADVERTISING

/ Nonprofit digital ads spend increased by 11% in 2024, with nonprofits reinvesting $0.14 in digital ads for every dollar of online revenue.

/ Across digital and non-digital advertising channels, 72% of spending was dedicated to direct fundraising.

/ Spending on connected TV advertising increased by 84% in 2024, and made up 15% of fundraising advertising budgets.

/ Search advertising had the highest return on ad spend (ROAS) at $2.23, with display at $1.07.

/ Multi-channel ad formats (including platforms like Google's Performance Max) also generated a remarkably strong ROAS at $1.49.

/ Lead generation made up 10% of advertising budgets, with an average cost per lead of $2.09.

At husking time the tassel fades
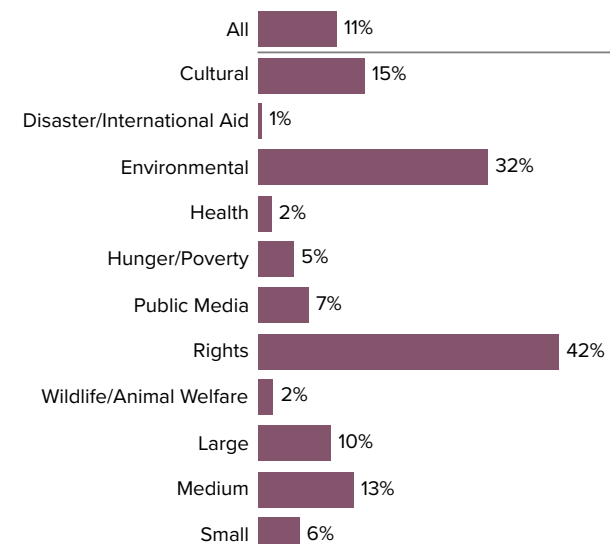## To brown above the yellow blades[1]

We would love it if we could sort through all this data, and come back to you and say: "Here, this is the thing that works. This is the best and most cost-effective way for you to recruit new supporters, raise money and raise hell for the good of the world." If only.

It's just not that simple — there are too many differences between causes, organizations, audiences, and the context they all exist within. But while there is no single Right Way, there is plenty of opportunity within all this complexity and nuance. Both sly raccoons and saucy chipmunks can feast.

Nonprofits increased spending on digital advertising by 11% in 2024, continuing a long-term trend of growing investment. As we'll see, some of this increased investment was driven by expanding budgets in successful channels, while some represents nonprofits experimenting with new and emerging platforms.

Change in investment in digital advertising 2023 to 2024

Category	Value
All	11%
Cultural	15%
Disaster/International Aid	1%
Environmental	32%
Health	2%
Hunger/Poverty	5%
Public Media	7%
Rights	42%
Wildlife/Animal Welfare	2%
Large	10%
Medium	13%
Small	6%

[1] "At Husking Time" by Emily Pauline Johnson

There were notable differences between sectors: Rights nonprofits increased digital advertising spending by an average of 42%, while Disaster/International Aid nonprofits spent just 1% more on digital advertising than they had in 2023.

These differences may be about the moment. For Rights nonprofits, an election year (and the urgent post-election need to rise in defense of basic rights, functioning democracy, and fundamental human decency) may have spurred investment. Disaster/International Aid nonprofits have seen reduced attention and revenue online since a peak in 2022.

That wasn't the only factor. The average digital ads investment didn't change much year-over-year for the Disaster/International Aid sector — but that may be in part because there wasn't as much room left to grow. In 2024, Disaster/International Aid nonprofits reinvested $0.45 in digital advertising for every dollar raised online. The average for nonprofits overall was $0.14 spent on digital advertising per dollar raised online.
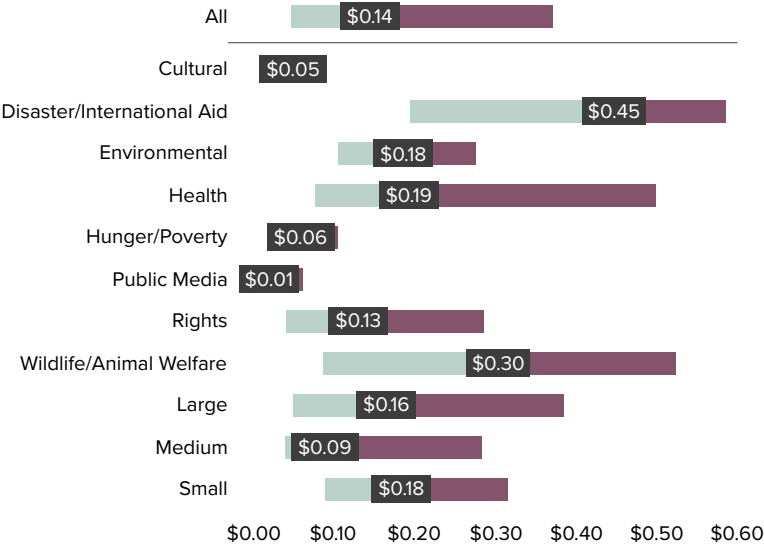
This is not a measure of return on ad spend (we'll get to that soon); it is an indication of the scale of digital advertising budgets relative to program size. Many Disaster/International Aid nonprofits have developed their advertising efforts enough that continued expansion is challenging. Rights nonprofits had relatively low spending, and they increased spending substantially.

The bulk of all that digital advertising investment was devoted to generating revenue. Overall, 72% of digital advertising dollars were spent on direct fundraising
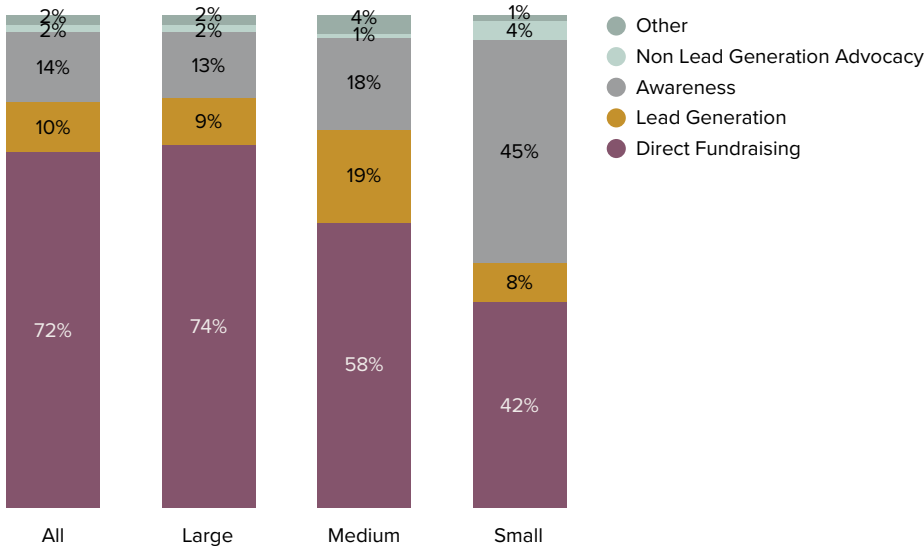
efforts. Lead generation accounted for 10% of spending, and awareness advertising another 14%. (The last couple of percentage points there are for advertising efforts that defy easy categorization. We're not going to worry about them.)

Advertising spending for Large nonprofits fell right around these overall average figures, but Small nonprofits managed their spending quite differently. These nonprofits spent a much higher percentage of advertising budgets on awareness efforts (45% of all spending) and less on direct fundraising (42% of spending).

Investment in digital advertising divided by total online revenue

All	$0.14
Cultural	$0.05
Disaster/International Aid	$0.45
Environmental	$0.18
Health	$0.19
Hunger/Poverty	$0.06
Public Media	$0.01
Rights	$0.13
Wildlife/Animal Welfare	$0.30
Large	$0.16
Medium	$0.09
Small	$0.18

Share of digital advertising budget by goal

	All	Large	Medium	Small
Other	2%	2%	4%	1%
Non Lead Generation Advocacy	2%	2%	1%	4%
Awareness	14%	13%	18%	45%
Lead Generation	10%	9%	19%	8%
Direct Fundraising	72%	74%	58%	42%

Nonprofits prioritized different channels depending on their advertising goals.

Lead generation spending was largely a mix of social media (30% of the total), cost-per-acquisition buys (28%), digital video (15%), and peer-to-peer SMS (14%).

Awareness advertising prioritized video content, with 33% of spending on connected TV and another 17% on digital video.

Search accounted for 25% of direct fundraising spending (spoiler alert: it's because return on ad spend is so high for this channel). Direct fundraising

budgets also included a healthy mix of social (18%), connected TV (15%), and display (13%). Digital video and digital audio advertising each comprised 8% of direct fundraising budgets.
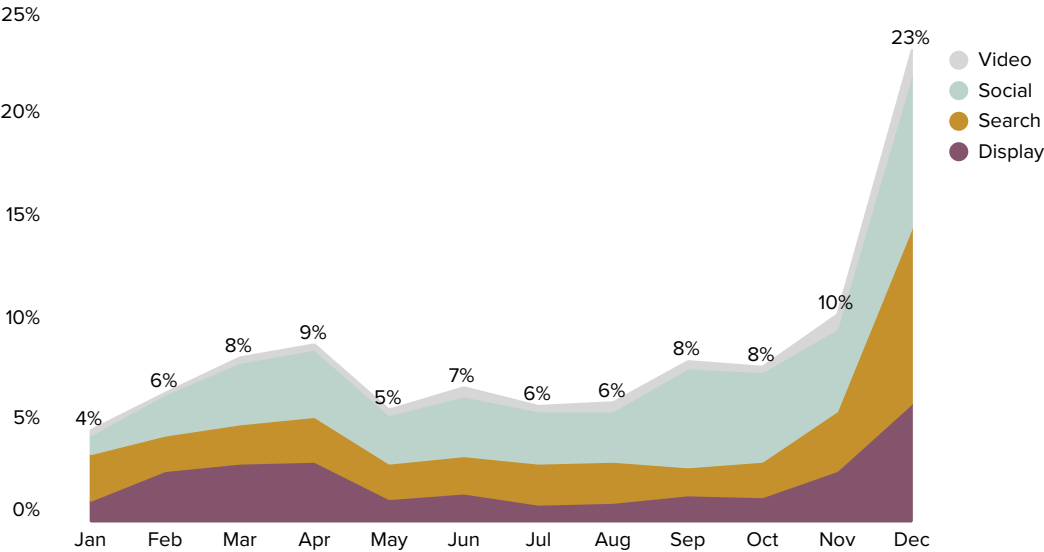
Looking only at direct fundraising advertising, spending increased across most channels in 2024. **The largest increases were reported for multi-channel ad formats, with 86% more in direct fundraising ads in this channel and connected TV with an 84% increase.** There was also a large increase in spending for P2P SMS.

These high-growth channels are newer for many nonprofits. **Search, on the other hand, is an established fixture of digital advertising, yet spending in this channel still increased by 22%.** Because search consistently produces a high return on ad spend (spoilers, again, we'll get to ROAS soon we promise), it makes sense that nonprofits would look to maximize this channel. Still, it's unclear whether these changes are due to higher costs, more aggressive bidding strategies tied to increased competition, the effects of generative AI, some combination of the above, or something else entirely.
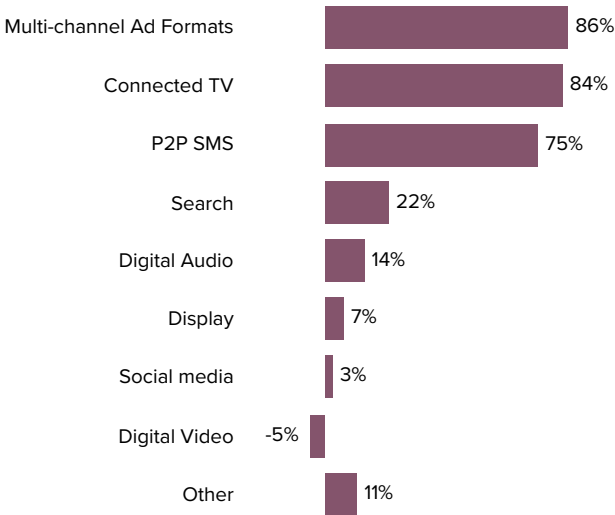
Share of digital advertising budget by goal and channel

	Direct Fundraising	Awareness	Non Lead Generation Advocacy	Lead Generation
Search	25%	6%	0%	0%
Social	18%	9%	19%	30%
Connected TV	15%	33%	11%	0%
Display	13%	7%	13%	0%
P2P SMS	5%	1%	32%	14%
Digital Video	8%	17%	5%	15%
Digital Audio	8%	11%	7%	0%
Multi-channel Ad Formats	5%	3%	3%	0%
CPA Buys	0%	0%	0%	28%
Other	4%	12%	10%	14%

Percent of digital advertising budget spent in each month

Change in investment in advertising by fundraising channel 2023 to 2024

Multi-channel Ad Formats	86%
Connected TV	84%
P2P SMS	75%
Search	22%
Digital Audio	14%
Display	7%
Social media	3%
Digital Video	-5%
Other	11%

Nonprofits pulled back slightly on digital video spending. They only increased spending for social media advertising by 3% over 2023, but they reported big changes in investment by platform. While investment in Meta was relatively steady, nonprofits increased spending on TikTok by 59% and spent about half as much as they had in 2023 on X (formerly known as Twitter before being purchased by a *base dunghill villain*[2] — more on that in our social media section on page 92).

Increasing and reprioritizing fundraising advertising budgets reflects nonprofit strategies as they look to recruit and retain donors.

In many cases, these are long-term efforts, but the most immediate and direct measure of success is return on ad spend (ROAS).

In 2024, search advertising had the highest ROAS of any channel (see, told you so). This has held true every year that we have reported advertising metrics in Benchmarks. For every dollar spent on fundraising search ads, nonprofits raised $2.23.

Multi-channel ad formats also generated a remarkably strong ROAS at $1.49. This category includes platforms like Google's Performance Max, which use machine learning to serve creative assets including images, video, and text across a variety of media channels.

Despite widespread fears that the decline of third-party cookies would prove devastating, nonprofits reported an average ROAS of $1.07 for display advertising. Alternative attribution and targeting strategies may have helped nonprofits stave off the worst impacts of the cookiepocalypse.

Return on advertising spend (ROAS)

Channel	ROAS
Search	$2.23
Multi-channel Ad Formats	$1.49
Display	$1.07
P2P SMS	$0.92
Digital Audio	$0.70
Meta	$0.48
Twitter/X	$0.42
Digital Video	$0.38
Connected TV	$0.29
TikTok	$0.03

Change in investment in advertising by fundraising social media channel 2023 to 2024

Channel	Change
All Social Media Channels	3%
Meta	3%
Twitter/X	-49%
TikTok	59%
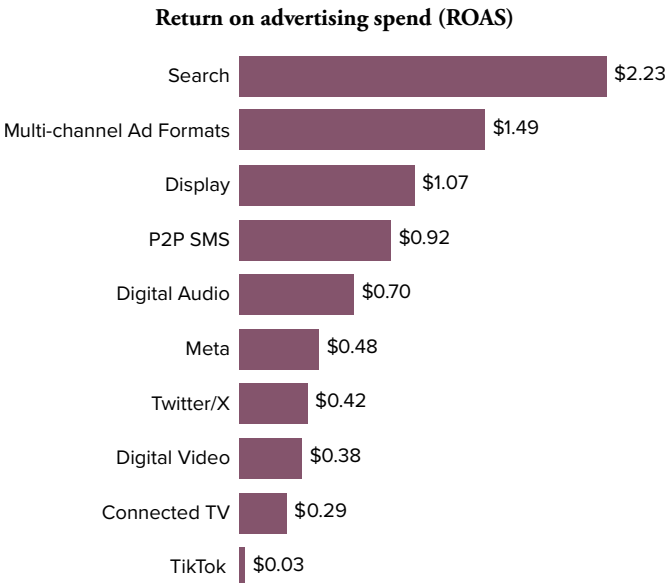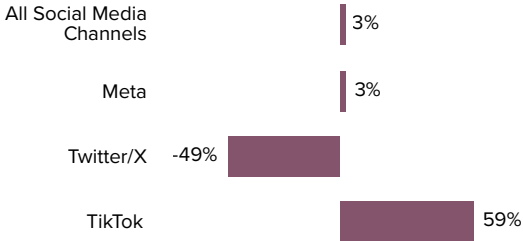
Return on ad spend (ROAS) by sector and goal

	Search	Display	Multi-channel Ad Formats	Meta	Connected TV	P2P SMS
All	$2.23	$1.07	$1.49	$0.48	$0.29	$0.92
Disaster/International Aid	$1.94	$0.97	$1.32	$0.41	$0.56	$1.67
Environmental	$2.17	$0.67	$0.97	$0.40	$0.22	$0.82
Health	$1.92	$0.64	$2.37	$0.33	$0.19	—
Hunger/Poverty	$3.72	$3.39	$5.55	$1.19	$0.45	—
Public Media	$0.74	—	—	$0.81	—	—
Rights	$1.79	$1.00	$1.10	$0.54	$0.80	$0.34
Wildlife/Animal Welfare	$2.24	$1.07	$1.13	$0.62	$0.16	—
Large	$2.39	$0.98	$1.40	$0.48	$0.40	$1.31
Medium	$2.04	$0.86	$1.47	$0.52	$0.18	$0.59
Small	$1.44	$1.16	$1.57	$0.43	—	—

[2] *Henry VI, Part 2*, 2.3 by William Shakespeare

The primary reason search consistently generates the highest ROAS is that it also consistently has the lowest cost per donation. On average, nonprofits spent $61 on fundraising search advertising to generate a single donation. Peer-to-peer SMS was close behind, at $62 per donation.

It cost nonprofits an average of $1,040 to generate one donation via TikTok. We try to avoid technical jargon as much as we can in Benchmarks, but there's no other way to put it: that's pretty bad. For most nonprofits, TikTok was a small, experimental part of the overall fundraising advertising mix. Given these results, that may remain the case — though TikTok may

be an effective channel for other goals. For example: cultivating a following by crying into a camera reading moody poems. Or, possibly, lead generation.

For TikTok lead generation advertising, nonprofits reported an average cost per lead of $17.40. This was lower than the $24.69 cost per lead of P2P SMS efforts, and roughly aligned with the $13.85 Google YouTube cost per lead.

Among social media platforms, Meta had the lowest cost per lead at $3.20. But cost-per-acquisition buys were the most reliably efficient option for nonprofits, with an average cost per lead of $1.64.
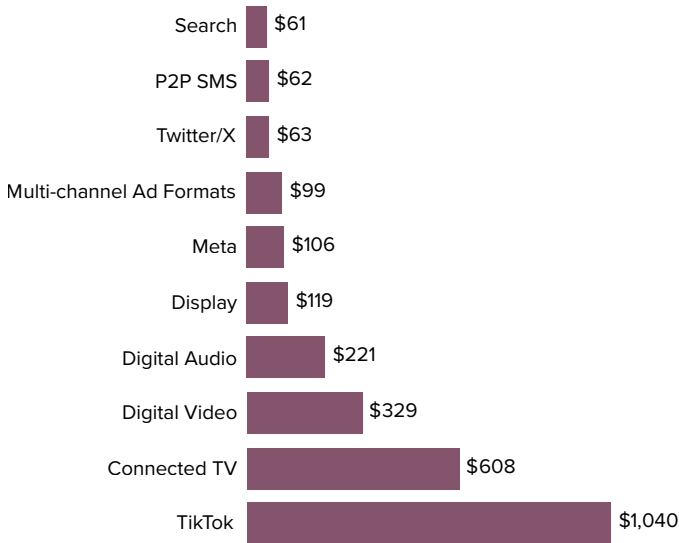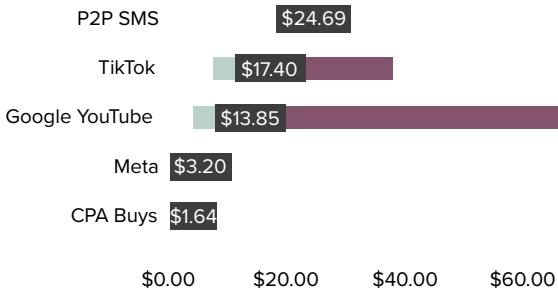
With nonprofits devoting most of their lead generation budgets to the most efficient options, the overall average cost per lead was $2.09. The average for most sectors hovered within a dollar or so of that cost per lead, but Hunger/Poverty nonprofits spent significantly more. For these groups, it cost $7.37 to acquire a lead.

The local nature of many nonprofits in this space may have affected costs. A regional food bank will look for prospects within its local community, and restricting targeting by geography can drive up costs.

Cost per donation

Search	$61
P2P SMS	$62
Twitter/X	$63
Multi-channel Ad Formats	$99
Meta	$106
Display	$119
Digital Audio	$221
Digital Video	$329
Connected TV	$608
TikTok	$1,040

Cost per advertising lead by platform

P2P SMS	$24.69
TikTok	$17.40
Google YouTube	$13.85
Meta	$3.20
CPA Buys	$1.64

$0.00 $20.00 $40.00 $60.00

Cost per advertising lead

All	$2.09
Cultural	$1.29
Disaster/International Aid	$1.46
Environmental	$2.91
Health	$3.41
Hunger/Poverty	$7.37
Rights	$1.89
Wildlife/Animal Welfare	$1.25
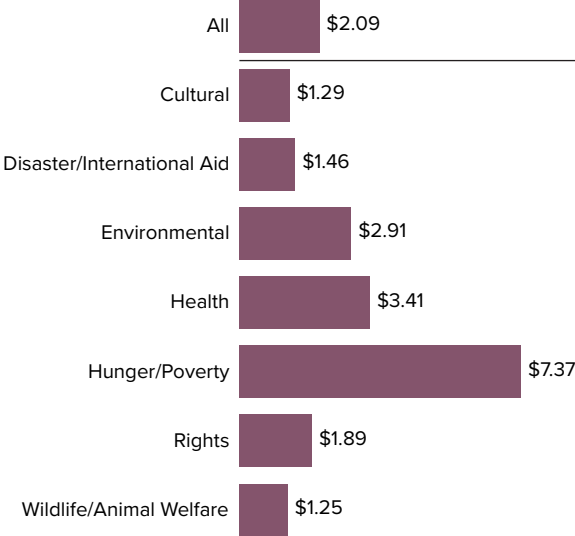
What works for Large nonprofits — a fundraising-first approach, expansion into connected TV and other channels with a high barrier to entry — ma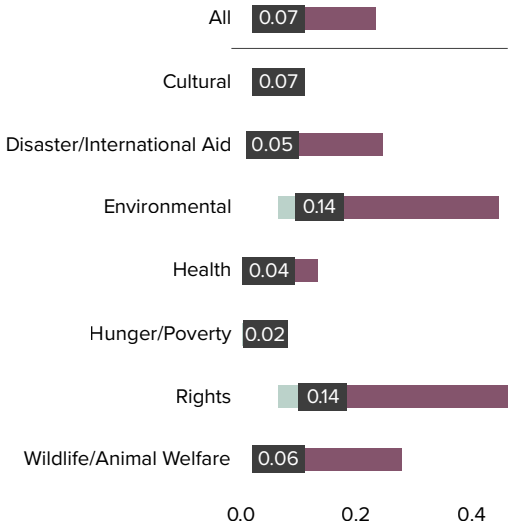y not work for Small nonprofits with limited budgets and a need for visibility. A channel that is highly effective for fundraising, like P2P SMS, may be a poor choice for lead generation.

There is no sure way forward; there are more than two roads diverging in yellow woods. With so many options and opportunities arising and evolving, every program needs to explore its own path.

Cost per donation by sector and goal

	Search	Display	Multi-channel Ad Formats	Meta	Connected TV
All	$61	$119	$99	$106	$608
Disaster/International Aid	$91	$188	$145	$145	$256
Environmental	$65	$166	$205	$126	$636
Health	$64	$89	$68	$99	$993
Hunger/Poverty	$38	$30	$32	$95	$603
Public Media	$172	—	—	$178	—
Rights	$87	$311	$113	$53	$125
Wildlife/Animal Welfare	$32	$79	$32	$65	$260
Large	$57	$141	$102	$105	$376
Medium	$81	$97	$84	$97	$983
Small	$86	$196	$170	$208	—

Ratio of ad-acquired leads to start of year email list size

All	0.07
Cultural	0.07
Disaster/International Aid	0.05
Environmental	0.14
Health	0.04
Hunger/Poverty	0.02
Rights	0.14
Wildlife/Animal Welfare	0.06

0.0   0.2   0.4

Cost per thousand impressions (CPM) by channel

Display	$2.86
Social	$23.02
Video	$7.35
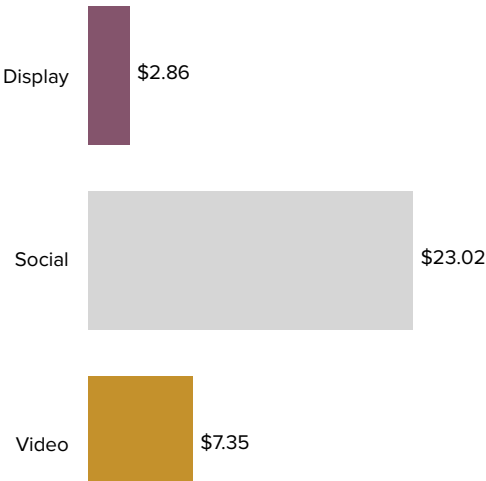
Cost per click (CPC) by channel

Channel	CPC
Search	$5.40
Social	$3.96
Video	$3.97
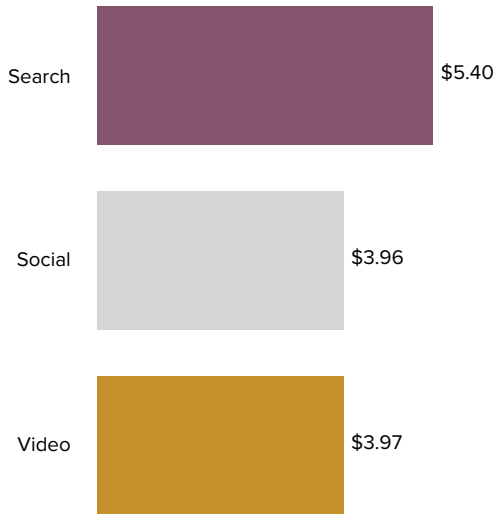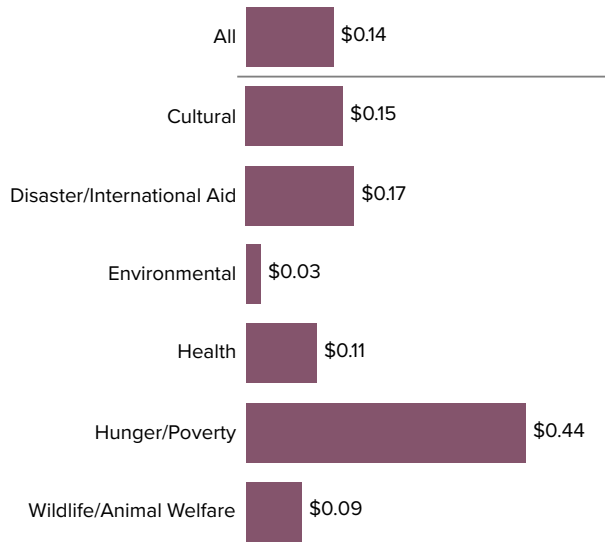
Google grants: cost per donation

Category	Cost
All	$933
Cultural	$129
Disaster/International Aid	$925
Environmental	$4,441
Health	$2,595
Hunger/Poverty	$417
Rights	$419
Wildlife/Animal Welfare	$652

Google grants: ROAS

Category	ROAS
All	$0.14
Cultural	$0.15
Disaster/International Aid	$0.17
Environmental	$0.03
Health	$0.11
Hunger/Poverty	$0.44
Wildlife/Animal Welfare	$0.09
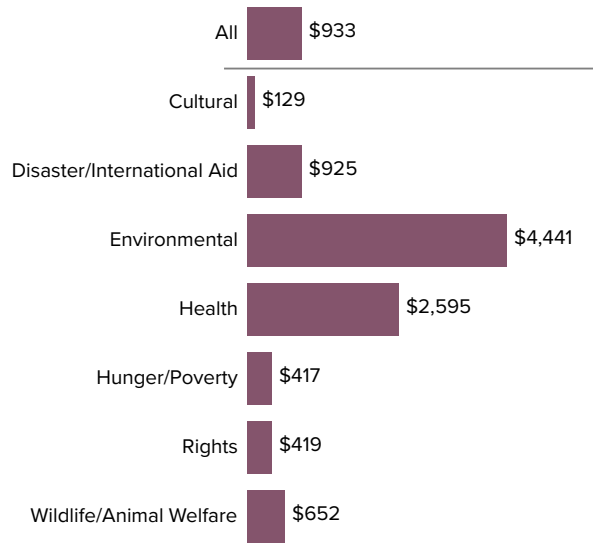
Google grants: visits per $1k spent

Category	Visits
All	392
Cultural	253
Disaster/International Aid	242
Environmental	511
Health	510
Hunger/Poverty	277
Public Media	584
Rights	259
Wildlife/Animal Welfare	362
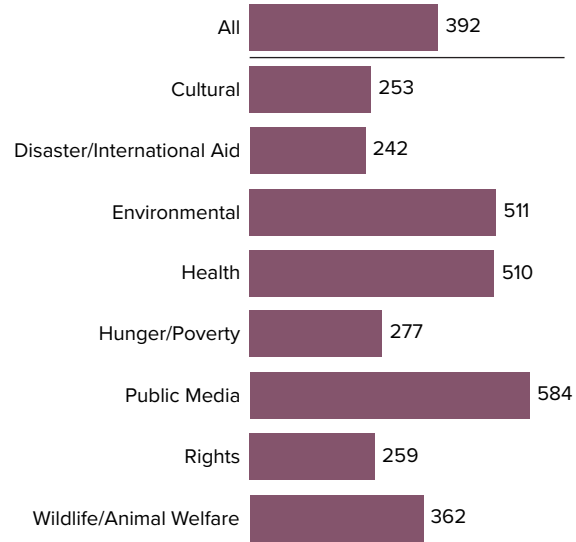
Ozymandias

PERCY BYSSHE SHELLEY

I met a traveller from an antique land,
Who said—"Two vast and trunkless legs of stone
Stand in the desert. . . . Near them, on the sand,
Half sunk a shattered visage lies, whose frown,
And wrinkled lip, and sneer of cold command,
Tell that its sculptor well those passions read
Which yet survive, stamped on these lifeless things,
The hand that mocked them, and the heart that fed;
And on the pedestal, these words appear:
My name is Ozymandias, King of Kings;
Look on my Works, ye Mighty, and despair!
Nothing beside remains. Round the decay
Of that colossal Wreck, boundless and bare
The lone and level sands stretch far away."

KEY LINES
SOCIAL MEDIA *and* INFLUENCERS

/ Facebook and Instagram were the most widely-used social media platforms, with nearly all Benchmarks participants active on those platforms.

/ TikTok had the fastest-growing audiences, with average follower counts increasing by 37% in 2024.

/ 52% of M+R Benchmarks participants reported working with social media influencers in 2024. Of those, 15% relied only on paid partnerships, and an additional 47% used a mix of paid and unpaid influencer work.

/ Among nonprofits with paid influencer campaigns, 60% used those partnerships for fundraising, 65% for advocacy or volunteer asks, and 77% for narrative or persuasion work.

/ Twitter/X was the only platform we tracked to see a decline; 31% of organizations still on the platform are planning to leave.

/ Revenue from Facebook Fundraisers decreased by 42%, and accounted for 0.2% of all online revenue in 2024.

Round the decay
Of that colossal Wreck, boundless and bare
The lone and level sands stretch far away.[1]

The social media landscape was never built on solid ground, and over the years the shifting sands have swallowed up more than a few platforms. Even when a service is stable, the ways that users (and algorithms) behave are not. Audiences can erode over time, or migrate from one place to another.

This means that nonprofits can't afford to remain static, or assume that what has worked in the past can be relied on in the future. It means they have to go to where they can engage with an audience that matters to them. People move; nonprofits follow.

In 2024, Meta usage was just about universal for nonprofits — 99% reported a Facebook presence, and 98% were on Instagram. LinkedIn (86%) and YouTube (76%) also enjoyed wide adoption. About three in four nonprofits reported using X (the platform known as Twitter before being purchased by a *pestilent complete knave*[2]). About half were on TikTok.

Percentage of nonprofits using social media platforms

Platform	Percentage
Facebook	99%
Instagram	98%
LinkedIn	86%
YouTube	76%
Twitter/X	75%
TikTok	49%
Threads	27%
Reddit	5%
Snapchat	3%
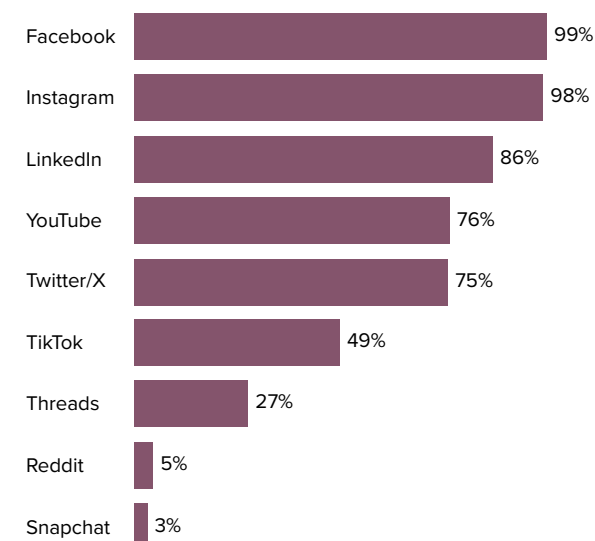
[1] "Ozmandias" by Percy Bysshe Shelley
[2] *Othello* 2.1 by William Shakespeare

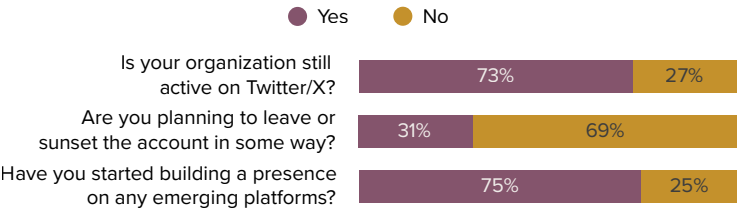[*NOTE:* Bluesky was not offered as an option in our survey to participants, which was our mistake! The platform has grown significantly in the past few months, as users have fled X (known as Twitter before being taken over by a *most notable coward, an infinite and endless liar, an hourly promise breaker, the owner of no one good quality*[3]). We have a bit more to say about Bluesky below, and expect to have even more next year.]

These numbers represent a moment in time, but things might not be as stable as they appear. Just under three-fourths (75%) of nonprofits in our study were still active on X (which is what Twitter was renamed by a *recreant and most degenerate traitor*[4]) — at least, that was the percentage as of the end of 2024. **Of those groups, 31% reported plans to leave or sunset their presence on X** (a.k.a. Twitter,

pre-purchase by a *boil, a plague-sore, an embossed carbuncle*[5]).

Whether or not they have plans to leave X (Twitter, *thou subtle, perjur'd, false, disloyal man!*[6]), 75% of nonprofits on the platform have begun building a presence on emerging platforms. A relative handful have invested in Mastodon and Discord, but by far the most popular alternatives were Threads and Bluesky.

In 2023, Meta announced that Facebook had surpassed 3 billion active users, so it may be no surprise that nonprofits had the largest number of followers there. The average audience size on Facebook was 84,449 users. Remember, that's a median figure, which means that half of participants had a larger audience. Nonprofits at the 75th percentile had 361,140 Facebook followers.

The future of Twitter/X

● Yes ● No

Is your organization still active on Twitter/X? — 73% / 27%

Are you planning to leave or sunset the account in some way? — 31% / 69%

Have you started building a presence on any emerging platforms? — 75% / 25%

If you have started building a presence elsewhere, which of these emerging platforms have you explored?

Threads — 88%
Bluesky — 84%
Mastodon — 6%
Discord — 5%

Average number of fans/followers

Facebook
All — 84,449
Disaster/International Aid — 78,119
Environmental — 310,502
Health — 60,736
Hunger/Poverty — 17,319
Public Media — 30,347
Rights — 93,107
Wildlife/Animal Welfare — 165,697

Instagram
All — 23,338
Disaster/International Aid — 28,960
Environmental — 58,589
Health — 13,956
Hunger/Poverty — 4,363
Public Media — 6,698
Rights — 59,435
Wildlife/Animal Welfare — 92,006

LinkedIn
All — 17,322
Disaster/International Aid — 55,479
Environmental — 35,259
Health — 11,869
Hunger/Poverty — 2,545
Public Media — 2,514
Rights — 36,625
Wildlife/Animal Welfare — 27,879

TikTok
All — 4,384
Disaster/International Aid — 8,983
Environmental — 1,937
Health — 3,650
Hunger/Poverty — 700
Public Media — 1,100
Rights — 11,700
Wildlife/Animal Welfare — 54,600

Twitter/X
All — 28,790
Disaster/International Aid — 66,164
Environmental — 72,192
Health — 22,388
Hunger/Poverty — 5,728
Public Media — 20,216
Rights — 70,945
Wildlife/Animal Welfare — 33,230

[3] *All's Well that Ends Well* 3.6
[4] *Richard II* 1.1
[5] *King Lear* 2.2
[6] *The Two Gentlemen of Verona* 4.2

Average audience size was smaller across other platforms, with some notable differences by sector.

Wildlife/Animal Welfare nonprofits had especially large audiences on highly visual social media platforms — where, presumably, adorable photos and videos of baby tigers and lambs becoming unlikely best friends provide an advantage. On Instagram, Wildlife/Animal Welfare nonprofits had an average of over 92,000 followers, four times higher than the overall average. The difference was even more stark on TikTok: an average of 54,600 followers for the sector, compared to 4,384 overall.

Audience counts for this year's Benchmarks Study were taken on January 1, 2025; again, a snapshot in time. Change is happening — and it's happening faster in some places than in others.

While audiences were largest on Facebook, growth was relatively flat, with average follower count increasing by just 1%. Instagram audiences increased by an average of 11%, and LinkedIn by 21%. The fastest-growing social media platform with widespread adoption was TikTok, with a 37% average increase in followers from the previous year.
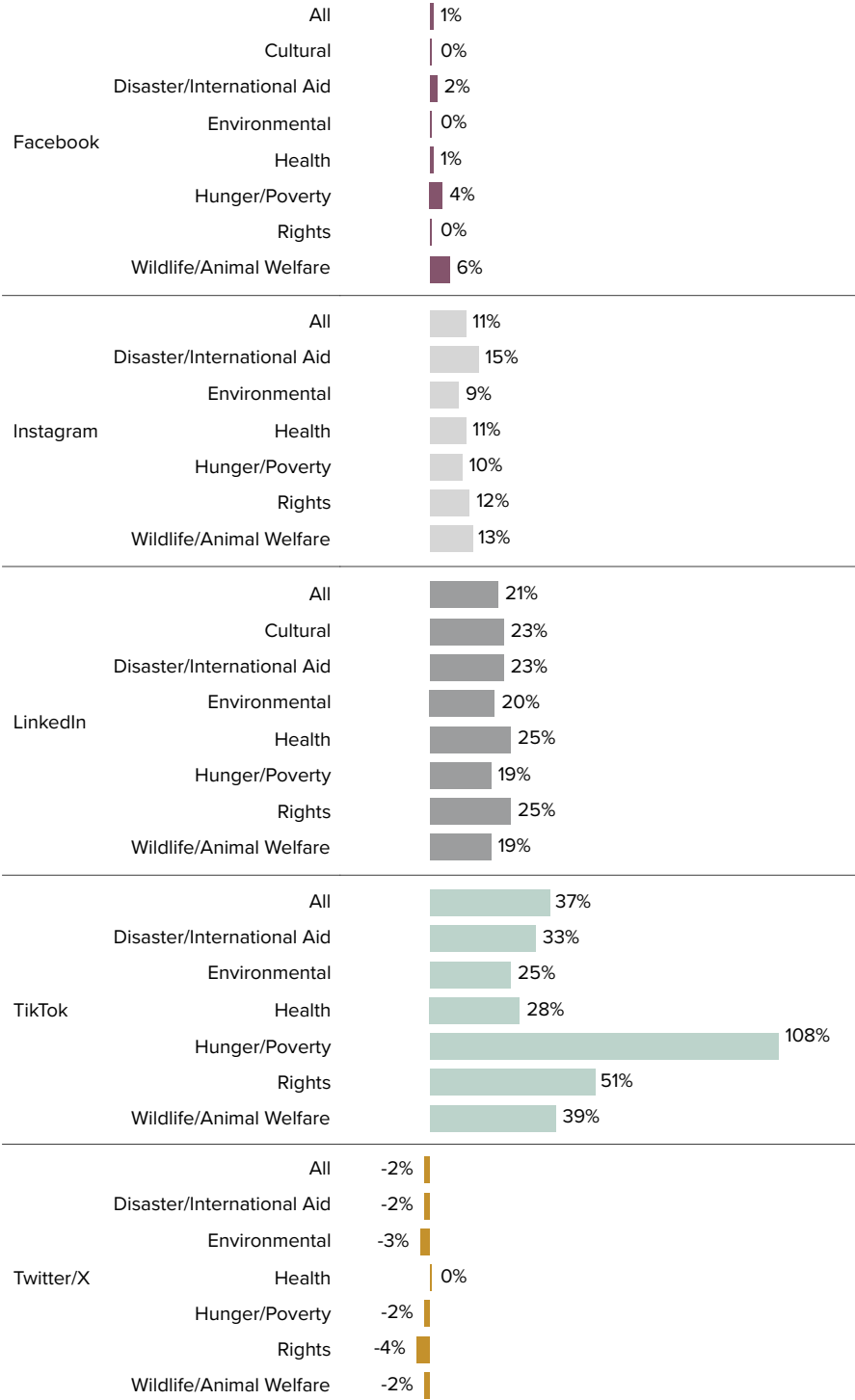
The only social media platform that saw a decline in average audience size was X (known as Twitter before a *rump-fed runion*[7] bought it). The decline was small — a 2% drop on average — but indicates a real risk of audience erosion on the platform.

No matter how fast the fan and follower counts grow, there are vast audiences that lie outside a nonprofits' reach. As they follow audiences to new platforms, they also need guides who will bring audiences to their door. In other words: influencers.

Among nonprofits in our study, 52% reported working with influencers to expand their social media reach. The most common influencer strategy included both paid and unpaid influencers — that was the approach of 47% of nonprofits who worked with influencers. Another 39% relied entirely on organic or unpaid influencer content, and 15% entirely on paid influencers.

"Influencer" is a broad category, one that includes accounts with millions of followers and others with smaller, often more targeted audiences. Nonprofits worked with influencers across that entire range.

Change in fans/followers 2023 to 2024

Facebook		
All	1%
Cultural	0%
Disaster/International Aid	2%
Environmental	0%
Health	1%
Hunger/Poverty	4%
Rights	0%
Wildlife/Animal Welfare	6%

Instagram		
All	11%
Disaster/International Aid	15%
Environmental	9%
Health	11%
Hunger/Poverty	10%
Rights	12%
Wildlife/Animal Welfare	13%

LinkedIn		
All	21%
Cultural	23%
Disaster/International Aid	23%
Environmental	20%
Health	25%
Hunger/Poverty	19%
Rights	25%
Wildlife/Animal Welfare	19%

TikTok		
All	37%
Disaster/International Aid	33%
Environmental	25%
Health	28%
Hunger/Poverty	108%
Rights	51%
Wildlife/Animal Welfare	39%

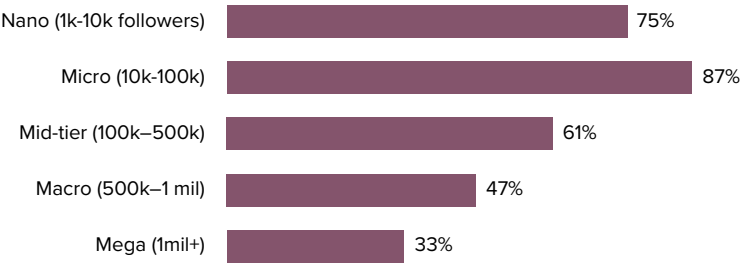| Twitter/X		
All	-2%
Disaster/International Aid	-2%
Environmental	-3%
Health	0%
Hunger/Poverty	-2%
Rights	-4%
Wildlife/Animal Welfare	-2%

[7] *Macbeth* 1.3

The most common influencer tier included accounts with 10,000 to 100,000 followers — 87% of nonprofits with influencer programs worked with at least one account in this tier. At the highest level were influencers with over one million followers. Because cost typically scales with account size, these tend to be the most expensive partnerships, which may explain why just 33% of nonprofits with influencer programs worked with influencers in this tier.

The majority of influencer programs included a mix of visibility and persuasion content along with direct response efforts. More than three-quarters of influencer programs included narrative, culture change, and/or persuasion content. Nonprofits with influencer programs also used them to drive advocacy or volunteer actions (65%) and direct fundraising (60%).
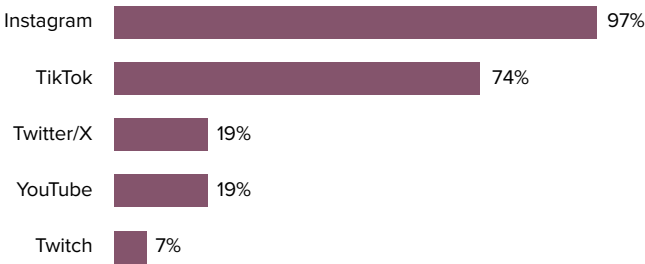
Instagram was far and away the most common platform for influencer partnerships — nearly every nonprofit with an influencer program was active there in 2024. TikTok was next, with 74% of influencer programs active on the platform. After that, a large gap. The next-most popular platforms were used by just 19% of influencer programs; this includes YouTube and X (the platform known as Twitter before its purchase by *the rankest compound of villainous smell that ever offended nostril*[8]).

One final piece of social media work to look on, and despair: Facebook Fundraisers. While some outliers saw some success, especially in response to humanitarian crises, the once-promising source of revenue made little impact in 2024.

In 2024, revenue from Facebook Fundraisers fell by 42% from the previous year, and average revenue fell significantly across every issue area. Overall, donations made directly on Facebook amounted to just 0.2% of all online revenue.
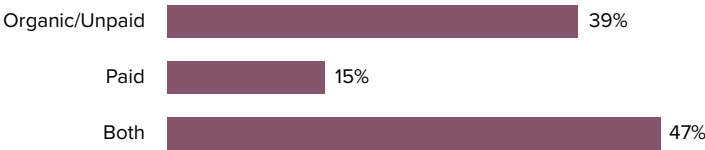
What tier of influencers did you work with in 2024?

Tier	%
Nano (1k-10k followers)	75%
Micro (10k-100k)	87%
Mid-tier (100k–500k)	61%
Macro (500k–1 mil)	47%
Mega (1mil+)	33%

What do you use paid influencers for?

Use	%
Narrative, culture change, and/or persuasion	77%
To drive advocacy or volunteer actions	65%
Fundraising	60%

Which platforms(s) did you activate influencer campaigns on?

Platform	%
Instagram	97%
TikTok	74%
Twitter/X	19%
YouTube	19%
Twitch	7%

Of those who work with social influencers, there are the types of influencers they work with...

Type	%
Organic/Unpaid	39%
Paid	15%
Both	47%

[8] *The Merry Wives of Windsor* 3.5

Change in amount raised on Facebook

All	-42%
Disaster/International Aid	-52%
Environmental	-59%
Health	-41%
Hunger/Poverty	-29%
Rights	-50%
Wildlife/Animal Welfare	-31%

Share of online revenue from Facebook

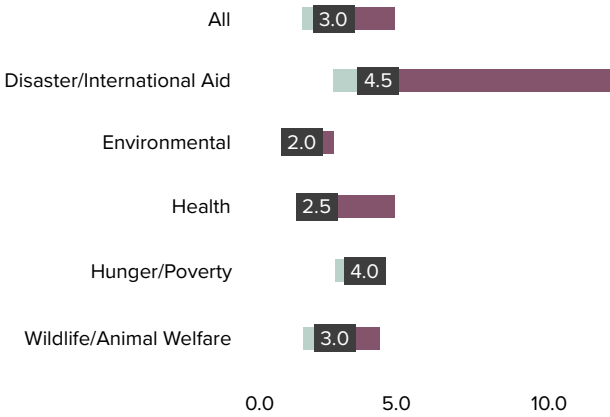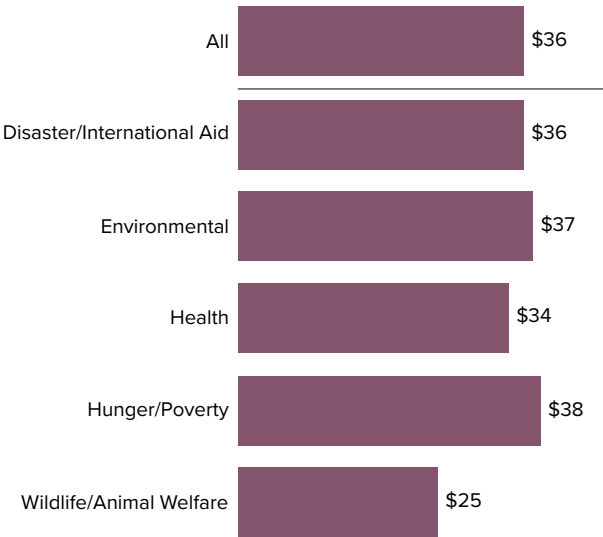|	
All	0.2%
Cultural	0.1%
Disaster/International Aid	0.2%
Environmental	0.2%
Health	1.1%
Hunger/Poverty	0.2%
Rights	0.4%
Wildlife/Animal Welfare	0.8%
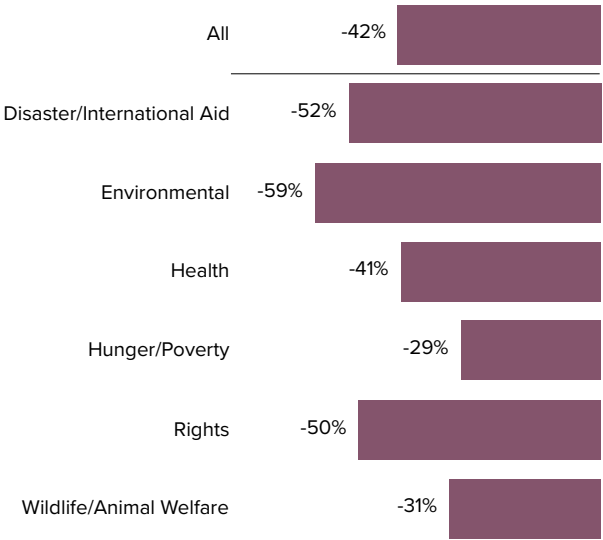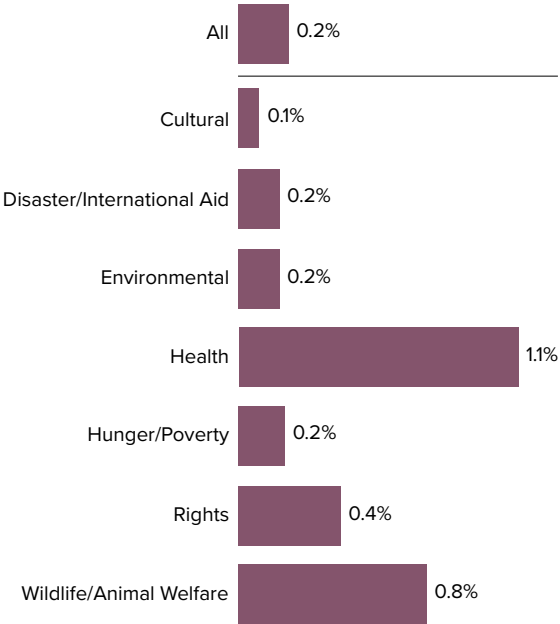
As poets from Percy Bysshe Shelley to Axl Rose have noted, nothing lasts forever. The rapid shifts in audience preferences and algorithmic procedures — not to mention the actions of *sodden-witted lords*[9] — make that especially true for social media.

In response, nonprofits are moving nimbly, shifting strategies, engaging influencers, and seeking audiences across the shifting sands.

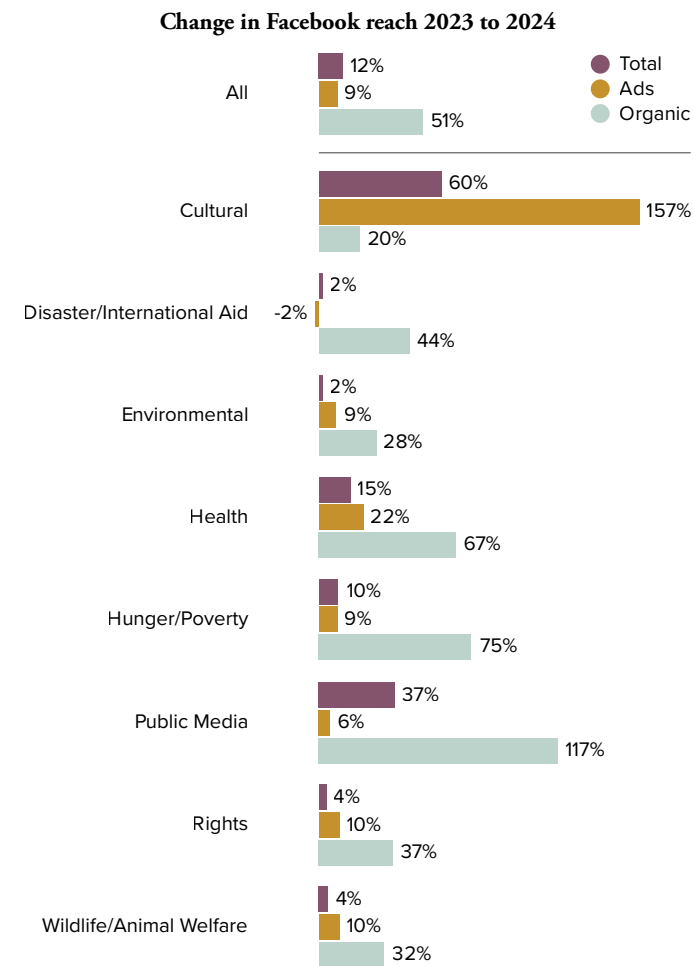## Average number of gifts to a Facebook Fundraiser

All	3.0
Disaster/International Aid	4.5
Environmental	2.0
Health	2.5
Hunger/Poverty	4.0
Wildlife/Animal Welfare	3.0

0.0   5.0   10.0

Facebook Fundraisers average gift

All	$36
Disaster/International Aid	$36
Environmental	$37
Health	$34
Hunger/Poverty	$38
Wildlife/Animal Welfare	$25

[9] *Troilus and Cressida* 2.1

Percent of Facebook revenue raised in each month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	7%	7%	10%	9%	8%	6%	6%	6%	6%	6%	8%	8%
Disaster/International Aid	11%	10%	11%	6%	10%	5%	5%	5%	5%	7%	8%	9%
Environmental	5%	7%	8%	15%	8%	6%	5%	7%	6%	2%	11%	8%
Health	5%	6%	7%	9%	8%	7%	8%	6%	7%	8%	6%	5%
Hunger/Poverty	7%	6%	11%	3%	3%	7%	5%	7%	6%	7%	17%	15%
Rights	7%	6%	13%	14%	20%	5%	1%	2%	8%	18%	41%	13%
Wildlife/Animal Welfare	7%	7%	10%	10%	7%	5%	6%	6%	9%	6%	7%	10%

Change in Facebook reach 2023 to 2024

Legend: ● Total ● Ads ● Organic

- All — Total 12%, Ads 9%, Organic 51%
- Cultural — Total 60%, Ads 157%, Organic 20%
- Disaster/International Aid — Total 2%, Ads -2%, Organic 44%
- Environmental — Total 2%, Ads 9%, Organic 28%
- Health — Total 15%, Ads 22%, Organic 67%
- Hunger/Poverty — Total 10%, Ads 9%, Organic 75%
- Public Media — Total 37%, Ads 6%, Organic 117%
- Rights — Total 4%, Ads 10%, Organic 37%
- Wildlife/Animal Welfare — Total 4%, Ads 10%, Organic 32%

Change in Instagram reach 2023 to 2024

Legend: ● Total ● Ads ● Organic

- All — Total 35%, Ads 65%, Organic 5%
- Disaster/International Aid — Total -2%, Ads -23%, Organic -41%
- Environmental — Total 3%, Ads (—), Organic -36%
- Health — Total -5%, Ads -48%, Organic -3%
- Wildlife/Animal Welfare — Total 52%, Ads 46%, Organic 60%

Who Has Seen the Wind?

CHRISTINA ROSSETTI

Who has seen the wind?
Neither I nor you.
But when the leaves hang trembling,
The wind is passing through.
Who has seen the wind?
Neither you nor I.
But when the trees bow down their heads,
The wind is passing by.

/ More nonprofit website traffic came from users on mobile devices (including both phones and tablets) than desktop users. Mobile users represented 53% of all visits, with 47% of traffic from users on desktop devices.

/ Users on desktop devices made up the majority of donation transactions (55%) and revenue (70%).

/ The average gift made on desktop devices was $145; for mobile users, the average gift was $76.

/ PayPal was the most widely-used alternative payment method — 76% of nonprofits made this option available on donation pages. Apple Pay (47%) and Google Pay (40%) were also common.

/ One-time giving was the pre-selected option on the main donation page for 62% of nonprofits, though 90% included monthly giving as an option.
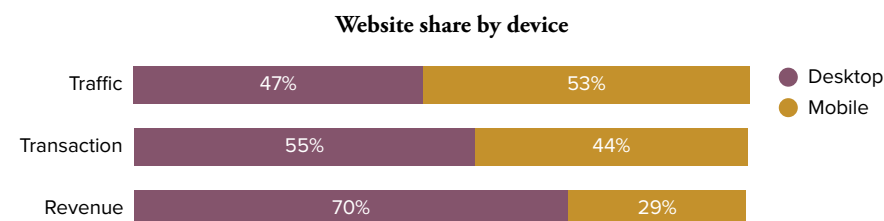
Who has seen the wind?
Neither you nor I[1]

There's nothing quite like holding a book in your hands. The heft of the spine, the roughness and smoothness of the paper, the ineffable scent of pulp and nostalgia that author John Koenig named vellichor. If you're reading a hard copy of Benchmarks, maybe you're getting a hint of that.

But odds are you are reading this on a screen, and it's important to understand that the differences between digital device types can be just as stark as those between paper and pixels.
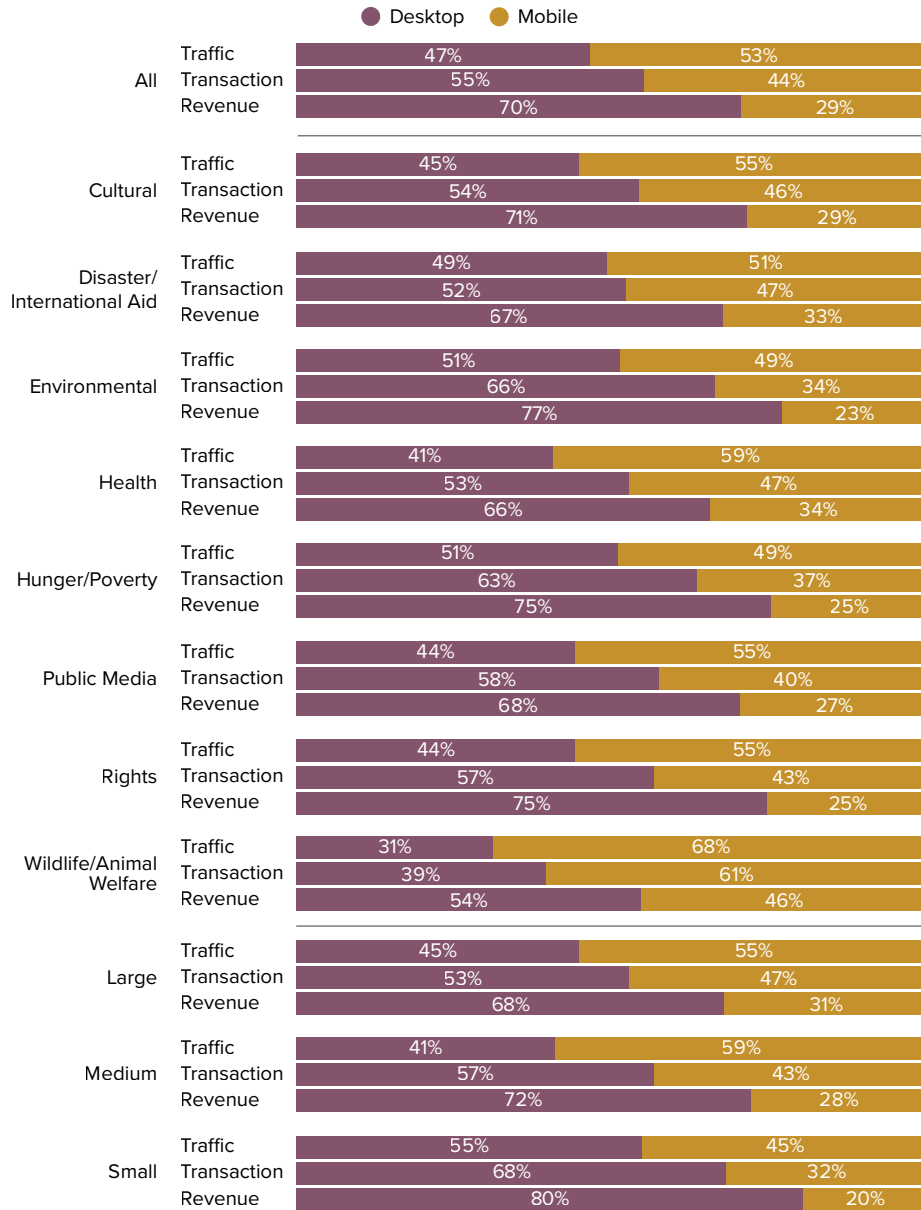
In 2024, a slight majority of nonprofit website traffic — 53% — came from users on mobile devices (this includes phones and tablets, but we're just going to say "mobile" from now on).

The remainder of the traffic was from users on desktop devices. **That 47% of visits from desktop users accounted for 55% of all donation transactions, and 70% of revenue.**

Website share by device

	Desktop	Mobile
Traffic	47%	53%
Transaction	55%	44%
Revenue	70%	29%

[1] "Who Has Seen the Wind?" by Christina Rossetti

Website share by device by sector

● Desktop ● Mobile

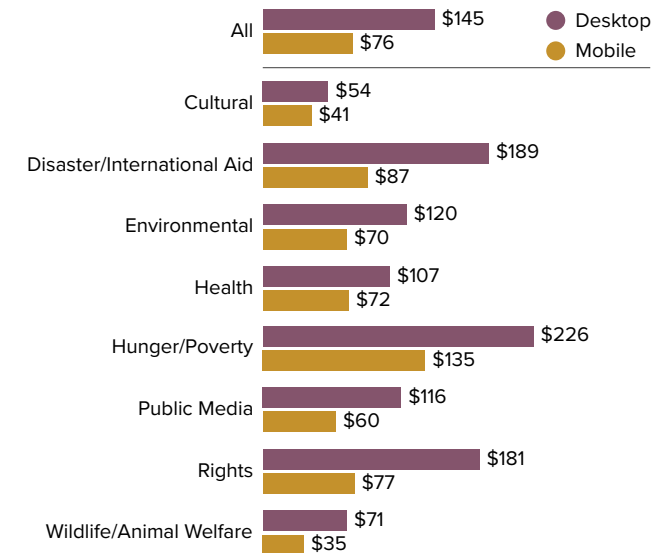| Sector	Metric	Desktop	Mobile
All	Traffic	47%	53%
	Transaction	55%	44%
	Revenue	70%	29%
Cultural	Traffic	45%	55%
	Transaction	54%	46%
	Revenue	71%	29%
Disaster/International Aid	Traffic	49%	51%
	Transaction	52%	47%
	Revenue	67%	33%
Environmental	Traffic	51%	49%
	Transaction	66%	34%
	Revenue	77%	23%
Health	Traffic	41%	59%
	Transaction	53%	47%
	Revenue	66%	34%
Hunger/Poverty	Traffic	51%	49%
	Transaction	63%	37%
	Revenue	75%	25%
Public Media	Traffic	44%	55%
	Transaction	58%	40%
	Revenue	68%	27%
Rights	Traffic	44%	55%
	Transaction	57%	43%
	Revenue	75%	25%
Wildlife/Animal Welfare	Traffic	31%	68%
	Transaction	39%	61%
	Revenue	54%	46%
Large	Traffic	45%	55%
	Transaction	53%	47%
	Revenue	68%	31%
Medium	Traffic	41%	59%
	Transaction	57%	43%
	Revenue	72%	28%
Small	Traffic	55%	45%
	Transaction	68%	32%
	Revenue	80%	20%

The precise ratios varied, but that general structure held true across sectors. Desktop users were particularly important to revenue for smaller nonprofits. Desktop users accounted for 80% of revenue for Small nonprofits (those with annual revenue below $500,000); they contributed 72% of revenue for Medium nonprofits (annual online revenue between $500,000 and $3,000,000), and 68% for Large nonprofits (annual revenue above $3 million).

A visitor with a full keyboard in front of them was more likely to give, and likely to give a substantially larger gift, than one thumbing around on their phone.

How much larger were desktop gifts? Overall, the average desktop gift was $145; the average mobile gift was $76. Hunger/Poverty nonprofits reported the highest average gifts of both types: $226 for desktop, and $135 for mobile. At the lower end of the spectrum, Cultural nonprofits reported a $54 average desktop gift, and $41 for mobile.

Average gift by device

● Desktop ● Mobile

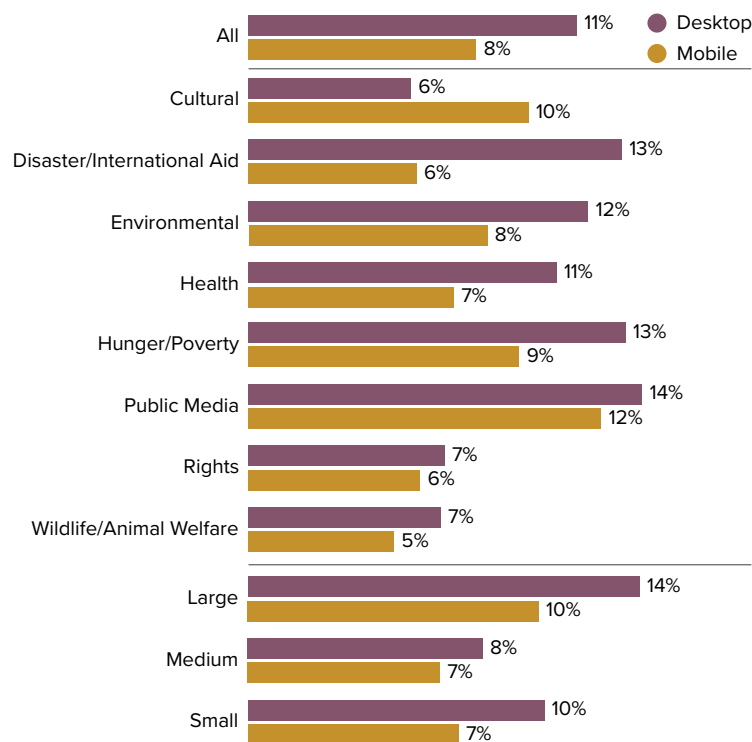| Sector	Desktop	Mobile
All	$145	$76
Cultural	$54	$41
Disaster/International Aid	$189	$87
Environmental	$120	$70
Health	$107	$72
Hunger/Poverty	$226	$135
Public Media	$116	$60
Rights	$181	$77
Wildlife/Animal Welfare	$71	$35

The average main donation page conversion rate for desktop users was 11%; for mobile users, the main donation page conversion rate was 8%. This is consistent with what we have seen year after year — every time we report on donation page conversion, we see a higher rate for desktop users than mobile users.

Main donation page conversion rate by device

Category	Desktop	Mobile
All	11%	8%
Cultural	6%	10%
Disaster/International Aid	13%	6%
Environmental	12%	8%
Health	11%	7%
Hunger/Poverty	13%	9%
Public Media	14%	12%
Rights	7%	6%
Wildlife/Animal Welfare	7%	5%
Large	14%	10%
Medium	8%	7%
Small	10%	7%

One of the ways that nonprofits have attempted to adapt to this persistent divergence is by expanding mobile-friendly payment options on their donation pages. Other than credit cards, the most common form of payment accepted was PayPal, which 76% of nonprofits included on their main donation pages. Many nonprofits also accepted payment via Apple Pay (47%), Google Pay (40%), and Venmo (24%).

The goal for nonprofits is to give supporters options that work for them, especially when it comes to filling out payment information and completing a gift on a mobile device. The expectation would be that offering PayPal or Google Pay options would capture some donations that might otherwise be lost, increasing overall conversion rates.

Beyond those mobile-friendly options, 30% of nonprofits included Donor-Advised Funds as a payment option on their main donation page. See our fundraising section on page 26 for more on Donor-Advised Funds — it's super interesting but not really relevant to our discussion about desktop and mobile conversion rates, so we're just going to note these numbers and move on, okay?

Percentage of nonprofits accepting payment types on main donation page

Payment Type	Percentage
PayPal	76%
Bank Account / Direct Debit	69%
Apple Pay	47%
Google Pay	40%
Donor Advised Fund	30%
Venmo	24%
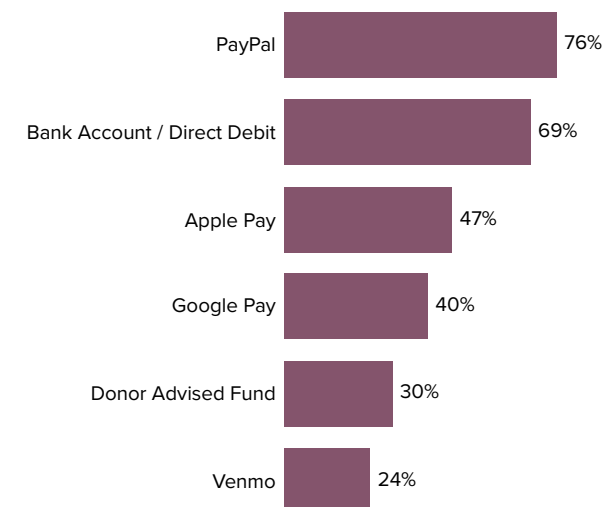
Moving on…

In our email section, we reported an average donation page completion rate of 12%. This average isn't too far off from what we found on the main donation page — regardless of the source, the vast majority of users who arrive on a donation page do not complete a gift. Addressing that challenge is one of the most impactful ways that nonprofits can increase online revenue across channels.

The main donation page for most nonprofits offered users a form with one-time giving preselected — that was the approach for 62% of nonprofits overall. Public Media, a sector with a long history of prioritizing membership and sustaining giving, was the only sector that was more likely to prioritize a monthly giving ask. The main donation page for Public Media nonprofits offered a pre-selected recurring gift 86% of the time.

Even if not prioritized, the vast majority of nonprofits (90%) provided a monthly giving option on their main donation pages. Cultural nonprofits were the most likely to offer an annual giving option, with 25% of main donation pages doing so.

It's easy to get so caught up in the averages and topline numbers that we forget that each user experience is unique.

A person arrives at your site from a social media link, a scanned QR code, a banner ad, an email, or just a good old fashioned Googling (42% of all nonprofit website traffic was organic, meaning it came from unpaid search results). Maybe they are looking at their phone in a public place, maybe they are multitasking in a different
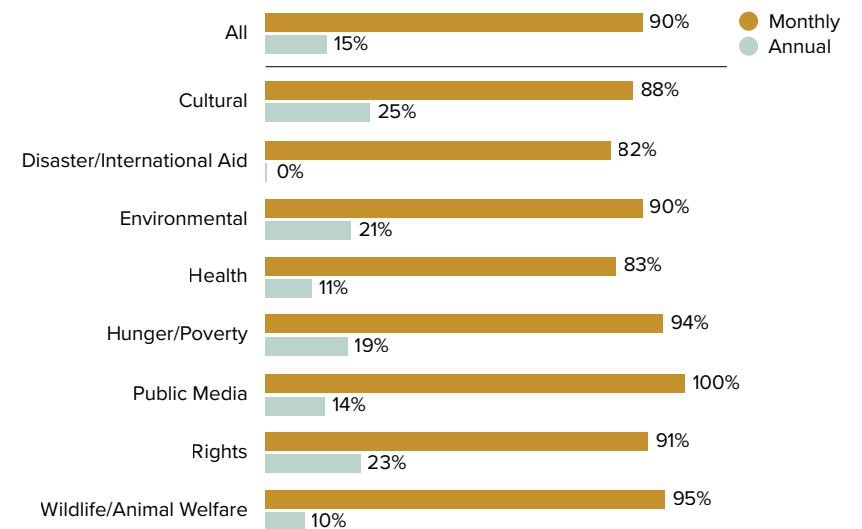
tab while on a Zoom call at work. If they see an Apple Pay logo, they may find it useful or distracting. You might show them a one-time ask, or offer an annual membership.

Examining every one of these factors, and so many more, is part of how nonprofits are experimenting, optimizing, and adapting. And that evolution is essential to recruiting committed supporters, stronger communities, and expanding movements.
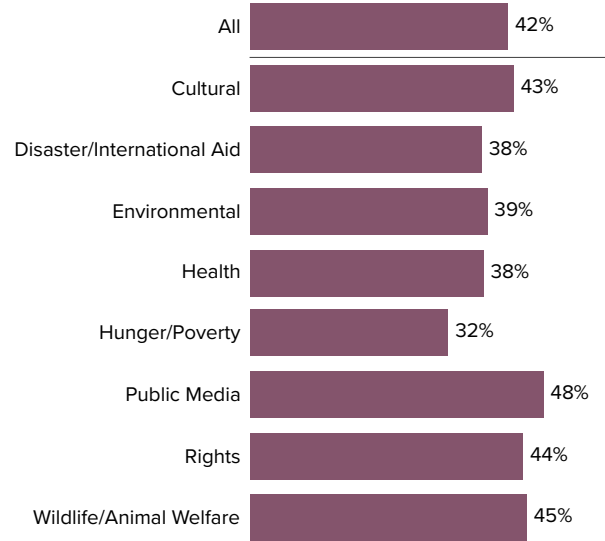
Giving option that is pre-selected when a user lands on an organization's main donation page

Monthly ● One-time ● Annual

	Monthly	One-time	Annual
All	35%	64%	1%
Cultural	25%	75%	
Disaster/International Aid	36%	64%	
Environmental	34%	63%	3%
Health	41%	59%	
Hunger/Poverty	13%	87%	
Public Media	92%		8%
Rights	33%	67%	
Wildlife/Animal Welfare	28%	72%	
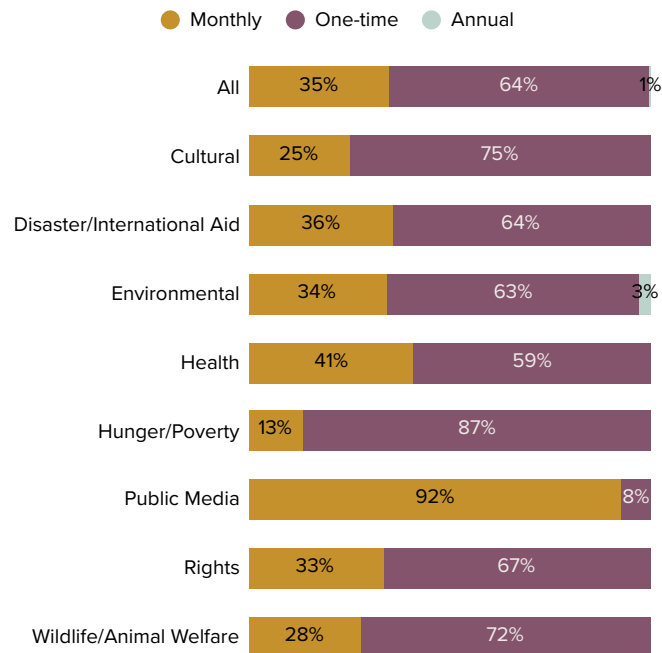
Recurring giving options available on the main donation form

● Monthly ● Annual

	Monthly	Annual
All	90%	15%
Cultural	88%	25%
Disaster/International Aid	82%	0%
Environmental	90%	21%
Health	83%	11%
Hunger/Poverty	94%	19%
Public Media	100%	14%
Rights	91%	23%
Wildlife/Animal Welfare	95%	10%

Organic traffic volume as percent of overall traffic

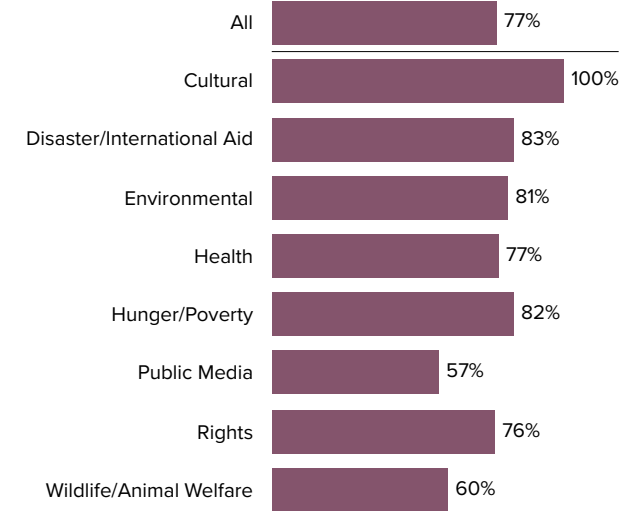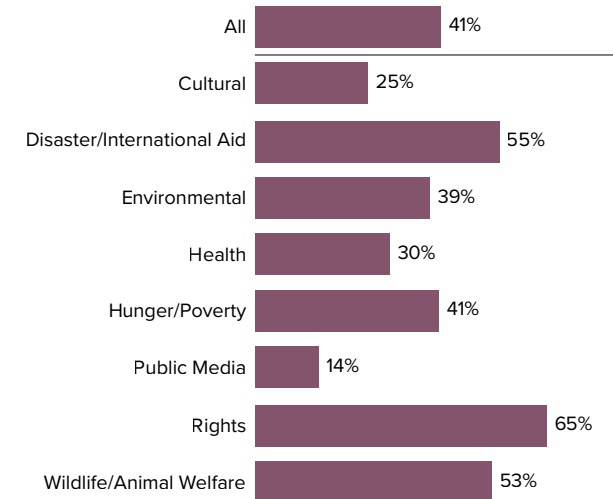| Category	Value
All	42%
Cultural	43%
Disaster/International Aid	38%
Environmental	39%
Health	38%
Hunger/Poverty	32%
Public Media	48%
Rights	44%
Wildlife/Animal Welfare	45%
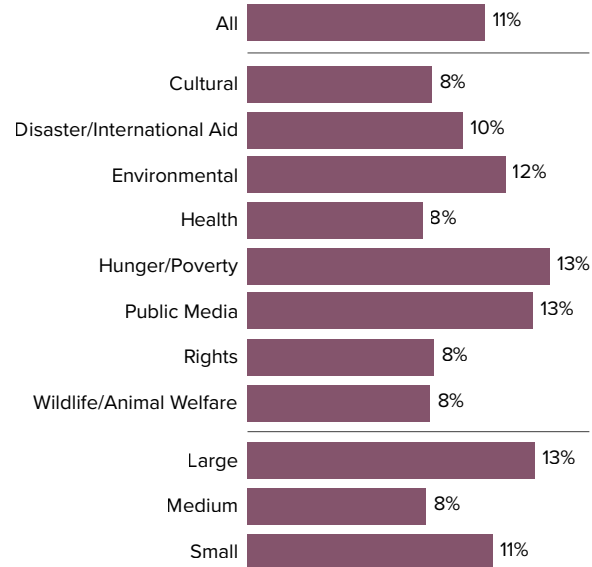
Percent of organizations who have language or a feature on their main donation form that encourages users to make a recurring gift
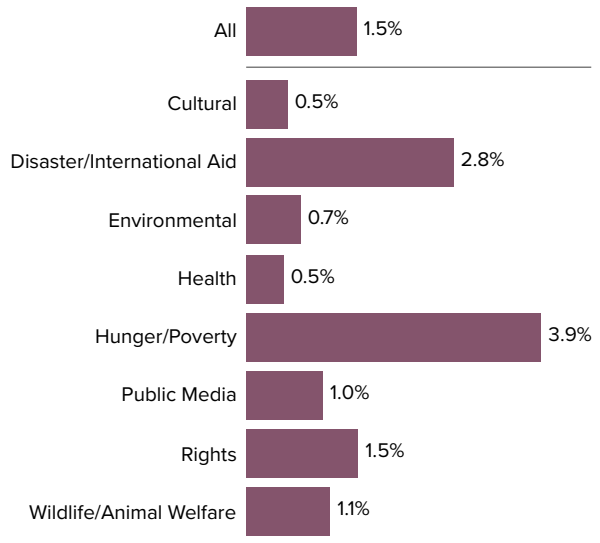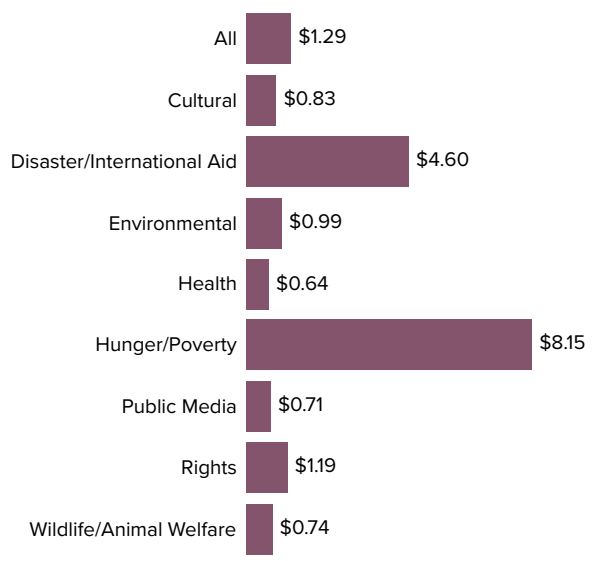
Category	Value
All	77%
Cultural	100%
Disaster/International Aid	83%
Environmental	81%
Health	77%
Hunger/Poverty	82%
Public Media	57%
Rights	76%
Wildlife/Animal Welfare	60%

Main donation page conversion rate

Category	Value
All	11%
Cultural	8%
Disaster/International Aid	10%
Environmental	12%
Health	8%
Hunger/Poverty	13%
Public Media	13%
Rights	8%
Wildlife/Animal Welfare	8%
Large	13%
Medium	8%
Small	11%

Percent of organizations where, if someone makes a one-time gift on the main donation page, there is a recurring "upsell lightbox"

Category	Value
All	41%
Cultural	25%
Disaster/International Aid	55%
Environmental	39%
Health	30%
Hunger/Poverty	41%
Public Media	14%
Rights	65%
Wildlife/Animal Welfare	53%

Percent of website visitors who make a donation (all traffic)

Category	Percent
All	1.5%
Cultural	0.5%
Disaster/International Aid	2.8%
Environmental	0.7%
Health	0.5%
Hunger/Poverty	3.9%
Public Media	1.0%
Rights	1.5%
Wildlife/Animal Welfare	1.1%

Revenue per website visitor (all traffic)

Category	Revenue
All	$1.29
Cultural	$0.83
Disaster/International Aid	$4.60
Environmental	$0.99
Health	$0.64
Hunger/Poverty	$8.15
Public Media	$0.71
Rights	$1.19
Wildlife/Animal Welfare	$0.74

Donation page load time (seconds)

Category	Desktop	Mobile
All	2.33	2.54
Cultural	2.06	2.05
Disaster/International Aid	2.30	2.58
Environmental	2.59	2.46
Health	2.62	2.85
Hunger/Poverty	2.25	2.81
Public Media	1.64	1.60
Rights	2.06	2.37
Wildlife/Animal Welfare	2.21	2.33
Large	2.51	2.69
Medium	2.38	2.40
Small	2.20	2.46

Homepage load time (seconds)

Category	Desktop	Mobile
All	3.08	2.91
Cultural	3.50	3.05
Disaster/International Aid	3.45	2.90
Environmental	3.29	3.09
Health	2.89	2.66
Hunger/Poverty	4.40	3.56
Public Media	1.63	1.52
Rights	2.44	2.57
Wildlife/Animal Welfare	3.59	3.03
Large	3.16	2.95
Medium	2.58	2.62
Small	4.90	3.31

M+R Poetry Anthology
SUPPLEMENTAL READING

You may have noticed all the poems included in this study are... well... old. Each poem reproduced here is in the public domain, as we sadly do not have a Benchmarks budget line item for contemporary poetry licensing fees.

That means we had to leave out so many of our favorite poetry and poets, and what a shame. M+R staff have recommended some further reading for you below.

The word "anthology" comes from the ancient Greek word meaning "flower-gathering." We hope you take a moment to gather a few of these rosebuds, and discover something that speaks to you.

— *With love, the M+R team*

ALEC MACINTYRE
Account Executive
    Borderlands/La Frontera (Gloria Anzaldua)

AMANDA PERSON
Creative Director
    Moon Song (Kate Baer)

ANNE PASCHKOPIĆ
Managing Production Specialist
    We Lived Happily During the War (Ilya Kaminsky)
    At Dusk (Natasha Tretheway)
    Kupu rere kē (Alice Te Punga Somerville)

DUSTIN KIGHT
Senior Vice President
    The Yachts (William Carlos Williams)
    A Green Crab's Shell (Mark Doty)
    [you fit into me] (Margaret Atwood)

EDDIE GELLER
Senior Motion Graphics Designer
    III. (Yuna Winter)

ELIOT DREIBAND
Associate Creative Director
    American Sonnet (Billy Collins)
    On Turning Ten (Billy Collins)
    Stitch (Rae Armentrout)
    Dementia, My Darling (Brendan Constantine)

EMMA MOODY
Senior Digital Ads Manager
    After the Eradication of Brown Tail Moths in Deering Oaks Park (Lily Greenberg)

JOHANNA LEVY
Account Supervisor
    How to Triumph Like a Girl (Ada Límon)

KAIT GRABLE GONZALEZ
Senior Account Executive
    Remember (Joy Harjo)

LAURA KLAVON
Creative Director, Marketing and Brand
    The Great Advantage of Being Alive (E.E. Cummings)
    Hours Days Years Unmoor Their Orbits (Rachel Zucker)

LIA MANCUSO
Director of Data Analytics, Scout Quest
    The Voice (Shel Silverstein)

LIZ ERTNER
Senior Vice President
    Good Bones (Maggie Smith)
    When I Am in the Kitchen (Jeanne Marie Beaumont)

MADELINE STANIONIS
Partner
    I Worried (Mary Oliver)

MARC RUBEN
Partner
    Colibrí (Martin Espada)

MATT DERBY
Partner
    The Second Coming (W.B. Yeats)
    My God, It's Full of Stars (Tracy K. Smith)

MICHELLE STIKELEATHER
Managing Media Director
    On the road in middle age (Marge Piercy)
    The Century's Decline (Wislawa Szymborska)
    The City in Which I Love You (Li-Young Lee)

RILEY GILES
Senior Production Specialist
    Masks (Shel Silverstein)

SARAH DIJULIO
Partner
    When Death Comes (Mary Oliver)
    Still I Rise (Maya Angelou)
    Bugs In A Bowl (David Budbill)

SHERRI ADDISON
Senior Director, Employee Relations
    The Guest House (Rumi)

WILL VALVERDE
Senior Vice President, Creative
    From Blossoms (Li-Young Lee)
    The Tiger (Nael, Grade 1)

YOON LEE
CEO
    The Choice (Dorothy Parker)
    Savor (Pablo Neruda)
    Things Breaking (Pablo Neruda)
    Do Not Go Gentle Into That Good Night (Dylan Thomas)

Dear Participants

roses are red
violets are blue
thanks for the data
we love you!

Cultural

9/11 Memorial & Museum
American Museum of Natural History
Arts Alliance Illinois
California Academy of Sciences
Central Park Conservancy
Monterey Bay Aquarium
National Trust for Historic Preservation
The Obama Foundation

Disaster/International Aid

Action Against Hunger USA
American Red Cross
Americares
Anera
British Red Cross
Canadian Red Cross
CARE International UK
CARE USA
charity: water
Christian Aid
Concern Worldwide
FINCA International
HIAS
Humanity & Inclusion
International Rescue Committee US
International Rescue Committee UK
Islamic Relief UK
Lutheran World Relief
Medical Aid for Palestinians
Oxfam America
Oxfam GB
Philip Hayden Foundation
Save the Children Canada
Save the Children USA

Trócaire
UK for UNHCR
USA for UNHCR
World Food Program USA

Environmental

Alliance for the Great Lakes
Center for Biological Diversity
Conservation Law Foundation
Earth Island Institute
EARTHDAY.ORG
Earthjustice
Environmental Defense Fund
Evergreen Action
Faith in Place
Food & Water Watch
Friends of the Earth
Greenpeace Canada
Greenpeace USA
Land Trust Alliance
League of Conservation Voters
Mohonk Preserve, Inc.
Mono Lake Committee
Mystic River Watershed Association
National Audubon Society
National Park Foundation
National Parks Conservation Association
Natural Resources Defense Council
NRDC Action Fund
Nature Conservancy of Canada
Nature Québec
Oceana
Overton Park Conservancy
Rails-to-Trails Conservancy
Rare

Sierra Club

Southern Utah Wilderness Alliance
  (SUWA)

Surfrider Foundation

The Trust for Public Land

The Wilderness Society

Union of Concerned Scientists

Washington Trails Association

World Wildlife Fund

Wyoming Outdoor Council

Health

Action on Smoking and Health

Alzheimer's Association

Alzheimer's Research UK

American Cancer Society

American Heart Association

American Kidney Fund

American Lung Association

Blood:Water

Breast Cancer Now

Chef Ann Foundation

Children's Hospice South West

Children's Hospital Los Angeles

Colorectal Cancer Alliance

Community Catalyst

Dementia UK

Evelina London Children's Charity

Great Ormond Street Hospital
  Children's Charity

Guy's & St Thomas' Charity

Guy's Cancer Charity

Holland Bloorview Kids Rehabilitation
  Hospital Foundation

Hope Walks

LauraLynn, Ireland's Children's Hospice

LSU Health Sciences Foundation

Lucile Packard Foundation for
  Children's Health

Lupus Foundation of America

March of Dimes

Marie Curie

Médecins Sans Frontières UK

Muscular Dystrophy Association

National Deaf Children's Society

ReSurge International

Ronald McDonald House Charities of
  Chicagoland & Northwest Indiana

San Francisco AIDS Foundation

Sense

Sightsavers

Special Olympics

Special Olympics Canada

The Brain Tumour Charity

Voices for Healthy Kids

Hunger/Poverty

Akron-Canton Regional Foodbank

Alameda County Community
  Food Bank

Atlanta Community Food Bank

City Harvest

Community Food Bank of New Jersey

Community Food Share

Feeding America

Feeding America, Kentucky's Heartland

Feeding South Dakota

Feeding the Gulf Coast

Focus Ireland

Food Bank of Alaska

Food Bank of Northeast Louisiana

Food Bank of the Rockies

Food Finders Food Bank

Food Link

Foodlink NY

Freestore Foodbank

God's Pantry Food Bank, Inc.

Golden State Opportunity Foundation

Great Plains Food Bank

Greater Pittsburgh Community
  Food Bank

Harvesters - The Community Food
  Network

High Plains Food Bank

Inter-Faith Food Shuttle

Oregon Food Bank

Regional Food Bank of Northeastern
  New York

San Antonio Food Bank

San Francisco-Marin Food Bank

Second Harvest Food Bank of Greater
  New Orleans and Acadiana

Second Harvest Food Bank of North
  Central Ohio

Second Harvest Foodbank of Southern
  Wisconsin

Second Harvest Heartland

Terre Haute Catholic Charities
  Foodbank

The Foodbank, Inc.

Union Gospel Mission (Vancouver)

Public Media

CalMatters

Cascade Public Media

KAWC

KNKX

KUER

Louisville Public Media

Nebraska Public Media

North Carolina Public Radio - WUNC

PBS Utah

WAMU 88.5

WETA

WFAE

WHYY

WYSO

Rights

ACLU

American Jewish World Service

Americans United for the Separation
  of Church & State

Amnesty International UK

Amnesty International USA

Center for Reproductive Rights

Children's Society

ClientEarth

Equality Federation

Equality Now

Fight for a Union

Fòs Feminista

Gender Justice

GLBTQ Legal Advocates & Defenders
  (GLAD Law)

Kids in Need of Defense (KIND)

National Women's Law Center

Outright International

Planned Parenthood Federation of
America

RAICES

Refuge

Reprieve

Southern Poverty Law Center

Wildlife/Animal Welfare

Battersea Dogs & Cats Home

BC SPCA

Canadian Wildlife Federation

Defenders of Wildlife

Dogs Trust Ireland

Humane World for Animals Europe

Humane World for Animals International

Humane World for Animals US

IFAW UK

International Fund for Animal Welfare

Joybound People & Pets

National Wildlife Federation

Operation Kindness

People for the Ethical Treatment of
Animals

Pet Partners

RedRover

Ruff Start Rescue

San Diego Humane Society

The Brooke

The International Wildlife
Rehabilitation Council

Woodgreen Pets Charity

Other

American Friends Service Committee

Art Fund

Boys & Girls Clubs of America

Indspire

Make-A-Wish UK

MoveOn

Project On Government Oversight

SEIU

The Salvation Army UK and Ireland

True Patriot Love Foundation

United States Olympic & Paralympic
Committee

KEY TERMS
GLOSSARY

/ ADVOCACY MESSAGE \
An email or SMS message that asks recipients to sign an online petition, send an email to a decision-maker, or take a similar online action. For the purposes of this Study, advocacy response rates do not factor in higher-bar actions like making a phone call or attending an event, largely because tracking offline response is inconsistent across organizations. Advocacy email rates were calculated from advocacy emails with a simple action sent to either the full file or a random sample of the full file.

/ APRIL \ The cruelest month. Also, National Poetry Month! Also, M+R Benchmarks Study release month! It's pretty packed tbh.

/ CLICK-THROUGH RATE \ Calculated as the number of people who clicked on any trackable link in an email or text message divided by the number of delivered emails or text messages. People who clicked multiple times in one email were only counted once. In other words, if a subscriber clicked on every link in a message 10 times, this was counted the same as if the subscriber had clicked once on a single link.

/ CONNECTED TV ADVERTISING \ Digital television delivered to a smart television or "over-the-top" device like Roku or Fire stick. Does not include streaming on a PC or mobile phone.

/ DELIVERABLE EMAILS \ Only the emails that were delivered, not including the emails that are considered inactive or emails that were sent and bounced. "Delivered" email messages may land in a user's inbox, spam folder, promotions tab, or custom folder.

/ DEVICE TYPE, DESKTOP \ We use the definitions provided by Google Analytics to separate traffic data by device type. The "desktop" category includes any desktop or laptop computer with a screen larger than 7" in diagonal.

/ DEVICE TYPE, MOBILE \ We use the definitions provided by Google Analytics to separate traffic data by device type. Mobile devices are hand-held devices that include a phone or a tablet.

/ DIGITAL AUDIO ADVERTISING \ Streaming music or podcast service, delivered via a website or app. Not traditional or satellite radio.

/ DIGITAL ORGANIZING \ Recruiting, engaging and organizing members, activists, and/or volunteers toward advocacy outcomes.

/ DONOR-ADVISED FUNDS \ A donor-advised fund (or DAF) is an investment account that a donor can make tax-deductible contributions to, and later have those funds distributed to charities.

/ FANS, FACEBOOK \ People who "like" a nonprofit's Facebook Fan page.

/ FOLLOWERS, INSTAGRAM \ People who subscribe to see posts from a nonprofit's Instagram account.

/ FOLLOWERS, TIKTOK \ People who follow a nonprofit's TikTok account.

/ FOLLOWERS, TWITTER/X \ People who subscribe to receive the tweets from a nonprofit's Twitter account.

/ FULL FILE \ All of an organization's deliverable email addresses, not including unsubscribed email addresses or email addresses to which an organization no longer sends email messages.

/ FUNDRAISING MESSAGE \ An email or SMS message that only asks for a donation, as opposed to an email newsletter, which might ask for a donation and include other links. For the purposes of this Study, fundraising email only includes one-time donation asks; it does not include monthly gift asks. Fundraising email rates were calculated from all fundraising emails, regardless of whether the email went to the full file, a random sample of the file, or a targeted portion of the file.

/ GOOGLE GRANTS \ A distinct Google Ads account where nonprofits can buy up to $10,000/mo in search ads using free credits. Subject to restrictions (such as caps on certain bidding strategies): think of it as a giant coupon with a lot of fine print!

/ INFLUENCERS \ Social media influencers are people who have an established

presence on one or more social media platforms, with a reputation for being knowledgeable about a certain topic. Influencers regularly post content around that topic for their established, engaged follower base. These audiences, ranging from thousands to millions, follow influencers for their authentic views on their area of expertise.

/ LINEAR TELEVISION ADVERTISING \ Traditional television, with content delivered via satellite or cable. Not connected tv.

/ LIST CHURN \ Calculated as the number of subscribers who became unreachable in a 12-month period divided by the sum of the number of deliverable email addresses at the end of that period plus the number of subscribers who became unreachable during that period. Study participants were required to track the number of subscribers who became unreachable each month to account for subscribers both joining and leaving an email list during the 12-month period who would otherwise go uncounted.

/ MONTHLY GIFT \ A donation where the donor signs up once to donate on a regular schedule, typically by pledging a regular gift amount on a credit card each month. Also known as a sustaining gift.

/ MULTI-CHANNEL AD FORMATS \ Ads which are built with AI using an approved set of creative assets including images, video, and text, which are then served across a variety of media channels as part of a single campaign.

/ NEWSLETTERS, EMAIL \ An email with multiple links or asks, which can include fundraising or advocacy asks. Email newsletter rates were calculated from all email newsletters, regardless of whether the newsletter went to the full file, a random sample of the file, or a targeted portion of the file.

/ ONLINE RETENTION, NEW DONOR \ Of the donors that made their first-ever online gift in the previous calendar year, the percent that made an online gift in the current calendar year. Note that we count someone as "new" in 2024 if they have

no online donations reported between the start of 2020 and the end of 2023.

/ ONLINE RETENTION, PRIOR DONOR \ Of the donors that made an online gift in the previous calendar year that wasn't their first online gift, the percent that made an online gift in the current calendar year.

/ PAGE COMPLETION RATE \ Calculated as the number of people who completed a form divided by the number of people who clicked on the link to get to that form. For the purposes of this Study, it was not always possible to use the number of people who clicked on a link to a specific form, so we used the number of unique clicks in the message.

/ PERCENTILE \ The percentage of observed values below the named data point. 25% of the observations are below the 25th percentile; 75% of the observations are below the 75th percentile. The values between the 25th percentile and the 75th percentile are the middle 50% of the observed values and represent the normal range of values.

/ PEER-TO-PEER TEXT MESSAGING \ Unlike a single mass message to a full list, these SMS messages connect volunteers and staff to individuals, enabling one-on-one conversations. Also known as P2P SMS.

/ RATIO OF AD-ACQUIRED LEADS TO START OF YEAR EMAIL LIST SIZE \ Ratio of new email leads acquired through digital advertising divided email size at the start of the year.

/ RELATIONAL ORGANIZING \ Mobilizing personal contacts within a volunteer's network. It could be calls, texts, or in-person conversations with people in their own community.

/ RESPONSE RATE \ Calculated as the number of people who took the main action requested by an email or text message divided by the number of delivered messages.

/ UPSELL LIGHTBOX \ A pop-up that appears after someone makes a donation prompting them to increase the amount or convert a one-time donation into a recurring one.

/ UNIQUE CLICKS \ The number of people who clicked on any trackable link in an email message, as opposed to the number of times the links in an email were clicked. If a subscriber clicked on every link in a message 10 times, this is counted as 1 unique click. It is also counted as 1 strange person.

/ UNSUBSCRIBE RATE \ Calculated as the number of individuals who unsubscribed in response to an email message divided by the number of delivered emails.

/ VIEW-THROUGH REVENUE \ Revenue from donors who made a donation (typically within 30 days) of seeing, but not clicking on, an ad. For example, a supporter who sees a banner ad and later goes directly to the nonprofit's website to make a gift.

/ WEBSITE DONATION PAGE CONVERSION RATE \ Calculated from the number of donations to a participant's main donation page, divided by the number of unique pageviews of that page. We included only unique pageviews for the one-time donation page,

if a separate donation page existed for monthly gifts.

/ WEBSITE PAGE LOAD TIME \ The number of seconds before a page appears to be visually complete, as measured by the WebPageTest tool at http://webpagetest.org.

/ WEBSITE REVENUE PER VISITOR \ Calculated as the total revenue from one-time online gifts, plus the value of initial monthly gifts, divided by the total number of website visitors for the year. Depending on retention, the long-term value of monthly gifts may be substantially higher.

/ WEBSITE VISITORS PER MONTH \ The number of monthly unique visitors to a participant's main website.

/ X \ The social media platform formerly known as Twitter, before the name was changed by *that trunk of humours, that bolting-hutch of beastliness, that swollen parcel of dropsies, that huge bombard of sack, that stuffed cloak-bag of guts, that roasted Manningtree ox with pudding in his belly, that reverend vice, that grey Iniquity...*[1]

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[1] *Henry IV Part* 2.4 by William Shakespeare

emails + mobile

Here's what we saw in email

	email fundraising	email advocacy
click-through rate	0.48%	2.1%
response rate	0.05%	1.8%

3% change in email list size

15% email list churn

Emails sent per subscriber

64 cultural

78 disaster/ international aid

78 environmental

41 health

44 hunger/poverty

35 public media

65 rights

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

AND STILL I RISE
MAYA ANGELOU

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 divvied up their advertising budgets

goals

72% direct fundraising

10% lead generation

14% awareness

2% non lead generation advocacy

2% other

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

need more plums. (sorry)

TUE April 22 — having a coke with Frank

LXV
[Once, I knew a fine song]

STEPHEN CRANE

Once, I knew a fine song,
—It is true, believe me,—
It was all of birds,
And I held them in a basket;
When I opened the wicket,
Heavens! They all flew away.
I cried, "Come back, little thoughts!"
But they only laughed.
They flew on
Until they were as sand
Thrown between me and the sky.