The Changing Landscape of Digital Giving

From Donation Pages to Mobile Giving: Can Small Nonprofits Compete?

Aid for Africa Member Meeting
May 2, 2014
A little about me

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**Mission:** Empower and inspire online fundraisers.

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A little about Network for Good

Network for Good helps nonprofits raise money online with easy, affordable online fundraising tools and training.
IMAGINE
The State of Online Giving
The Digital Giving Index

2013 Year in Review

Insights and trends on $190 million in donations to 40,000 charities

Digital giving continues to grow

14% increase in online giving
4% increase in overall giving

Online giving still represents less than 10% of total giving but continues to grow

$987 million in donations for 100,000 charities 2001-2013

$190 million in 2013. Donations grew 20% vs 2012.
2013 Distribution of Donation Dollars

- **Nonprofit Website**
  - Branded: 18%
  - Generic: 12%

- **Peer to Peer**: 9%

- **Portal Giving**: 7%

- **Employee Giving**: 54%
Online Fundraising by Channel

**GIVING BEHAVIOR VARIES ACROSS CHANNELS**

**GENERIC GIVING PAGE**
- 20%-30% smaller average gifts than on branded giving pages
- $105 Avg gift size
- 7% of overall giving

**BRANDED GIVING PAGE**
- 6x more dollars raised than on generic giving pages
- $139 Avg gift size
- 54% of overall giving

**PORTAL GIVING**
- Marked growth in donations for December and in the wake of natural disasters
- $112 Avg gift size
- 12% of overall giving

**EMPLOYEE GIVING**
- Influenced by annual company-sponsored open enrollment programs
- $150 Avg gift size
- 9% of overall giving

**PEER-TO-PER GIVING**
- Driven by giving events and personal peer-to-peer fundraising campaigns
- $66 Avg gift size
- 18% of overall giving
Online Fundraising by Channel

- **Generic Giving Page**
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  - Avg gift size: $105
  - 7% of overall giving

- **Branded Giving Page**
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Network for Good®
The giving experience matters.

20%-30% smaller average gifts than on branded giving pages

$105 Avg gift size
7% of overall giving
North Carolina Center for Voter Education

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Donation amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.C. Center for Voter Education</td>
<td>$_____</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

Total: $0.00 USD
Fund: Solar Challenge

Northland Controls Systems, Inc. partners with Firelight to light 100 family homes with solar energy in Kanja, Rwanda and support boys living on the street transition to stable home environments in Kigali.

Donation  REQUIRED

$50  $100  $250  $500  $1000  $2000  Other  $Amou

How often do you want to make your donation?

One Time  Monthly  Quarterly  Annual

Payment Information  REQUIRED

Please click below to choose your payment method.

Credit/Debit  PayPal

Giving Option  REQUIRED

Your donation is securely processed by our nonprofit partner, Network for Good, with a 3% transaction fee to cover credit card fees, bank fees, and other processing costs. Please consider chipping in an additional 3% so 100% of your donation amount goes to us.

- Donate 100% - Add 3% so that 100% of the donation goes to Firelight Foundation.
- Donate 97% - I understand Network for Good will deduct 3% to cover transaction costs.

DONATE NOW
Online donors convert at a higher rate and give more with a personalized, consistent giving experience.
Your Nonprofit Website = Credibility

61% of donations were made through charity giving pages
Giving Spikes: Disaster and December

Online Giving Spikes for December and Disaster Relief

- Disasters
- December

Japan Earthquake
Superstorm Sandy
Typhoon Haiyan
Oklahoma Tornado

December 31
#GivingTuesday
Disaster Relief
Rest of Year

Largest gifts made on December 31, followed by #GivingTuesday, followed by times of disaster relief.
Are you ready for giving spikes?
Online or off, your fundraising must:

Tap into emotion.
Make it easy to take action.
Get mobile & social.
Optimize for Online Donations
Double Your Mommy

Give the gift of life this Mother’s Day!

Honor the women in your life with a gift that will be doubled by a special donor.

Choose from the items below and your shopping is done! We’ll take care of sending a beautiful Mother’s Day card to let her know your love for her will live on in the women and babies who thrive because of your donation. Mailed cards (deadline May 5th) or e-cards (deadline May 9th 3:00PM Pacific Time).

Select a gift amount:

- $10.00: Information is Power: Client Education Cards
- $25.00: You Are What You Eat: Healthy Meals for Mom/Baby
- $50.00: Frontline Frontiers: Community Mentor Mothers
- $100.00: It's a Good Call: Buy A Phone, Save A Baby
- $500.00: Empower an HIV+ Woman: Train a Mentor Mother

Donation Frequency

- One Time
- Monthly
- Quarterly
- Annual
How You Can Help
Donations

Worldwide Fistula Fund
Join us in the fight to eradicate obstetric fistula in the developing world. Your gift will bring healing and hope to women suffering from this wholly preventable condition. Together we will triumph!

Donation **REQUIRED**

![Log in to edit a recurring donation](image)

Worldwide Fistula Fund
Donate: $25 $50 $100 $150 $250 $300 $450 Other $ Amount

How often do you want to make your donation?

- One Time
- Monthly
- Quarterly
- Annual

Payment Information **REQUIRED**

Please click below to choose your payment method.

- Credit/Debit
- PayPal
Join us to save wildlife while building the economic and social strength of communities.

How Much Would You Like to Donate Today?

- Kifar - Rhino $10000
- Punda Kanda - Grevy's $2500
- Duma - Cheetah $250
- Ngiri - Warthog $75
- Other $ Amount

Save endangered rhino, elephant, Grevy's zebra and lion while offering families a means out of poverty. Every gift helps wildlife - and, as importantly, the people who are its caretakers, the community members that live alongside these creatures, tending to the land and the wildlife, preserving their way of life while meeting the developed world not far away.
5 Donation Page Musts

1. Feature one clear call to action that emphasizes why your mission is critical.
2. Connect the donor to your cause with a compelling photo, plus your branding and message.
3. Offer well-positioned recurring gift options.
4. Keep your form short and uncluttered – the more fields to fill out, the higher the abandon rate.
5. Include social proof like testimonials, tickers or ratings.
We train, employ, and empower mothers living with HIV to bring health and hope to other mothers, their families, and communities.

**Donate**
Paediatric AIDS is preventable. Just $10 could help one HIV-positive mother protect her baby from HIV.

**About Us**
We have reached more than 1.2 million women living with HIV in 9 countries. Find out how.

**Get Involved**
Each day, approximately 700 children are infected with HIV. With your help, we can protect them from this deadly virus.

**Latest News**
Keep up to date with m2m’s news, and what is happening in the global effort to eliminate paediatric AIDS.
Before you go...

Each day, approximately 700 babies are infected with HIV. It's unacceptable... it's tragic... because it's almost entirely preventable.

YOU can help change that just by signing up for mothers2mothers' (m2m) newsletter... and it's FREE.

SIGN UP:

- First Name: 
- Last Name: 
- Email: 
- Country: Select 

Submit Query
5 Ways to Instantly Improve Your Nonprofit Home Page

1. Feature an emotionally-engaging image.
2. Include a 2-second statement that instantly conveys who you are and what you do.
3. Provide clear, intuitive navigation.
4. Feature a big, bold donate button.
5. Offer an easy way to engage people who may not be ready to give (like email signup).
Be Mobile Ready
Your cause must be mobile-friendly
Email Opens by Platform
December 2013

- Mobile: 51%
- Desktop: 31%
- Webmail: 18%

Source: Litmus Email Analytics
Your cause is mobile, whether you are ready or not.
mothers2mothers believes in the power of mothers to end paediatric AIDS.

Donate
Paediatric AIDS is preventable. Just $10 could help one HIV-positive mother protect her baby from HIV.

About Us
We have reached more than 1.2 million women living with HIV in 9 countries. Find out how.
How do you start?

→ Take inventory of how accessible your nonprofit is via mobile.
→ Learn how many of your visitors arrive via mobile.
→ Recognize the opportunity (the chance to reach people more immediately) and the constraint (mobile experiences need to be simple and easy).
→ Optimize for easy giving and pledging.
Remember:
Technology doesn’t inspire people ...

YOU DO!
For more online fundraising resources and a copy of this presentation:

www.fundraising123.org/AFA