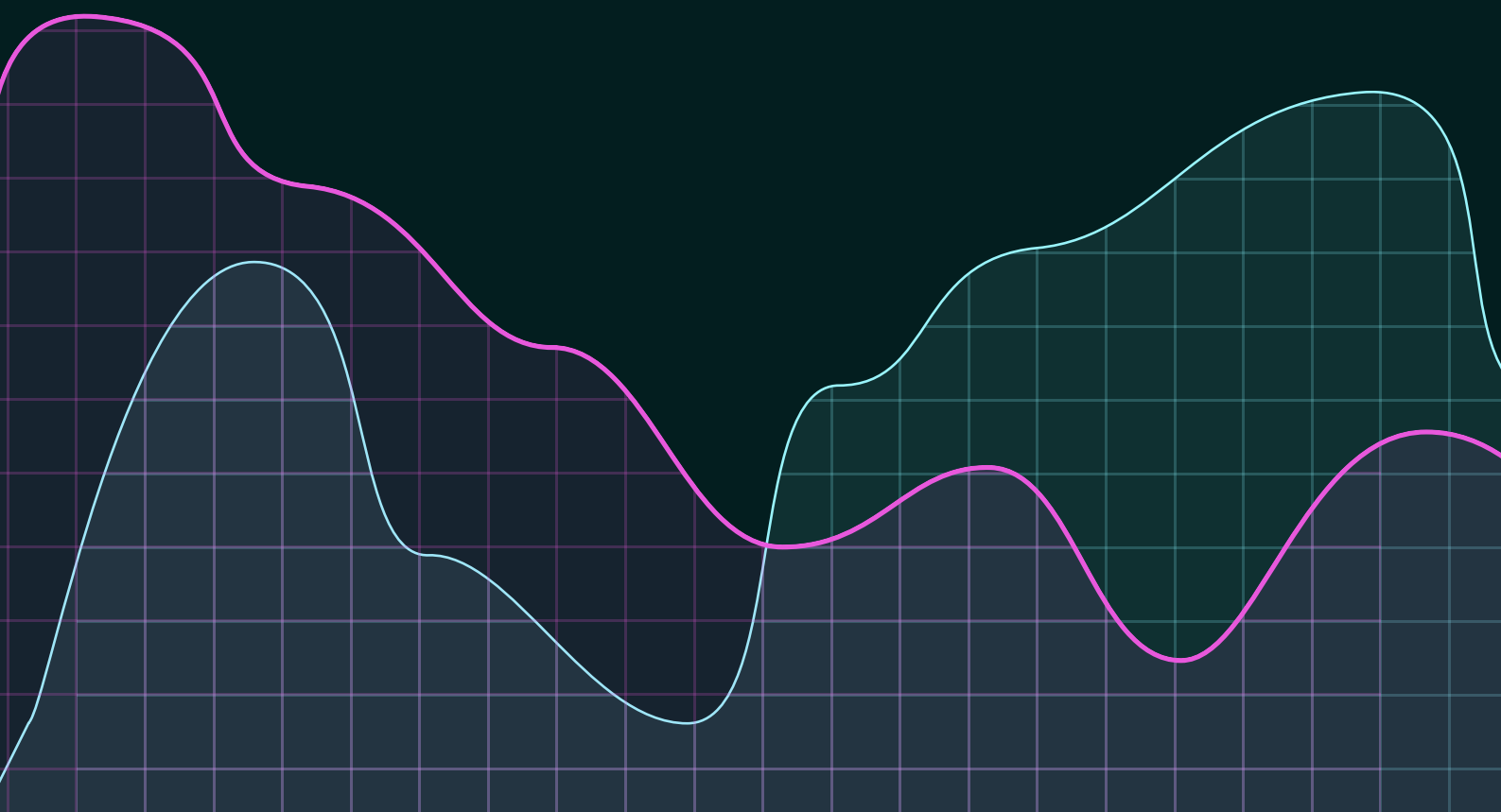


2025 Fundraising

BENCHMARKS

Explore 2024's biggest trends, key metrics, and data-backed predictions to help you raise more in 2025.



At Raisely, we have the privilege of supporting thousands of nonprofits doing incredible work across the globe. Each year, we publish this benchmark report to reflect back on what we're seeing, not just in terms of performance metrics, but in how the sector is shifting, innovating, and responding to new challenges.

*This year's data reveals something powerful: **the organizations seeing the most growth aren't stumbling into it, they're unlocking it, with clarity, consistency, and intent.***

While some organizations held steady or even declined, many saw significant gains. Some increased revenue by 75%. Others more than tripled it. These aren't outliers, they're proof that even in a complex landscape, meaningful progress is possible with the right strategy, focus, and support.

This report doesn't just spotlight what's trending, it goes deeper. It surfaces the tensions nonprofit leaders are holding right now:

- *How do we balance ambition with capacity?*
- *Where do we invest when resources are tight?*
- *How do we create donor experiences that feel personal in a world flooded with noise?*

What we're seeing is a quiet shift. A move away from generic campaigns and transactional asks. A rise in intentional, layered strategies that centre on relevance, urgency, and trust. A return to fundamentals with more creativity, more precision, and more care.

You'll find evidence of that throughout this report in the sharper use of appeals, the renewed focus on regular giving, and the more nuanced approaches to peer-to-peer. You'll also see the beginnings of something new: audience-first personalization, creative subscription models, and AI that's not just faster, but more purposeful, used to elevate strategy, not replace the human insight behind it.

As you read, I hope you find both clarity and inspiration. This report isn't a prescription. It's a mirror and a map. A chance to see where you stand, reflect on where you're headed, and consider what kind of fundraising experience you want to create, not just for your donors, but for your team and your mission.

Because at Raisely, we believe fundraising is more than a revenue stream. It's a practice of connection. And done well, it has the power to deepen relationships, drive change, and unlock what's possible.

Thanks for being part of this community. We're proud to be on the journey with you.

— Anush Vinod [CEO, Raisely](#)

Introduction

Benchmarks are only useful if you know what you're looking for.

This report is designed to help you do exactly that. Not just to track how the sector is performing, but to understand why. What's driving momentum? Where are teams getting stuck? And which choices are actually moving the needle?

We start with performance at a glance: the range of outcomes, the standout signals, and the shared patterns among high-growth organizations. Then we dig into the forces shaping today's fundraising, from shifting donor expectations to internal bandwidth, strategy design, and the evolving role of AI.

You'll find patterns in the numbers. Insights from the field. And questions that go deeper than metrics to help you pressure-test your plans and sharpen your focus for the year ahead.

Some sections are tactical. Others are more reflective. All of it is here to help you step back, spot the signals, and think more intentionally about how you show up for your donors, your team, and your mission.

Because this isn't just a report. It's a chance to realign, re-imagine, and recommit to fundraising that feels not only effective, but meaningful.

How We Built This Report

This year's insights are grounded in real data and lived experience across the global nonprofit sector. We analyzed:

- ✓ **13,000+ campaigns** from **2,800 organizations**
- ✓ **\$250 million** raised in the last two years
- ✓ **250+ charity professionals** surveyed across **13 countries**
- ✓ Insights cover **30+ causes**
- ✓ Expert input from leading partners in fundraising innovation

To ensure meaningful comparisons, we focused on organizations that fundraised in both 2023 and 2024. Where relevant, we present averages, medians, and ranges to show the real variability behind the benchmarks.

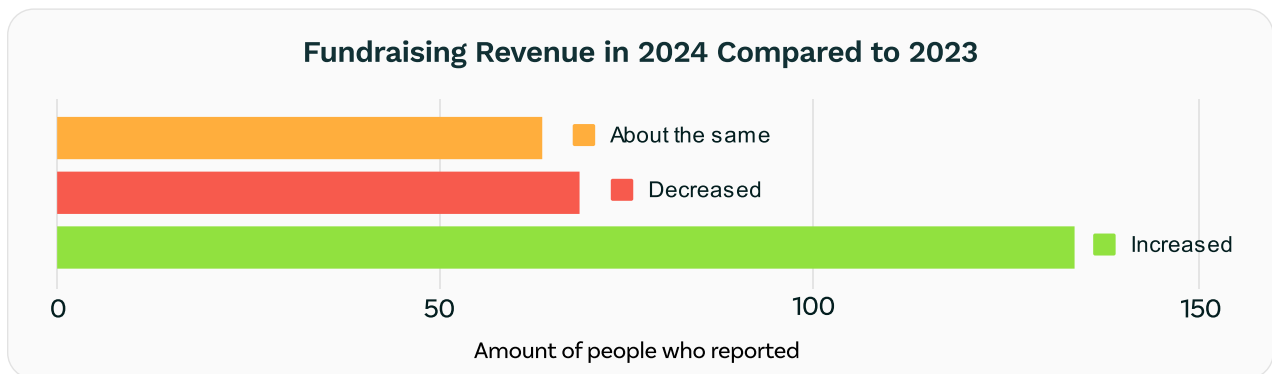


Note: All financial figures are presented in United States Dollars (USD). While Raisely is headquartered in Australia, the platform supports a global fundraising community, and this report draws on insights from across regions.

Fundraising in 2024

Stability, Growth, and the Signals in Between

Nearly half of nonprofit organizations that took Raisely's survey saw fundraising growth in 2024. A quarter (24%) held steady, while 26% experienced a decline in revenue. These results reflect a wide range of outcomes but they also show that meaningful, measurable growth is happening across the sector.



Looking deeper at digital fundraising performance, Raisely data shows that the **median year-over-year growth held steady at 6%**, the same as in 2023. But zooming in on the highest performers reveals something more striking:

- The **top 25%** of organizations grew by **75% YoY** (up from 68% in 2023)
- The **top 5%** grew by **267% YoY** (up from 215% in 2023)

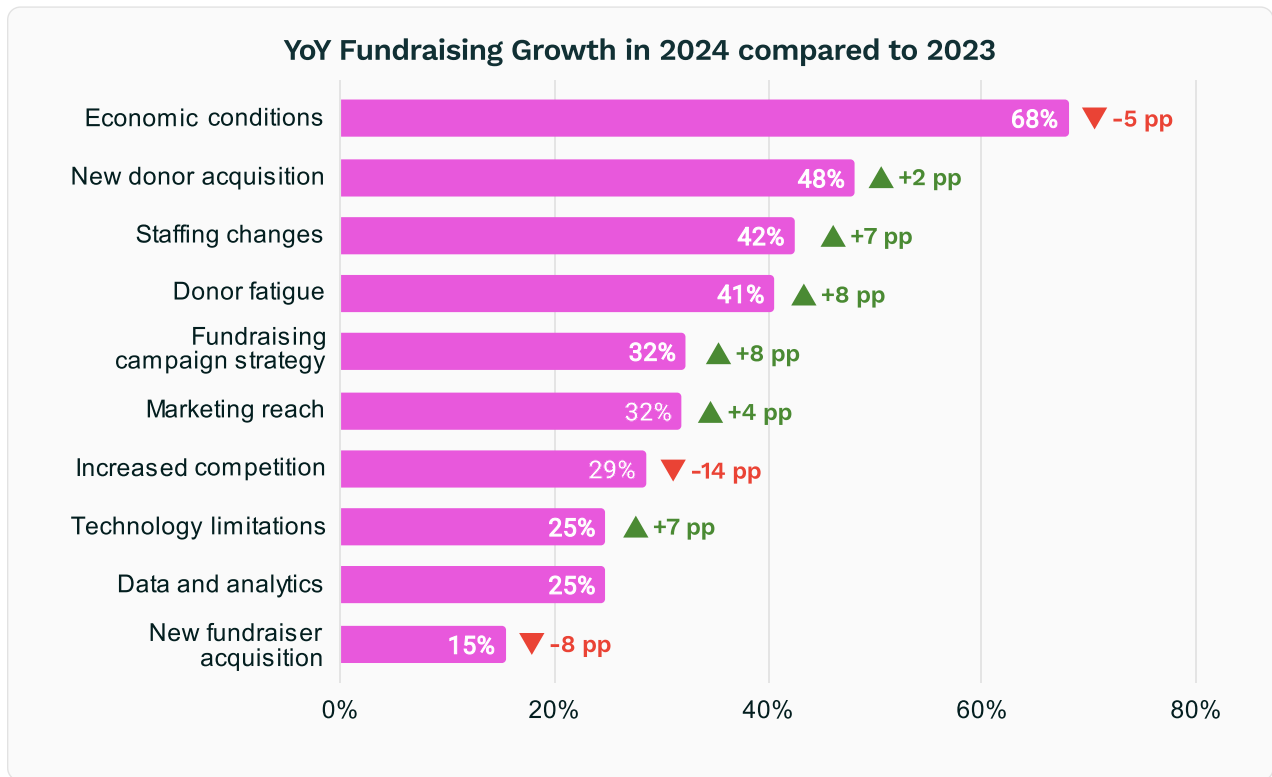


These increases at the top show that while many organizations saw stable or modest growth, some saw a significant increase in fundraising outcomes. That level of growth stands out, and naturally raises the question: **what are high-growth organizations doing differently?**

Whether your fundraising increased, decreased, or stayed the same this is your moment to pause and reflect. Fundraising success isn't just about the circumstances around you. It's about how you respond to them. **Let's take a closer look at what these trends can teach us**, and how you can apply those insights in the year ahead.

Unpacking the Challenges

When organizations talk about what's holding back their fundraising, it's often a mix of what's happening around them and what's happening within.



Let's start with the external.

In 2024, **68% of** organizations **cited economic conditions as a key challenge**. That makes it the most frequently mentioned barrier, but also one that's slightly less dominant than last year (down 5 percentage points). For some, this could point to growing resilience. For others, it may reflect how fundraising expectations have shifted or stabilized within their communities.

Still, it's worth asking: Are we seeing clear signs that the economy is hurting our results? Or is it just the most familiar explanation?

As our partner Meredith Dwyer, from Homemade Digital, shared:

“Our question would be what metrics are you seeing that make you think there is a negative economic impact?

We have not seen that drop on our campaigns.”



MEREDITH DWYER



Homemade Digital

This perspective invites deeper reflection. If we're naming economic conditions as the reason for a drop in fundraising, do our metrics back that up? Or are there other, more closely connected factors that might actually be within our control?

At the same time, **internal dynamics were just as present—if not more impactful—in shaping fundraising outcomes this year.**

- **Donor acquisition** remained a top concern, showing that growing supporter bases is still a challenge
- **Staffing changes** became the third most commonly cited obstacle
- Reports of **donor fatigue** and **campaign strategy struggles** each jumped 8 percentage points from last year

These aren't isolated issues. Together, they point to a pattern: many organizations are stretched. Whether it's team transitions, limited bandwidth, or campaign effective tactics, the impact often shows up in donor engagement and fundraising performance.

Another internal factor stood out was whether or not organizations had a **dedicated fundraiser.**

53% of organizations with at least one dedicated fundraiser grew revenue. So did 35% of organizations without one.

This suggests something important: yes, capacity matters, but clarity and prioritization do too. The organizations that made progress this year weren't always the biggest or most resourced. Often, they were the ones that carved out time, focused their energy, and found ways to support fundraising with what they had.

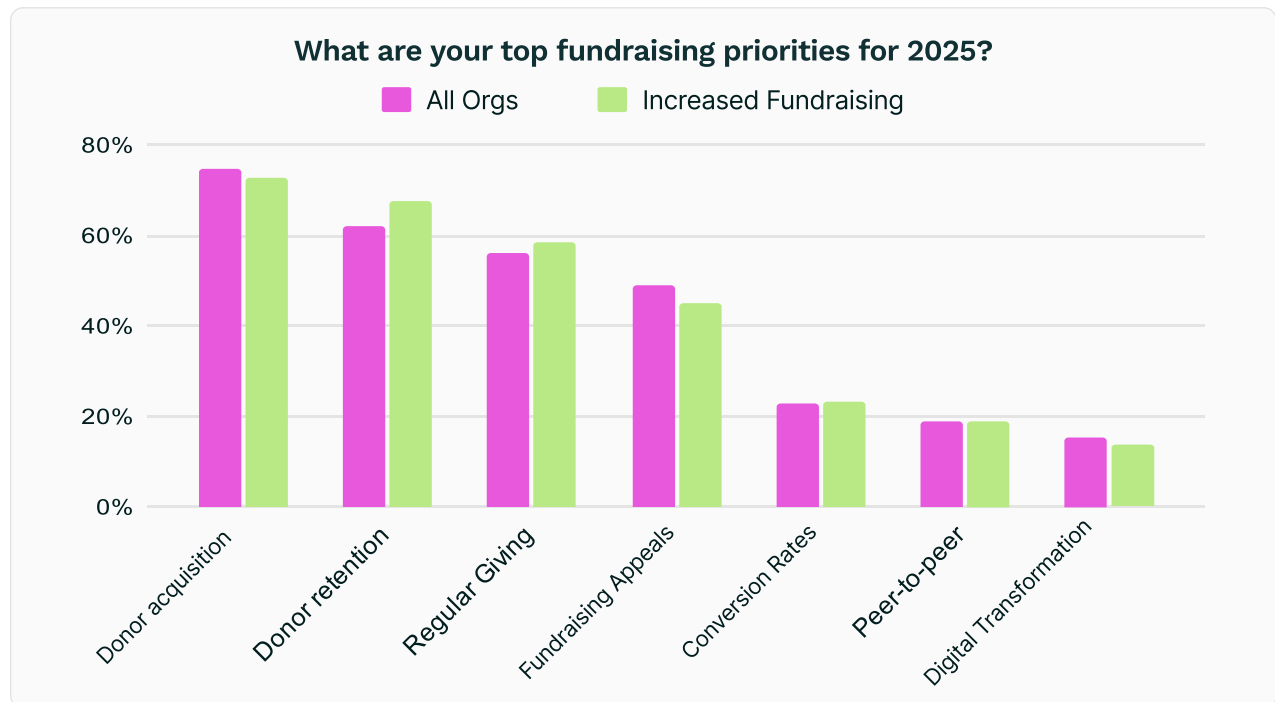
So what does this mean moving forward? Here are some questions to consider:

- Are we structuring our team and our time in a way that actually supports fundraising or just expecting results without the space to get there?
- What's one internal decision/change we've been avoiding that might be limiting our fundraising potential?

External challenges will always be part of the landscape but this year's data invites a deeper look inward. The real opportunity may lie in how organizations respond: by asking sharper questions, reevaluating priorities, and making intentional internal shifts to support fundraising more effectively.

The Priorities Driving Progress

If challenges show us what's in the way, priorities reveal where organizations are choosing to focus. We asked nonprofit professionals to name their top fundraising priorities for the year ahead and then compared the responses from all organizations with those that increased fundraising in 2024.



The top three priorities were consistent across the board: **donor acquisition**, **donor retention**, and **regular giving**. But among **organizations** that saw revenue growth, we noticed a few subtle differences: slightly more emphasis on **donor retention** and regular giving, and a steady focus on **acquisition**.

These aren't dramatic shifts from what we typically see YoY, but they do offer a moment to pause and reflect. What might growing organizations be doing *within* these priorities that's working? And how can others approach them with fresh thinking?

Donor Acquisition: Building Pathways to First Gifts

Acquisition has always been a priority, but the game has changed. It's no longer about sheer volume. It's about crafting a journey that feels intentional, seamless, and designed for meaningful engagement.

“For digital fundraisers, the days of chucking 90% of your budget in Meta are behind us. A truly integrated approach with multiple touchpoints will win every time.” ”



JACK BISS



Call to Action Group

This isn't just a tactical shift—it's a mindset change. The days of pouring budget into a single platform are over. What's driving success now is a multi-channel, interconnected strategy that guides donors through a personalized, frictionless journey. It's about making the act of giving feel like the next logical step, not a hard sell.

Here's how that looks in action:

- **Email and SMS** to nurture existing supporters with timely, relevant asks
- **Paid search** (branded and non-branded) to capture donors actively searching for ways to give to causes they care about
- **Social media ads** (Instagram, TikTok) to build awareness and foster authentic engagement
- **Display ads** to stay visible, front-of-mind, and top of the funnel

“Google's Demand Gen has been a pleasant surprise, driving CTR and CPAs comparable to paid social.”



JACK BISS



Call to Action Group

For clarity, CTR (click-through rate) measures how many people click your ad, and CPA (cost per acquisition) is the cost to acquire a donor. Google's Demand Gen is offering results that rival, and in some cases exceed, traditional paid social media ads, providing more engagement for your investment.

What does this all mean? The focus has shifted from simple reach to real connection. It's about carefully curating a donor journey that's strategic and relevant, where every touchpoint drives meaningful action. It's not about reaching more people—it's about reaching the right people, and ensuring they feel compelled to support your cause.

Questions to consider:

- Are we optimizing every stage of the donor journey, from first touch to first donation?
- Are we using our channels together to create a cohesive, engaging experience?
- How can we ensure our strategies aren't just reaching people, but truly engaging them for the long haul?

The future of acquisition is not about volume—it's about intentionality. It's about strategically integrating channels to nurture and grow meaningful relationships with donors. This approach doesn't just drive donations. It creates advocates who will invest in your mission for the long term.

Donor Retention: Making Every Gift the Start of Something Bigger

Retention emerged as the second-highest priority for nonprofits this year. Among organizations that grew fundraising, it was also the second most commonly cited success factor.

While we can't claim direct causation, the correlation is clear. Organizations seeing growth are putting serious effort into keeping the donors they already have.

We're also seeing a broader shift. Over the past few years, more and more nonprofits have moved beyond acquisition-only mindsets and are investing in donor relationships over time. That shift makes sense. Acquiring new donors is hard and expensive. But the next frontier isn't just recognizing retention as important. It's reimagining how we approach it.

This is the moment to stop doing more—and start doing what matters, better.

“The causes of worsening retention are complex: a tougher economic climate, more competition for donor attention, and changing donor expectations.”

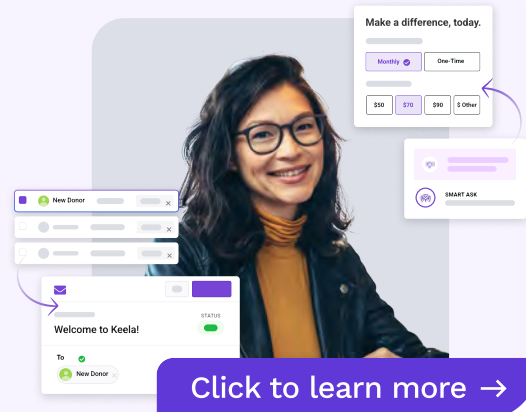
This complexity demands more than surface-level solutions. A thank-you email, a quarterly newsletter, or even a well-timed drip series are just the entry point. Donors are navigating hyper-personalized digital experiences every day. Algorithms shape what they see, buy, and engage with. If fundraising experiences don't meet that level of relevance and intentionality, there is a risk of getting drowned out.

True retention now requires designing an experience. One that feels personal, relevant, and responsive at every stage of the donor journey. That means rethinking everything from onboarding to storytelling to how we listen and respond. It's not about more emails. It's about better connection.



Build continuity in your donor journey with Keela's segmentation tools.

By using filters based on giving history, engagement level, or communication preferences, you can tailor outreach that feels timely, relevant, and personal—keeping your supporters connected over time.



[Click to learn more →](#)

Questions to consider:

- Are we building a donor journey that actually reflects who our donors are, or just what's easy to automate?
- What would it take to make our retention strategy feel as curated as the best digital experiences donors have elsewhere?
- Where have we done a great job shaping the donor experience — and can we double down on those wins? What isn't resonating that we should rethink or stop doing? Are there channels we've overlooked?

Regular Giving: Still Untapped, Still Powerful

Regular giving was the third-highest priority for nonprofits this year, and also the third most commonly cited driver of fundraising growth. The benefits are well known. Recurring giving offers predictability, improves donor lifetime value, and reduces pressure on one-off campaigns.

Yet despite its upside, regular giving still remains under-leveraged for many teams.



In many cases, it's not that organizations don't offer recurring giving. The challenge is that it hasn't been fully integrated into the way teams communicate, design campaigns, and engage supporters. One-off gifts often feel easier to ask for. We assume they're more approachable for donors. But what if that assumption is holding us back?

“What’s the single most effective thing you can do to improve digital RG acquisition? Add an RG upgrade ask in your checkout (or just switch it on in Raisely!) and clearly articulate the additional impact of regular giving.”



JACK BISS



Call to Action Group

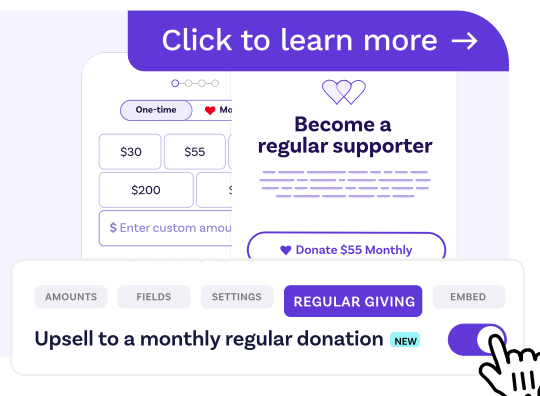
If we want regular giving to grow, we can't treat it as a secondary option on one donation form or something we campaign around once a year. It needs to be embedded into the entire fundraising model.

What would happen if monthly giving were the default? What if every form, story, and donor journey were built around sustained support? Regular giving doesn't just fund programs — it invites donors to become part of something in motion. Imagine a campaign that goes beyond "help us every month" and turns into something more playful, specific, and immersive.

Think: “Join the Seed Club and fund a new native plant in our urban gardens every month.” Or “Sponsor one emergency vet visit per month for a rescued animal.” Or even “Keep one laptop connected in a refugee learning centre each month and get a snapshot of what that student learned.” These aren't just donations. They're ongoing touchpoints, each one telling a piece of a larger story.

Using Raisely?

You can easily enable monthly giving prompts in your forms and checkouts—just toggle it on and customize your impact messaging. It's one of the simplest, highest-leverage updates you can make.



Questions to consider:

- Are we positioning monthly giving as a central part of how we talk about impact, or treating it like a side option?
- Where are we doing a great job embedding monthly giving, and can we lean into those areas even more?
- What tactics or formats aren't working — and what might we need to pause, tweak, or replace?
- Are there channels or moments in the donor journey where we're not promoting monthly giving at all?

Back to the Fundamentals and Forward with Intention

There's no secret formula to fundraising growth. But the data is clear. The organizations making real progress aren't chasing trends or constantly reinventing their strategies. They are getting focused. They are committing to the fundamentals — acquisition, retention, and regular giving — and showing up with more clarity, consistency, and purpose.

It's not flashy. But it works.

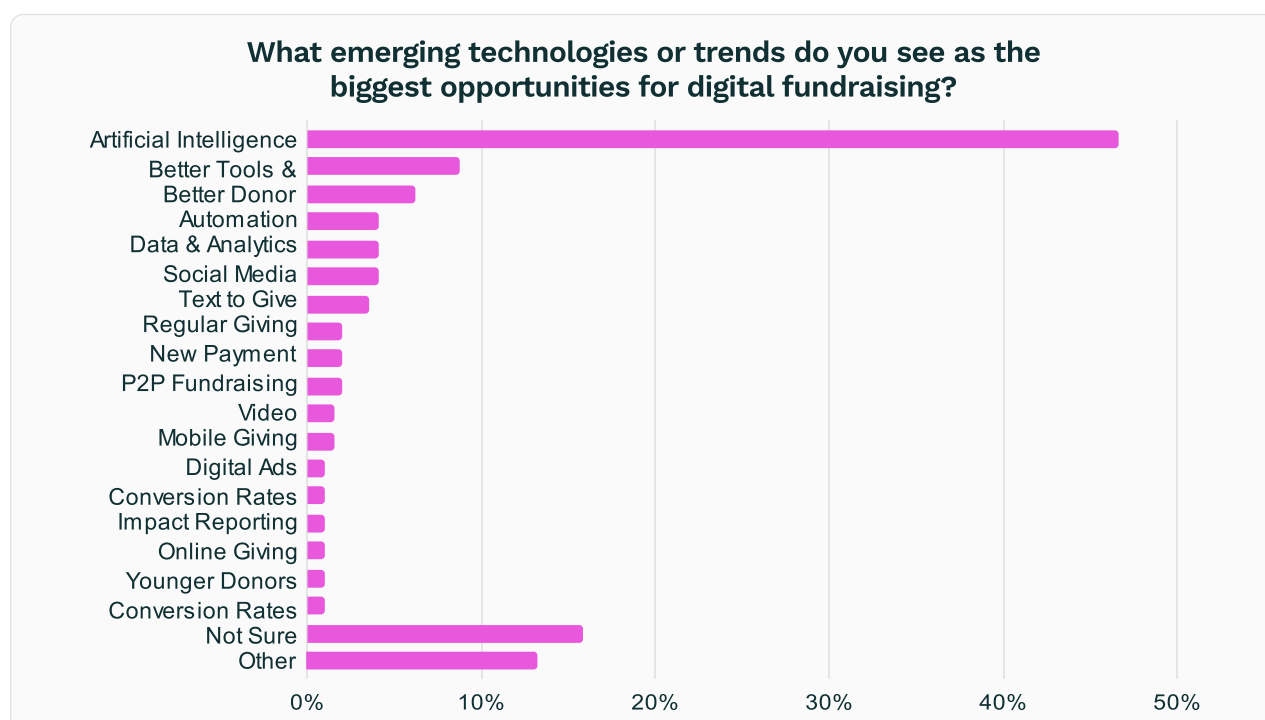
If you're already prioritizing these core areas, you're on the right track. Now is the time to go deeper. Tighten what's loose. Sharpen what's fuzzy. Build systems that support the kind of fundraising you want to be doing, not just the kind you've always done.

This isn't about doing more. It's about doing what matters, better.

Trends to Watch

We asked organizations which digital fundraising trends they're most excited about heading into 2025. The responses spanned everything from platform diversification to personalization and new storytelling formats, but one stood out: **AI**.

Other trends had momentum, like improved donor journeys, growing SMS use, and community-building through content, but nothing matched the energy and forward motion around artificial intelligence. That's why we've dedicated more space to it here: not because it's *more* important, but because it's where more teams are experimenting, evolving, and asking sharper questions.



AI has been “the next big thing” for a while now. But in 2025, the conversation finally feels different. AI has evolved rapidly — and so have nonprofits. At first, many teams were unsure. The technology felt new, unfamiliar, and a little intimidating. There was a hesitation.

But that hesitation gave way to curiosity. Nonprofits started experimenting, testing tools, and learning as they went. As confidence grew, so did the sense of possibility.

Now that many teams have built a level of comfort, the conversation is shifting. It's less about whether to use AI, and more about how to use it well. Where does it actually add value? Where should we be cautious? And how do we make sure it enhances, rather than replaces, the human connection at the heart of our work?

That mindset shift is starting to show up in the data. **47% of organizations named AI as the biggest opportunity for digital fundraising this year**, well ahead of any other technology or tactic. That's not a coincidence. It reflects a broader move away from experimentation and toward everyday adoption.

We're seeing it used in small but smart ways:

- Drafting email copy that saves time but still sounds like you
- Segmenting donors with real behavior and context in mind
- Personalizing donation amounts based on giving history
- Resizing creative automatically for paid ads across channels

Katrina Grant from [Dataro](#) described this shift as “*audience-first fundraising powered by AI*”, giving fundraisers better signals, sharper timing, and stronger performance.

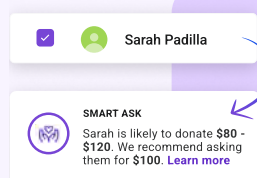
Clarke Vincent from [The Fundraising Agency](#) shared that simply labelling an image as **not AI-generated** led to better ROI and fewer moderation issues. In their words, “*Overtly not being AI has been our most fruitful use of AI so far.*”

That’s the kind of nuance this moment calls for. **The opportunity isn’t to use AI everywhere, but to use it well.** To know when it adds clarity, and when it risks eroding trust. To scale what works, without automating what doesn’t.

Because here’s the thing: **AI can’t fix a messy strategy.** If your message isn’t clear, if your donor experience doesn’t resonate, if your systems don’t support real connection AI won’t solve that. It’ll just make the noise louder.



Tools like Keela are helping fundraisers use AI for real-world tasks—like segmenting donors, writing better emails, or identifying lapsed supporters—without losing the human touch.



[Click to learn more →](#)

Questions to consider:

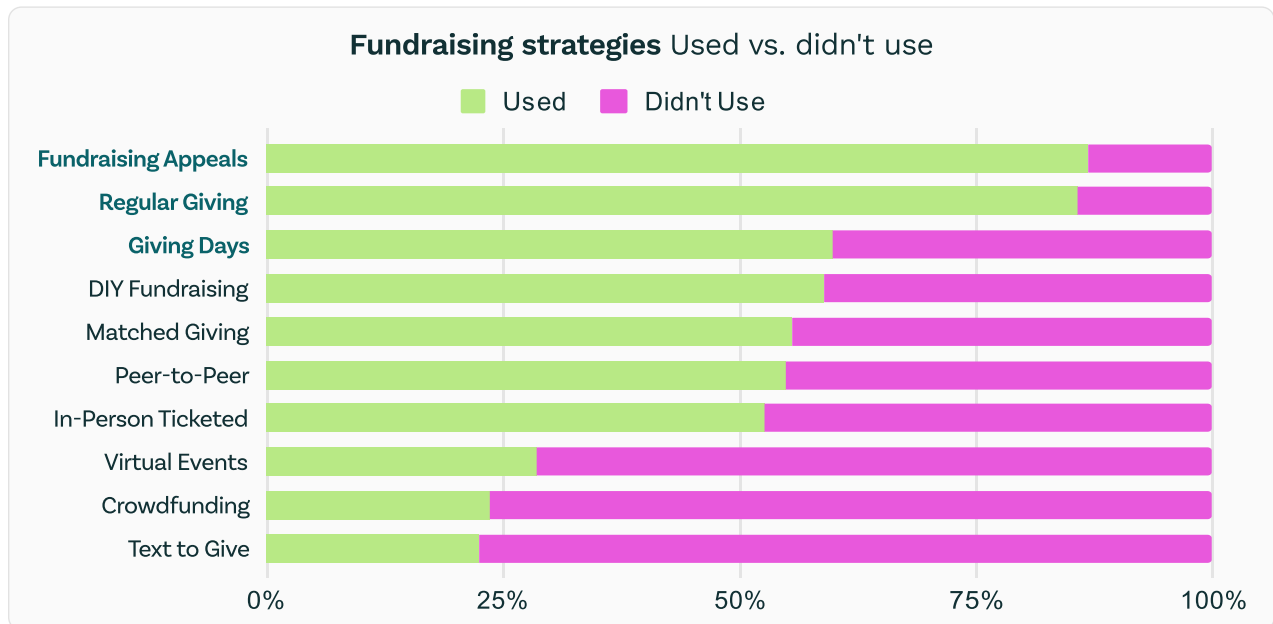
- Where in the donor journey could AI meaningfully enhance speed, insight, or relevance and where does human connection still matter most?
- Are we using AI to deepen how we understand and engage donors or just to move faster?
- Have we identified one part of our workflow (like segmentation, content drafting, or donor follow-up) where AI could save time or improve outcomes right now?

AI is here. And it’s powerful. But like every tool, its impact comes down to how (and why) you use it. The goal is to use AI where it adds real value, so your team can spend less time on repetitive tasks, and more time making smart, strategic decisions that improve fundraising outcomes.

Sharpening Fundraising Strategy

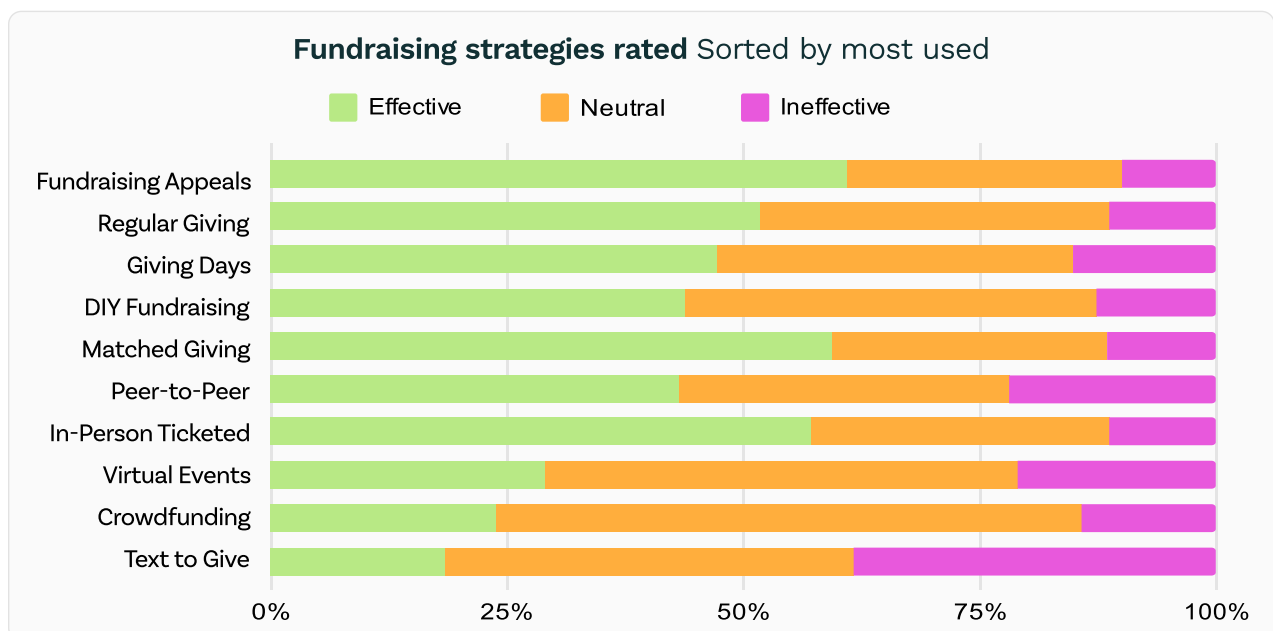
Nonprofits aren't short on tactics. But choosing the right combination and understanding how each strategy contributes to overall fundraising performance is where strategic clarity matters most.

Let's begin with what's being used.



Fundraising appeals and regular giving are the most widely adopted strategies, each used by over 70% of organizations. DIY fundraising, matched giving, and peer-to-peer are part of the mix for roughly one-third of respondents, while strategies like crowdfunding and virtual events remain less common.

But usage alone doesn't tell the whole story, let's look at which strategies organizations found most effective.

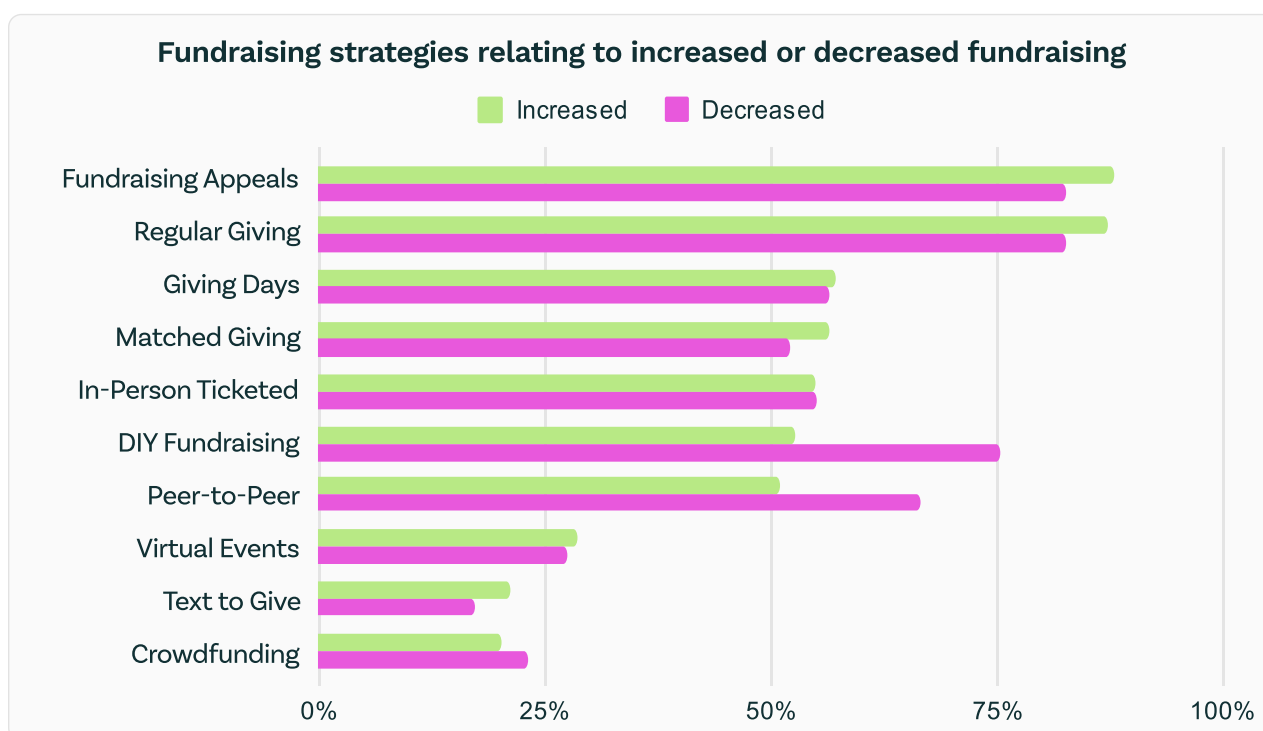


Organizations ranked **appeals** highest likely due to their scalability and adaptability across team sizes.

Matched giving was another standout: 59% rated it effective, yet 44% of organizations aren't currently leveraging it. This suggests untapped potential for teams looking to diversify their approach.

Peer-to-peer and **DIY fundraising** strategies, while popular, showed more mixed results. Their success appears closely tied to how well organizations support fundraisers, design engagement journeys, and integrate these efforts into broader campaigns.

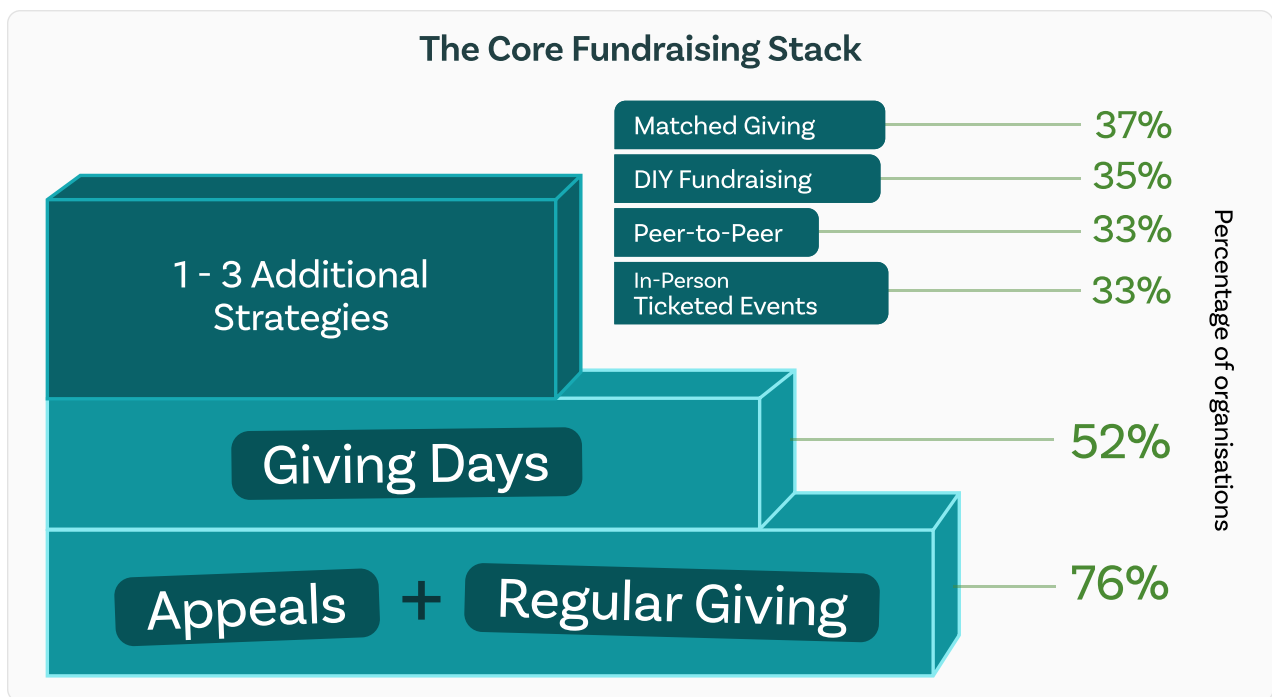
This alignment becomes clearer when comparing strategy usage across organizations that increased vs. decreased fundraising revenue.



Appeals and regular giving were significantly more common among organizations that grew revenue in 2024. In contrast, DIY and peer-to-peer strategies showed up more often among organizations that saw declines. The takeaway isn't to avoid these approaches altogether. It's to recognize what they need in order to succeed — solid systems behind them, clear messaging, and a strong connection between the strategy and what your community actually cares about. Without those pieces in place, even good tactics can fall flat.

We've already identified appeals, regular giving, and giving days as the strategies most strongly associated with fundraising success. That alone is worth paying attention to. But what's more important is how these strategies work when they're not used in isolation.

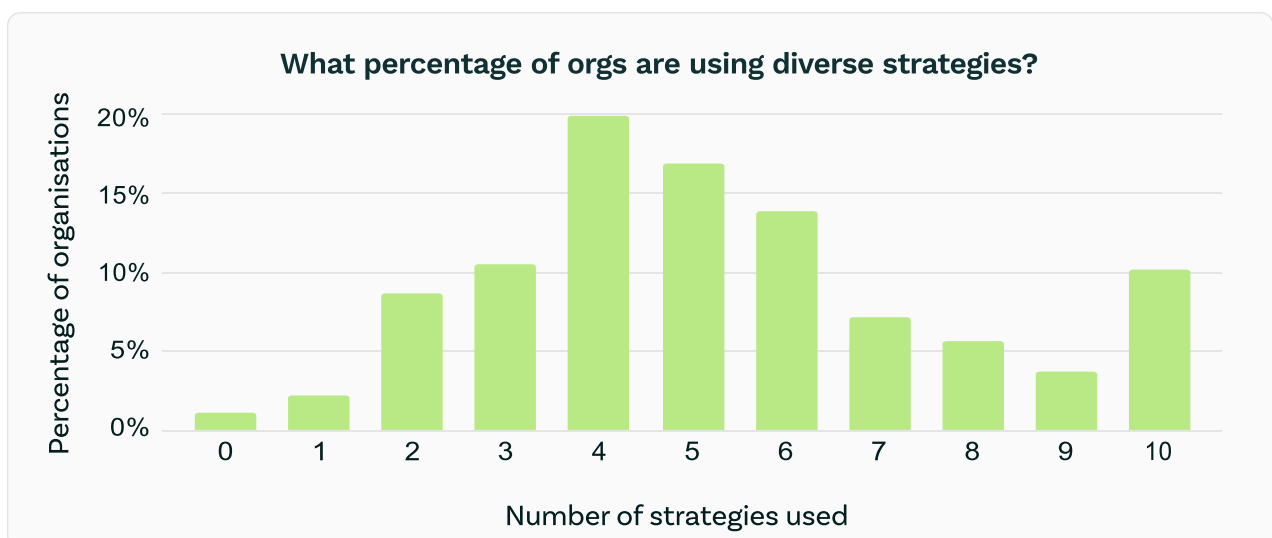
This is where the real opportunity lies. Not in standalone tactics, but in how they're layered, sequenced, and reinforced throughout the donor experience. This is what we're calling the **core fundraising stack**.



Over 75% of organizations are still building their fundraising on the tried-and-true combination of appeals and regular giving. But here's where it gets interesting: 52% are leveling up by adding Giving Days into the mix. This trifecta, what we're calling **the core fundraising stack**, blends steady, reliable giving with moments of urgency. Together, they're creating a powerful foundation for growth.

What does this tell us? **Consistency** and **urgency** are the key ingredients. The long-term stability of regular giving combined with the excitement and time-sensitive appeal of Giving Days creates a dynamic fundraising approach. **Organizations** that nail this combination are seeing **more consistent results** and **building momentum**.

As fundraising strategies mature, we're seeing the addition of tools like **matched giving**, **peer-to-peer**, and **in-person events**. These aren't just "extras"—they're the **strategic drivers** of deeper engagement, expanding reach, and fostering growth in a more **thoughtful, effective** way.

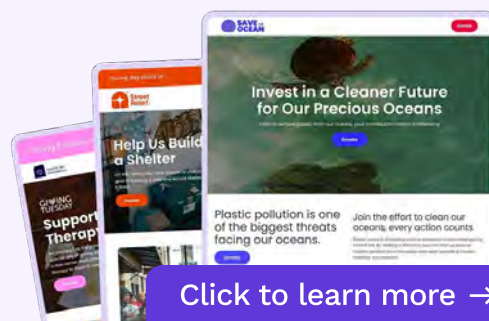


There's no shortage of fundraising strategies to choose from — but more isn't always better. When teams are stretched thin, things get messy fast. You end up doing everything, but nothing especially well.

Most organizations fall within a **4 to 6** strategy range, which seems to offer a healthy balance between variety and focus. But a noticeable number are using nine or more. For those teams, the question may no longer be "what more can we add?" but rather, "what's actually driving results, and what needs to be simplified or sharpened?"

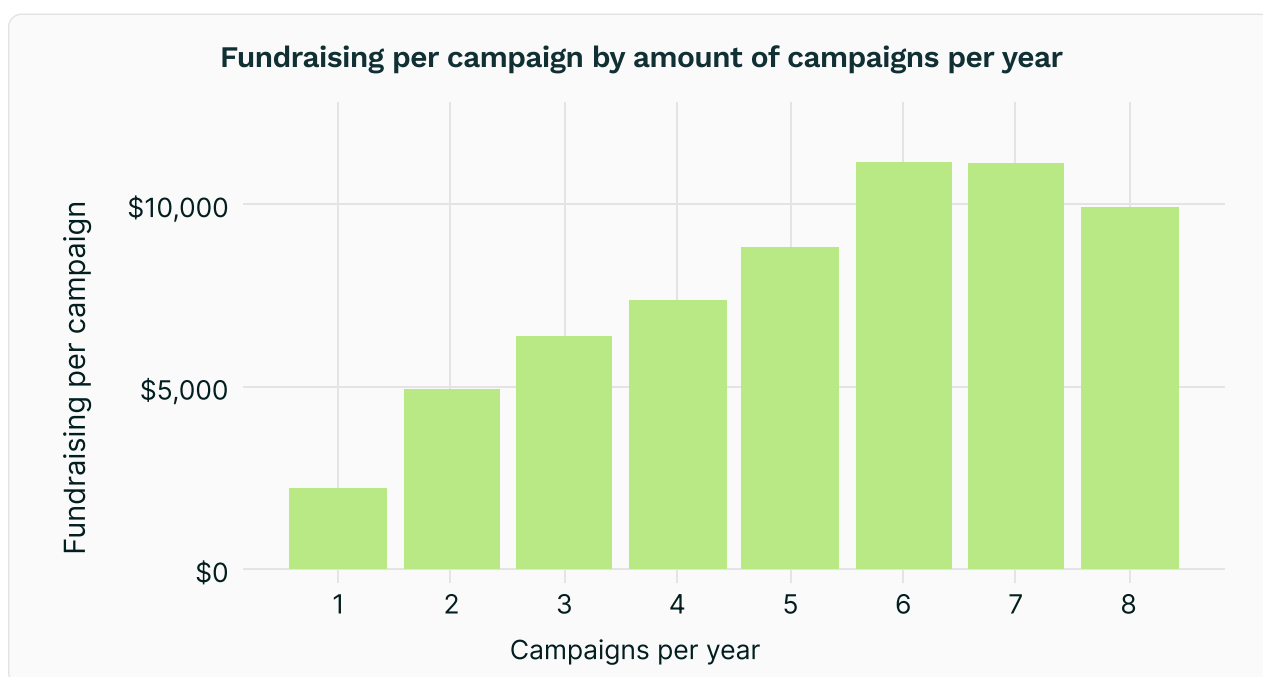
Using Raisely?

You can manage all your key fundraising types—appeals, regular giving, peer-to-peer, matched giving, and events—in one platform. Whether you're running a single campaign or layering multiple strategies, Raisely helps you keep everything connected, consistent, and donor-friendly.



[Click to learn more →](#)

A similar pattern shows up when we look at campaign cadence.



Organizations running **6 to 7 campaigns per year** raised more per campaign than those running 1 to 5. This isn't just about doing more. It's a sign that consistency, when executed with purpose, leads to compounding results.

But more campaigns doesn't mean more noise. The difference often comes down to precision. These aren't six or seven generic appeals — they're targeted, timely, and built with intention. When campaigns are aligned to audience signals, tied to clear goals, and thoughtfully sequenced, they generate momentum rather than fatigue.

Because **donor fatigue isn't about frequency—it's about relevance.**

So while consistency matters, so does the experience. Avoiding fatigue means understanding your audience, offering meaningful reasons to give, and building trust over time — not simply stacking more asks throughout the year.

Questions to consider:

- Is your fundraising mix a deliberate choice—or a default built on habits and legacy tactics?
- Are your strategies working together to build momentum—or simply coexisting without reinforcing one another?
- What would it look like to design your strategy around the donor journey, not the calendar?
- Which underused tactic has the potential to do more—if given the right structure and support?

This moment doesn't call for more tactics. It calls for more clarity and intention. Growth isn't coming from doing everything. It's coming from aligning strategy with purpose, audience, and timing. The most effective fundraisers aren't adding noise. They're creating focus. They're choosing to design campaigns and strategies that are cohesive, considered, and rooted in connection.

In a crowded landscape, clarity is your advantage. The strongest strategies are built on a deep understanding of who you're speaking to, what you're inviting them into, and how each effort contributes to long-term value — both for your donors and your mission.

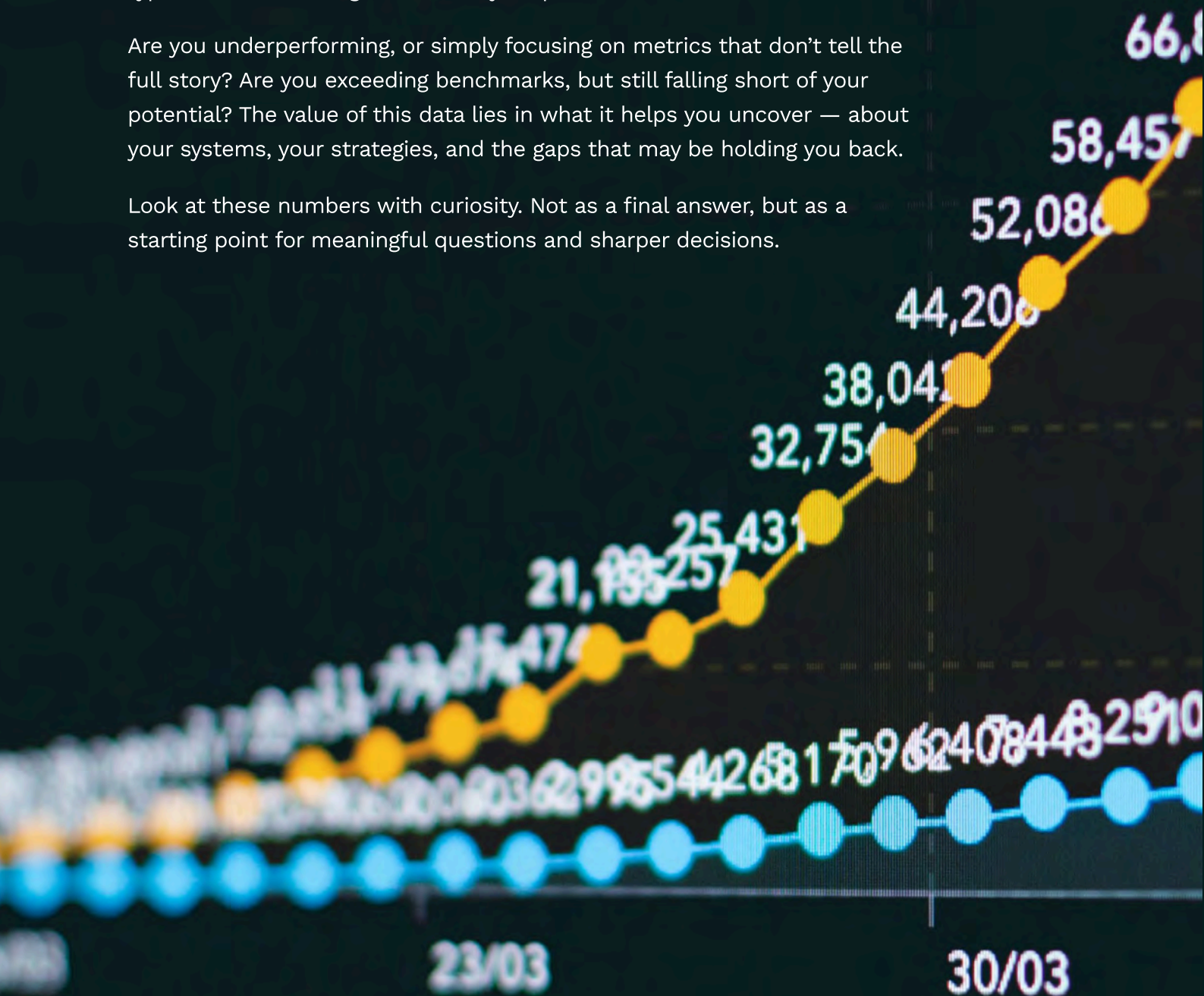
2024 Benchmarks

Benchmarks aren't about comparison for comparison's sake. They're a lens. A way to examine your strategy, pressure-test your assumptions, and make more informed decisions about where to focus next.

This section looks at donations, appeals, and peer-to-peer performance across the sector. The goal isn't to chase averages. It's to understand what's typical, what's shifting, and where your performance sits in context.

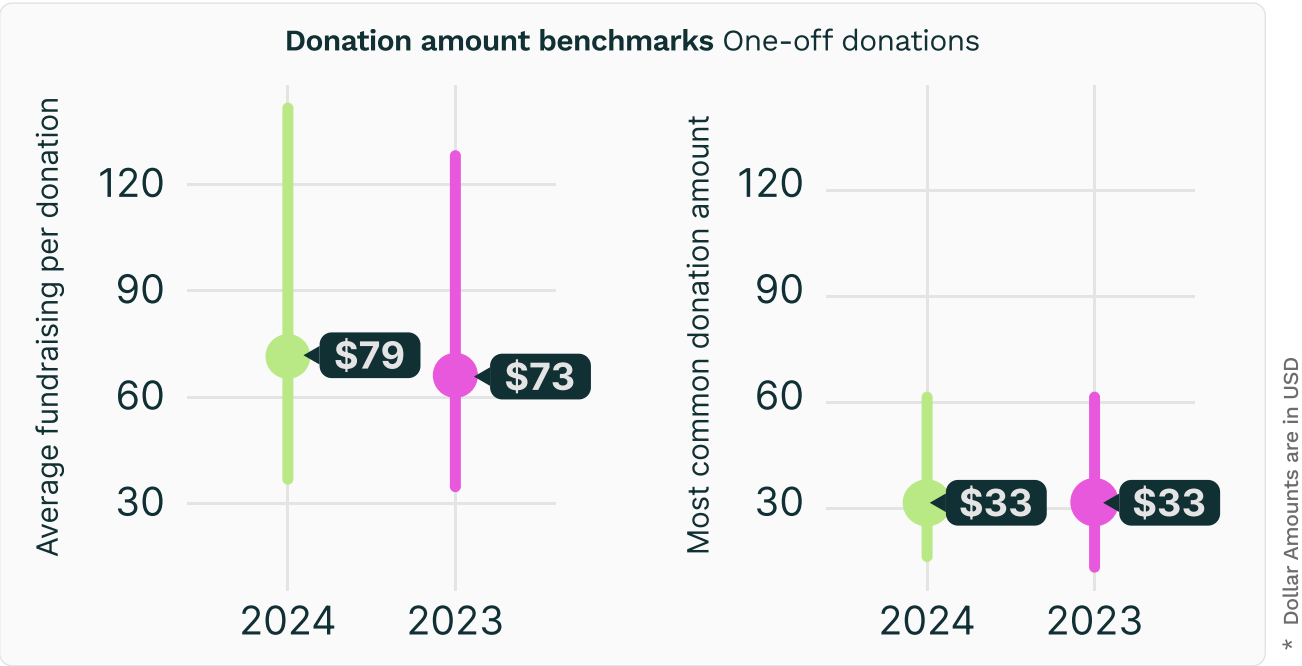
Are you underperforming, or simply focusing on metrics that don't tell the full story? Are you exceeding benchmarks, but still falling short of your potential? The value of this data lies in what it helps you uncover — about your systems, your strategies, and the gaps that may be holding you back.

Look at these numbers with curiosity. Not as a final answer, but as a starting point for meaningful questions and sharper decisions.



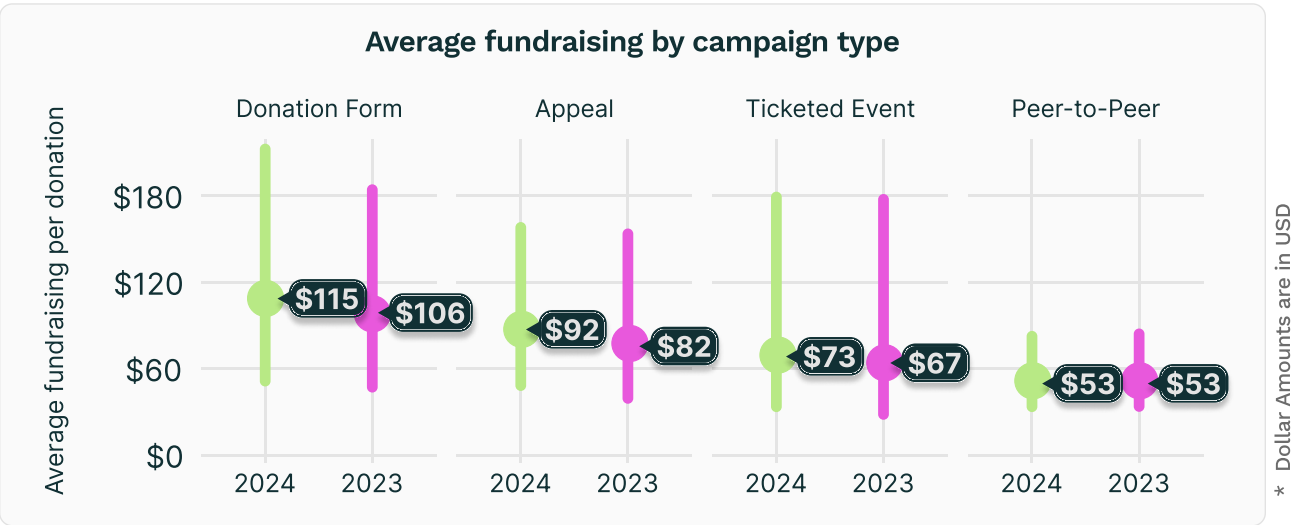
Donation Benchmarks

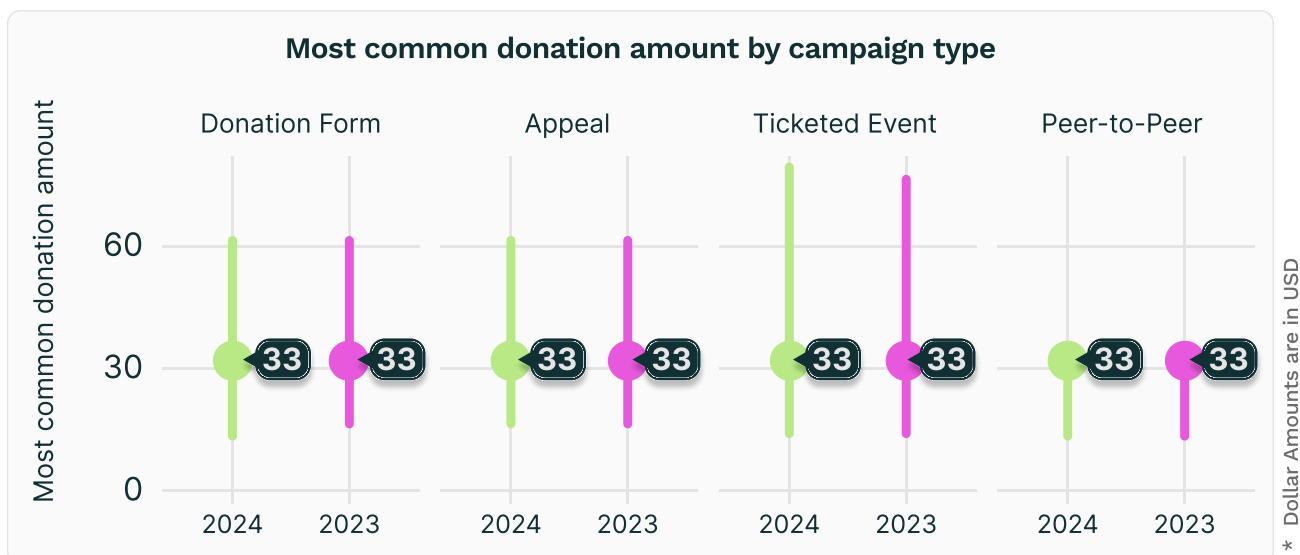
2024 saw a steady rise in average donation amounts, but consistency matters more than spikes.



When looking at donation amount benchmarks, the data shows a modest but consistent increase in average fundraising per donation, rising by 8% in 2024 compared to 2023. While the growth isn't dramatic, it continues an upward trend we've seen since 2021, pointing to greater generosity per gift, or improved ask strategies.

Interestingly, the **most common donation amount remains \$33**, unchanged over the past four years. So while some donors are giving more, the typical gift hasn't shifted. That consistency suggests donor behavior hasn't radically changed, but our ability to cultivate higher-value giving may be improving.






When we look closer by campaign type, we see important differences:

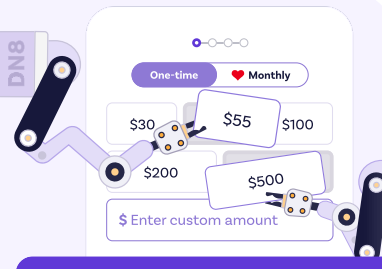
- **Donation forms** bring in the highest average donation at \$115. This is likely driven by existing supporters who arrive with clear intent. They already trust the organization and may include major donors making one-off contributions.
- **Appeals** and **ticketed events** fall in the mid-range, at \$92 and \$73 respectively.
- **Peer-to-peer fundraising** sees the lowest average at \$53, but is likely used more for reach and participation than high-value giving.

Across all formats, the most common donation amount is still \$33, again showing how strategy, not donation type alone, influences value.



Intelligent Amounts

The most common donation is still \$33—but that doesn't mean every donor should see the same ask. **Raisely's Intelligent Amounts** adapt to giving history and campaign context, helping you meet donors where they are—and grow average gifts without guesswork.



[Click to learn more →](#)

So what does this mean for fundraisers?

An 8% increase in average donation is a strong signal, but it's only part of the picture. It shows that donors are still willing to give, and that well-aligned campaigns can lift outcomes. But chasing bigger gifts alone isn't a strategy.

The real opportunity is in channel alignment: understanding what each one is designed to do, and using it intentionally.

For example, **donation forms consistently see the highest average gifts**, which makes them great for high-intent donors or major gift moments. But **peer-to-peer campaigns shine in a different way**: they expand your reach, build trust through personal connection, and bring new supporters into the fold.

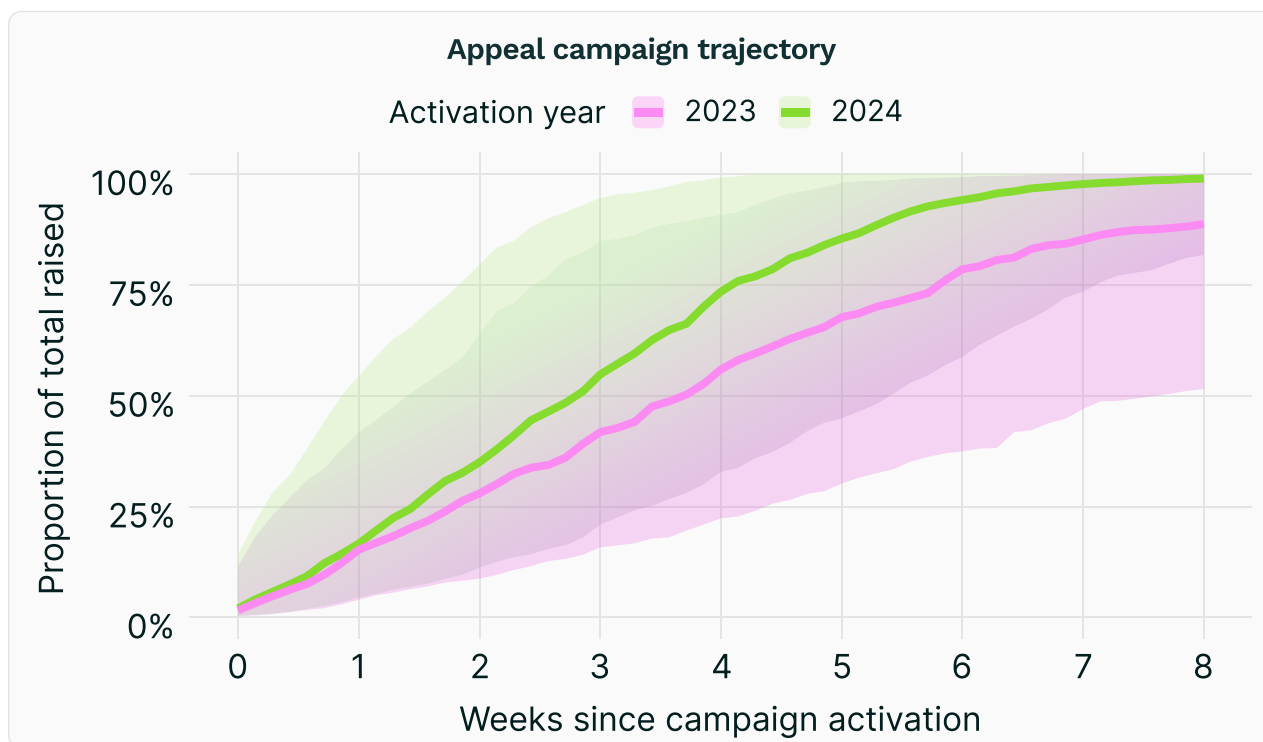
While the initial gift size may be smaller, the network effects can lead to deeper engagement—and eventually, larger gifts from a wider audience.

The takeaway? **Average donation matters, but so does role clarity.** The strongest strategies aren't chasing numbers in isolation. They're building thoughtful ecosystems where every channel plays to its strengths.

Appeal Benchmarks

Across the board, appeal campaigns in 2024 are outperforming those from the year before. They're reaching goals faster, generating higher returns, and bringing in more traffic from direct, Facebook, and email channels than ever before.

Let's start with the pace.



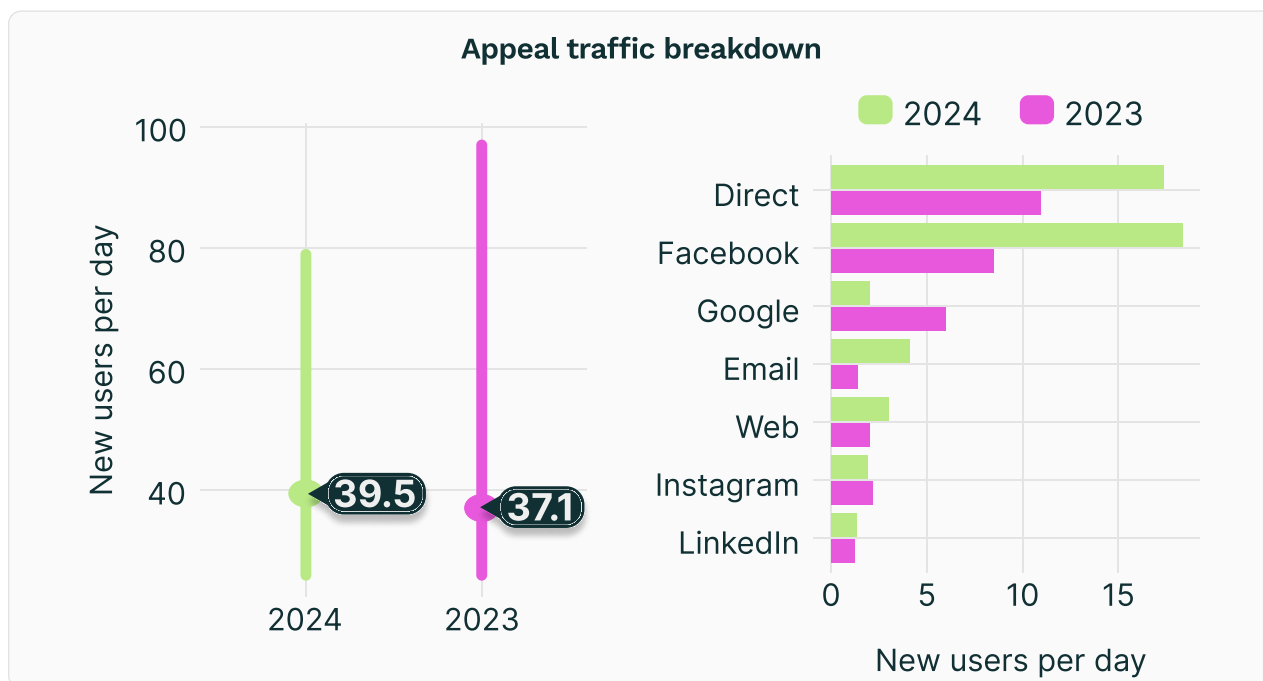
In 2024, the median appeal raised **75% of its total by week four**, two weeks faster than the previous year. That kind of acceleration isn't random. It's the result of tighter campaign design, sharper messaging, and stronger early execution.

This shift suggests a larger truth: **donors aren't waiting around.** They're responding to clear, confident asks — fast. Campaigns that front-load urgency, clarity, and relevance are outperforming those that try to build slowly over time.

That leaves a key question on the table: **Are we still designing appeals around how we hope donors behave, or how they actually do?**

Momentum is no longer something you build halfway through. It's something you have to generate from day one. That means rethinking the shape of our campaigns — how we open, when we peak, and how quickly we earn attention.

And that momentum doesn't happen in isolation. It's deeply tied to where and how you show up. Let's look at what the traffic data tells us next.



Looking at the latest data on **appeal traffic**, we see steady growth. The number of new users per day has increased slightly from **37.1 in 2023 to 39.5 in 2024**, indicating a consistent uptick in activity. This suggests that fundraising appeals are continuing to attract attention and engagement across channels.

Facebook remains a top traffic driver, highlighting its continued importance in helping organisations reach and engage supporters. **Instagram** also holds steady, reinforcing the role of social platforms in driving both visibility and connection.

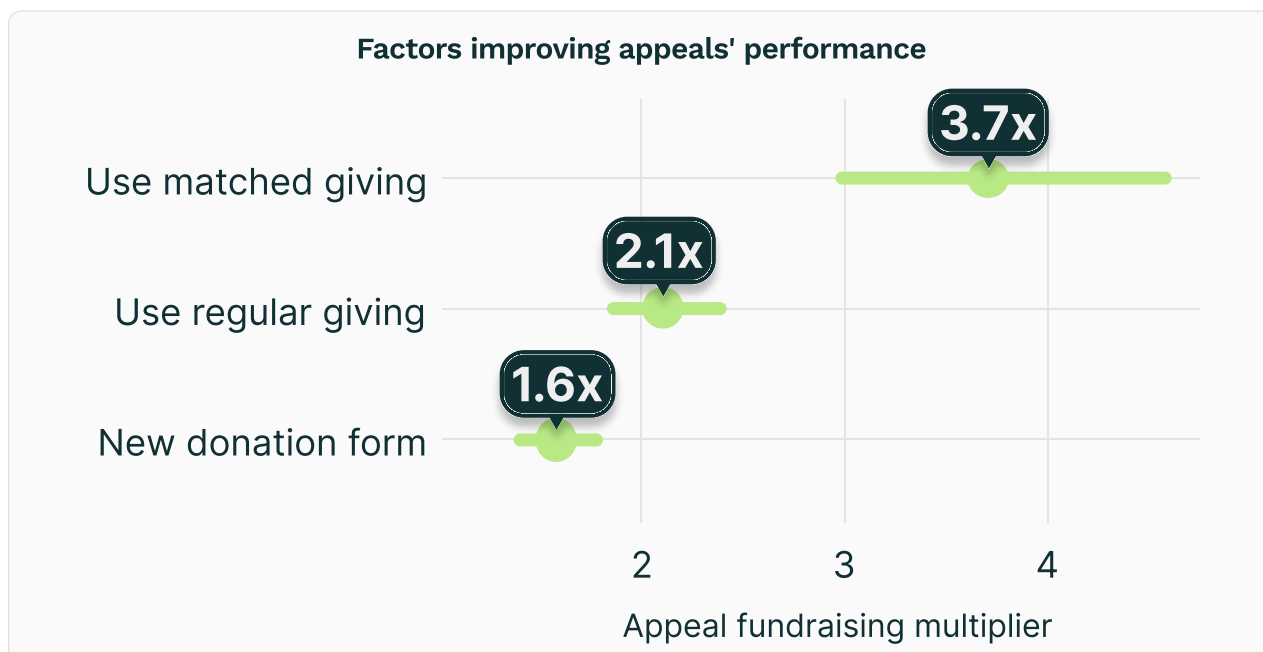
The decline in **Google** traffic points to a shift in how supporters are finding appeals. While search engines may have played a larger role in the past, discovery is increasingly happening through direct or social channels. **LinkedIn** continues to show minimal traffic, suggesting it may not be a primary driver for fundraising appeal engagement.

Email remains a strong performer, even with a slight dip in traffic. This underlines the importance of email as a retention and conversion tool — particularly for keeping existing supporters connected and encouraging action.

Taken together, the trends suggest that **social media platforms like Facebook and Instagram** are playing a growing role in both **discovery and engagement**. These platforms aren't just for awareness — they're central to cultivating relationships over time.

Meanwhile, the decline in **Google and LinkedIn** may signal a broader move toward network-driven visibility through **social sharing and direct outreach**.

As fundraising strategies evolve, it's important to continue **investing in social platforms** to attract and engage new audiences. At the same time, maintaining strong **email engagement** will be key to nurturing existing relationships and driving conversion.



This section dives into how **matched giving, regular giving, and updated donation forms** act as multipliers, significantly boosting appeal revenue when integrated thoughtfully into campaigns. These aren't just supplementary tactics. They're powerful tools that, when used strategically, can amplify results by as much as 3.7x.

Here are three standout tactics that drive results:

- **Matched Giving** increases appeal performance by up to **3.7x**
- **Regular Giving prompts** can **double returns**
- **Updated donation forms** on Raisely increase revenue by **1.6x**

These tactics are not incidental; they're **multipliers** that create compounded value when layered together into a cohesive strategy, versus being bolted on as an afterthought.

“*[Matched Giving] is definitely a successful tactic to increase the urgency and answer the ‘why give now’ question.*”



MEREDITH DWYER  **Homemade Digital**

However, it's critical to recognize that not all tactics scale endlessly. One partner raised a valid point about overusing match days in peer-to-peer campaigns:

“There is a danger that employing too many can diminish their impact, and also that participants become conditioned to “waiting” for the next match day to fundraise.”



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This highlights an important point: timing and audience behavior are crucial. A tactic that creates urgency today can lead to passivity if overused. It’s not about stacking tactics without consideration — it’s about knowing when and how to use them to drive results.

The real opportunity isn’t in adding more multipliers. It’s in using them **purposefully**, with a clear understanding of your audience, your campaign goals, and the balance between urgency and fatigue.



Raisely campaigns that use matched giving + regular giving + updated donation forms **raise up to 3.7x more**. These features are built in—no extra tools needed.

♥ Donate \$55 Monthly

Keep my one-time \$55 donation

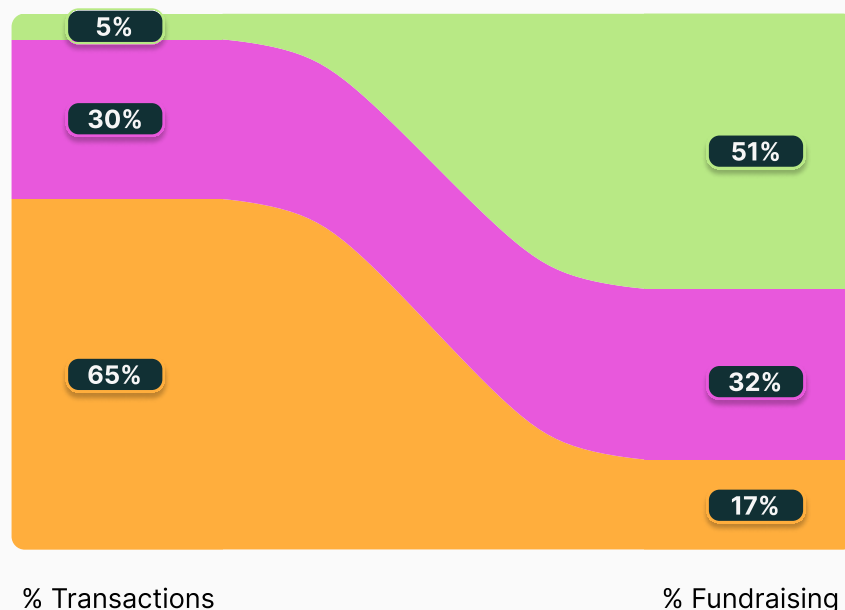
[Click to learn more →](#)

Donation size share of total donations

Under \$33

\$33 - \$165

Above \$165



* Dollar Amounts are in USD

Now, let’s shift gears and focus on the balance between small and large gifts, and how this balance can drive revenue in a way that’s intentional, strategic, and sustainable.

While small gifts may dominate transaction volume, **83% of total appeal revenue comes from donations over \$33**. This isn’t just a statistic, it’s a reminder that the real opportunity lies in creating spaces where both types of donations thrive. The question isn’t whether to target small or large donors, it’s how to craft *specific opportunities* for each to engage and give.

So, how do you create those opportunities?

- **Tailor the donor experience based on context:** A small gift could be made in the heat of the moment, so appeal for urgency when the donor is already engaged. But larger gifts need context — they require a reason to increase involvement. A one-time donation might be seen as helping today, but a larger contribution needs to feel like it's contributing to long-term impact. Ensure your appeals communicate the "why now?" and "why this much?" for different donor levels.
- **Present tiered giving opportunities at the right moments:** Make sure your appeals have clearly defined tiers. Not just a "give now" ask, but an option for incrementally larger gifts based on donor history, past contributions, and involvement. The context for these asks could vary: for some, a "support our next campaign" ask will resonate, while for others, a major gift ask might be positioned as a way to unlock a match or amplify impact.
- **Segment your appeals intentionally:** Don't just treat large donors as a monolith. Create distinct spaces where they can act as true partners, whether it's through **leadership giving circles** or personalized **major gift outreach**. Meanwhile, smaller donors can be invited to support through micro-campaigns or be encouraged to become repeat monthly givers. The context here is about emphasizing **shared ownership** over the mission, but ensuring it feels relevant to each level of engagement.

The key is not simply offering a "one-size-fits-all" opportunity but designing multiple **entry points** based on where donors are in their giving journey. For some, a small gift might be the gateway to something larger over time. For others, their first large gift is a signal of a deeper commitment. How do you invite donors to that next level of giving, and **create an environment** that makes each gift feel like part of a larger, shared mission?

The difference between a good appeal and a great one often isn't the number of donations, it's how you **create meaningful moments** for donors at different levels, in different contexts, and at different stages of their engagement.

Intentional Appeals for Lasting Impact

The data shows a clear pattern: the most successful appeals are driven by more than just isolated tactics. They're carefully crafted strategies that engage donors at multiple points, creating a seamless experience from start to finish. These campaigns don't rely on one-off messages, but on building momentum over time, creating urgency where it matters, and ensuring the donor feels personally connected to the mission.

We're seeing stronger performance from appeals that:

- **Run shorter campaigns** that build momentum early
- **Leverage high-performing traffic channels** like Facebook and email for conversions
- **Create urgency** with matching incentives and time-sensitive calls to action

- **Integrate supporting tactics** such as regular giving prompts and **optimized** donation forms
- **Target high-value donors** with tailored approaches, not just broad participation

These tactics, when aligned and integrated, move beyond being isolated efforts — they become a cohesive strategy. It's not about delivering one message at one moment, but about creating a **holistic approach** that maximizes every interaction and capitalizes on the opportunity at every stage of the donor journey.

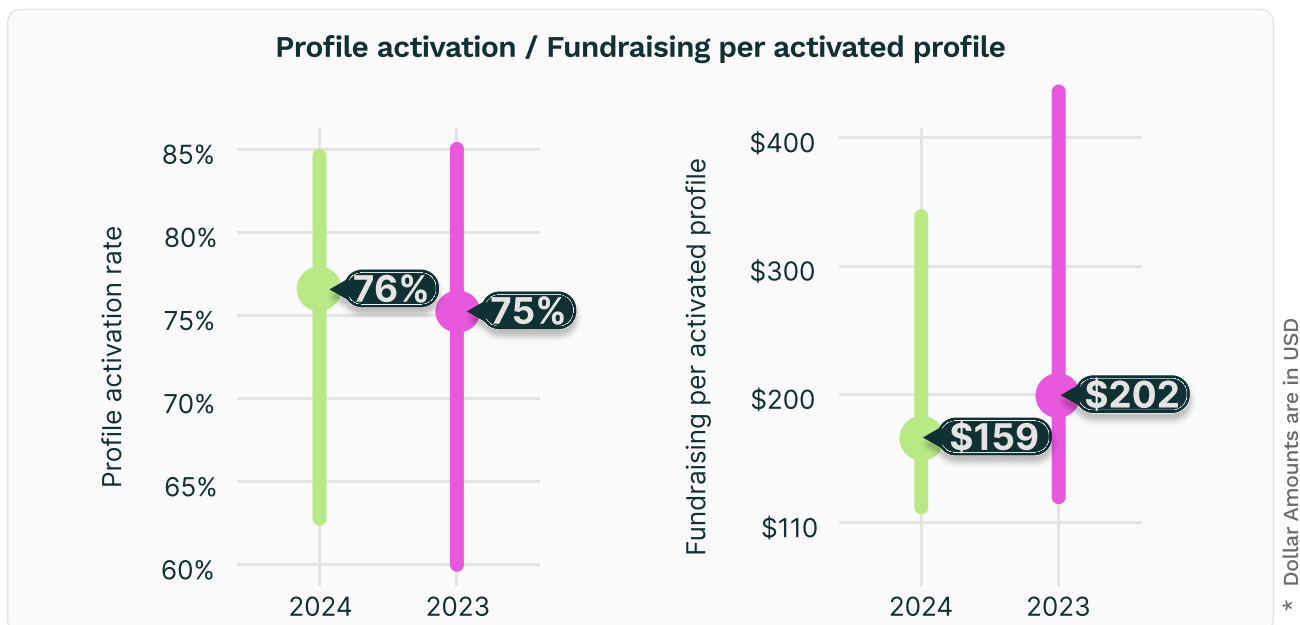
Questions to consider:

- Are we designing our appeals to gain traction from day one, or are we waiting for urgency to build on its own?
- Which of our tactics (matched giving, regular giving, donation forms) are underused, and how can we intentionally integrate them?
- Are we designing for a \$33 gift because it's easy to ask for, or are we making space for higher-value donations, too?

Appeals are not just about raising funds — they're a chance to demonstrate the depth and intentionality of your strategy. By thoughtfully integrating the right tactics, you build stronger connections and pave the way for sustained engagement and growth.

Peer-to-Peer Benchmarks

Peer-to-peer campaigns continue to be a valuable strategy in 2024, but they're requiring more nuance to perform well. The overall numbers are holding steady, but **fundraising per participant has dipped**.



Participant Engagement and Fundraising Trends

While **campaign volume is up**, with an 18% increase in the number of P2P campaigns compared to last year, we've seen a **slight decrease** in the average funds raised per participant. In 2023, the average was **\$202 per participant**, but this has dropped to **\$159 in 2024**, a 20% reduction.

However, it's worth noting that **profile creation and engagement levels have remained relatively steady**, indicating that while more campaigns are being created, the same number of participants are engaging. The decrease in funds raised suggests that although more people are being reached, fewer are donating or, in some cases, donating less.

This raises an important question: why is fundraising per participant declining, even as more campaigns are being launched? The data points to a few factors that are contributing to this trend.

“Campaigns that offer free merchandise just for a registration acquire lower quality fundraisers... If that leads to a stronger ROI overall, it's a legit strategy—but it may be skewing the numbers you're seeing.”



MEREDITH DWYER



Homemade Digital

This quote highlights a key challenge in P2P: **certain tactics, like offering incentives for signups, can increase participation but might not lead to better fundraising outcomes.** While perks like free merchandise may boost signups, they don't always attract the most committed or prepared fundraisers, which can ultimately affect performance.

Rather than focusing solely on volume, it's important to shift towards prioritizing **participant quality, motivation, and experience** — the true drivers of fundraising success.

Some participants join because they're deeply passionate about your mission, while others may be motivated by incentives or peer pressure. But just because someone signs up doesn't mean they're equipped or motivated to fundraise effectively, especially if they're unsure where to start.

This is where **participant enablement** becomes crucial.

- Are participants provided with the right tools, talking points, and encouragement?
- Do you have built-in check-ins, shoutouts, or challenges to keep them engaged, or is continued participation left to chance?

The most important question: Are your supporters truly invested in your cause, or are they signing up and walking away?

Many organizations face the challenge of viewing P2P campaigns as a quick fix to limited resources. While P2P can be a powerful tool to activate supporters, relying on it without a thoughtful strategy and sustained effort can result in shallow engagement. Without proper care, supporters can end up being just sign-ups, rather than active, engaged advocates.

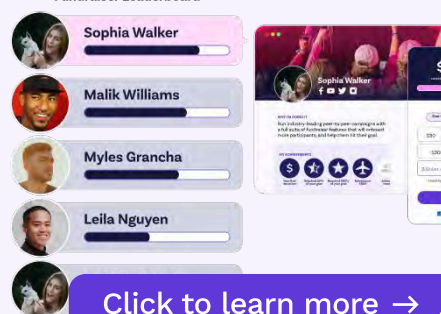
Here's the real opportunity: **How can you create a network of true advocates?** By focusing on thoughtful strategy, consistent engagement, and providing participants with the right tools, you can transform them into lasting champions for your cause. These engaged advocates are more likely to raise more and inspire others to join the movement.



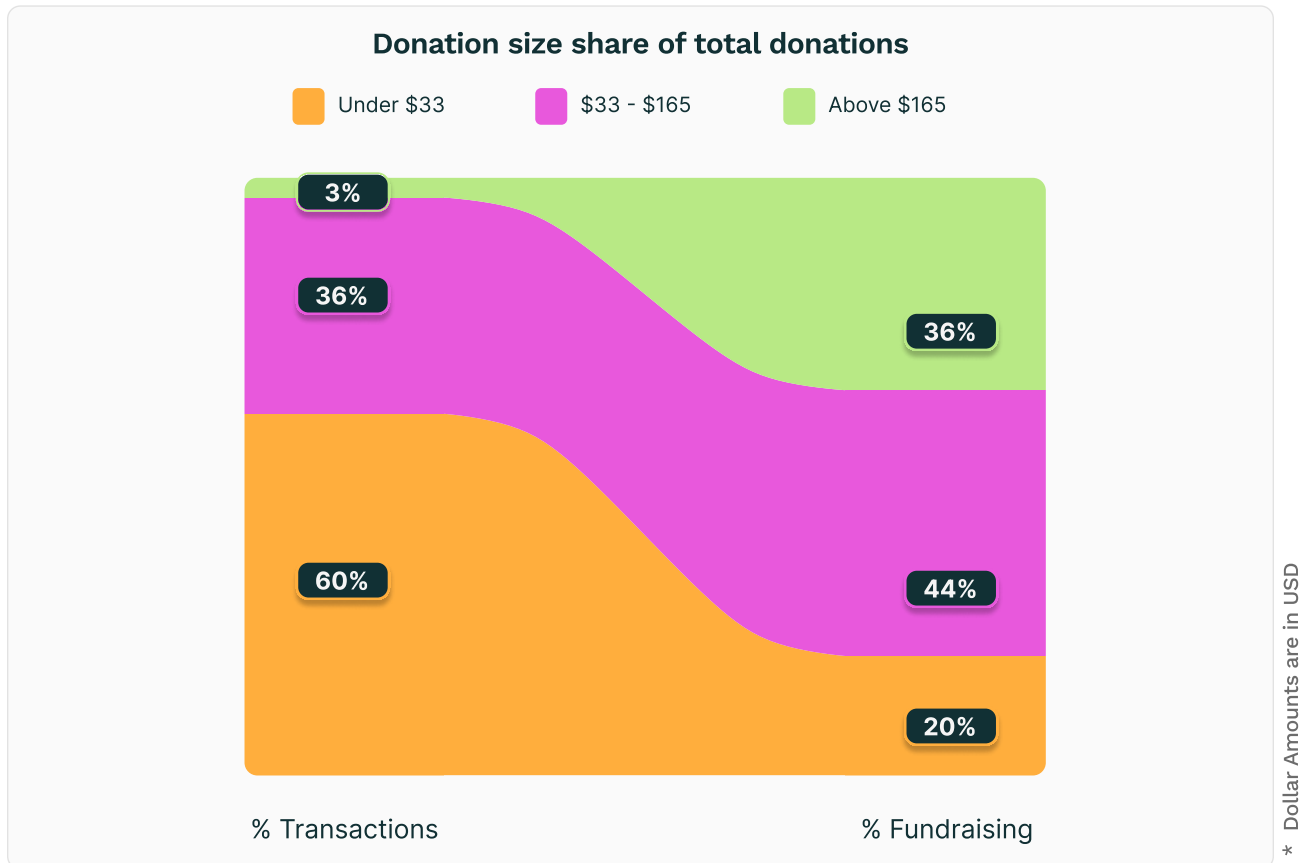
Raisely makes it easy to bring your own P2P strategy to life. With **customisable tools** and **automated workflows**, you can streamline campaign management, ensuring that your supporters are engaged and motivated throughout.

Raisely gives you the flexibility to focus on executing your vision, while providing the tools to strengthen and grow your supporter network.

Fundraiser Leaderboard



Peer-to-Peer Gift Sizes



Let's take a moment to ground ourselves in the fundamentals of **peer-to-peer gift sizes** and how they naturally shape campaign success. P2P fundraising thrives on **scale**, a large number of people contributing smaller amounts, all adding up to significant impact.

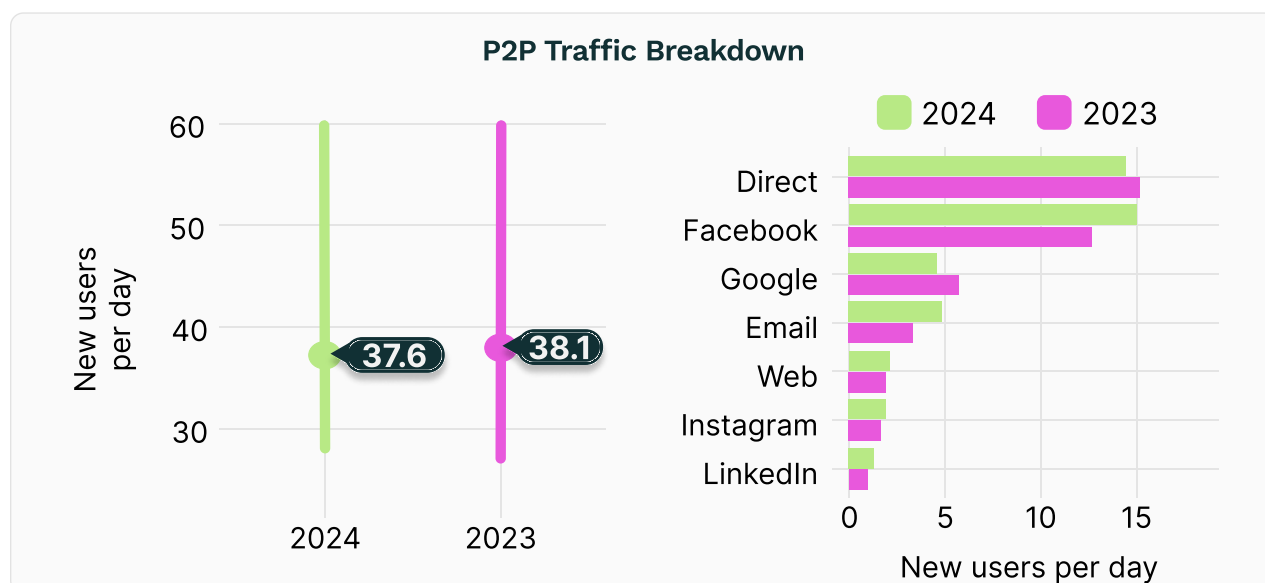
As expected, **only 3% of gifts** are above \$165, while **donations over \$50 make up 80% of revenue**. This is the core of P2P: it's not about a handful of big donations; it's about a mass of smaller contributions driving the bulk of revenue.

This is the **distributed energy** of P2P campaigns. They engage supporters at a personal level, tapping into networks and leveraging peer-driven storytelling. It's a unique kind of engagement, one that offers visibility and connection beyond traditional appeals.

But here's the next question: **How do we start driving larger gift sizes?** How do we move from those smaller, quick donations to cultivating long-term advocates who give more?

Referring back to our previous point about **participant enablement**, it's clear that we need to invest in turning these initial contributors into **advocates**. People who are not only willing to fundraise but to significantly increase their contribution because they understand the value they bring. Engaging these supporters with the right tools, recognition, and connection to the cause will help elevate their giving and, ultimately, the success of your P2P campaigns.

Traffic Sources for Peer-to-Peer Campaigns



Building on the need to turn participants into advocates, we now turn our attention to how **traffic sources and engagement channels** are evolving in the P2P space, and what that means for fostering deeper, more sustained supporter relationships.

Looking at **P2P traffic trends in 2024**, we see a slight dip in **new users per day**, dropping from **38.1 in 2023 to 37.6 in 2024**. This isn't a huge drop, but it's an important signal: new user acquisition is slowing down a bit. More campaigns are being launched, but capturing fresh eyes is becoming a bit more challenging.

That said, **Facebook** is still a major traffic driver, with its role in **both discovery and engagement** growing. **Email** continues to perform well, highlighting its power to keep existing supporters connected and engaged. On the flip side, **Google** and **direct traffic** saw slight declines, reinforcing the trend of **social-first** channels becoming the go-to for P2P discovery.

Instagram, while growing slightly, continues to provide opportunities for **peer-driven, visual storytelling**, but **LinkedIn** remains an underutilized channel for P2P traffic.

So, what does this mean? **The P2P landscape** is evolving, and the real opportunity now is in **deepening relationships with your existing supporters** rather than simply focusing on attracting new ones. With **Facebook** and **email** driving the bulk of engagement, the question becomes: **How can we make the most of these channels to create stronger, more lasting connections** with both new and returning supporters?

Focusing on Engagement for Sustained Impact

In 2024, while **P2P campaign volume is up**, we've seen a slight dip in **fundraising per participant**, signaling that **attracting more participants** isn't enough. The real challenge now is to **empower** your existing supporters, moving from simply attracting donors to **activating advocates** who not only raise more but become ambassadors for your cause.

The opportunity lies in **quality over quantity** — leveraging the power of **social-first engagement** on platforms like **Facebook and Instagram**, which continue to perform well. **Email** also remains essential for keeping supporters engaged and driving recurring donations. The shift is clear: **engagement over acquisition** is where future P2P growth lies.

It's time to stop seeing P2P as a **quick fix** and instead focus on turning participants into long-term, **high-value advocates**. By providing the right tools, recognition, and ongoing engagement, you'll move beyond initial donations to create supporters who see themselves as partners in your mission.

We're seeing stronger performance from P2P campaigns that:

- **Leverage social channels** like Facebook and Instagram to cultivate both awareness and deeper relationships
- **Create high-touch participant experiences**, offering the tools, recognition, and community they need to succeed
- **Use incentives strategically**, ensuring they inspire commitment rather than just momentary interest
- **Engage participants continuously** through check-ins, challenges, and community-building moments
- **Focus on long-term advocates**, nurturing quality over volume to build a network of true champions

When these tactics align, they become more than just a set of actions — they create a **strategic ecosystem** that turns P2P from a short-term campaign into an ongoing movement. It's about creating a **holistic experience** that maximizes each supporter's potential and keeps them invested long after the initial ask.

Questions to consider:

- Are we enabling participants to feel like **true partners** in our mission, or just asking them to fundraise?
- How do we move beyond **transactional engagement** to creating **lasting, ongoing relationships** with our supporters?
- What's the balance between incentivizing **participation** and ensuring those incentives lead to deeper, sustained commitment?
- How can we **turn the inevitable drop-offs** in participation into opportunities for **re-engagement** and growth?

P2P success isn't about a single campaign or a set of one-off donations. It's about creating **real** relationships, where supporters move from casual participants to **deeply committed advocates** who drive long-term change.

Insights to Carry Forward

The most powerful insight from this year's data is clear: **growth is within reach**, but the path to achieving it is shifting. It's no longer about bigger teams or larger budgets. Success is rooted in how **strategically** you design your campaigns, how well you **understand your donors**, and how **intentionally** you align every element of your strategy.

Here's where the data is pointing us:

- **Appeals are accelerating:** Shorter, sharper campaigns are hitting their goals faster than before. **Timing, urgency, and channel alignment** are the new pillars of success.
- **Strategic layering pays off:** When teams integrate tactics like **matched giving, regular giving, and optimized donation forms**, they see **multi-dimensional results**. These aren't just "nice-to-haves"—they're essential performance multipliers.
- **Peer-to-peer is evolving:** It's not on the decline. It's growing smarter, requiring more nuanced approaches to **participant quality, onboarding, and personalized supporter journeys**.
- **Focus is shifting from volume to value:** Whether it's **donor acquisition, channel strategy, or participant recruitment**, the game is no longer about doing more; it's about doing it more strategically.

At the same time, trends are already reshaping the future of fundraising:

“The days of chucking 90% of your budget in Meta are behind us. A truly integrated approach with multiple touchpoints will win every time.”



JACK BISS  **Call to Action Group**

“In an age where AI and data are helping nonprofits understand donors better than ever, one-size-fits-all fundraising simply doesn't cut it anymore.”



KATRINA GRANT  **Dataro**

“Matched giving inspires people to give knowing that their dollars will be doubled or tripled, creating more impact.”



DAVID PISAREK  **Wow Digital**

The future of fundraising is no longer just about reach; it's about **depth**. From audience-first donor journeys to cause-driven subscription models, the most successful strategies will blend **creativity with precision, systems with storytelling, and tools with true human connection**.

As you reflect on this year's benchmarks and plan for the next, ask yourself:

- **Are we creating a fundraising experience that feels personal, or is it just a transaction?**
What signals are our donors sending that we might be missing?
- **Which strategies are driving real connection, and which are just keeping us busy?**
- **If we stopped doing something next year, would our donors even notice?**
- **Where could we simplify, and where should we invest more time, care, and creativity to truly resonate?**

This isn't about chasing every trend that comes our way. It's about **knowing your donors**, **showing up with clarity**, and building systems that support the fundraising you want to do — not the one you're expected to do.

Because when intention meets execution, fundraising goes beyond the transaction.

It becomes a relationship. A habit. A shared belief in what's possible.

And that's when real growth begins.

This report was developed by the Raisely team, with insights from partners and fundraising professionals across the globe.

A special thank you to our partners for their contributions:



Clarke Vincent
the Fundraising Agency

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Meredith Dwyer
HomeMade Digital

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ABOUT US

At Raisely, Aplos, and Keela, we've reimaged what nonprofit operations technology can be – not as separate tools but as a unified ecosystem where every department speaks the same language. We call it operational harmony, and we believe it changes everything.

Imagine your nonprofit with each department contributing its unique strengths while working in perfect alignment with others. Every team plays a vital role, but instead of speaking different “languages” and working in isolation, they communicate seamlessly, share data effortlessly, and collaborate toward common goals without friction or confusion.

Our integrated suite brings that harmony to life.

Aplos establishes your financial foundation, creating a clear direction for your organisation to follow. Raisely powers your fundraising efforts, bringing in the resources that fuel your mission. Keela nurtures your donor relationships, ensuring every supporter feels valued and connected to your cause. And all of this information flows seamlessly between systems, creating a continuous cycle that builds momentum with every transaction, every donation, and every engagement.

We believe nonprofits shouldn't have to choose between operational excellence and mission focus. You deserve operational technology gives you the platform to achieve both, creating momentum rather than friction.

When your systems speak the same language, when your data flows freely between departments, and when your entire organisation moves in coordinated rhythm, there are no limits to what you can achieve.

How do each of our solutions create operational excellence for your nonprofit?



Raisely simplifies online fundraising with an intuitive platform to create custom campaign pages, accept donations, and engage your community. Whether it's peer-to-peer campaigns, appeals, giving days, or ticketed events, our free, unlimited, and customisable templates make it easy — no coding required.



Aplos offers a fund-based accounting solution built for growing nonprofits. You can manage budgets for grants and projects, track income and expense by fund, and ensure your organisation is always financially compliant. With Aplos, you can rise above accounting complexity and steward your resources for maximum mission impact.



Keela equips you with automated donor management, providing the foundation to nurture relationships, analyse giving behaviours, and automate regular outreach so you can turn donor engagement into your mission's greatest accelerator.



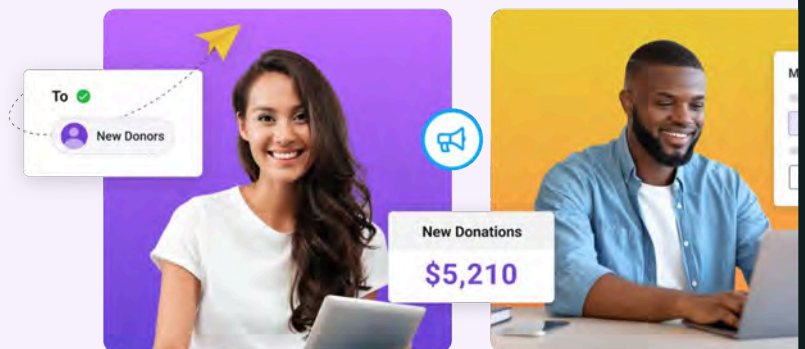
Learn how Raisely powers fundraising that inspires donors and aligns with your mission.

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