

How Has COVID-19

Impacted Online Fundraising?

Starting at 1pm Central Time

Coronavirus

Nonprofit Fundraising Response



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is.**

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit **web traffic** trends
- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Email Trends &
Examples

Web Traffic Trends
Coming Soon

Resources

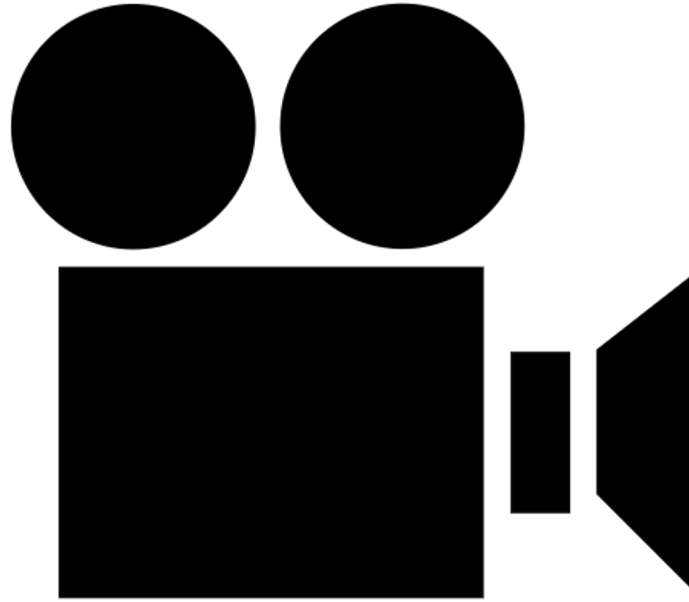
Get Updates on
Response Trends

nextafter.com/coronavirus



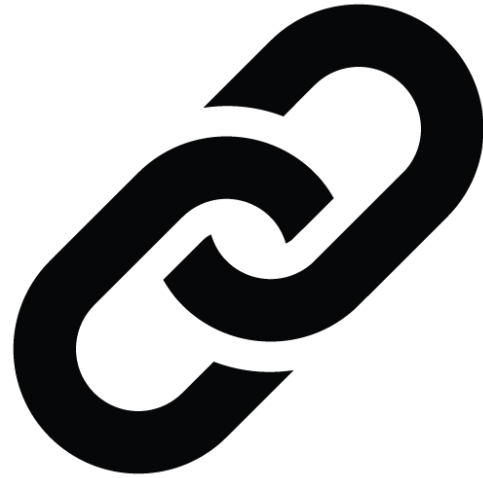
Nonprofit Email Volume Trends

A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for Q&A.

A Few Quick things...

Use the Chat window
to ask a question or
drop in a comment.

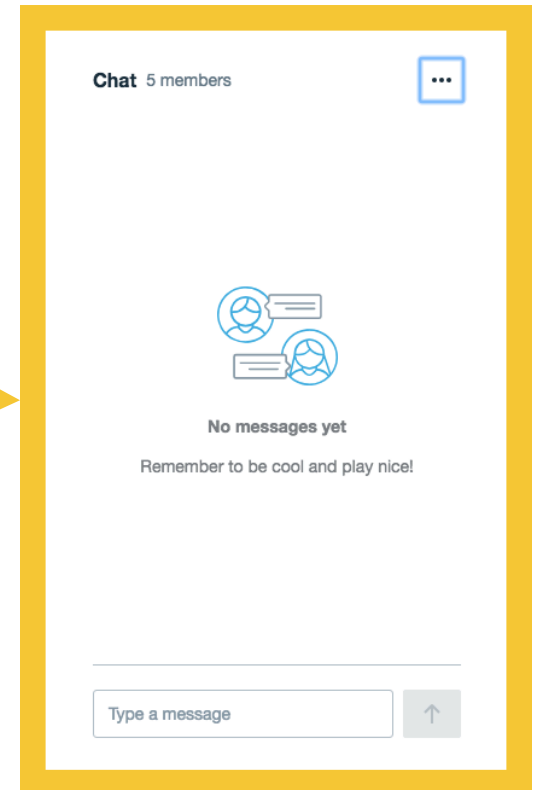
Cracking the Code of Facebook Fundraising



In this free webinar, Jon and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.

This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)



Today's Speaker



Tim Kachuriak

Chief Innovation & Optimization Officer

NextAfter

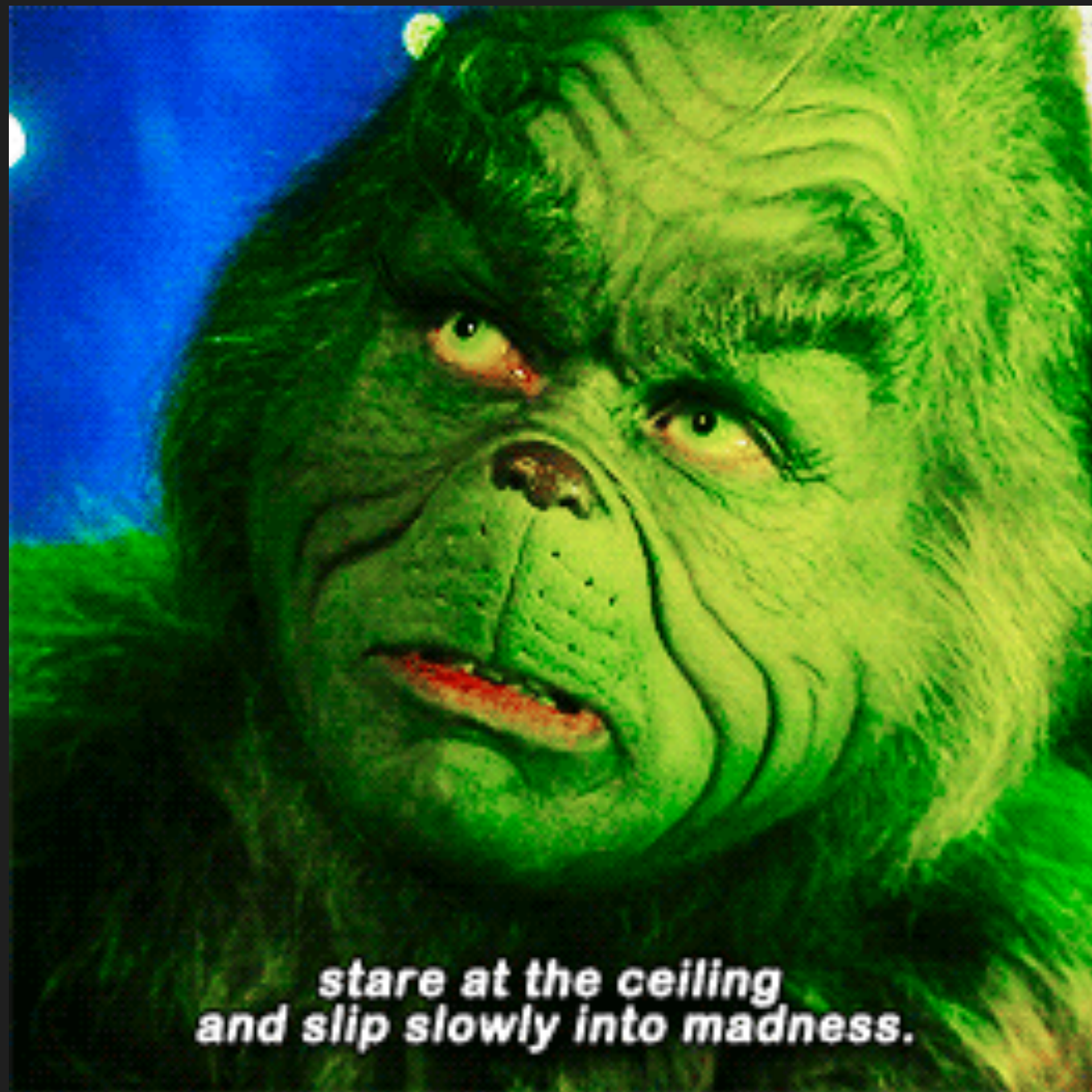


How Has COVID-19

Impacted Online Fundraising?







**stare at the ceiling
and slip slowly into madness.**

TikTok

@rebeccamcmilianka



Laughing is good.



How should we approach
fundraising amid COVID-19?



Two **important** questions.



Two important questions

What are other nonprofits doing?



Two important questions

What are other nonprofits doing?


How are donors responding?





“Forensic” Research Studies





Aggregate Donor Inbox


 Gmail


 Compose


 Pause Inbox


 **Inbox** 29,073


 Campaign Donation Exa...


 **Can Score** 4,455


 **CULTIVATION ...** 19,527


 DON'T USE




 **Higher Ed** 224


 Interesting (Good and B...


 Multi-Channel 2020




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













 Search mail









  

1-50 of 31,988

<input type="checkbox"/>	 PBS KIDS for Parents	CULTIVATION STUDY CULTIVATION STUDY/Email Join Elmo's Play Date With Lin-Manuel Miranda! - Play and Sing with Sesa...	7:45 AM
<input type="checkbox"/>	 Team Sierra 2	CULTIVATION STUDY CULTIVATION S.../Donations CULTIVATION STUDY/Email I teared up when I cancelled my Earth Day 5k -- ...	7:37 AM
<input type="checkbox"/>	 WPLN News	Public Radio Daily News Update: Wednesday, April 15, 2020 - Local stories and latest NPR headlines View this email in yo...	7:30 AM
<input type="checkbox"/>	 East Tennessee PBS	PBS Need a New Binge? Mystery Drama Baptiste is Streaming Now with Passport - If you love Sherlock and The Missing...	7:15 AM
<input type="checkbox"/>	 Focus on the Family. 2	CULTIVATION STUDY CULTIVATION S.../Donations CULTIVATION STUDY/Email Going stir crazy?!?!? - Get FREE digital Christian ...	7:03 AM
<input type="checkbox"/>	 ACLU of Texas	CULTIVATION STUDY CULTIVATION STUDY/Email Defending voting rights in (virtual) court today - Send a message to Gov. A...	7:01 AM
<input type="checkbox"/>	 WQLN	PBS A Certainty in Uncertain Times - Dear Chloe, Chances are you might find yourself filled with uncertainty these days. ...	6:30 AM
<input type="checkbox"/>	 WHUT	PBS Your Membership Has Expired - WHUT Dear Lisa, Keep your member benefits and know you are supporting indepen...	6:27 AM
<input type="checkbox"/>	 Shanna Marzilli	CULTIVATION STUDY CULTIVATION S.../Donations You're not powerless. Every dollar counts. - Hi Paul, I know that we're all f...	6:21 AM
<input type="checkbox"/>	 American Bible Soci.	CULTIVATION STUDY CULTIVATION STUDY/Email What the World Needs Now - The light of Scripture is spreading to millions ...	6:04 AM
<input type="checkbox"/>	 Insight for Living .	CULTIVATION STUDY CULTIVATION STUDY/Email Chuck Swindoll's Daily Devotional: On Loan - On Loan: With Job facedown i...	6:03 AM
<input type="checkbox"/>	 91Classical - Nashv.	Public Radio A Note From Colleen Phelps And Gigi - Support Nashville Public Radio View this email in your web browser A...	6:01 AM
<input type="checkbox"/>	 WFYI Membership	PBS Please Renew Your WFYI Membership Today! - Your contribution helps support WFYI Public Media and our many qu...	6:00 AM
<input type="checkbox"/>	 American Enterprise.	CULTIVATION STUDY CULTIVATION S.../Donations AEI Today: A 7-point checklist for reopening the economy - Today's top co...	5:04 AM
<input type="checkbox"/>	 Operation Smile 2	CULTIVATION STUDY CULTIVATION S.../Donations CULTIVATION STUDY/Email Smile Report: The commitment continues - All t...	5:03 AM
<input type="checkbox"/>	 NHPR	Public Radio Support journalism that matters	5:00 AM
<input type="checkbox"/>	 American Bible Soci.	CULTIVATION STUDY CULTIVATION STUDY/Email Today's Bible Reading - April 15, 2020 1 Corinthians 15:35-58 (Good News ...	4:08 AM
<input type="checkbox"/>	 YMCA of Metro Atlan.	CULTIVATION STUDY CULTIVATION S.../Donations Healthy at Home - Wellness Wednesday - The Y is here for you, wherever y...	4:01 AM
<input type="checkbox"/>	 TTB's World Prayer .	CULTIVATION STUDY CULTIVATION STUDY/Email "We find strength in God's Word, but often feel alone." - April 15, 2020 plac...	4:00 AM



Coronavirus Nonprofit Fundraisin

+

← → ↻ 🏠 <https://www.nextafter.com/> 🔍

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**NextAfter Institute**
FOR ONLINE FUNDRAISING

Coronavirus

Nonprofit Fundraising Response



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

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- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Web Traffic Trends

Email Trends & Examples

Resources

Get Updates on Response Trends

🏠 🔍 Type here to search

🌐 Network

 hubspot-crm-exports-customers-all-time-2020-03-18
 hubspot-crm-exports-customers-all-time-2020-03-18-1

3/18/2020 2:40 PM
3/19/2020 2:50 PM

Microsoft Excel Worksheet
Microsoft Excel Worksheet

12:00 AM
3/15/2020 🗨

What are other nonprofits doing?



What data are we analyzing?

All emails were received between Jan 1, 2020 and Apr 15, 2020

Verticals

12

Nonprofit Organizations

156

Emails Received

2,889

% Mentioning COVID-19

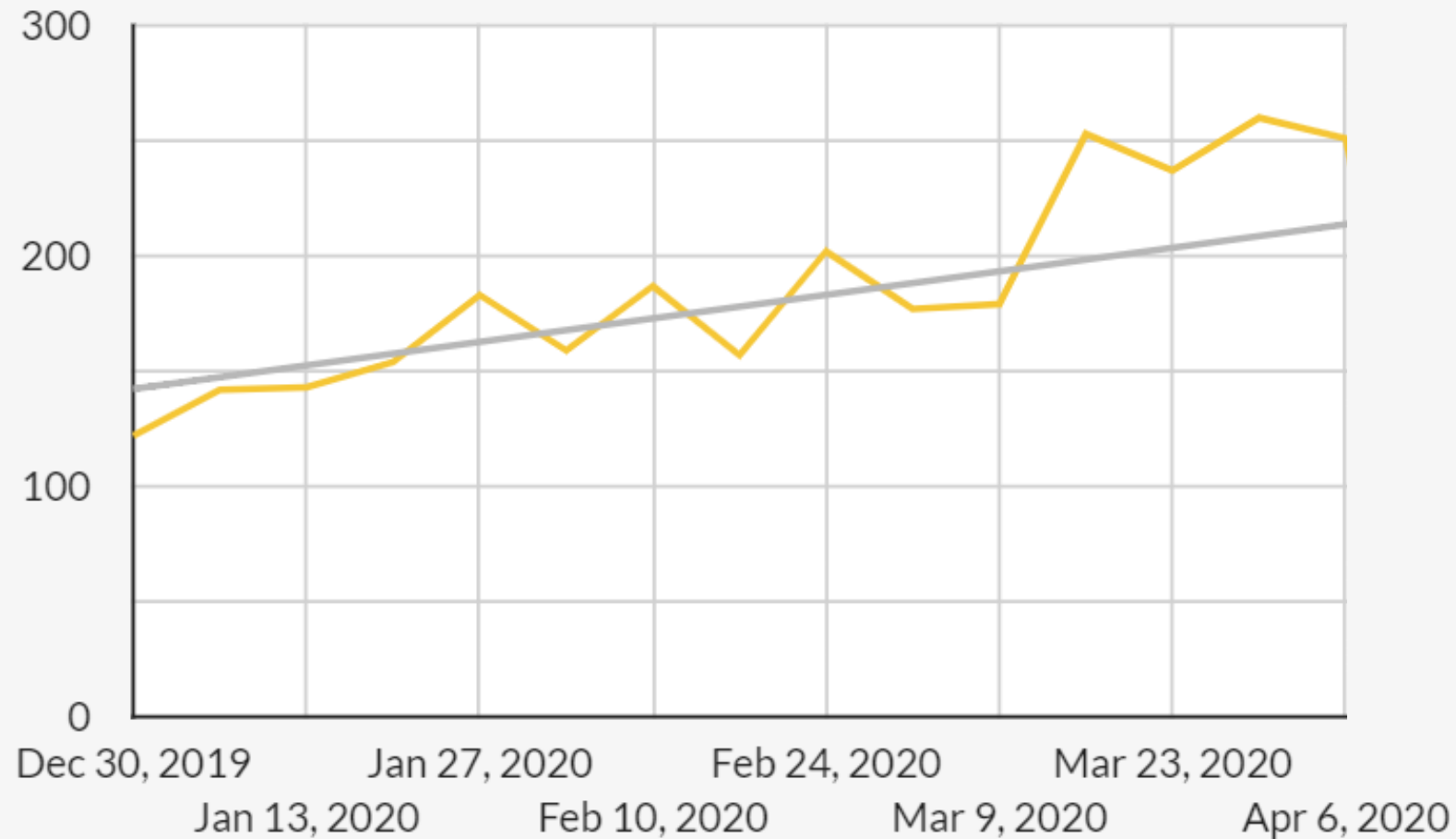
28.7%

- Arts & Culture
- Education
- Environment
- Faith-Based
- Foundations
- Health
- Human Services
- International
- Public Media
- Public Policy & Advocacy
- Public Societal Benefit
- Wildlife & Animal Welfare



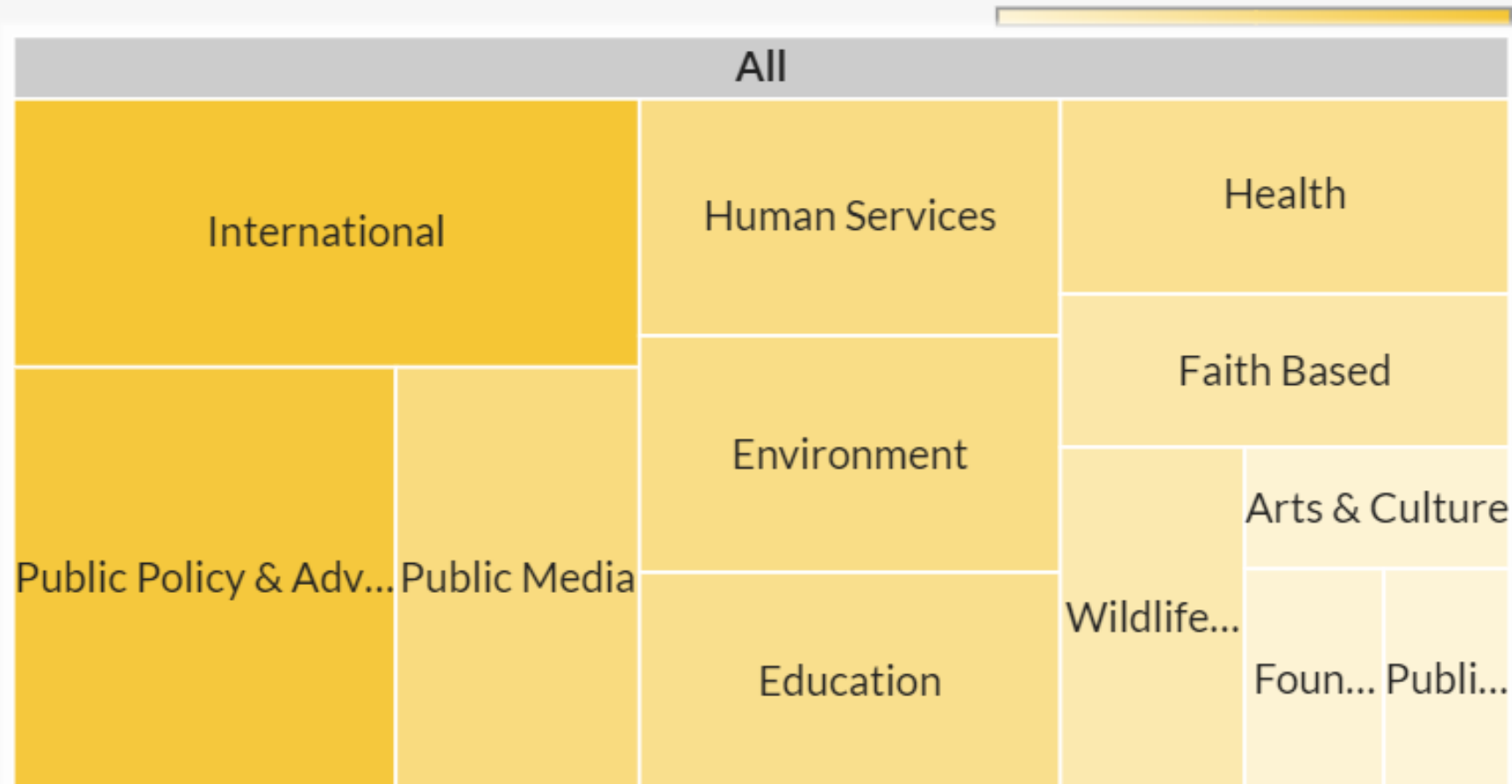
How many total emails have been sent each week?

Observation: The number of emails sent each week, has been steadily increasing



What **verticals** have been **sending the most**?

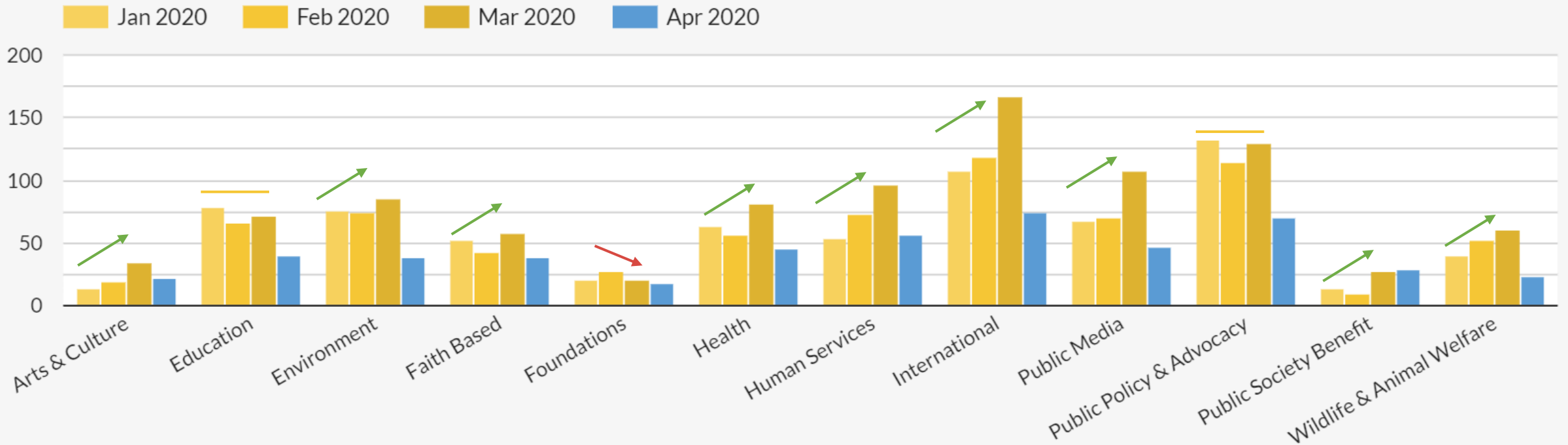
Observation: Public Policy and International have been sending more than twice as much as verticals shown in the bottom right such as Faith Based and Public Media.



How has each vertical **changed their volume** of messaging in recent months?



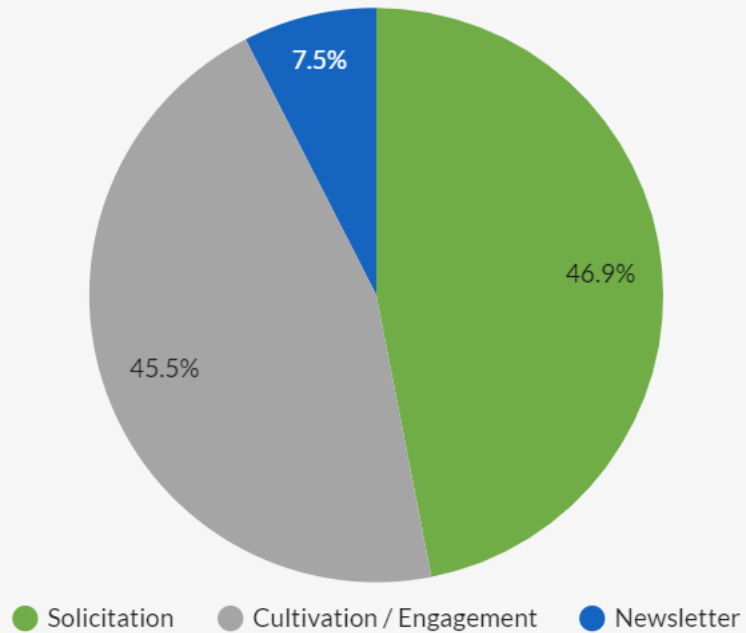
Observation: International, Human Services, and Public Media has been steadily increasing their email volume in the past three months.



What is the purpose of the messages?

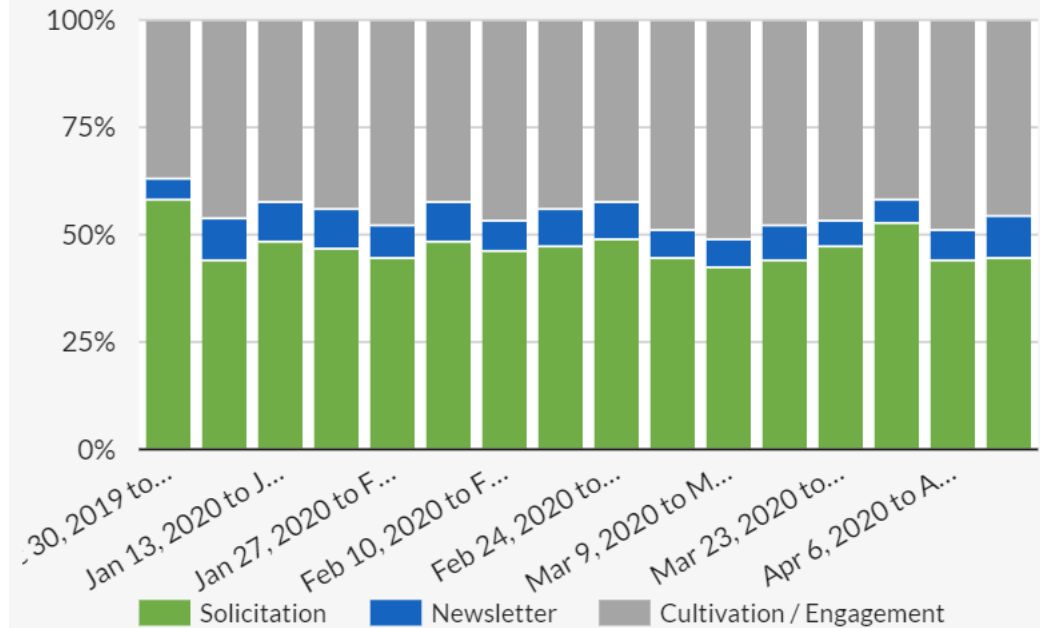
What is the **purpose*** of the emails sent this year?

Observation: Roughly half of all emails included some form of a solicitation.

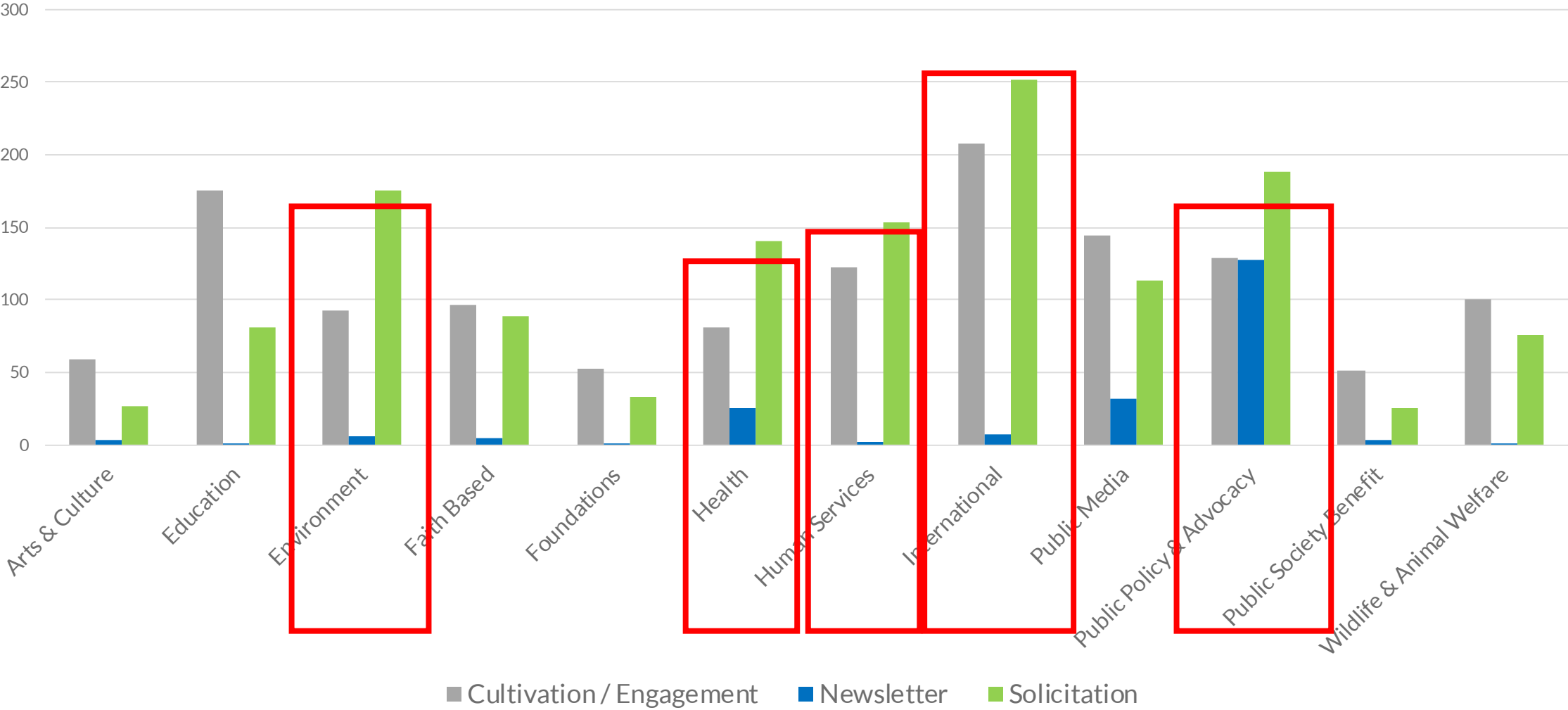


Has the **purpose*** of emails changed in recent weeks?

Observation: The percentage of solicitation emails has seen a slight increase in recent weeks but the overall ratio remains roughly 50/50.

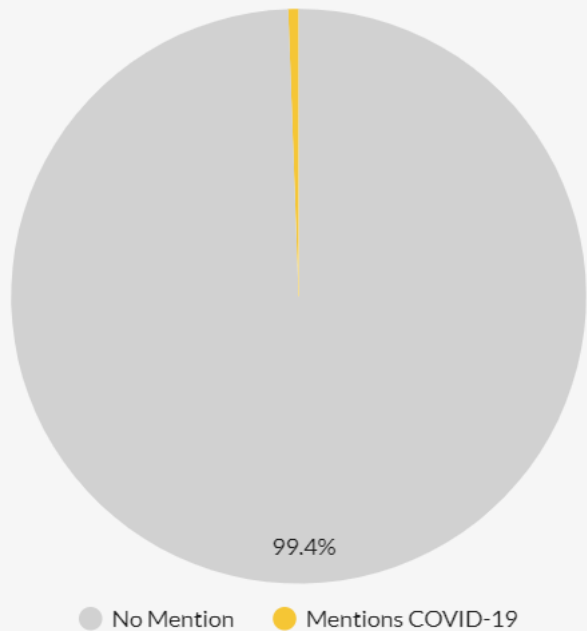


Sum of Emails Sent by Vertical and Comm Type

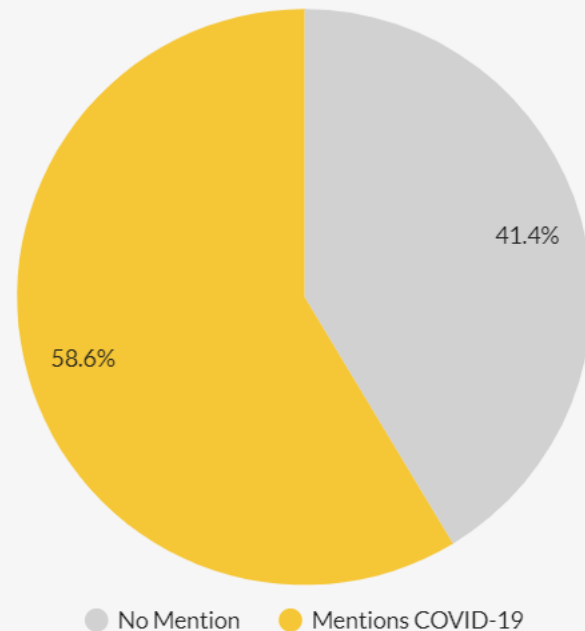


Are nonprofits talking to their donors about COVID-19?

Of solicitations sent before March 1st, how many mentioned **COVID-19**?

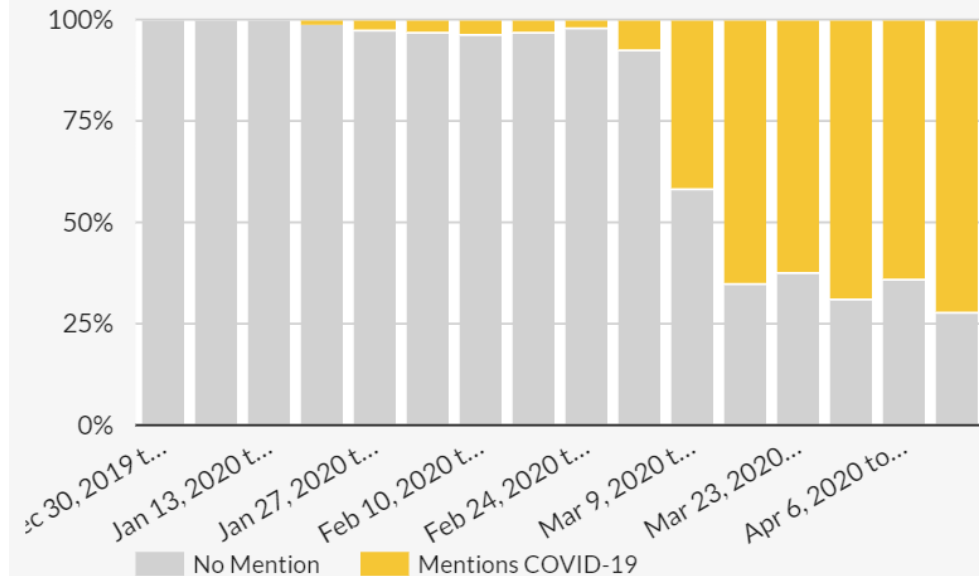


Of solicitations sent since March 1st, how many mentioned **COVID-19**?



What is the **content of the messaging** each week?

Observation: The steady increase in email volume in recent weeks has primarily been driven by messaging that includes COVID-19.



Is it advisable to mention COVID-19 in appeals?



Core Fundraising Ask

COVID-19 Relevant Ask

AMERICANS FOR PROSPERITY

Thank you for signing the Open Letter to Our Leaders in Congress!

Your open letter is being compiled with others and sent to our government affairs team to help in their efforts to represent your message to our leaders in Congress as they develop policy solutions in response to the Coronavirus (COVID-19).

If you have a moment, there is one more thing that I'd like you to know ...

The American Dream used to mean that everyone had a chance to achieve economic success- that being smart and working harder than anyone else gave you the greatest advantage to build opportunity for yourself. But lately, our government has created more regulation, increased taxes, and engaged in crony politics, where they pick winners and losers in the market through special bailouts with taxpayer money, and favor the demand of special interest groups over the needs of their constituents.

All of this has served to make the American Dream weaker and less of a reality for our citizens today—more so than at any other point in our nation's history.

Americans for Prosperity (AFP) is a non-partisan, grassroots activism organization that operates 144 offices in 35-states across our country. We believe in the virtues of economic freedom, and we mobilize our volunteer grassroots activists to apply pressure on lawmakers to uphold these virtues at the community, state, and federal levels of government when these virtues are threatened.

We believe in the power of the American Dream and that it is a worthy cause to restore it for Americans today—and for future generations to come.

We have found that when we hold lawmakers accountable to reduce regulations and lower taxes, that prosperity and opportunity is restored for everyday citizen in our country.

When you donate to AFP, your gift will be used to:

- Fight for lower taxes
- Promote less government regulation
- Encourage economic prosperity for all
- Put a stop to cronyism and corporate welfare

Advance the principles of economic freedom today.

Make your donation to AFP today using the secure form below.

★ Most Popular

\$25

\$50

\$75

\$100

Other

Logged in as: analytics@nextafter.com

Saved payment info: Visa (0299)

Donate Now!

Americans for Prosperity is a 501(c)(4) entity, as determined by the Internal Revenue Service. Contributions to Americans for Prosperity are not tax-deductible. Americans for Prosperity can advocate for and against specific legislation at the state and federal levels.

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As COVID-19 (Coronavirus) has brought our country to a grinding halt, lawmakers in Congress are working right now to develop legislative solutions to help those who need it most to weather this storm.

But as we practice social distancing to slow the spread of the virus to do our part to protect those in our society who are at most risk, we have found that our grassroots work has changed dramatically.

Lawmakers in Congress have been telling us that as they formulate a response to this crisis, that they need as much feedback and input from their constituents and American citizens as possible.

In this unprecedented time, we have a unique opportunity to give real-time feedback to our leaders in Congress as they are developing solutions in response to this crisis.

For that reason, we are working diligently to get this open letter into as many people's hands as possible before these legislative solutions are finalized.

Would you consider giving a special gift today to support our efforts to get this open letter into as many people's hands as possible and other grassroots activities that will promote responsible government and individual liberty today?

Even a gift of \$10 today can present this open letter to 1,000 people or more. But time is of the essence—legislative solutions are being crafted as we speak.

With your gift today, you will present this open letter to more people, who will strengthen your message to Congressional leadership.

They will join you to tell lawmakers to craft a bill that is:

- Targeted and temporary
- Limited in scope, in that federal solutions do not usurp the role of local governments, state governments, the private sector or local communities
- Do not run endlessly and make our national debt dramatically worse
- Do not include partisan priorities unrelated to the core intent—which is to support and protect those who are most vulnerable or affected by the virus
- Do not include special hand-outs or rewards for the well-connected and special interest lobbyist groups

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We believe in the power of the American Dream and that it is a worthy cause to restore it for Americans today—and for future generations to come.

Strengthen your message to Congressional leaders with a gift to add more voices demanding the same outcome from their legislative solutions today.

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\$25

\$50

\$75

\$100

Other

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37%

In Donations

Experiment ID: 20486

Control

Clare,

There are just two days left for you to renew your Heritage membership before the March 27th deadline.

When you renew, you drive real change in the year ahead, while Congress addresses issues like border security, healthcare and welfare reform, and making tax cuts permanent.

If you believe that a successful America needs conservative policy solutions that work for everyone, join me in advancing these solutions by [renewing your Heritage membership today](https://secured.heritage.org/_2020/your-membership).

Renew your membership at this secure link to advance conservative policy:

https://secured.heritage.org/_2020/your-membership

Thank you for standing with us at this crucial time.

Best,

Maggy Smith
Membership Programs
The Heritage Foundation

P.S. Time is running out, and critical issues like border security, healthcare, welfare reform, and tax cuts are on the line. Defend these key successes now by renewing with this secure link: https://secured.heritage.org/_2020/your-membership



Experiment ID: 20516

Treatment #1

Clare,

Right now, you and I fight a two-front war.

On one side, COVID-19 threatens our health and our economy. On the other side, Nancy Pelosi and liberal politicians take advantage of the crisis by rushing disastrous trillion-dollar spending bills through the House and Senate. If these the bills pass, their staggering effects could weaken America for much, much longer than any virus could.

Even if the rest of the world is on hold, you and your conservative values are not. In fact, you're needed now more than ever.

It's a race against time. Heritage experts are working around the clock to follow and make recommendations for the wild situation in Washington. It's only because of your membership that we've gotten this far. **Your continued support can keep us going.**

Will you [renew your Heritage membership](https://secured.heritage.org/_2020/your-membership) today? When you do, you empower me and my team to show America's leaders the dangers of thinking short-term—and give them the advice they need to make principled decisions that keep America strong for years to come.

Renew your membership and fuel the fight at this secure link: https://secured.heritage.org/_2020/your-membership

Thank you again for your support. In times like these, it makes all the difference.

Sincerely,

Tommy Binion
Vice President, Government Relations
The Heritage Foundation

P.S. You are the best hope we have for a strong America during and after the pandemic. Advance your principles where they're needed most by renewing your membership now: https://secured.heritage.org/_2020/your-membership



81%
In Donations



Control

Help Kelly Stay Connected to Family and Friends

A \$30 donation to CaringBridge powers a site like Kelly's for one month. Will you make a gift to ensure that this site stays online for them and for you?

Join the 132 donors who have made a donation in honor of Kelly.

Leave a message along with your donation...

Donate to CaringBridge Today

Times Like These

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In times like these, staying connected online is more essential than ever. A \$30 donation to CaringBridge powers Kelly's site for one month. Will you make a gift to ensure that this site stays online for them and for you?

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Inconclusive*





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promote responsible government and individual liberty today?

As a grassroots activist, you can help us get our message out to our elected officials. We need your voice to be heard. We need your support to help us get our message out to our elected officials. We need your support to help us get our message out to our elected officials.

With your support, you will get our message out to our elected officials. We need your support to help us get our message out to our elected officials. We need your support to help us get our message out to our elected officials.

They will tell lawmakers that a bill that promotes responsible government and individual liberty today.

To learn more, visit <https://www.heritage.org>

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★ Most Popular

\$25\$50\$75\$100

Other

Lagged in as: email@maxtether.com

Save payment info.

Visa (0295)

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Help Kelly Stay Connected to Family and Friends

During these times, staying connected online is more essential than ever. A \$30 donation to CaringBridge powers Kelly's site for one month. Will you make a gift to ensure that this site stays online for them and for you?


Join me? [Click here to donate now!](#) [Click here to donate now!](#) [Click here to donate now!](#)


Let me know how you can help.


Donate to CaringBridge Today





Aggregate Donor Inbox


 Gmail


 Compose


 Pause Inbox


 **Inbox** 29,073


 Campaign Donation Exa...


 **Can Score** 4,455


 **CULTIVATION ...** 19,527


 DON'T USE




 **Higher Ed** 224


 Interesting (Good and B...


 Multi-Channel 2020




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[Start a new one](#)



























 Search mail






1-50 of 31,988

<input type="checkbox"/>	 PBS KIDS for Parents	CULTIVATION STUDY CULTIVATION STUDY/Email Join Elmo's Play Date With Lin-Manuel Miranda! - Play and Sing with Sesa...	7:45 AM
<input type="checkbox"/>	 Team Sierra 2	CULTIVATION STUDY CULTIVATION S.../Donations CULTIVATION STUDY/Email I teared up when I cancelled my Earth Day 5k -- ...	7:37 AM
<input type="checkbox"/>	 WPLN News	Public Radio Daily News Update: Wednesday, April 15, 2020 - Local stories and latest NPR headlines View this email in yo...	7:30 AM
<input type="checkbox"/>	 East Tennessee PBS	PBS Need a New Binge? Mystery Drama Baptiste is Streaming Now with Passport - If you love Sherlock and The Missing...	7:15 AM
<input type="checkbox"/>	 Focus on the Family. 2	CULTIVATION STUDY CULTIVATION S.../Donations CULTIVATION STUDY/Email Going stir crazy?!?!? - Get FREE digital Christian ...	7:03 AM
<input type="checkbox"/>	 ACLU of Texas	CULTIVATION STUDY CULTIVATION STUDY/Email Defending voting rights in (virtual) court today - Send a message to Gov. A...	7:01 AM
<input type="checkbox"/>	 WQLN	PBS A Certainty in Uncertain Times - Dear Chloe, Chances are you might find yourself filled with uncertainty these days. ...	6:30 AM
<input type="checkbox"/>	 WHUT	PBS Your Membership Has Expired - WHUT Dear Lisa, Keep your member benefits and know you are supporting indepen...	6:27 AM
<input type="checkbox"/>	 Shanna Marzilli	CULTIVATION STUDY CULTIVATION S.../Donations You're not powerless. Every dollar counts. - Hi Paul, I know that we're all f...	6:21 AM
<input type="checkbox"/>	 American Bible Soci.	CULTIVATION STUDY CULTIVATION STUDY/Email What the World Needs Now - The light of Scripture is spreading to millions ...	6:04 AM
<input type="checkbox"/>	 Insight for Living .	CULTIVATION STUDY CULTIVATION STUDY/Email Chuck Swindoll's Daily Devotional: On Loan - On Loan: With Job facedown i...	6:03 AM
<input type="checkbox"/>	 91Classical - Nashv.	Public Radio A Note From Colleen Phelps And Gigi - Support Nashville Public Radio View this email in your web browser A...	6:01 AM
<input type="checkbox"/>	 WFYI Membership	PBS Please Renew Your WFYI Membership Today! - Your contribution helps support WFYI Public Media and our many qu...	6:00 AM
<input type="checkbox"/>	 American Enterprise.	CULTIVATION STUDY CULTIVATION S.../Donations AEI Today: A 7-point checklist for reopening the economy - Today's top co...	5:04 AM
<input type="checkbox"/>	 Operation Smile 2	CULTIVATION STUDY CULTIVATION S.../Donations CULTIVATION STUDY/Email Smile Report: The commitment continues - All t...	5:03 AM
<input type="checkbox"/>	 NHPR	Public Radio Support journalism that matters	5:00 AM
<input type="checkbox"/>	 American Bible Soci.	CULTIVATION STUDY CULTIVATION STUDY/Email Today's Bible Reading - April 15, 2020 1 Corinthians 15:35-58 (Good News ...	4:08 AM
<input type="checkbox"/>	 YMCA of Metro Atlan.	CULTIVATION STUDY CULTIVATION S.../Donations Healthy at Home - Wellness Wednesday - The Y is here for you, wherever y...	4:01 AM
<input type="checkbox"/>	 TTB's World Prayer .	CULTIVATION STUDY CULTIVATION STUDY/Email "We find strength in God's Word, but often feel alone." - April 15, 2020 plac...	4:00 AM







8:28 AM (9 hours ago)



EMERGENCY APPEAL

Dear Andrew,

I know you may be feeling overwhelmed right now with everything that is happening because of the coronavirus pandemic. And, if you're feeling like this, you are not alone. Many people are suffering all over the world and have the same fears you may have.

This is especially true in Haiti, where a normal day for most brings hunger, poverty and a struggle to just survive. "Prior to the coronavirus pandemic, 4.6 million Haitians suffered from food insecurity. With the active spread of the virus, a new crisis has emerged," Bishop Oge Beauvoir, Executive Director of Food For The Poor Haiti, said.

Because of COVID-19, the struggle has become even more dire, as Food For The Poor's feeding program that provided thousands of hot meals a week in Haiti has been suspended to help stop the spread of the virus.

Although, our staff in Haiti has been making food distribution packages to deliver every two weeks to the most vulnerable poor families, these rations are not enough and people continue to go hungry.

"Families are confined at home. Schools are closed. Factories are closed. People cannot go to work. The farmers cannot go to work their land. If we don't act now, things will get worse," Beauvoir said, standing in a warehouse almost empty of rice.

During this terrible crisis, I ask that you please send a gift so we can continue to help hungry Haitian families who don't know where to go for their next meal.





A mother and her child in Haiti pick up distribution of rice meal, milk, and semolina provided by generous Food For The Poor donors.

Thank you for your faithful support of the poor. God bless you, and keep you and your family safe and well.

In service of the poor,

Ed.

Ed Raine
President/CEO

[DONATE NOW](#)

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Food For The Poor, Inc., 6401 Lyons Road
Coconut Creek, Florida 33073 USA
(954) 427-2222

Contributions are tax deductible under Internal Revenue Code Section 501(c)(3)
Unsubscribe from Food For The Poor emails.





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6:08 AM (11 hours ago)

Explore. Enjoy. **Protect.**

Earth Day turns 50 tomorrow! [We're going all-in to protect wildlife, wild lands, and vulnerable communities, but we need your help to make our 500 member goal by Earth Day—FREE insulated cooler tote bag Included!](#)

[DONATE MONTHLY + GET A FREE GIFT >>](#)

Amy,

Tomorrow is Earth Day—a time when we normally come together to celebrate. This year, we are all figuring out how to navigate the COVID-19 pandemic. But even as we're practicing social distancing and reaching out to all those affected by this crisis, we are continuing our work.

Because instead of leading the country and the people who live here, the Trump administration is using the crisis to advance its own corrupt agenda.

Here's what they've done just since March 6:

- **34 public comment periods opened or closed** by the Interior Department on issues from mineral and energy lease sales of public lands to reducing protections for endangered species to rushing forward permits for drilling and mining—despite local elected officials and members of Congress asking to suspend rulemakings during the pandemic.
- **9 actions that will have major impacts on public and tribal lands** ,



comment periods and despite a collapse of global oil prices.

- **Rolling back clean car standards** that reduced fossil fuel emissions.
- **Continued efforts to undermine the Endangered Species Act**, the bedrock legislation protecting endangered species.
- And **continuing policies that destroy nature, pollute our communities, and worsen the climate crisis.**

We are working hard to stop this—mobilizing our grassroots and putting even more pressure on Congress to permanently protect lands and wildlife.

[Amy, we're asking you to chip in and help stop this destruction. Support our continuing work by making your gift today in celebration of Earth Day to help us meet our 500 monthly donor goal—FREE insulated cooler included!](#)

There's so much work to do. Your donation will help support our efforts to protect our planet:

- **Ensuring everyone has access to clean air and water** by resisting attacks on the safeguards keeping toxic pollution out of vulnerable communities
- **Protecting wild places like the Tongass National Forest**, home to 1,000-year-old trees, from clearcutting
- **Saving endangered species protections** for wolves and other wildlife under attack by the Trump administration

That's why we need your help today.

[Help protect the planet with your gift. Become a monthly donor now and receive your FREE gift!](#)

However you choose to safely celebrate Earth Day, I hope you'll take a moment to recommit yourself to the fight for our planet's future.

We are so grateful for all that you do to support the fight for wildlife and wild places—on Earth Day, and every day.

With determination and deep appreciation,
Lena Moffitt
Senior Director, Our Wild America
Sierra Club

Editor's Note: As we all begin to deal with a global pandemic with COVID-19, we wanted to let you know [how the Sierra Club is adapting and responding](#), so we can keep doing the important work of protecting our natural and human environment and fighting for a just, clean energy future.





6:08 AM (11 hours ago)

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Earth Day turns 50 tomorrow! [We're going all-in to protect wildlife, lands, and vulnerable communities, but we need your help to reach our 500 member goal by Earth Day.](#) [Join now!](#)

HELP US MEET OUR
EARTH DAY GOAL!

[DONATE MONTHLY + GET A FREE GIFT >>](#)

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It's a tough time when we normally come together to celebrate. Right now, we are all figuring out how to navigate the COVID-19 pandemic. But even as we're practicing social distancing and reaching out to all those affected by this crisis, we are continuing our work.

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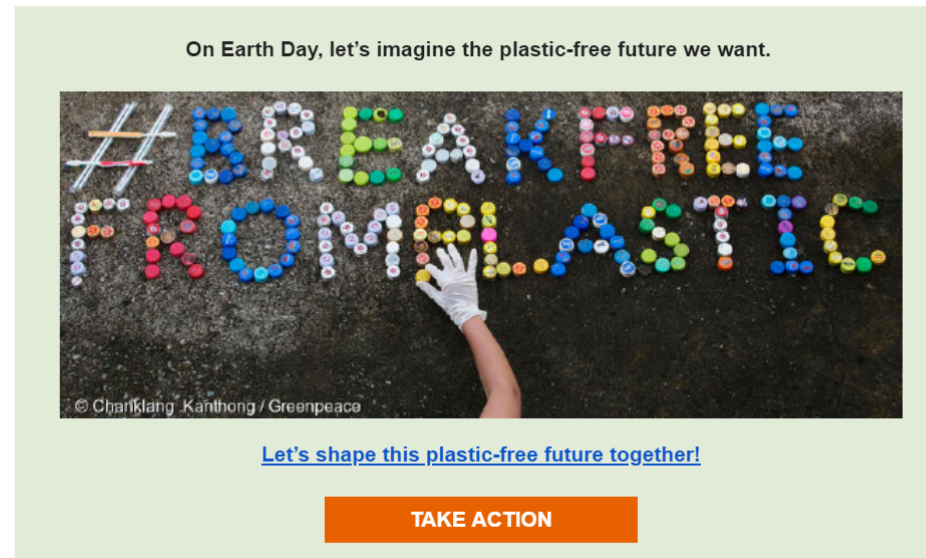


Apr 18, 2020, 1:05 PM (4 days ago)



GREENPEACE

John-



As the 50th anniversary of Earth Day approaches on April 22nd, I am inspired by Greenpeace supporters who are modeling how we can come together as a community to support and protect each other and the planet.

I want to challenge us to use this fierce solidarity to reflect on what changes in our system are possible and to imagine what type of world — free from plastic pollution — we want to create when this crisis is over and lives begin to return to normal.

After this pandemic, there will be a power grab by industry elites to rebuild the world they want. We can't let the oil industry — makers of plastic — lobby us back to the status quo of rampant single-use plastics. Right now, we as a society have more power than ever to restart our world to focus on the values that have united us together during this crisis: sustainable systems of resilience and an equitable economy for everyone.

The Break Free from Plastic Pollution Act is a pioneering first step towards getting us to a society free from industry-pumped plastic pollution. [Add your name today to support](#)



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The Break Free from Plastic Pollution Act is a pioneering first step towards getting us to a society free from industry-pumped plastic pollution. [Add your name today to support national legislation to tackle the plastic crisis.](#)

Plastic pollution is destroying our planet, our oceans, and disproportionately impacting low income and communities of color. As the fossil fuel industry doubles down on plastic as the new frontier for petrochemical production, we must do everything in our power to shape a new future that isn't crafted by these powerful multi-billion dollar industries. We must work together to create a sustainable economy that doesn't leave anybody behind. **And we must break free from plastic pollution to make this vision a reality.**

A just transition free from plastic pollution must work towards a circular economy that embraces reusables and delivery systems built on safe and sustainable sanitation systems. In order to support that vision, we need to pass strong national legislation that holds corporations and plastic producers accountable for the plastic crisis. [Add your support today to the Break Free From Plastic Pollution Act.](#)

On Earth Day, let's unite together.

Kate Melges, Greenpeace
Senior Ocean Plastics Campaigner

P.S. On Earth Day, as we practice social distancing to protect humanity, let's use this time to plan together to create the world that we want to see focused on people, the planet, and communities breaking free from plastic. [To help us work to shape this plastic-free future, add your name today to the Break Free from Plastic Pollution Act.](#)

**Greenpeace never takes a dime from corporations or governments.
Everything we do is thanks to the generous support of people like you!**

DONATE NOW

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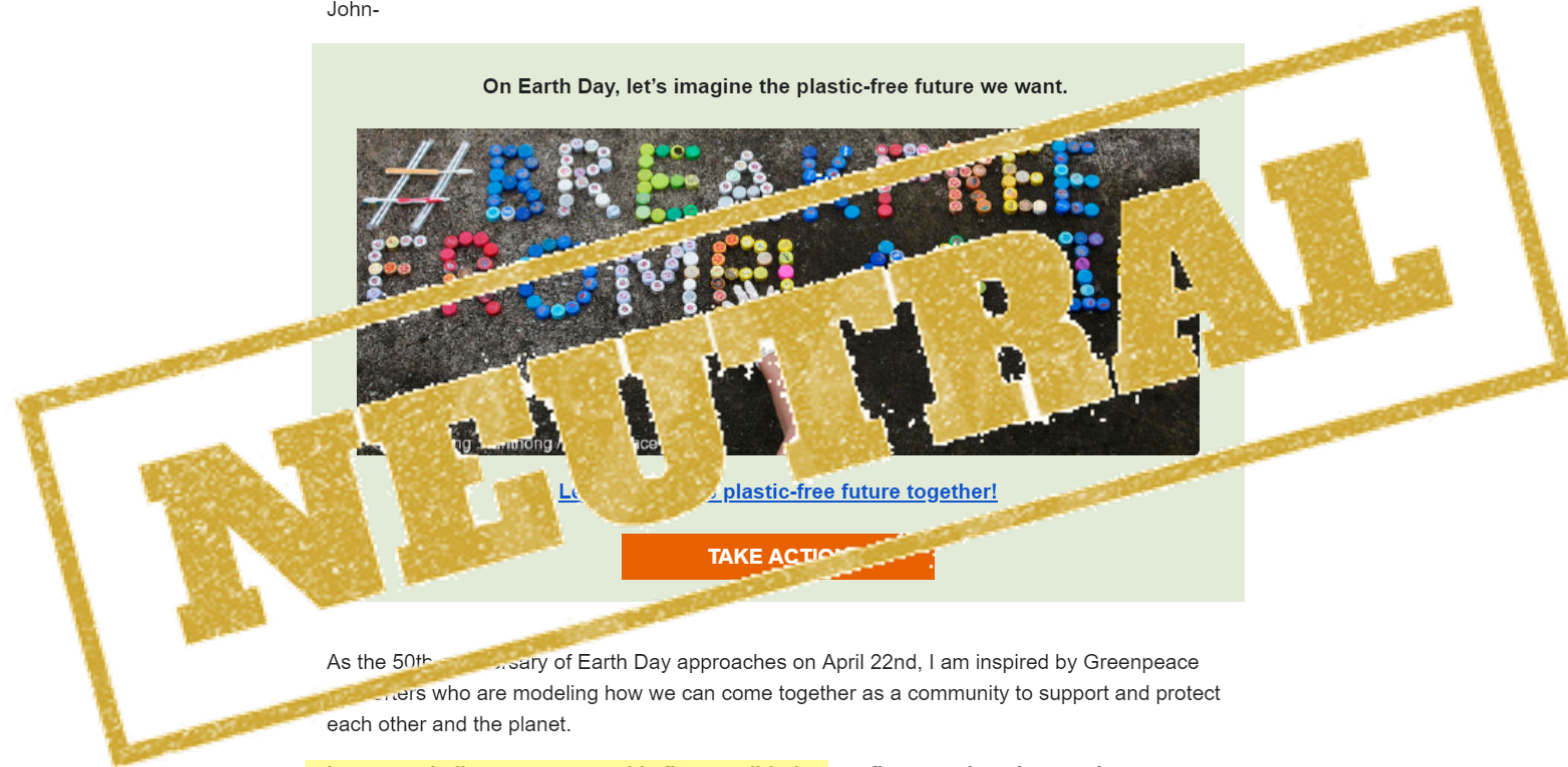


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Application:

Mentioning COVID-19 in solicitations may only help if your work is directly related to addressing the current crisis.

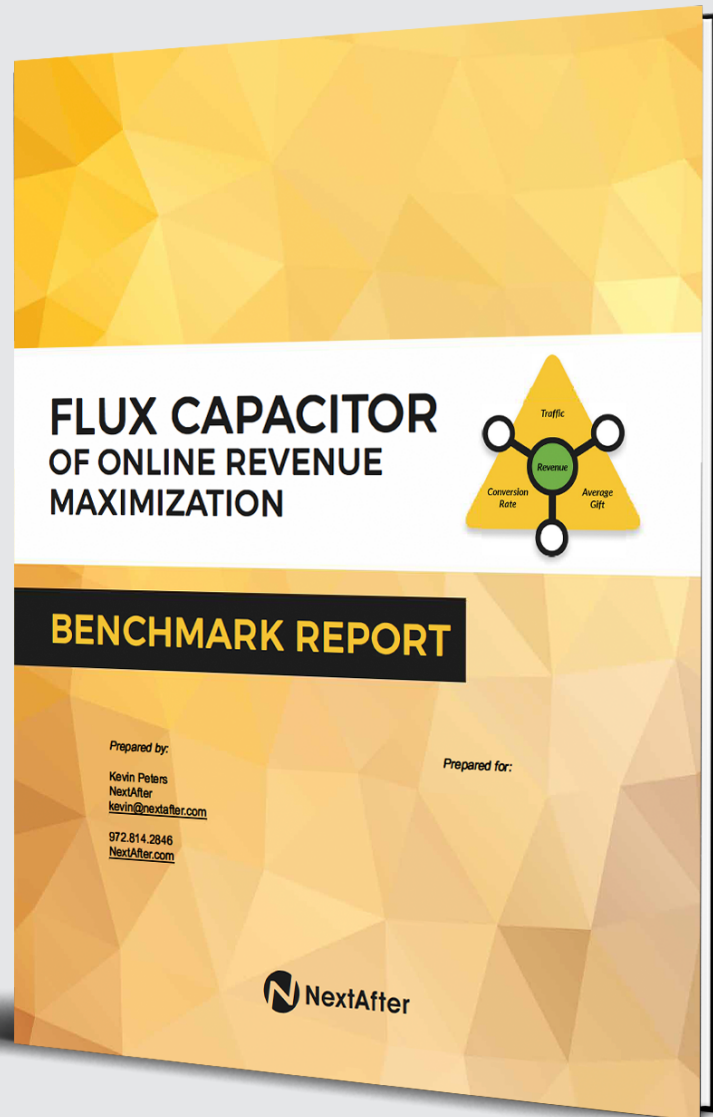


How are donors responding?



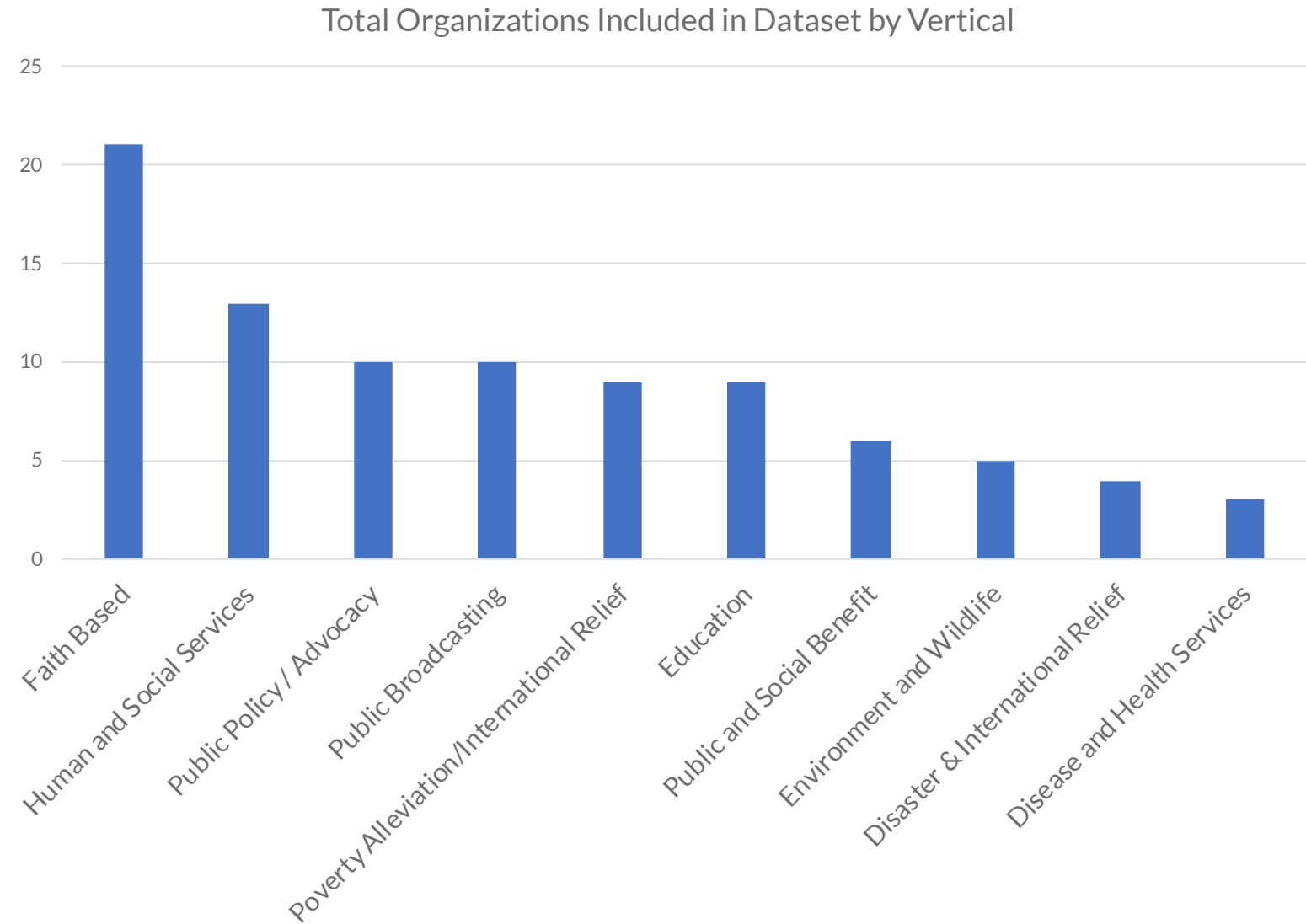
Online Fundraising Benchmark Report

- 2020 study of Google Analytics Data (Jan – Apr)
- 90 Nonprofit Organizations
- 10 Different Industry Verticals
- 198 million visitors analyzed
- \$46,280,000 in online donation revenue



A Few Caveats About the Dataset

1. There is inconsistent representation of the various nonprofit verticals.

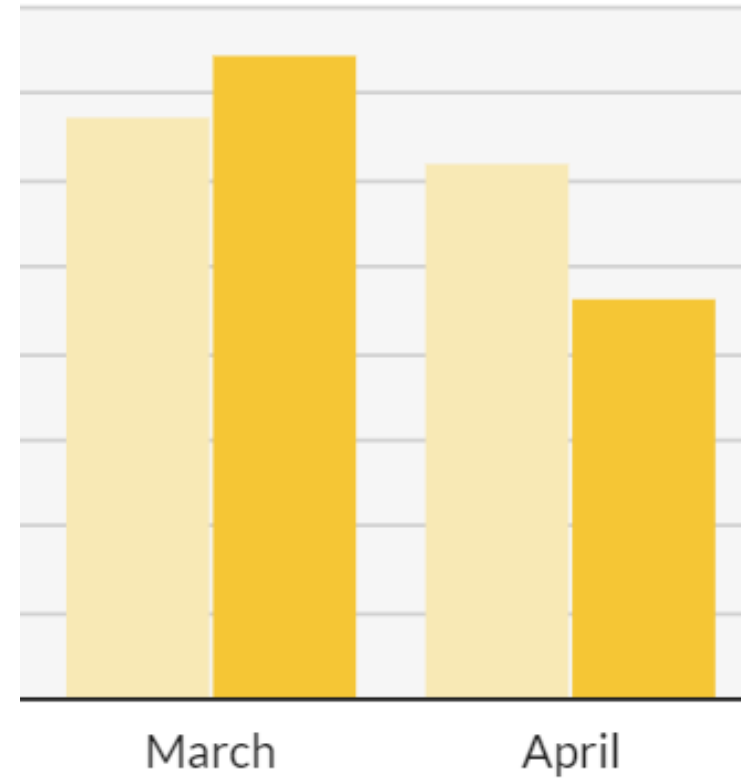


2. eCommerce tracking is only available for 43% of the orgs so revenue data is under-reported.

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior			Conversions		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		456,753 % of Total: 100.00% (456,753)	77.62% Avg for View: 77.61% (0.01%)	354,512 % of Total: 100.01% (354,465)	74.42% Avg for View: 74.42% (0.00%)	1.76 Avg for View: 1.76 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Organic Search	182,167 (39.88%)	82.75%	150,735 (42.52%)	74.24%	1.63	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Direct	126,337 (27.66%)	77.64%	98,093 (27.67%)	68.32%	1.68	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Referral	92,056 (20.15%)	61.45%	56,573 (15.96%)	74.45%	2.50	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. Social	55,563 (12.16%)	87.83%	48,799 (13.77%)	88.77%	1.17	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. Email	576 (0.13%)	46.53%	268 (0.08%)	79.51%	1.41	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)



3. April is a partial month so year-over-year comparisons may have timing bias.



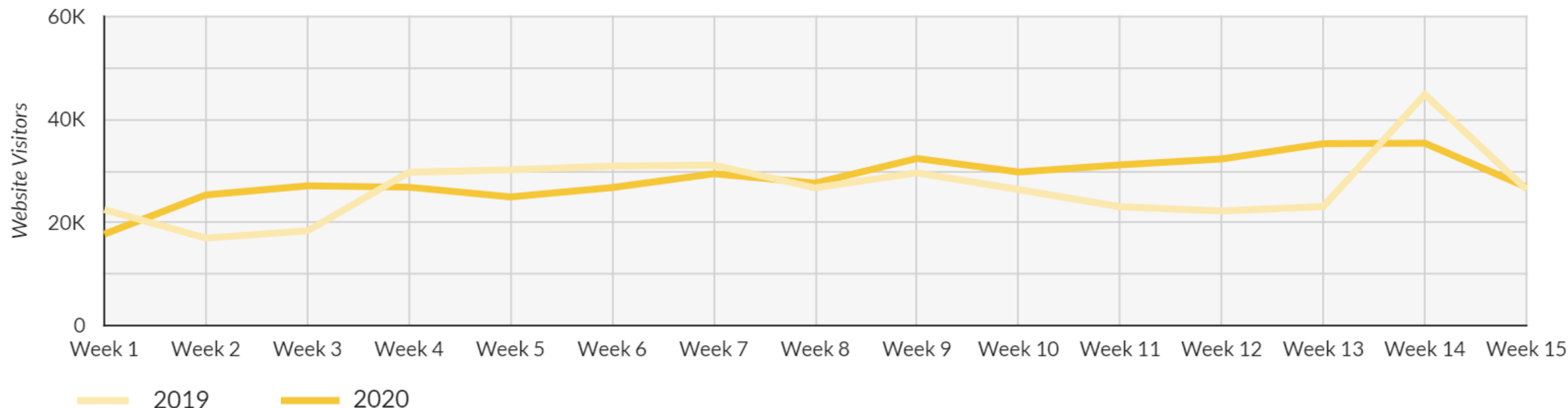
Web Traffic Trends



Overall Web Traffic is Up 3.2% YoY

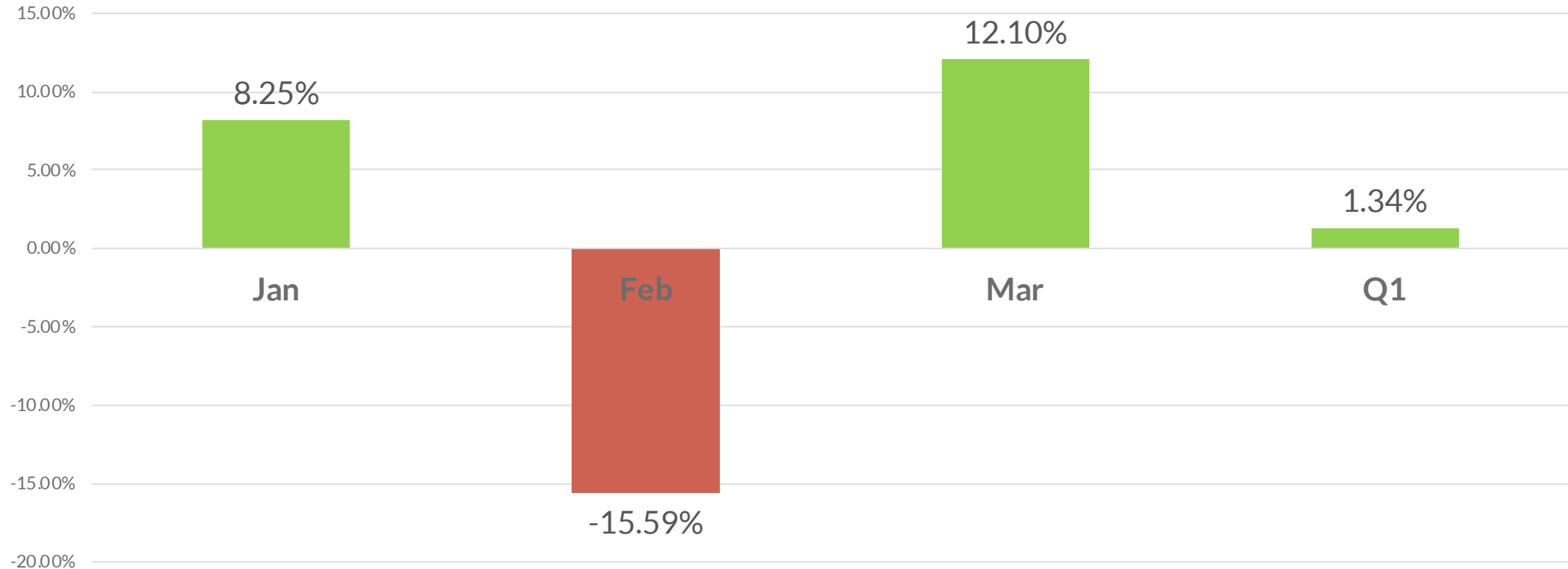
How has the **median weekly web traffic** volume changed in recent weeks?

Observation: The visitors to nonprofit websites was down starting in the beginning of February (Week 5) but has seen an increase in recent weeks. This increase in traffic aligns with the start of many "stay-in-home" orders around the country.

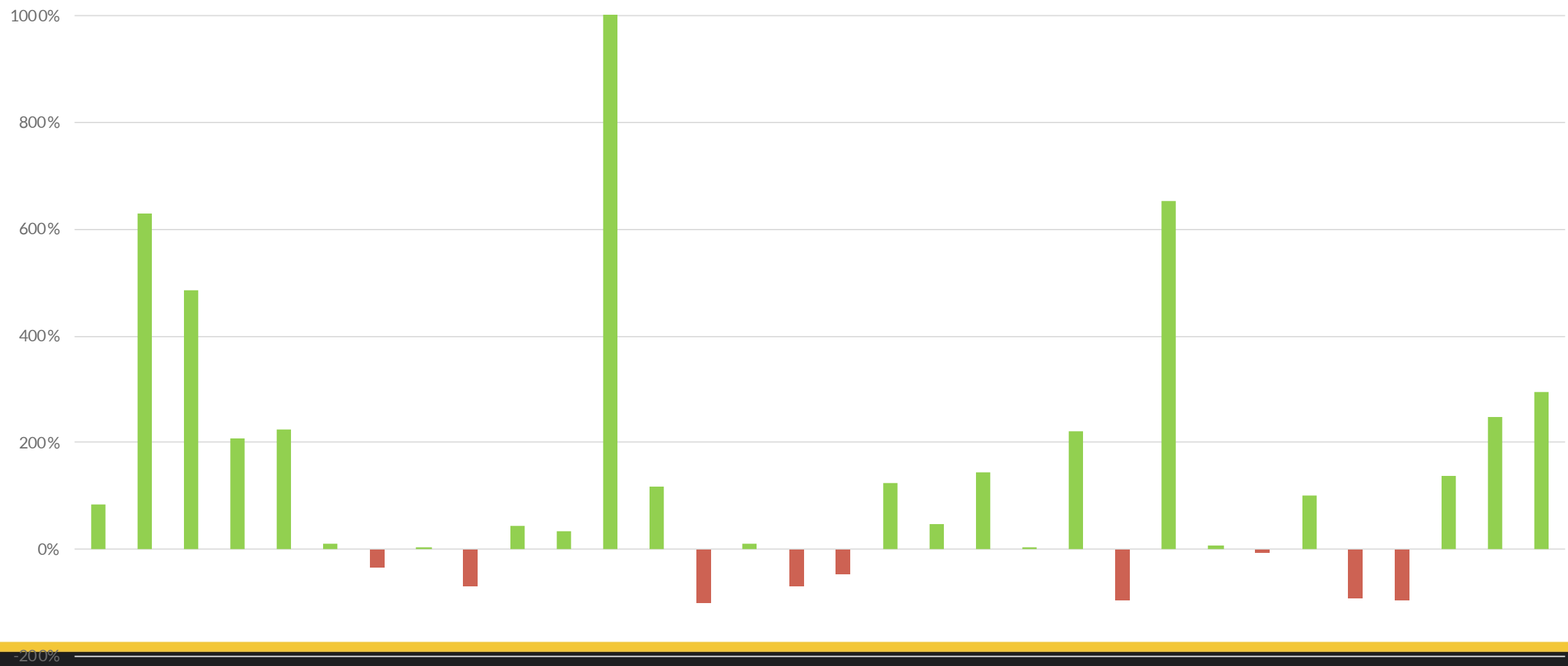


Email Traffic is Up Slightly, but Accelerating

Year-over-Year Change in Email Traffic



YoY Change in Email Traffic by Org (March)

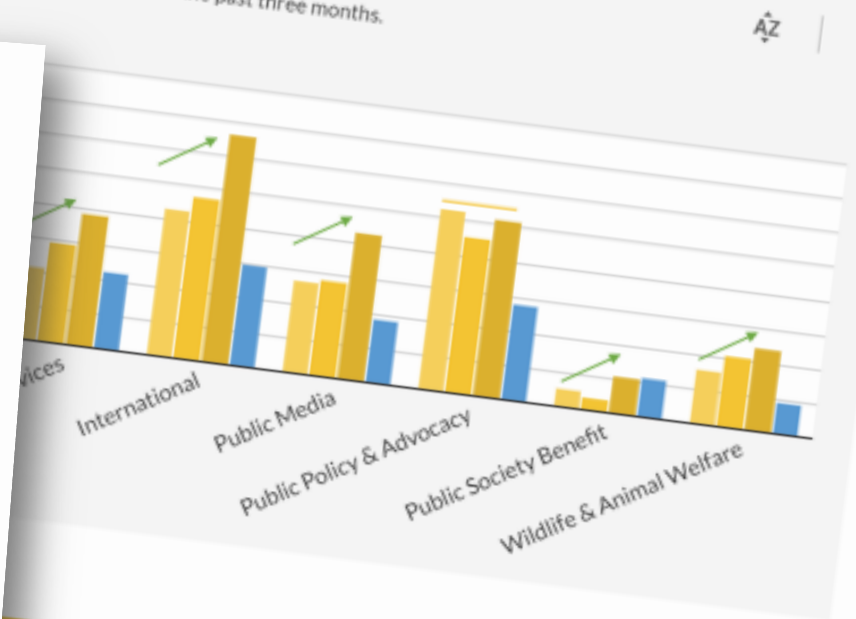


Remember...

How has each vertical **changed their volume of messaging** in recent months?

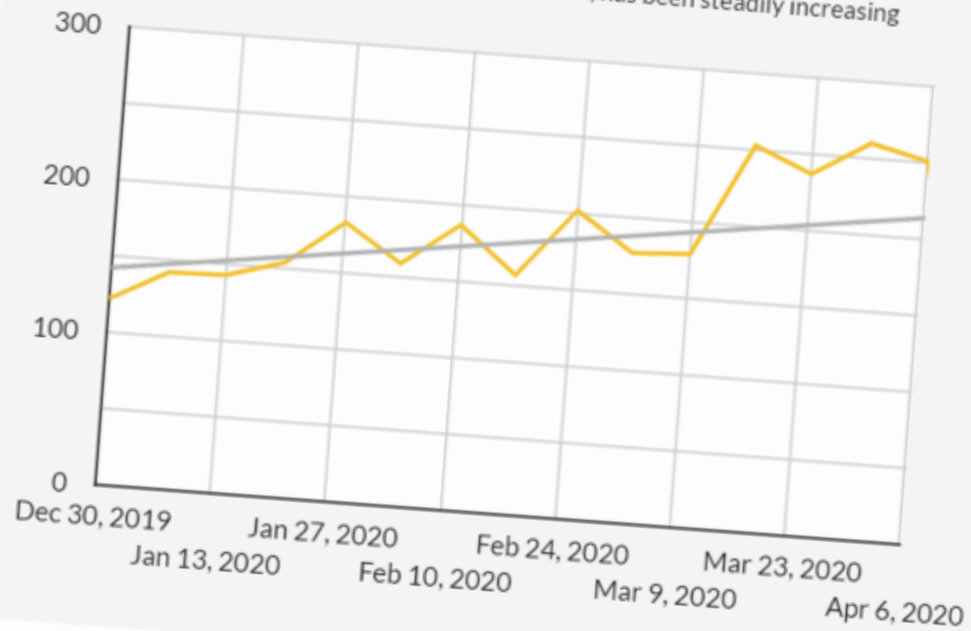
Observation: International, Human Services, and Public Media has been steadily increasing their email volume in the past three months.

Jan 2020 Feb 2020 Mar 2020 Apr 2020



How many total emails have been sent each week?

Observation: The number of emails sent each week, has been steadily increasing





nathan 2:29 PM

Got an email from someone wondering if we're seeing any significant shifts in email response rates during this pandemic –(opens, clicks, etc. Anyone seeing anything notable with your clients?



kris10 2:33 PM

had some high clicks with content that really spoke to their file... @courtney



courtney 2:40 PM

yeah. email engagement has increased even as we increased email send this past month



Allan 2:41 PM

I'd be curious to see if that's a common trend right now among all



greg 2:47 PM

My COVID-19 emails for were their most highly opened, clicked and responded to emails in the last 12-months



jeff 3:10 PM

Here's the campaign that's been running in March and April

Screenshot 2020-04-15 09.58.46.png ▼

SENT	DELIVERY RATE	OPEN RATE	CLICK RATE	CONTACTS LOST
33,933	33,871 99.82%	17,721 52.32%	1,967 5.81%	60 0.18%



Traffic is Slightly Up, Engagement Slightly Down

How has website engagement changed year over year?

Visitors Analyzed

198.1M

↑ 3.2%

Average Bounce Rate

61.57%

↑ 1.8%

Average Time on Site

00:01:52

↓ -7.3%

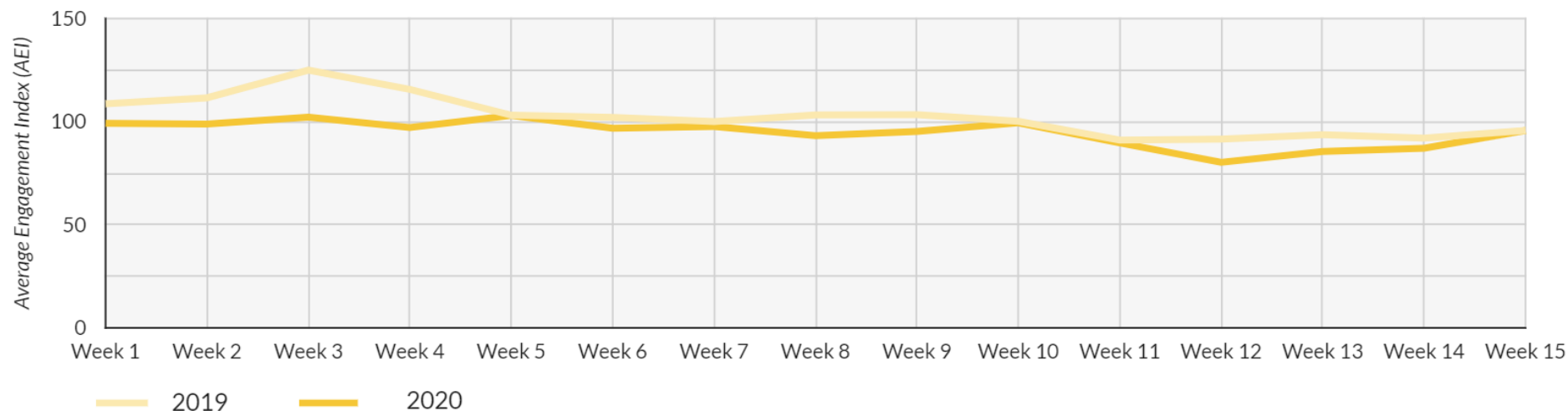
Average Pages per Session

2.1

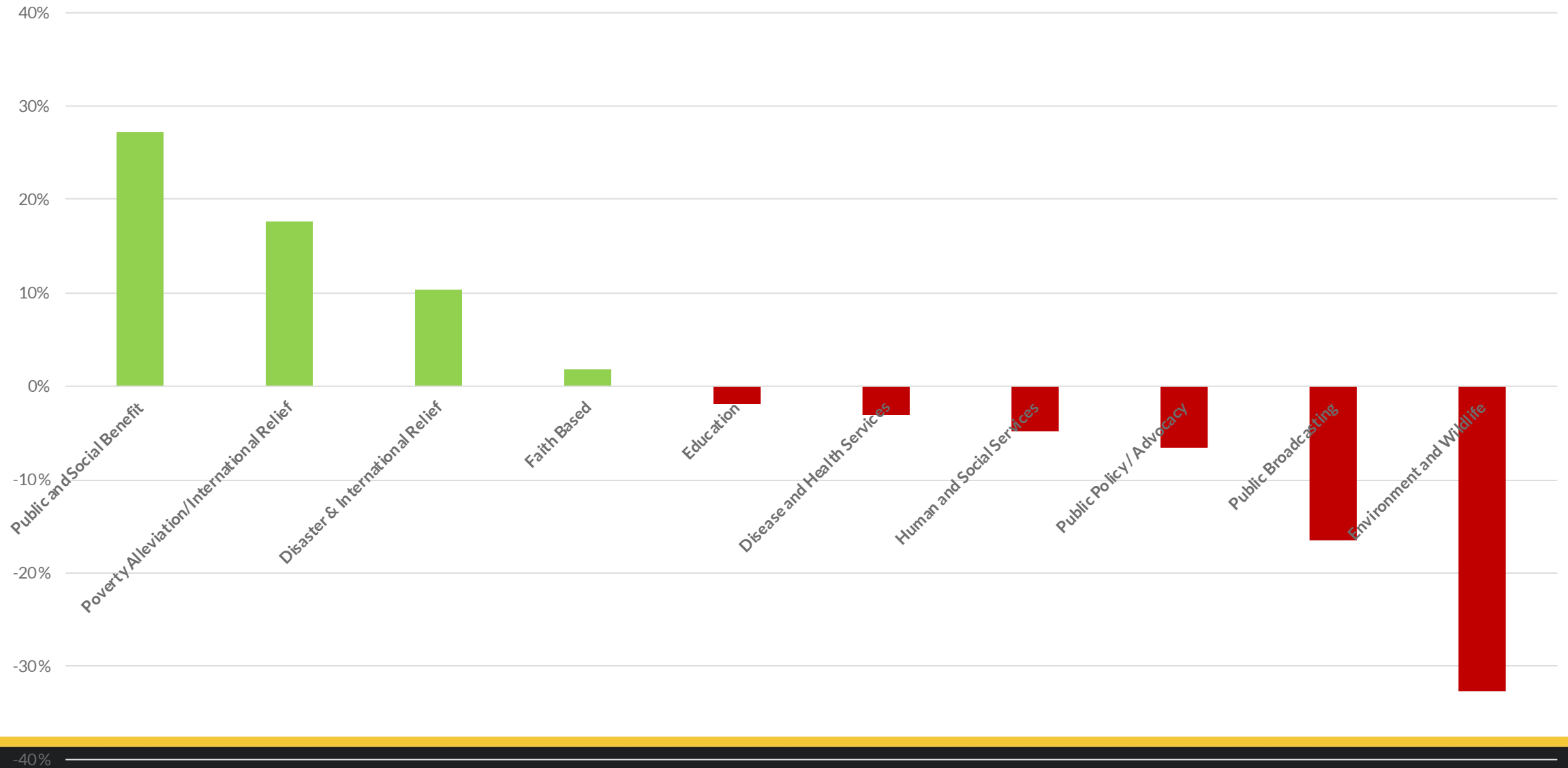
↓ -1.7%

How have the combined engagement metrics fluctuated from week to week?

Observation: The Aggregate Engagement Index (AEI) is a formula that combines bounce rate, time on site, and pages per session into a single metric to observe shifts in engagement. The larger the number, the more engaged the audience. With this in mind, it would appear website engagement has been relatively consistent year over year. However, we see fluctuations trends went we dig into individual metrics



Percent Change in Engagement



What about revenue?



Total Universe of Organizations With Revenue Data

What data are we analyzing?

All web traffic analyzed is between Jan 1, 2020 and Apr 14, 2020

Verticals

8

Organizations

39

Visitors Analyzed

107.6 M

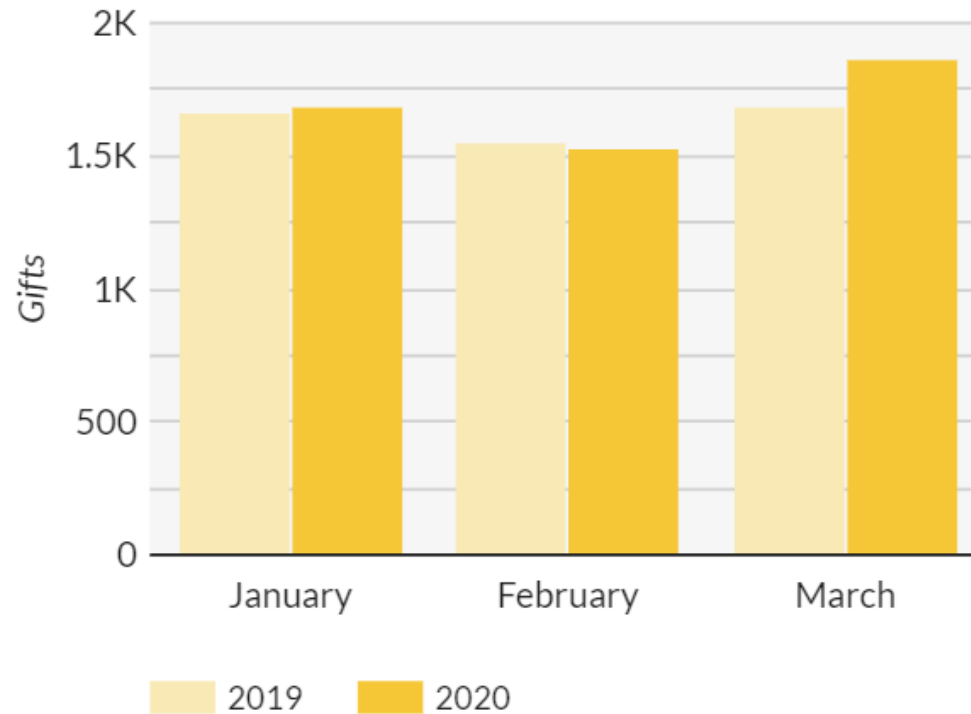
Overall Online Revenue is Up 13%
YoY



11.2% YoY Increase in Donations in March

How has the **average number of gifts**** changed?

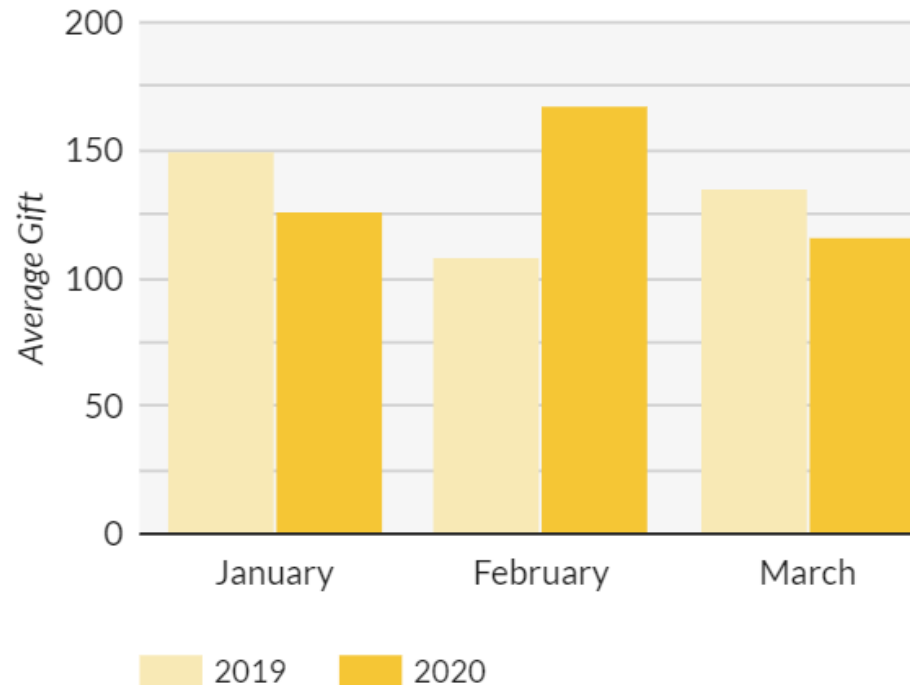
Observation: March has seen an increase in the number of gifts being given online with a decline starting in April.



Even Though Donations are Up in March, Average Gift is Down 14%

How has **average gift**** been affected in recent months?

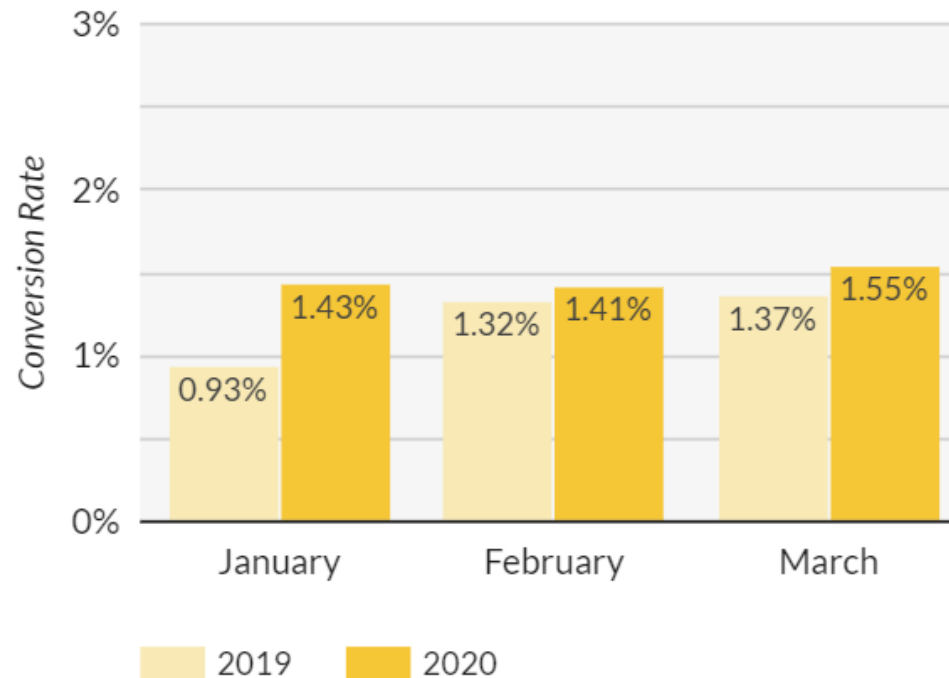
Observation: There was a spike in average gift during February when the economy was at its highest followed by a drop in March once COVID became prevalent in the United States.



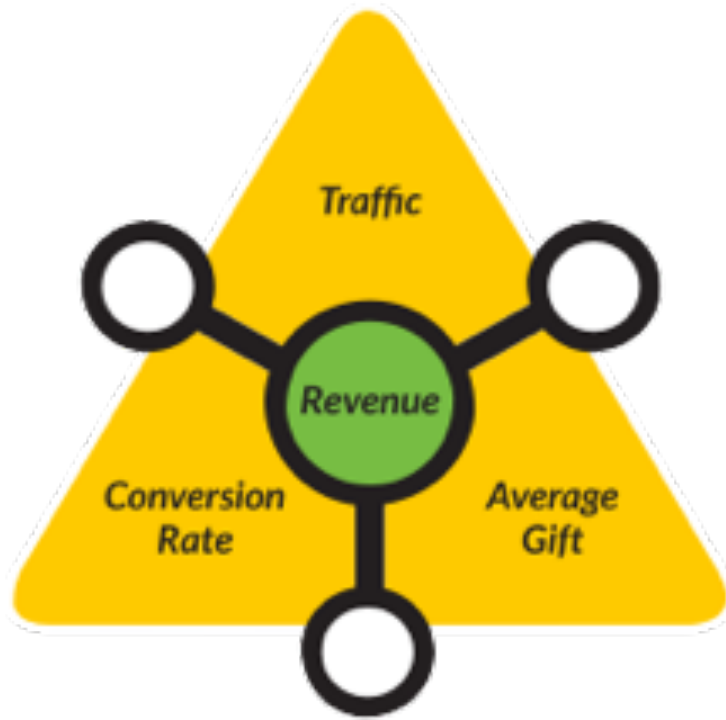
Donation Conversion Rate is up Each Month of 2020

How has **conversion rate**** varied in recent months?

Observation: 2020 has seen an increase in overall donor conversion rate in every single month. This is made more impressive by the fact that year over year traffic has also seen an increase.



“Flux” Metrics Affecting Revenue



Traffic is Up 4% YoY
x Conversion is Up 6.5%

x Avg Gift is Down 0.3%

Revenue is Up 13% YoY



In Summary:

1. Nonprofits are still fundraising.
2. Donors are still giving.





Coronavirus

Nonprofit Fundraising Response



Nonprofit Fundraising Data to Help You Respond During the COVID-19 Crisis

"How should our organization respond to the coronavirus?"

This has been one of the most common questions being asked by nonprofit fundraisers and marketers. But the truth is that **no one truly knows what the "correct" response is.**

The good news is that data can give us new fundraising and marketing insights to test during this time.

In the charts below, you'll find the latest

- Nonprofit **web traffic** trends
- COVID-19 related **email volume** and examples
- **Resources** to help you improve your fundraising

What would you like to see?

Email Trends &
Examples

Web Traffic Trends
Coming Soon

Resources

Get Updates on
Response Trends

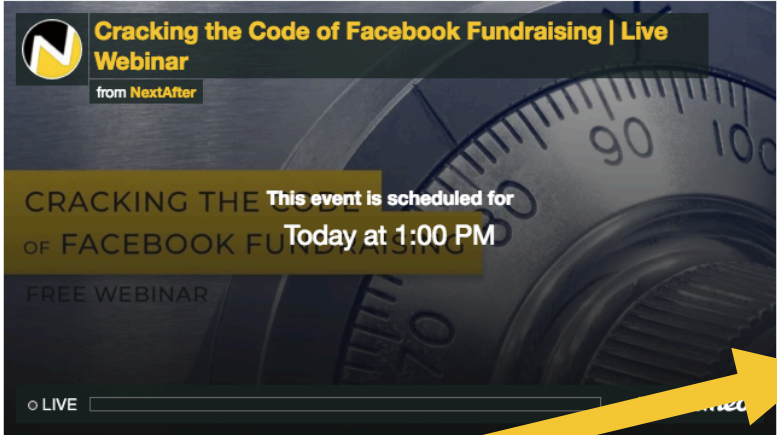
nextafter.com/coronavirus



Nonprofit Email Volume Trends

Questions?

Ask them here.



Cracking the Code of Facebook Fundraising | Live Webinar
from NextAfter

This event is scheduled for
Today at 1:00 PM



o LIVE

In this free webinar, Jason and Tim will show you each step of a Facebook fundraising strategy that will help you *target* likely donors, *capture* their attention, *convert* them into new donors, and *cultivate* them for the future.


This webinar will begin on Wednesday, August 29th at 1PM CT.

[Get a Recording of the Live Stream](#)

Chat 5 members



No messages yet
Remember to be cool and play nice!

Type a message 



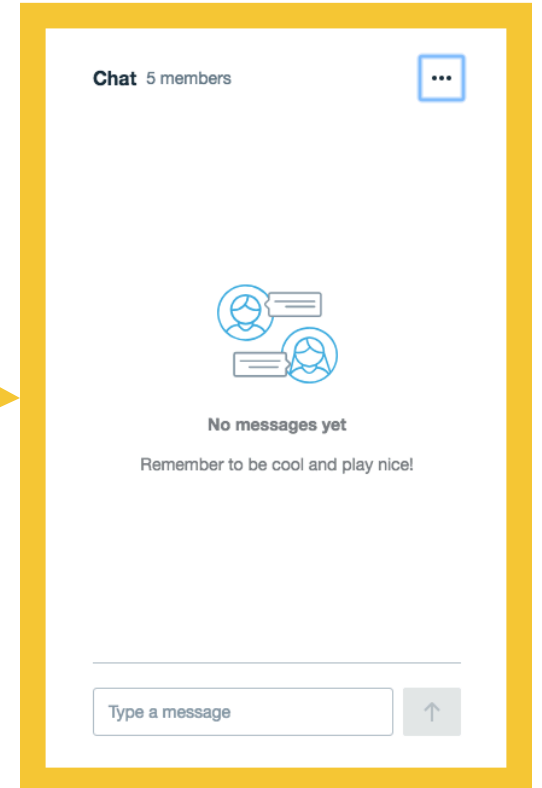
Use the Chat window to ask a question.



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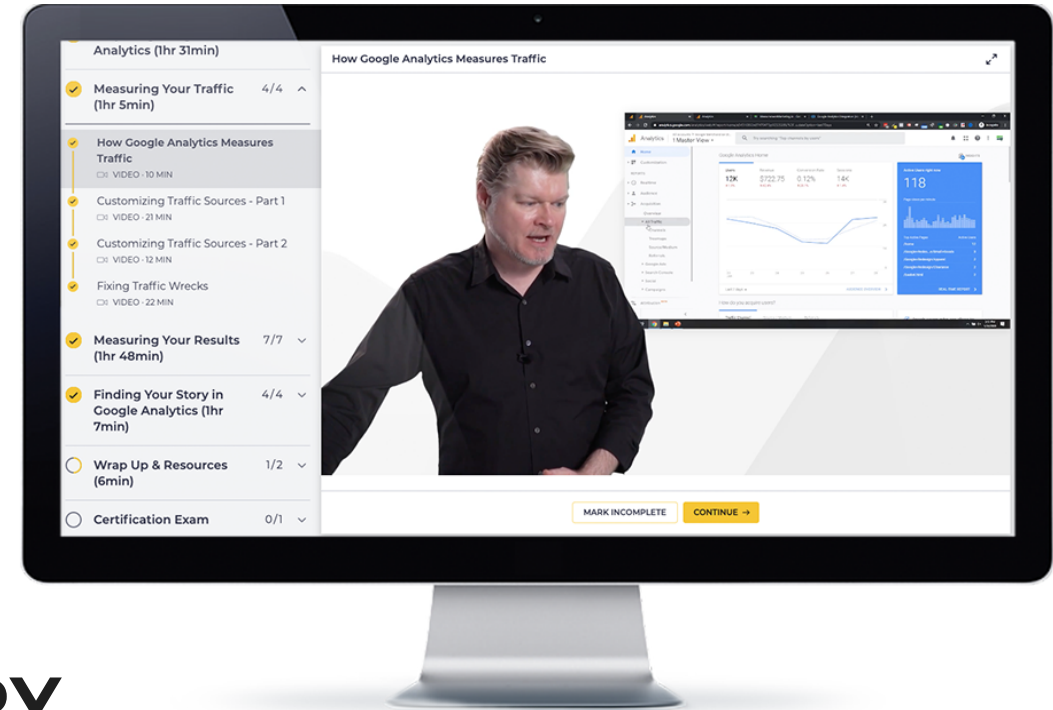
[Get a Recording of the Live Stream](#)



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courses.nextafter.com

Use the code **LEARNFROMHOMETRY**



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Email

Donation Pages

A/B Testing

Copywriting

More!

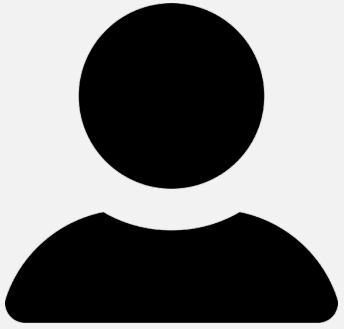


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- Quarterly “Member’s Only Webinars”
- Early access to new research
- Workshop discounts
- Free ticket to the NIO Summit (for premium members)

nextafter.com/membership

Save 50% using code **LEARNFROMHOMEJOIN**



Q&A

Ask a question here.



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