

# 2019

## NONPROFIT GIVING TRENDS

Data-driven Development Strategies for the New Year



### MONTHLY RECURRING DONATIONS ON THE RISE



#### 40% Growth

2018 saw a 40% year-over-year increase in monthly subscription-based donations. 2019 is projected to see similar growth.



#### 440% More Valuable

Studies show that recurring donors are 440% more valuable than one-time donors over their lifetime.

# 3x

#### Annual Value

The value of a subscription-based donor is over 3 times greater than that of a one-time donor.

### DONATIONS BY EMAIL BIGGER THAN EVER

#### 28% Growth

In 2012, only 6% of donors were interested in donating by email. In 2018, that increased to 28%.



#### +760% Revenue

Nonprofits that segment their subscriber list and customize their email campaigns to each segment report 760% more revenue.



#### 10% More "Opens"

Using personalized greetings have been shown to improve the open rate of email campaigns by more than 10%.



#### 33%

Studies show that donations by email account for one-third of all online fundraising revenue for nonprofits.

### ENGAGING A SOCIALLY CONSCIOUS GEN-Z



#### 27%

Gen-Z now comprises 27% of the population.



#### 70%

of high schoolers are interested in volunteering for a nonprofit.



#### 30%

of Gen-Z has already donated to charity.



#### 1 in 10

Approximately 10% of Gen-Zers want to start their own charity.

### INCREASE IN VIDEO ENGAGEMENT



#### 1,200%

Video messages are shared 1,200% more than content that is just text and images.



#### 95% Retention

Online messages that include video content are remembered by 95% of viewers, as opposed to only 10% for text-based messages.



#### 80%

An estimated 80% of all online content on the internet is video.



#### 97%

A user's positive experience with a video message increases their likelihood of conducting a transaction by 97%.

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