

FASCINATING NONPROFIT STATISTICS

Here are some fascinating facts about the U.S. Nonprofit sector:



1,409,430 - Number of tax-exempt nonprofit organizations in the United States.



\$316.23 billion - Total donated to charitable causes in the United States in 2012.



817,379 - Number of nonprofits with less than \$100,000 in total revenue.

4.9% - Percentage increase in overall fundraising during 2013 in the U.S.



72% - Percentage of U.S. charitable giving that comes from individuals.

23.7% - Retention rate of first-year donors.

MORE FASCINATING FACTS:

• 13.5% - Percentage increase in online fundraising during 2013 in the U.S.

• 84% - Percentage of nonprofits donation landing pages that are not optimized for mobile.



FACTS JUST KEEP ON COMIN':

• 6% - Percentage of United States charitable giving that comes from corporations.

• 63% - Percentage of donors that want to know how money will be used.



BUT WAIT THERE'S MORE...



• 15% - Percentage of U.S. charitable giving that comes from foundations.

• 18.1% - Percentage increase in online giving to Faith-based nonprofits in 2013.

• 12% - Percentage increase in giving by individual donors if nonprofits provide what they need.

OOOOOOOOOOH BOOOOOOY!



6.4% - Percentage of overall fundraising from online giving during 2013 in the United States.



76% - Percentage of nonprofit mobile subscribers that came from integration with CRM.



32% - Percentage of United States charitable giving goes to Faith-based organizations.

Source: <http://www.fundraising.co.uk/2014/02/18/50-fascinating-facts-us-nonprofit-sector/>

That was fascinating!



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