

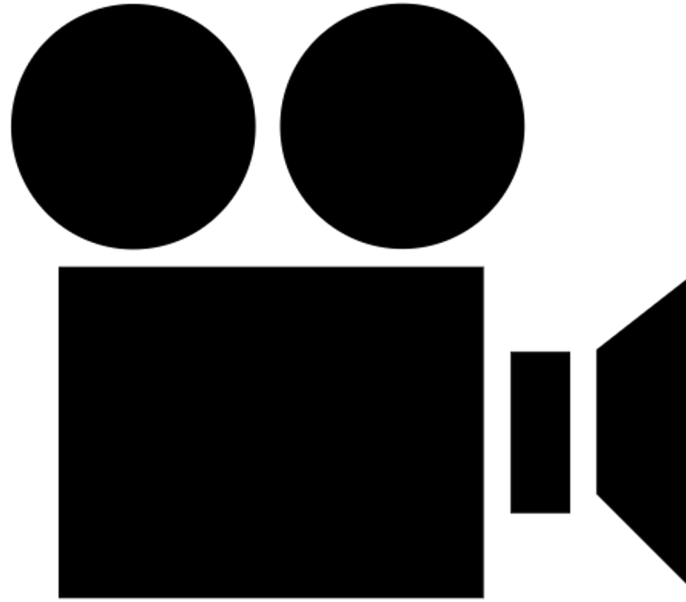
THE 2020

SMALL NONPROFIT

BENCHMARK

Starting at 1pm central

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 additional Q&A.

A Few Quick things...

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

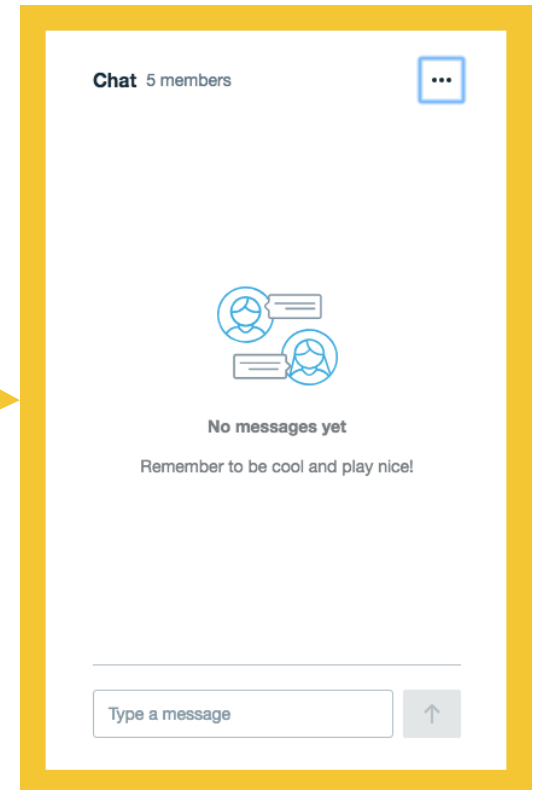
Cracking the Code of Facebook Fundraising



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](#)



Intro to Online Fundraising Optimization

\$199/person

Virtual Certification Workshop

May 27th | 10am-4pm CST

- Crafting your value proposition
- Email fundraising and acquisition
- Donation page essentials
- A/B testing & optimization

NextAfter.com/virtual-workshop



Today's Speaker



Brady Josephson
Managing Director
NextAfter Institute

THE 2020

SMALL NONPROFIT

BENCHMARK

This was a challenge.

THOUGHTS, FEELINGS,
STRATEGIES, AND DATA
FROM OVER 2,700
SMALL NONPROFITS.
FULL REPORT COMING SOON.



THOUGHTS
STRATEGIES
FROM OVER
SMALL NON
FULL REPORT CO



#SchittsCreek

I **DON'T** EVEN CARE WHAT'S
GOING ON RIGHT NOW

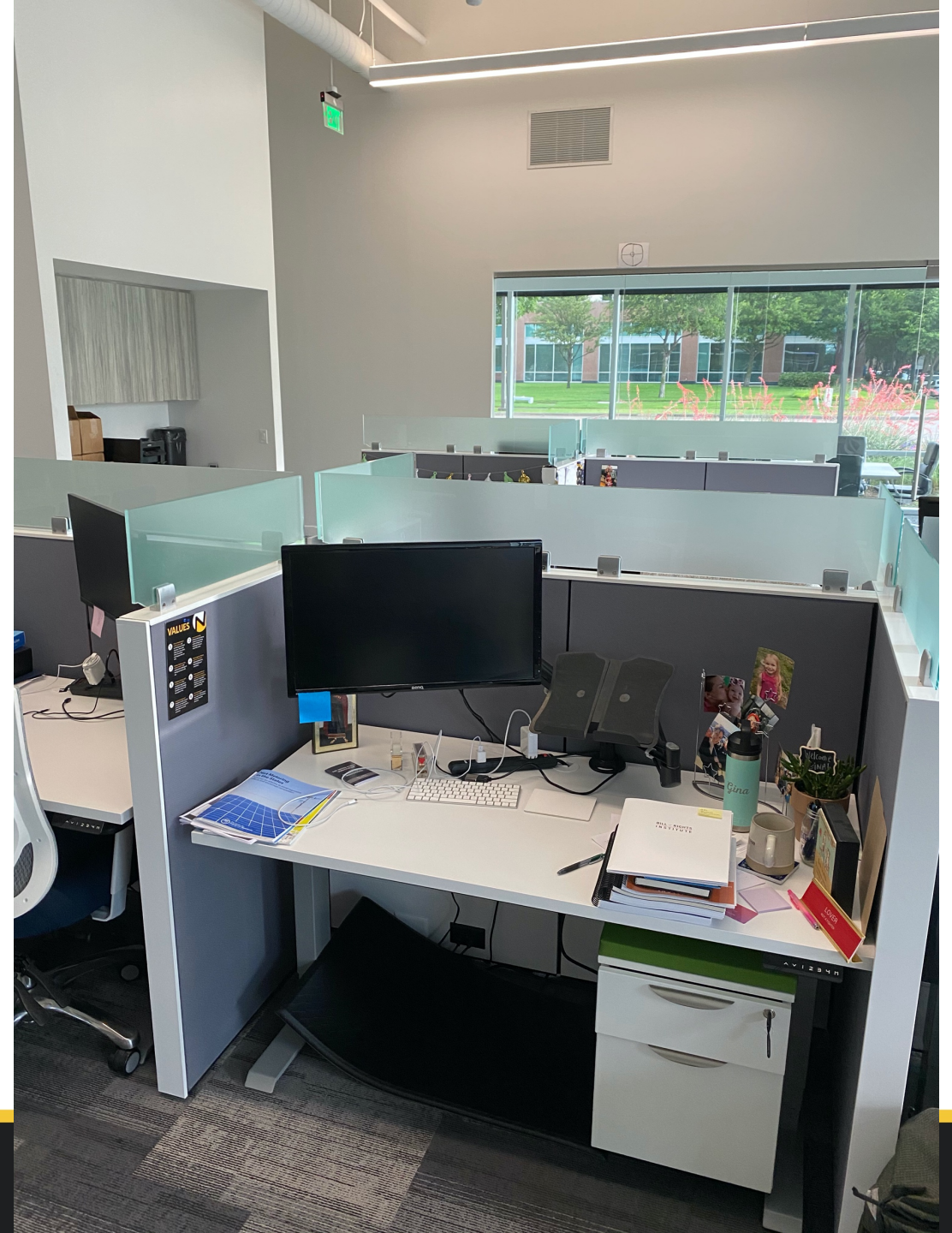


Online Revenue Attribution

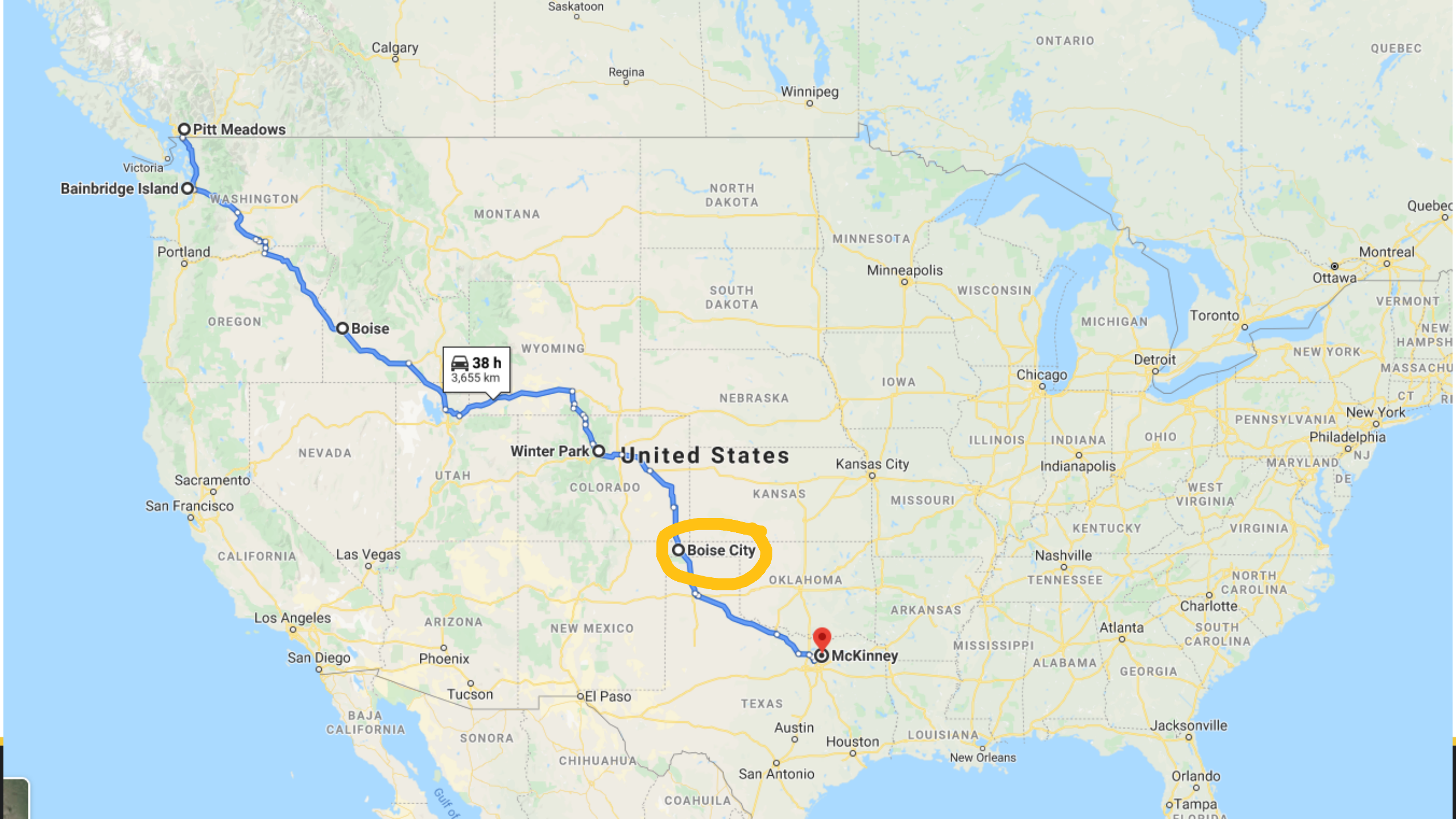
The best and easiest indicator of channel value is revenue, but very few organizations (all sizes) have Google Analytics Ecommerce set up and set up properly.

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	8,673,638 % of Total: 100.00% (8,673,638)	8,463,957 % of Total: 100.13% (8,452,696)	23,058,004 % of Total: 100.00% (23,058,004)	42.09% Avg for View: 42.09% (0.00%)	3.15 Avg for View: 3.15 (0.00%)	00:03:31 Avg for View: 00:03:31 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	CA\$0.00 % of Total: 0.00% (CA\$0.00)
1. Organic Search	4,977,295 (51.55%)	4,429,182 (52.33%)	14,276,256 (61.91%)	38.19%	3.58	00:03:54	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
2. Direct	2,751,452 (28.50%)	2,678,780 (31.65%)	4,844,264 (21.01%)	44.22%	2.16	00:02:35	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
3. Referral	728,747 (7.55%)	442,731 (5.23%)	1,645,916 (7.14%)	39.85%	3.80	00:04:54	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
4. Social	596,810 (6.18%)	521,655 (6.16%)	900,534 (3.91%)	76.25%	1.59	00:01:16	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
5. (Other)	310,876 (3.22%)	177,335 (2.10%)	774,346 (3.36%)	53.36%	2.43	00:02:55	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
6. Paid Search	133,271 (1.38%)	105,710 (1.25%)	194,007 (0.84%)	49.80%	3.08	00:02:39	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
7. Boosted Post	85,960 (0.89%)	71,660 (0.85%)	100,291 (0.43%)	95.17%	1.06	00:00:12	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
8. Email	68,967 (0.71%)	35,856 (0.42%)	320,835 (1.39%)	50.56%	2.39	00:03:12	0.00%	0 (0.00%)	CA\$0.00 (0.00%)
9. Display	1,186 (0.01%)	1,048 (0.01%)	1,555 (0.01%)	73.89%	1.44	00:01:29	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

COVID-19.



Oh, **and** this...



38 h
3,655 km

United States

Boise City

McKinney

**THOUGHTS, FEELINGS,
STRATEGIES, AND DATA
FROM OVER 2,700
SMALL NONPROFITS.**

FULL REPORT COMING SOON.



FAVOR

Can you do me a ~~favour~~?

Can you do me a **favor**?

Give **feedback**!

brady@nextafter.com

Thanks!

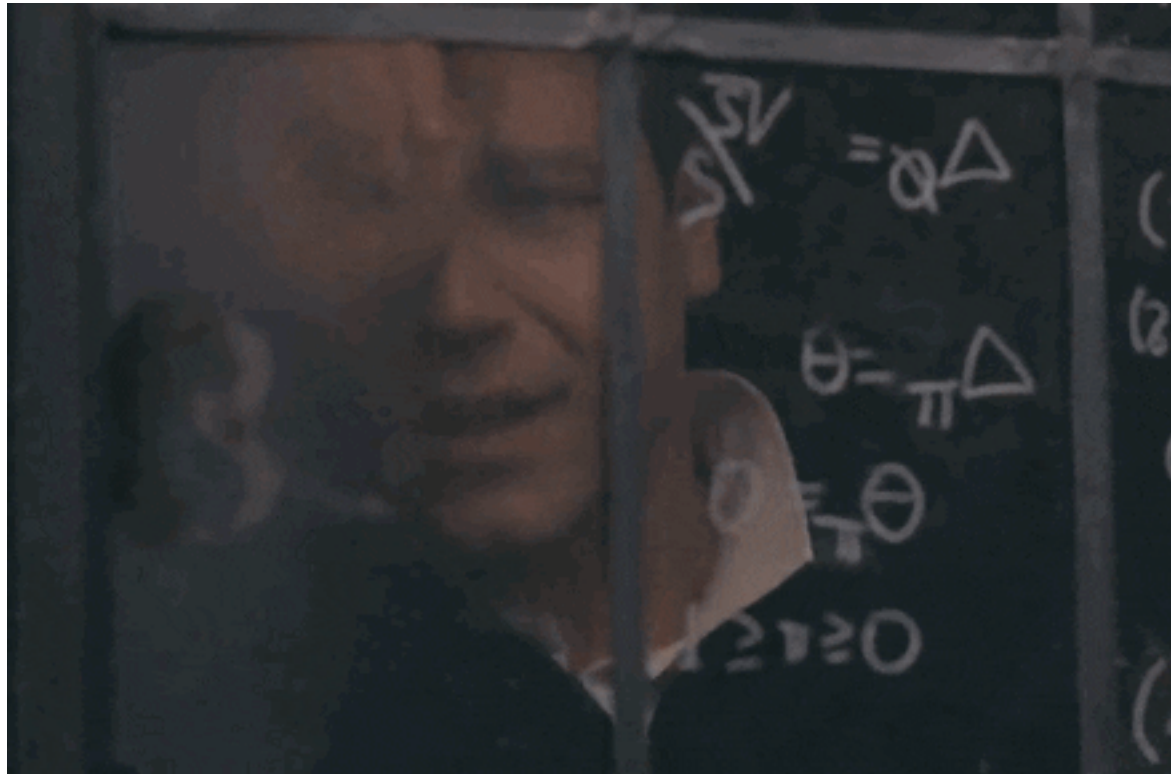
THE 2020

SMALL NONPROFIT

BENCHMARK

The need.

What It Can Feel Like...



I Know!



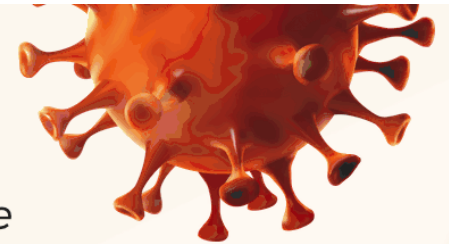
1. How am I **doing**?
2. How do I **compare**?

CORONAVIRUS NONPROFIT FUNDRAISING RESPONSE TOOL.

[NEXTAFTER.COM/NONPROFIT-CORONAVIRUS-RESPONSE/](https://nextafter.com/nonprofit-coronavirus-response/)
[NEXTAFTER.COM/CANADIAN-CHARITY-COVID19-RESPONSE/](https://nextafter.com/canadian-charity-covid19-response/)



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?

Web Traffic Trends

Email Trends &
Examples

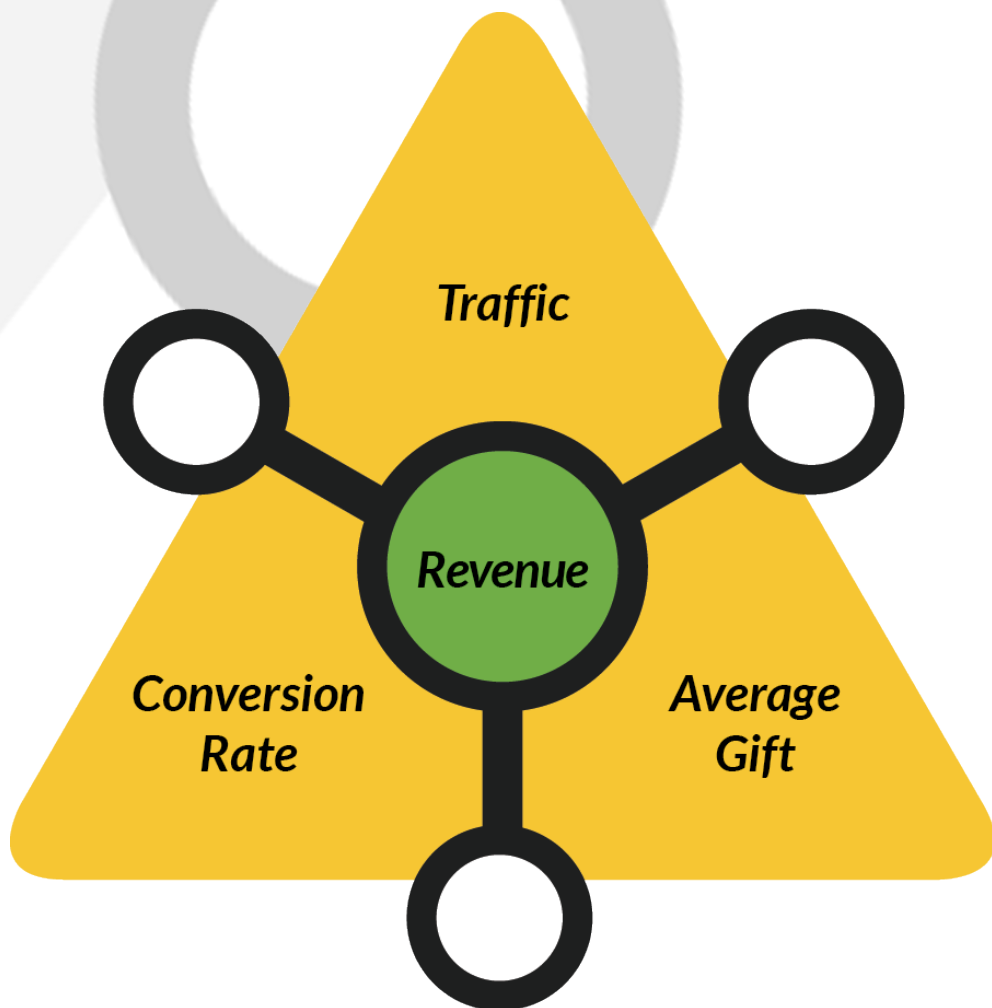
Resources

Get Updates on
Response Trends

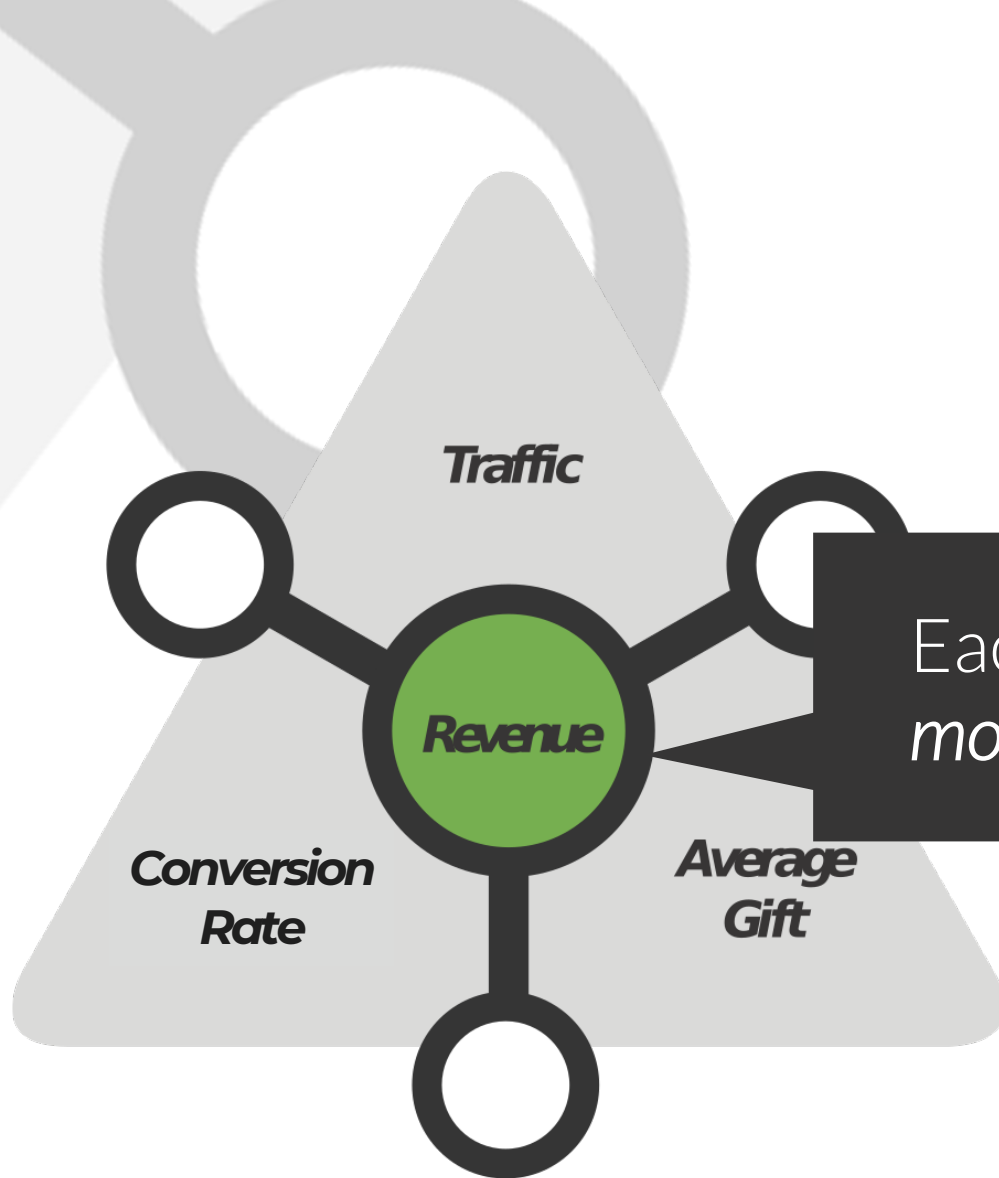


Nonprofit Website Traffic Trends





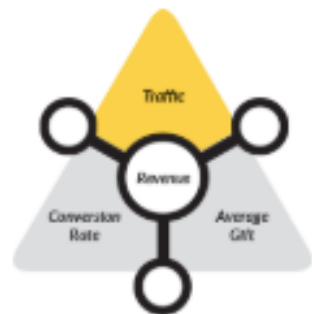
Keep it simple and start by looking at *3 key metrics*.



Each one of these metrics influences the *most important metric*: revenue.

The problem.

ORGANIZATION FCORM Metrics Compared to Overall Benchmark

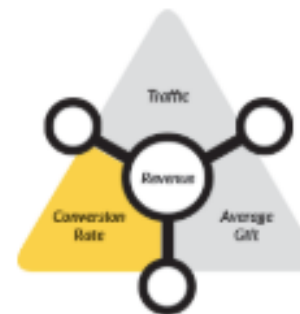


Monthly Web Traffic

1,222

Benchmark: 530,450

99.8% Below

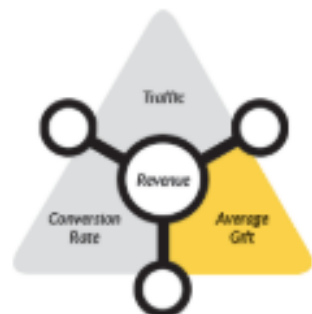


Donor Conversion Rate

5.19%

Benchmark: 0.29%

1669.6% Above

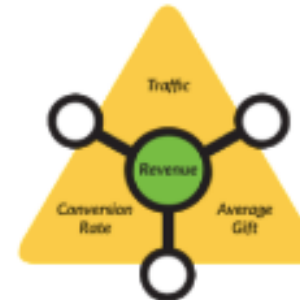


Average Gift

\$162

Benchmark: \$58

180.1% Above



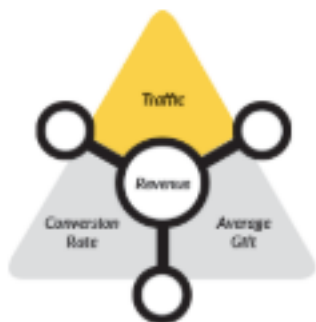
Monthly Online Revenue

\$10,258

Benchmark: \$89,846

88.6% Below

ORGANIZATION Compared to <5,000 Visit Traffic Segment

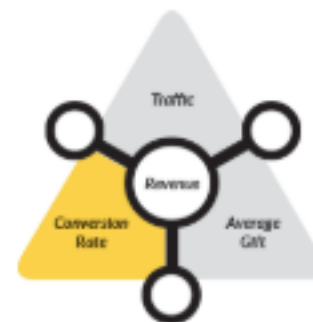


Monthly Web Traffic

██████████ 1,222

Benchmark: 1,416

13.7% Below

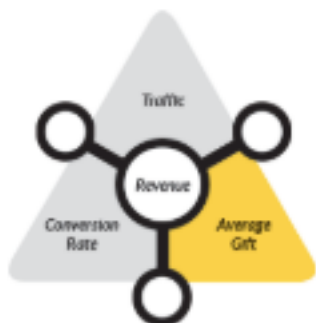


Donor Conversion Rate

██████████: 5.16%

Benchmark: 3.38%

52.3% Above

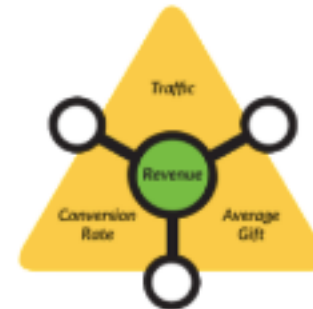


Average Gift

██████████ \$162

Benchmark: \$332

51.4% Below



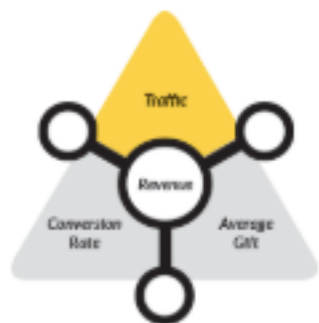
Monthly Online Revenue

██████████ \$10,258

Benchmark: \$15,931

35.6% Below

ORGNAIZATION Compared to <5,000 Visit Traffic Segment AND Christian Ministries

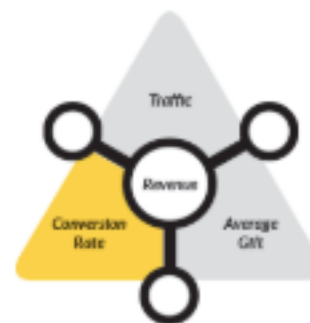


Monthly Web Traffic

██████████: 1,222

Benchmark: 1,338

8.7% Below



Donor Conversion Rate

██████████ 5.16%

Benchmark: 9.19%

43.9% Below



Average Gift

██████████: \$162

Benchmark: \$344

53.0% Below



Monthly Online Revenue

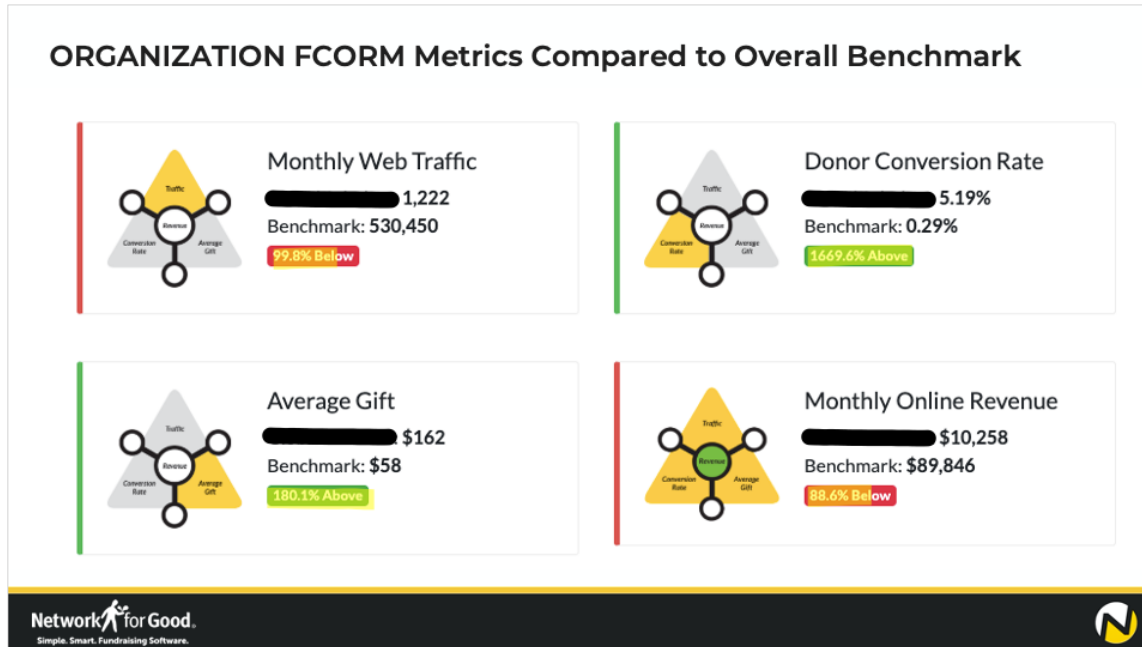
██████████ \$10,258

Benchmark: \$42,306

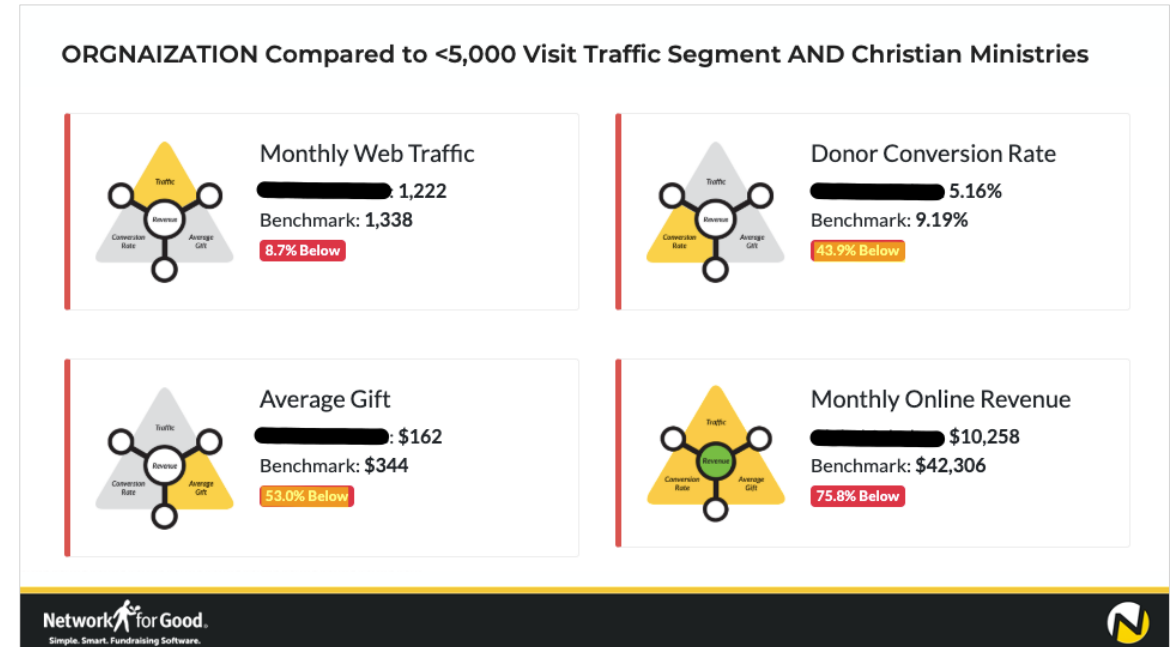
75.8% Below

Who You Compare Yourself With Matters for Performance and Strategy

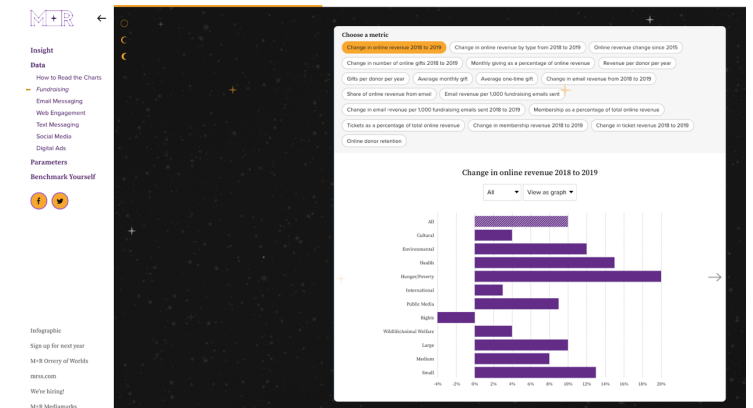
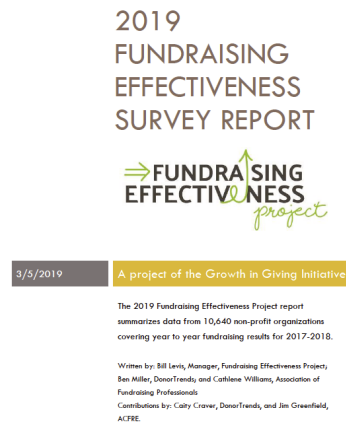
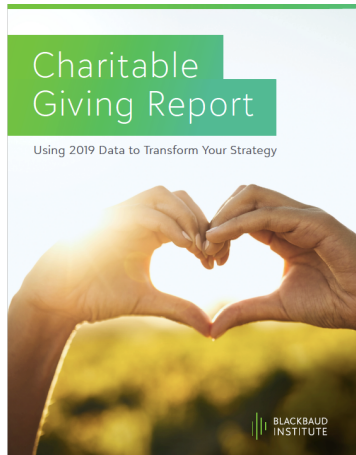
NOT THIS



BUT THIS



Other Great Benchmarks



Other Great Benchmarks

M+R

←

Insight

Data

How to Read the Charts

Fundraising

Email Messaging

Web Engagement

Text Messaging

Social Media

Digital Ads


Parameters

Benchmark Yourself

f

Charitable Giving Report

Using 2019 Data to Transform Your Strategy



BLACKBAUD INSTITUTE

Infographic

Sign up for next year

M+R Orrery of Worlds

mrss.com

We're hiring!

M+R Mediamarks

Choose a metric

Change in online revenue 2018 to 2019

Change in online revenue by type from 2018 to 2019

Online revenue change since 2015

Change in number of online gifts 2018 to 2019

Monthly giving as a percentage of online revenue

Revenue per donor per year

Gifts per donor per year

Average monthly gift

Average one-time gift

Change in email revenue from 2018 to 2019

Share of online revenue from email

Email revenue per 1,000 fundraising emails sent

Change in email revenue per 1,000 fundraising emails sent 2018 to 2019

Membership as a percentage of total online revenue

Tickets as a percentage of total online revenue

Change in membership revenue 2018 to 2019

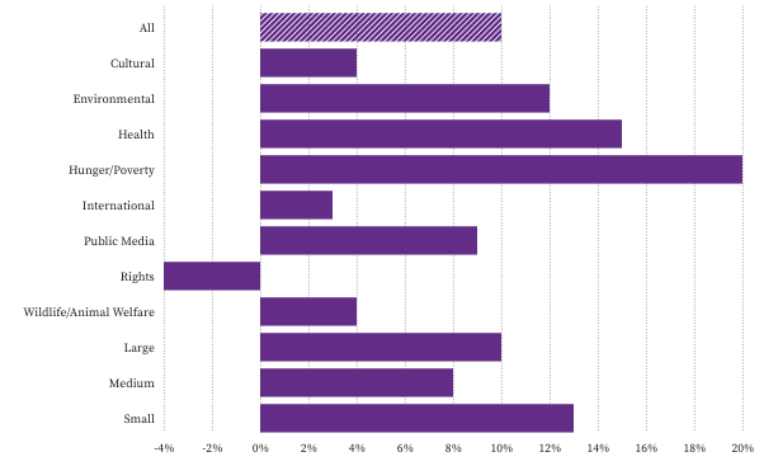
Change in ticket revenue 2018 to 2019

Online donor retention

Change in online revenue 2018 to 2019


All

View as graph



Sector/Size	Percentage Change
All	10%
Cultural	4%
Environmental	12%
Health	15%
Hunger/Poverty	20%
International	3%
Public Media	9%
Rights	-3%
Wildlife/Animal Welfare	4%
Large	10%
Medium	8%
Small	13%

Network for Good
Simple. Smart. Fundraising Software.



The idea.

**THOUGHTS, FEELINGS,
STRATEGIES, AND DATA
FROM OVER 2,700
SMALL NONPROFITS.**
FULL REPORT COMING SOON.



Collect Data Specific to Nonprofits <\$1M

How are small nonprofit's feeling?

- Survey responses from 1222 people, 926 were from 'small' nonprofits
- Responses from early February to early March 2020
- "Small" defined as <\$1M total revenue

How are small nonprofit's doing?

- Actual data from 2832 Network for Good customers, 1865 were 'small' nonprofits
- Data is calendar year (Jan – Dec) and covers 2017, 2018, 2019
- Median total revenue from IRS for "small" was \$100k - \$500k

Collect Data Specific to Nonprofits <\$1M

How are small nonprofit's feeling compared to big nonprofits?

- Survey responses from 1222 people, 926 were from 'small' nonprofits (296 were 'big')
- Responses from early February to early March 2020
- "Small" defined as <\$1M total revenue

How are small nonprofit's doing compared to big nonprofits?

- Actual data from 2832 Network for Good customers, 1865 were 'small' nonprofits (967 were 'big')
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Today.

Today

Agenda

- Where is the data coming from
- Snapshot of small nonprofit fundraising
- Key findings & how small nonprofits can improve their fundraising
- Additional benchmarks & data points
- Questions & discussion

Today

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- Where is the data coming from?
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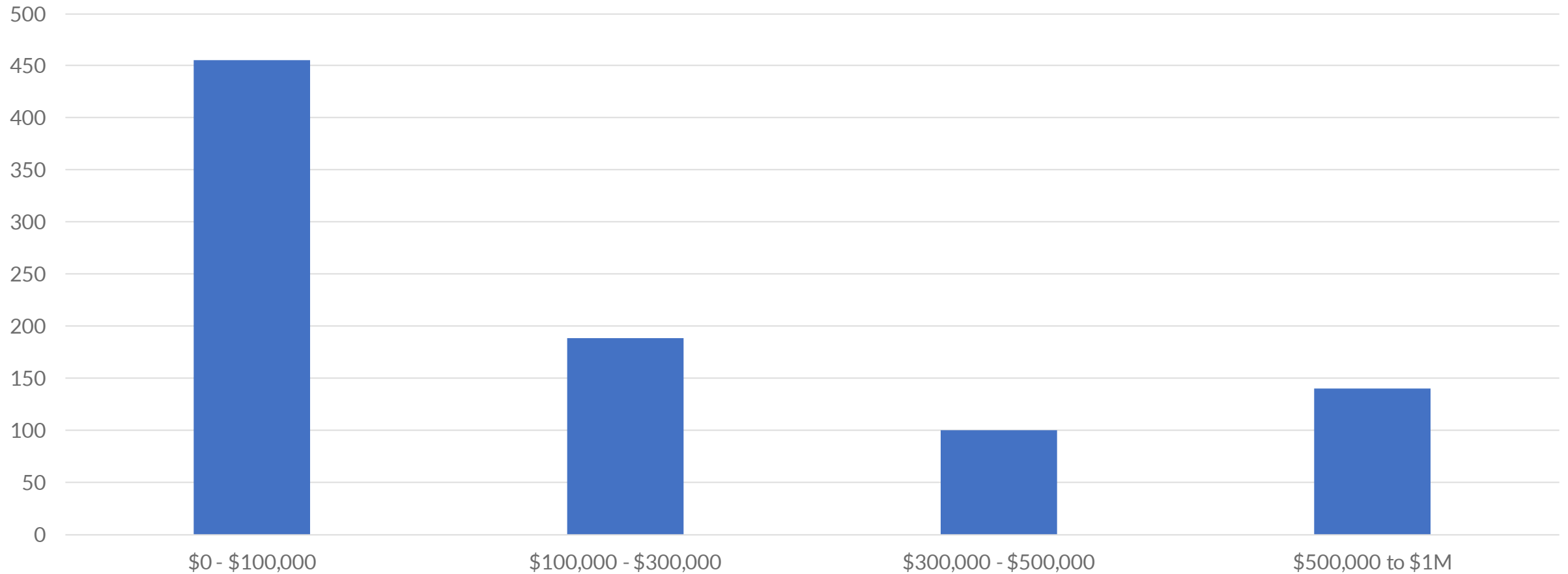
Caveats

- Unless I say otherwise, I'm talking about small nonprofits
- Small does not mean bad, big does not mean good
- No judgement, just optimization
- Some of the key findings may seem repetitive but until things change they bear repeating
- Focused on online and direct response (no grants, major gifts, etc.)

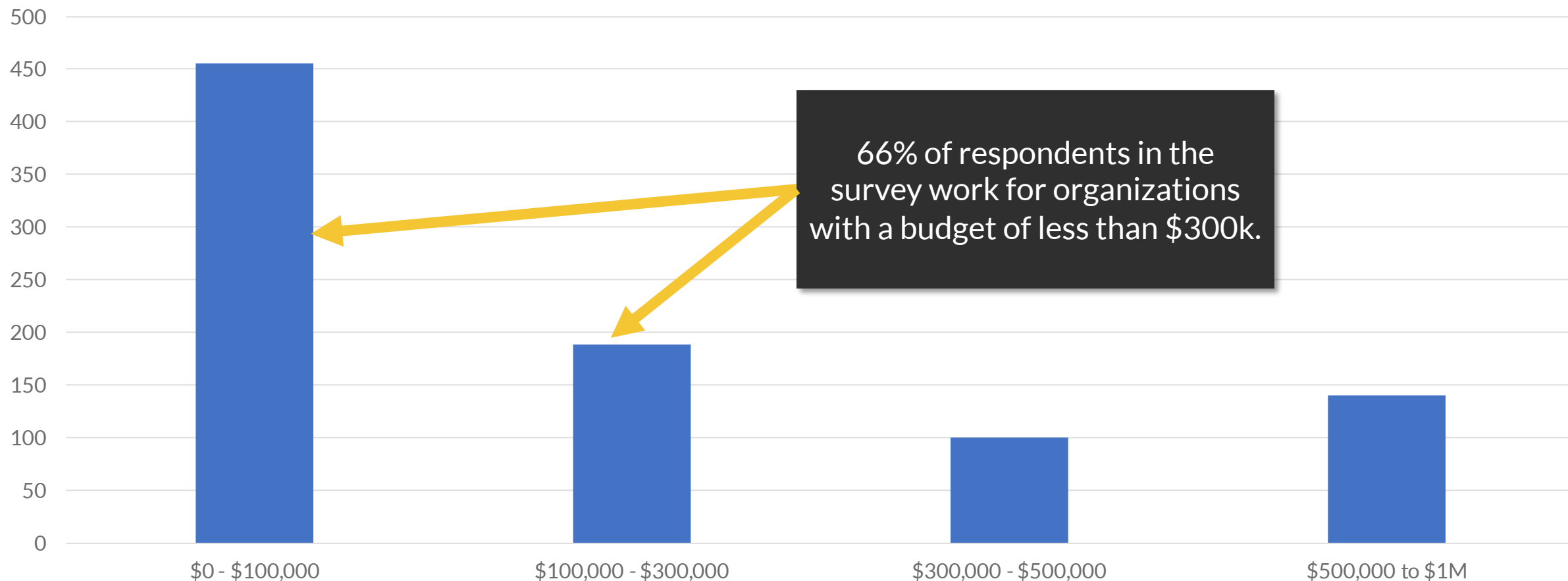
Where is the data coming from?

The Small Nonprofit Fundraising Benchmark Study

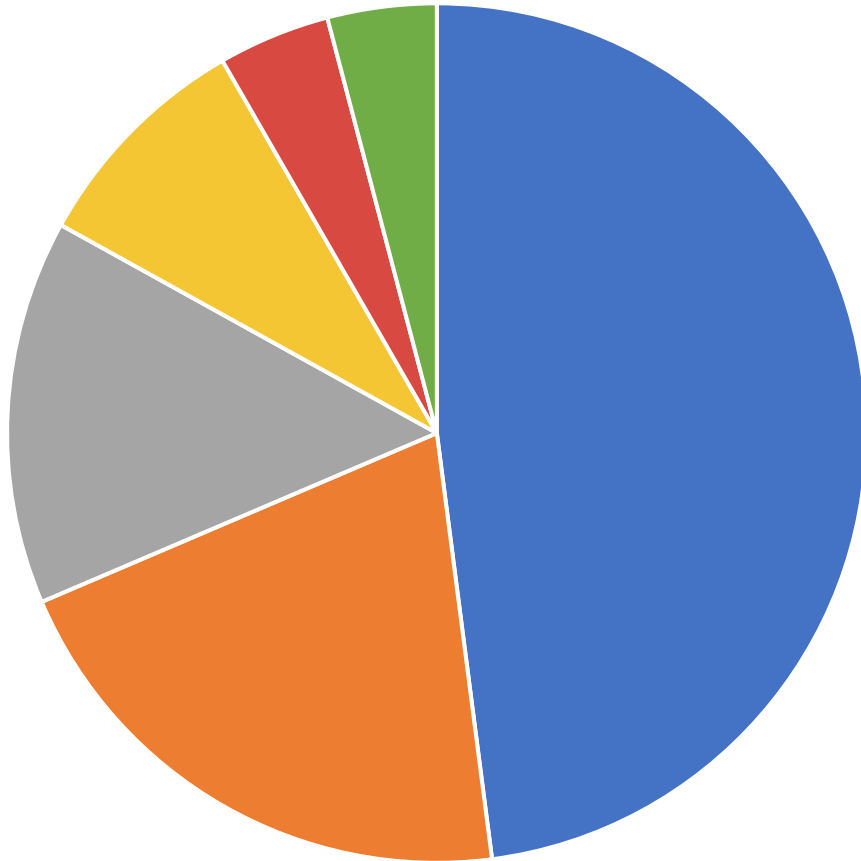
Who Took the Survey (size range)



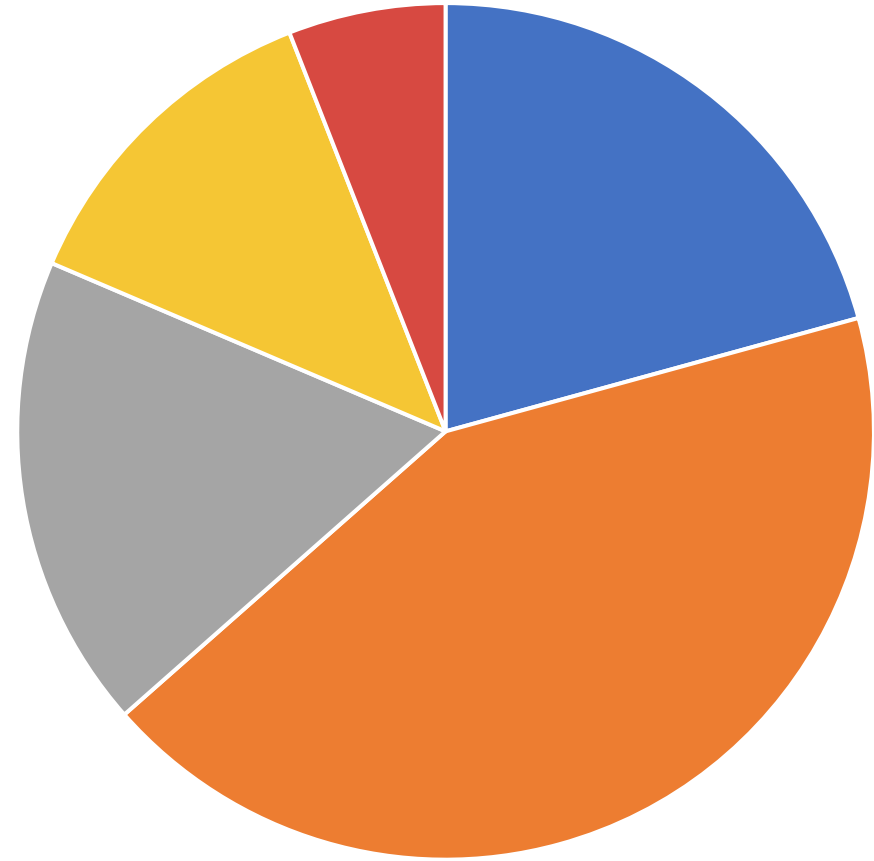
Who Took the Survey (size range)



Who Took the Survey (role & tenure)

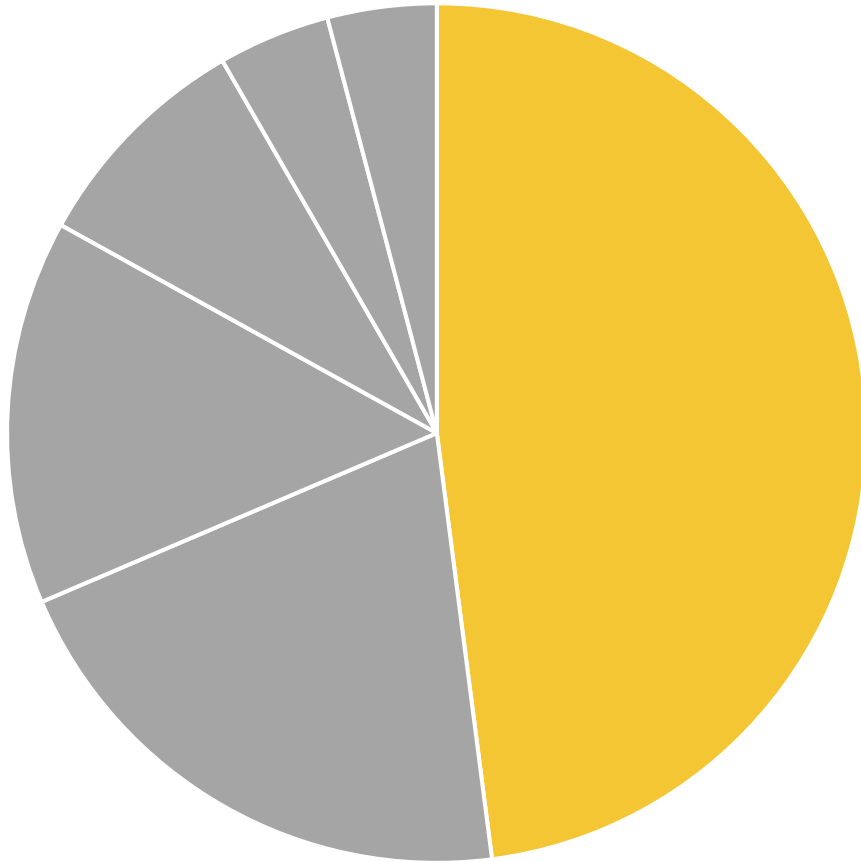


■ Executive ■ Practitioner ■ Manager ■ Board Member ■ Other ■ Everything



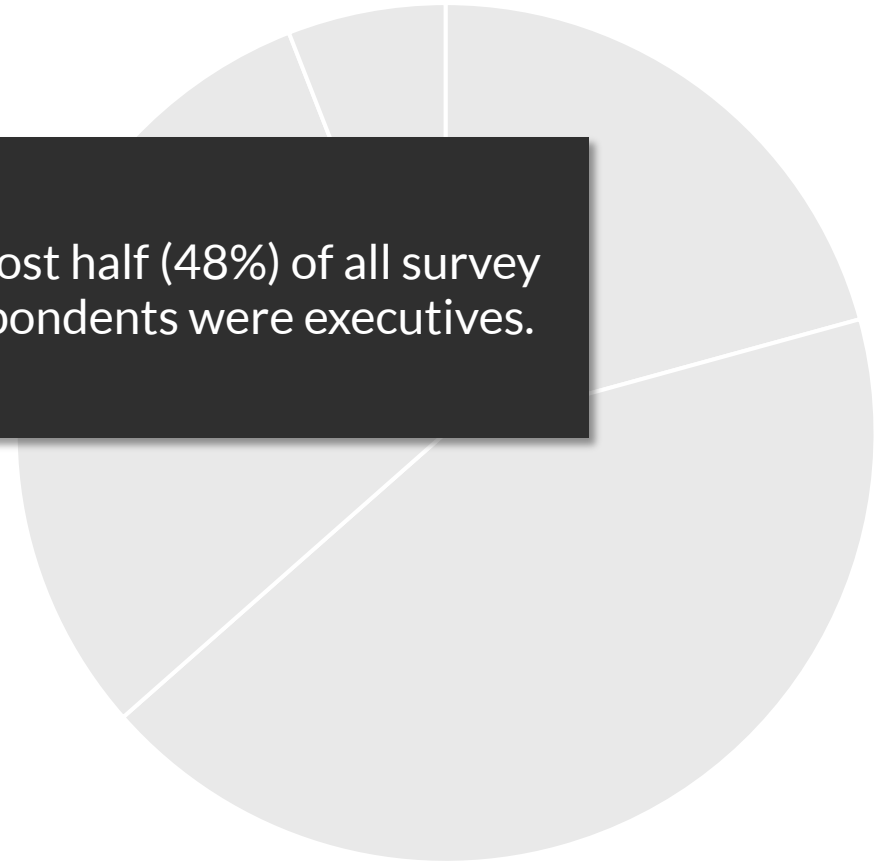
■ Less than 1 Year ■ 1 to 5 Years ■ 5 to 10 Years ■ 10 to 20 Years ■ More than 20 Years

Who Took the Survey (role & tenure)



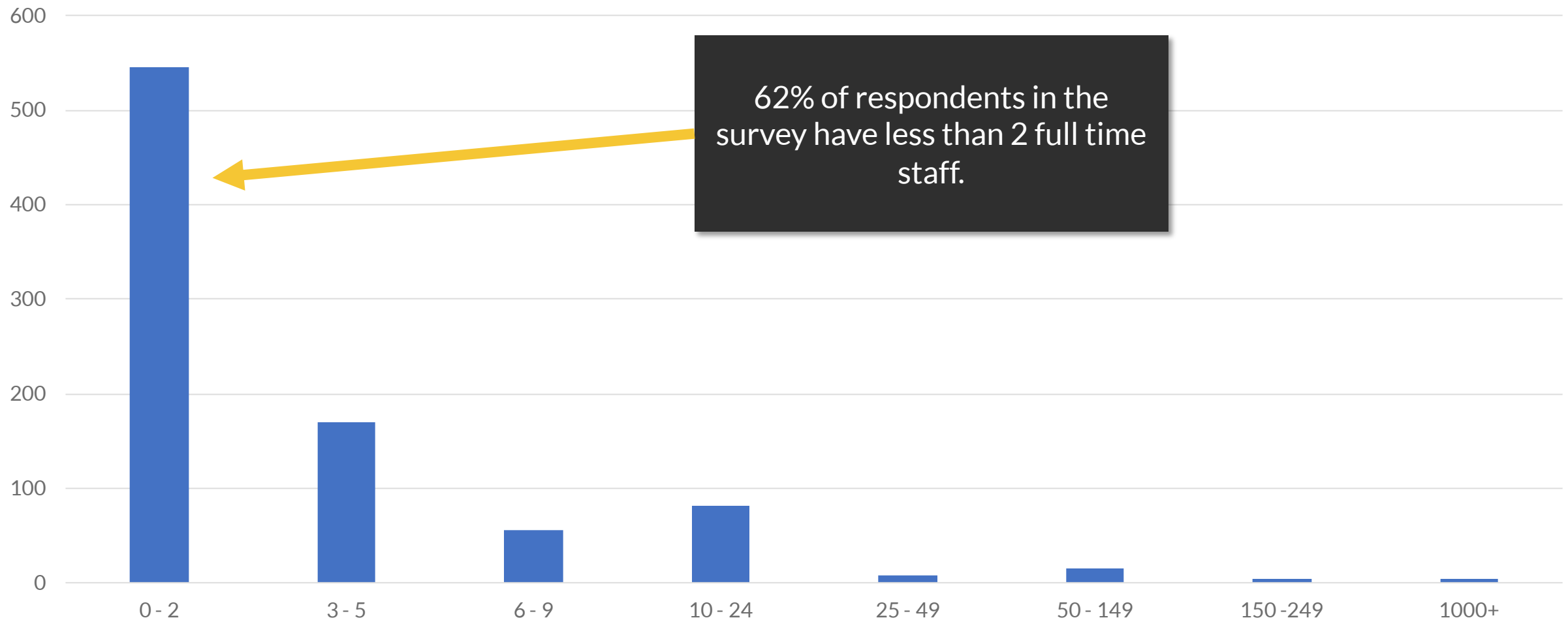
■ Executive ■ Practitioner ■ Manager ■ Board Member ■ Other ■ Everything

Almost half (48%) of all survey respondents were executives.

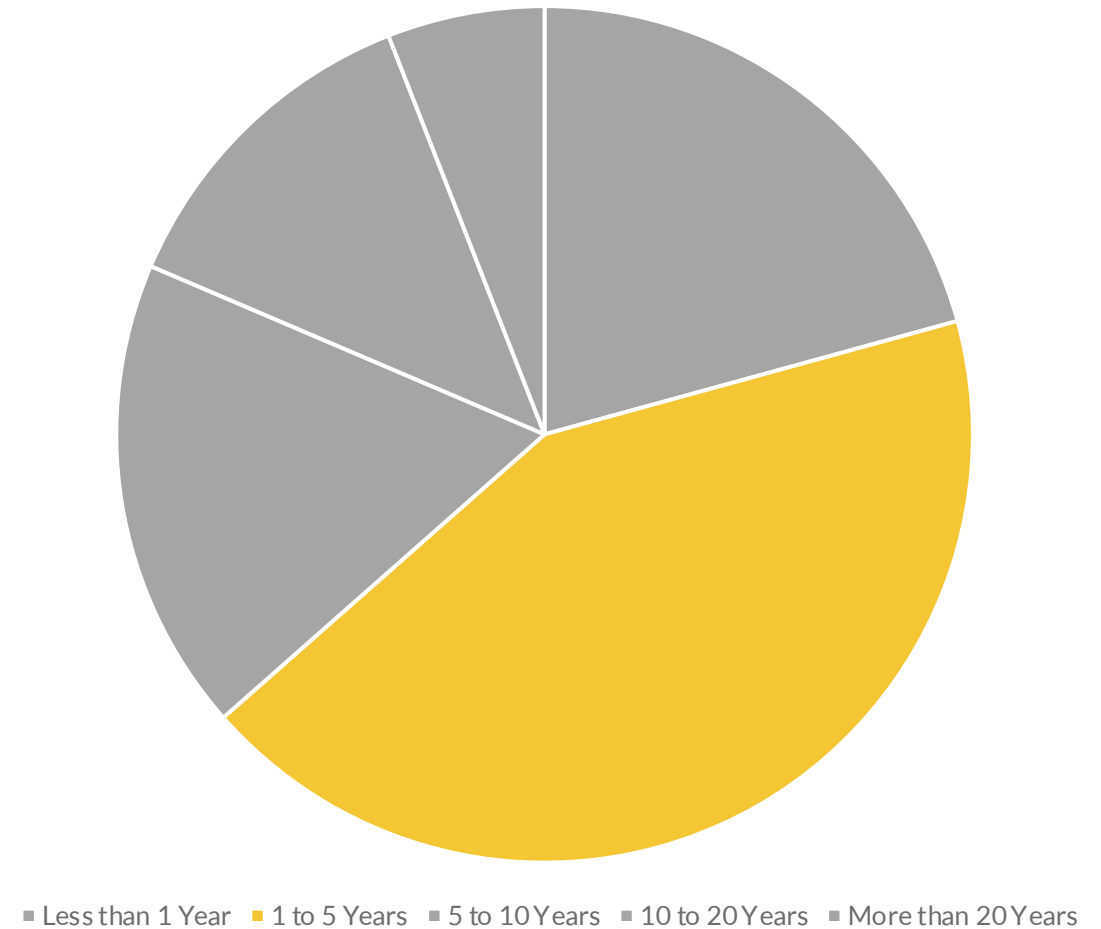
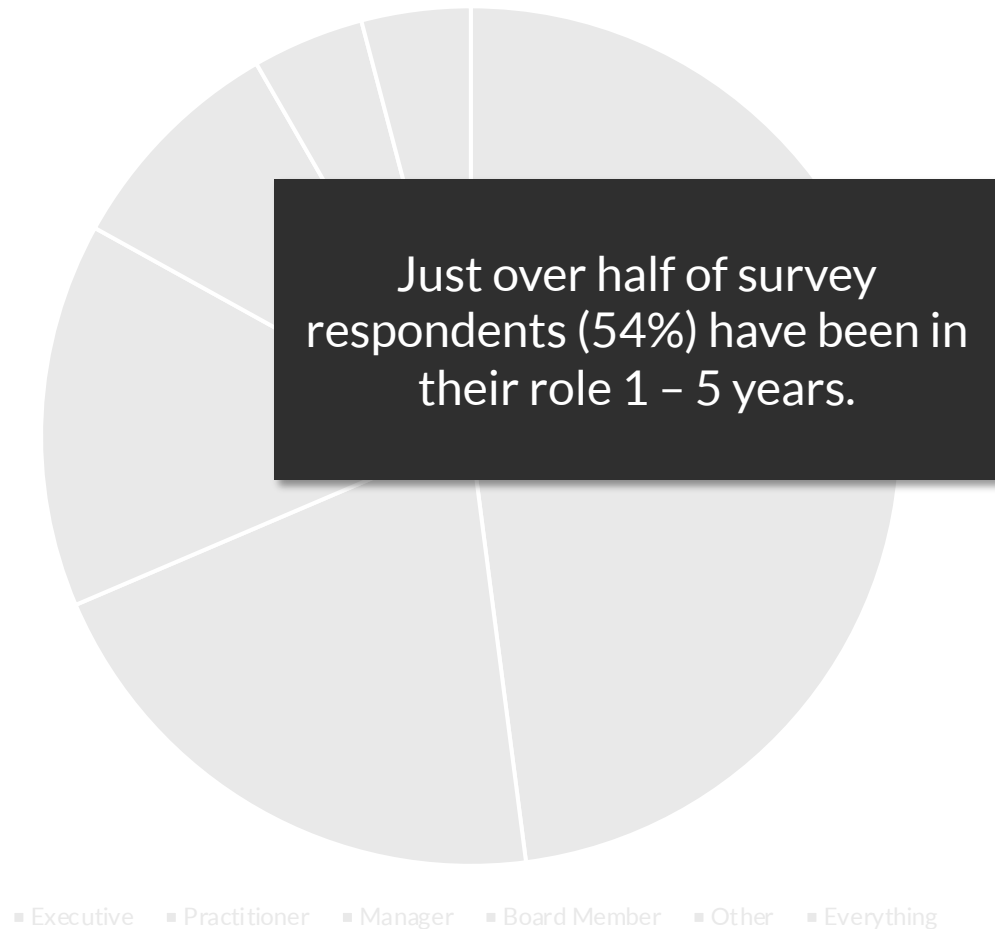


■ Less than 1 Year ■ 1 to 5 Years ■ 5 to 10 Years ■ 10 to 20 Years ■ More than 20 Years

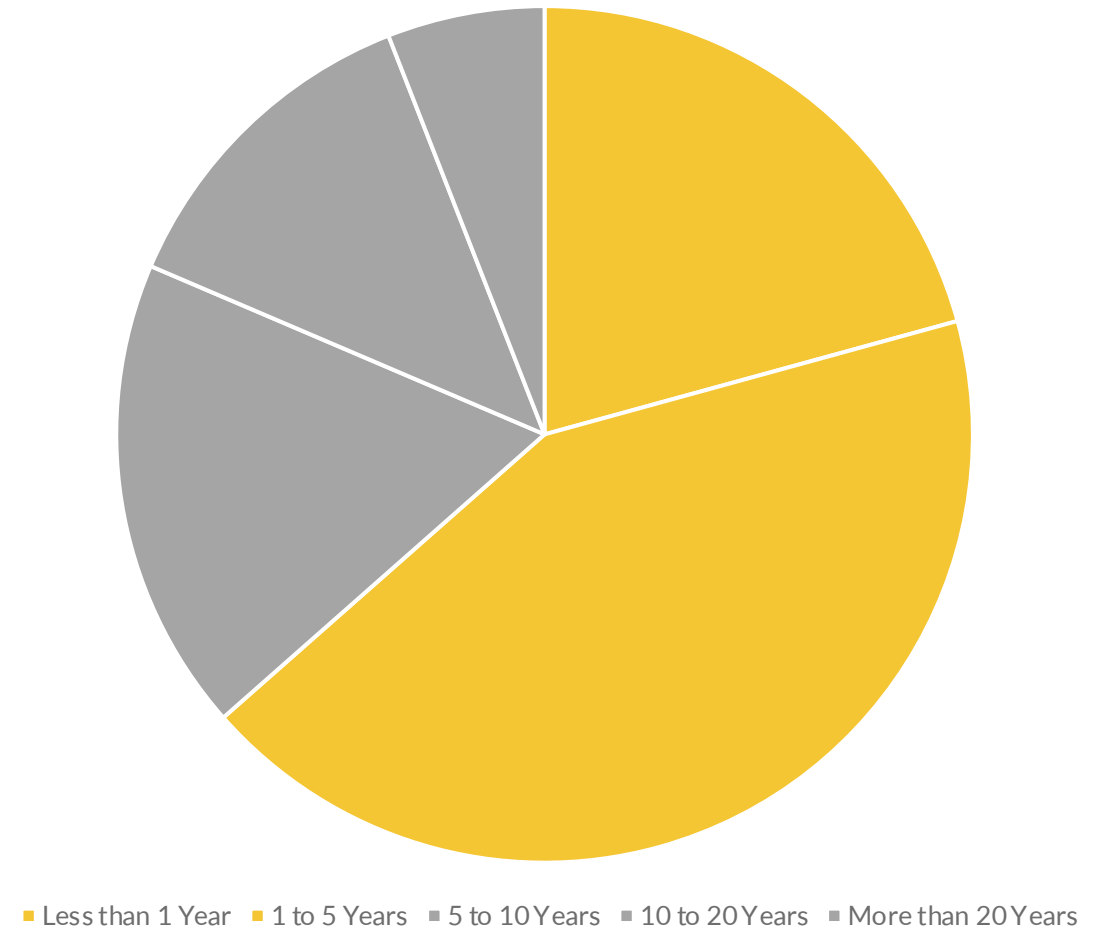
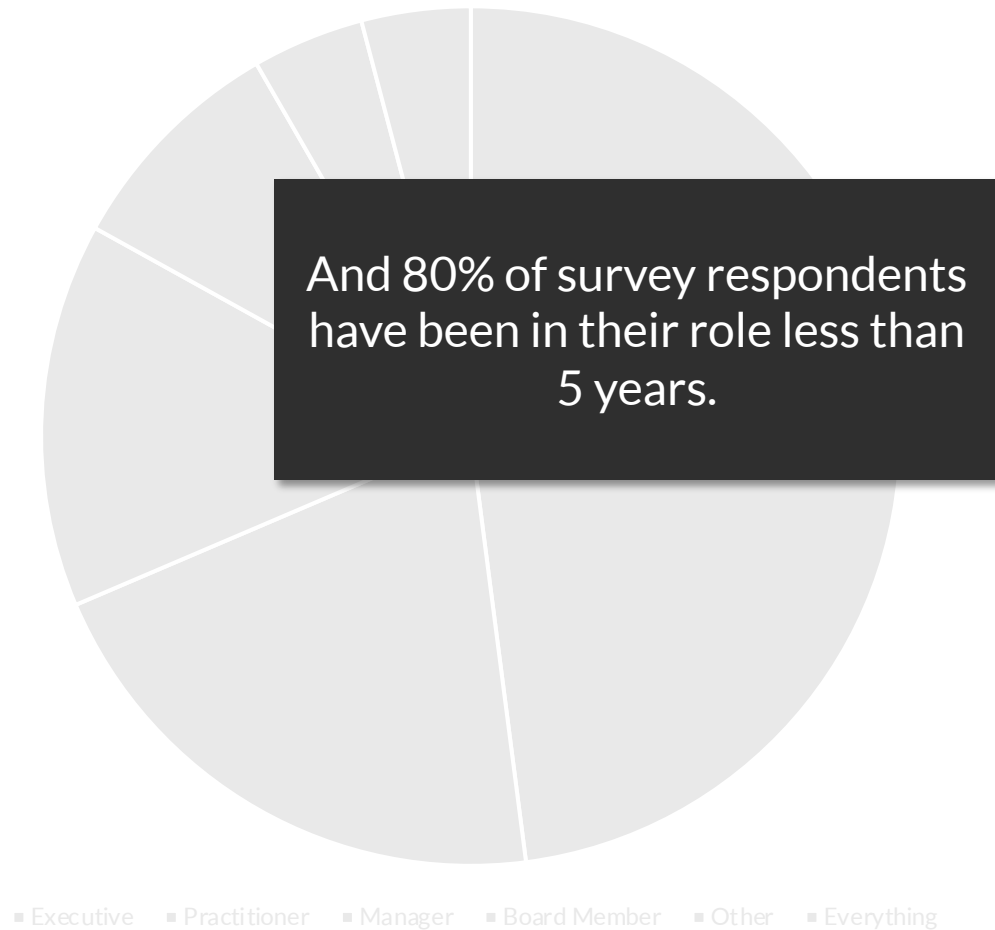
Who Took the Survey (FTEs)



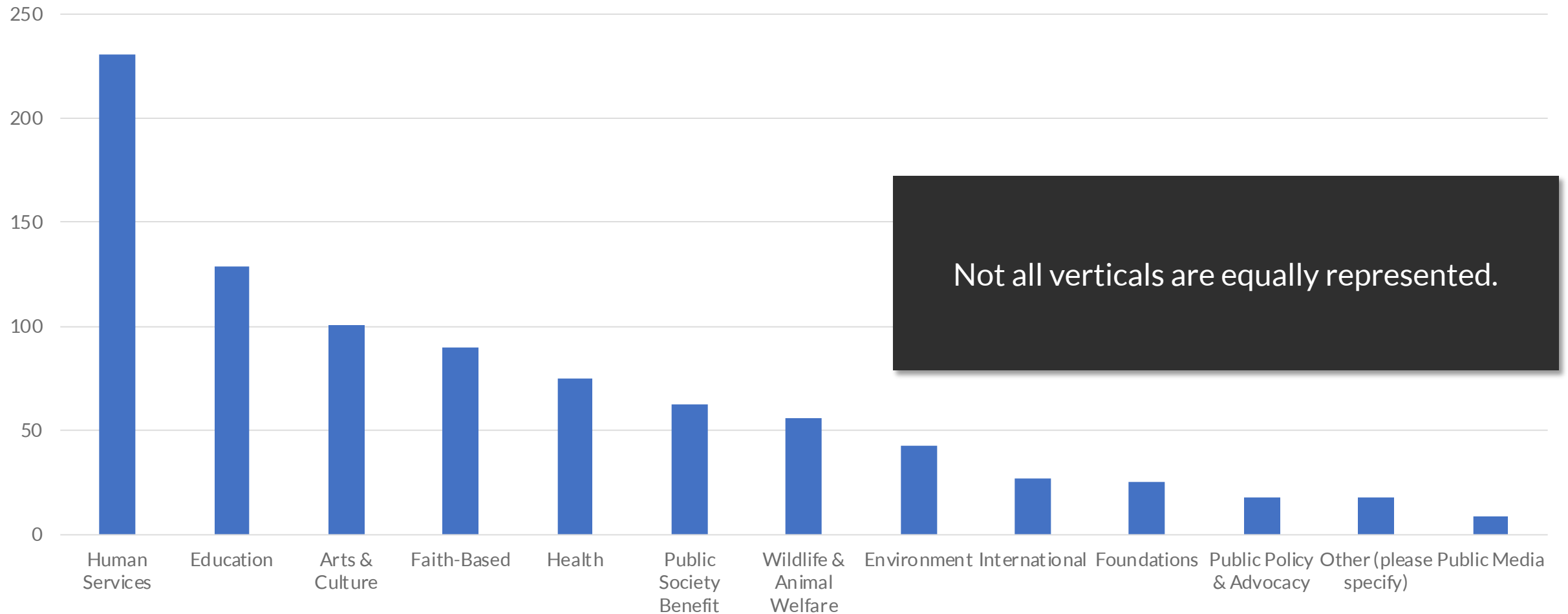
Who Took the Survey (role & tenure)



Who Took the Survey (role & tenure)



Who Took the Survey (vertical)



Where Is the Data Coming From?

Survey Data

- Cleaned responses on a question by question basis
 - Removed 0's or outliers for just that question but kept person in for other questions
- All responses are self reported

Fundraising Data

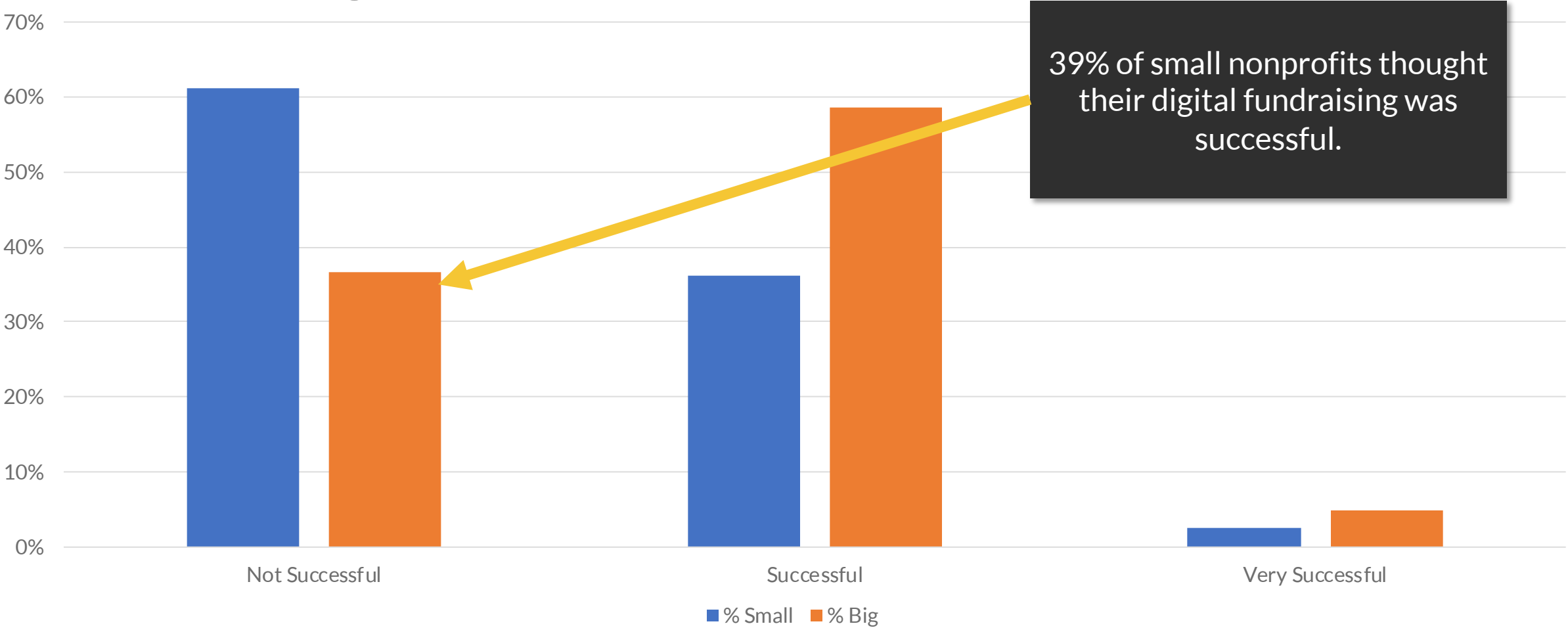
- Organizations use Network for Good as a CRM
- Received at least 1 donation in 2017, 2018, 2019
- Most values are median (middle) and on a per organization basis
- Online includes PayPal, Square, etc. and only what we KNOW was online

Snapshot of small nonprofit fundraising.

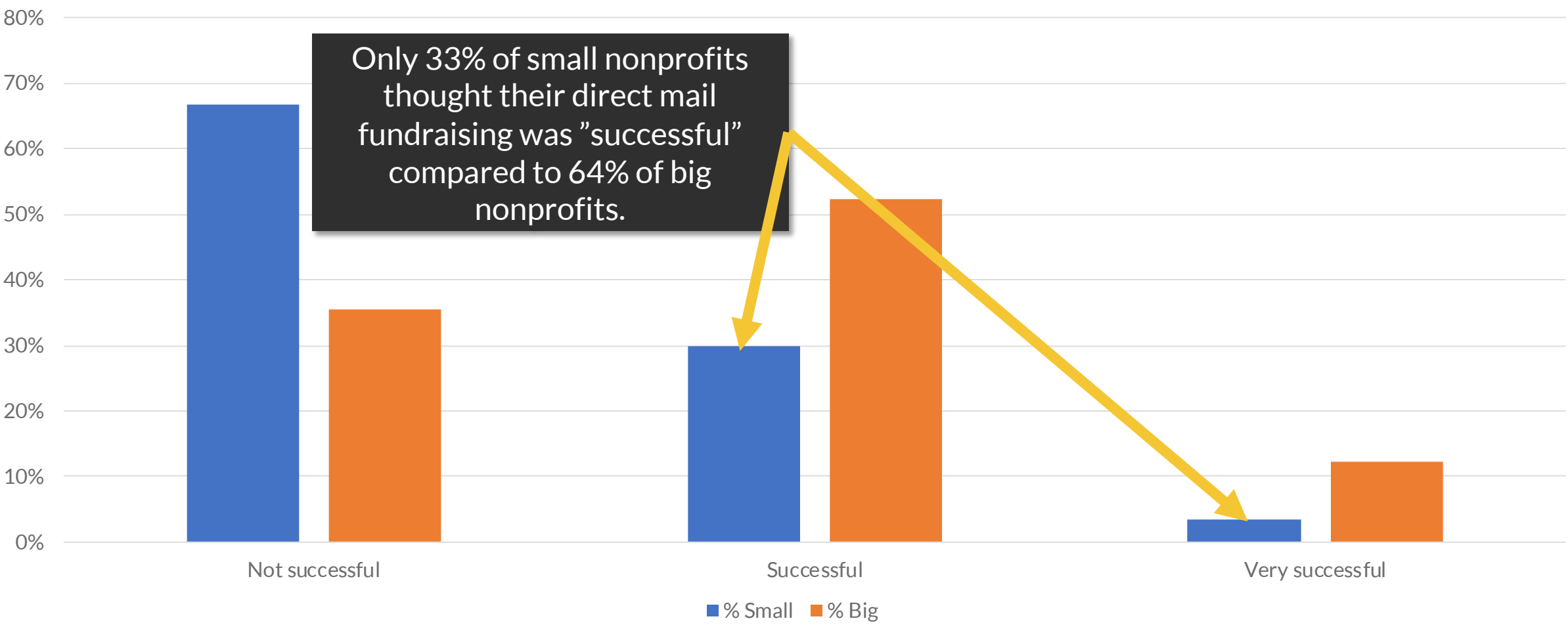
The Small Nonprofit Fundraising Benchmark Study

Small nonprofits **don't feel like they are being successful** in their fundraising.

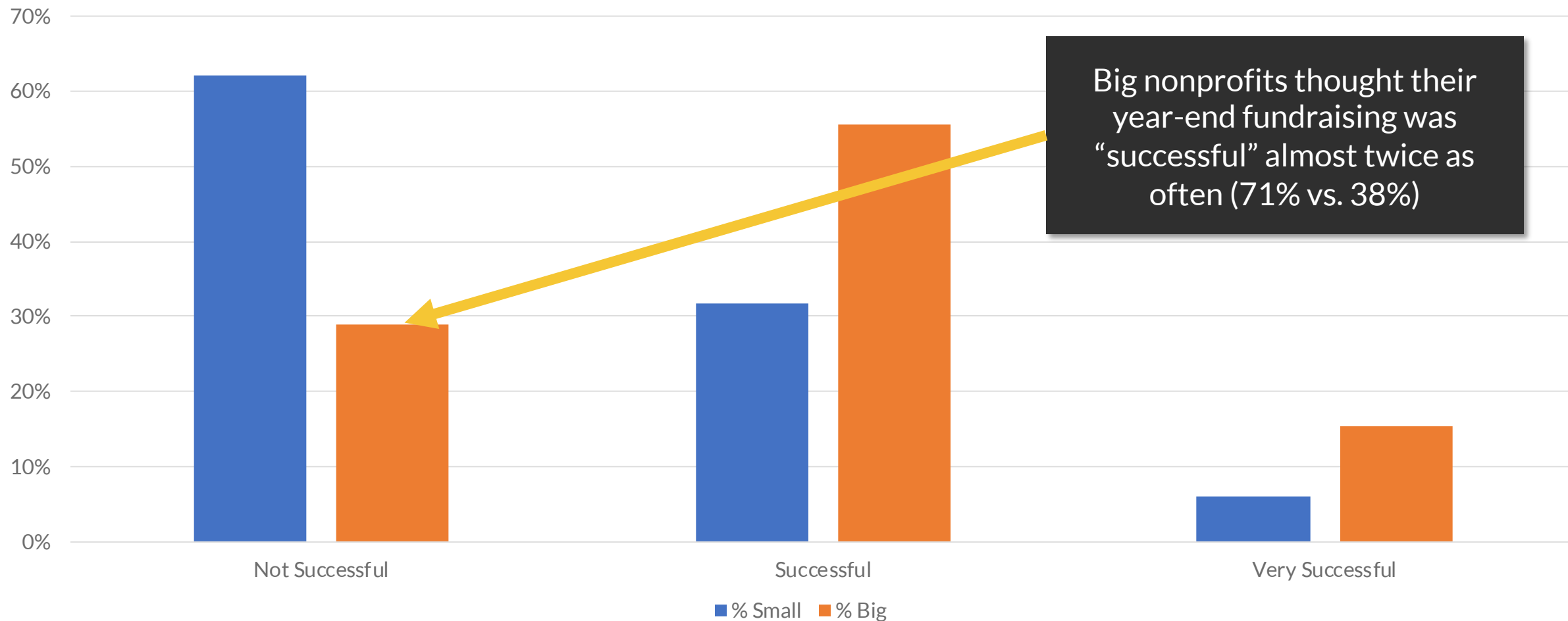
How would you rate the success of digital fundraising?



How would you rate the success of direct mail fundraising?



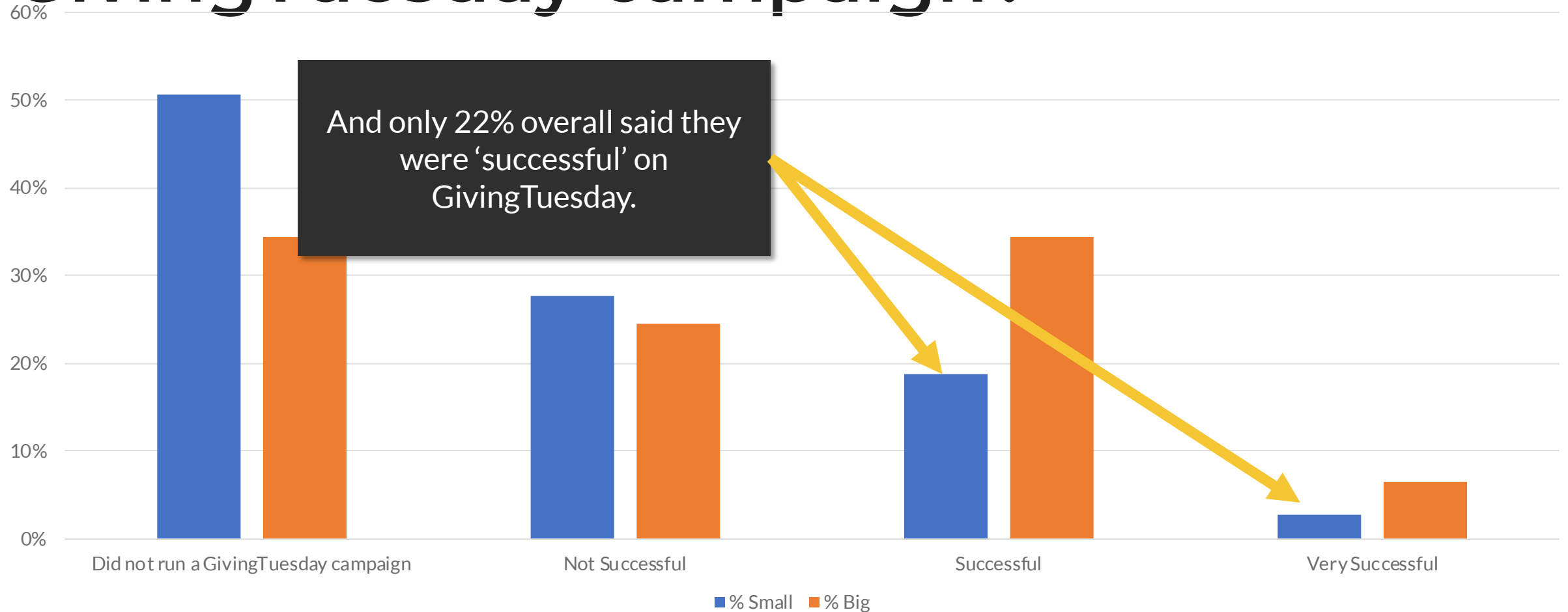
How would you rate the success of your year-end campaign?



How would you rate the success of your GivingTuesday campaign?

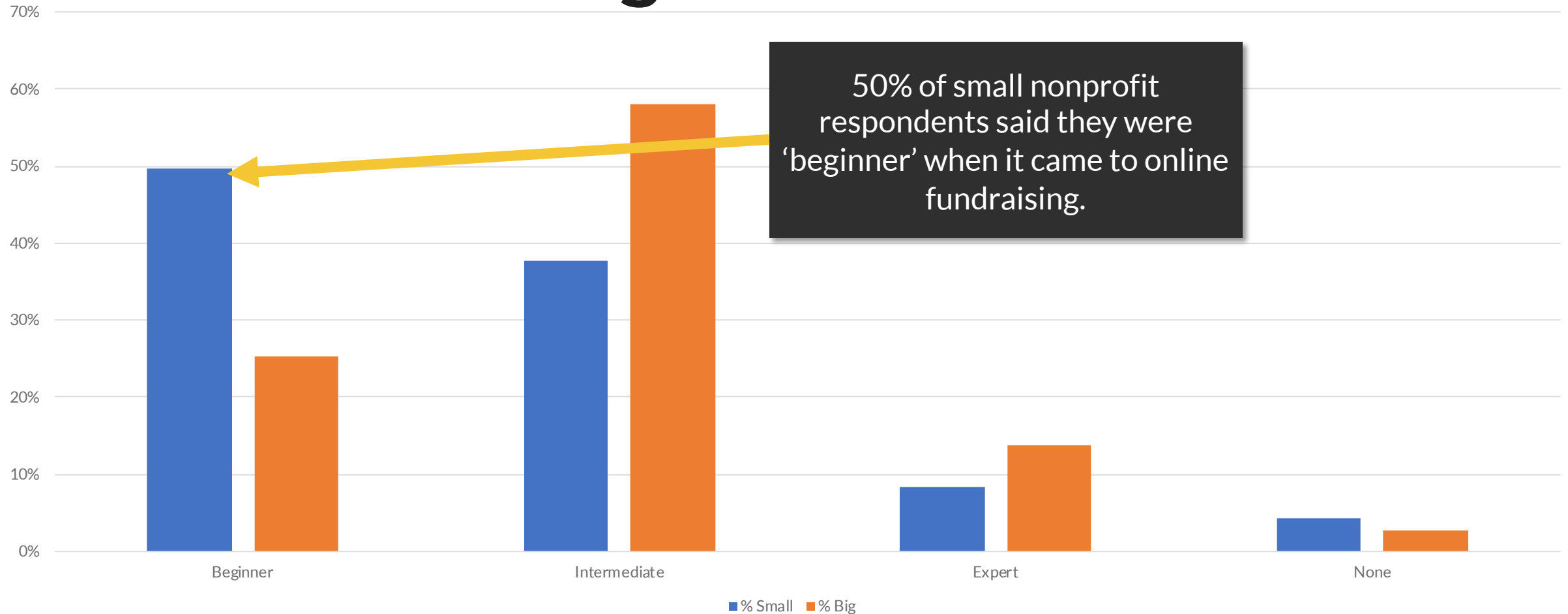


How would you rate the success of your GivingTuesday campaign?



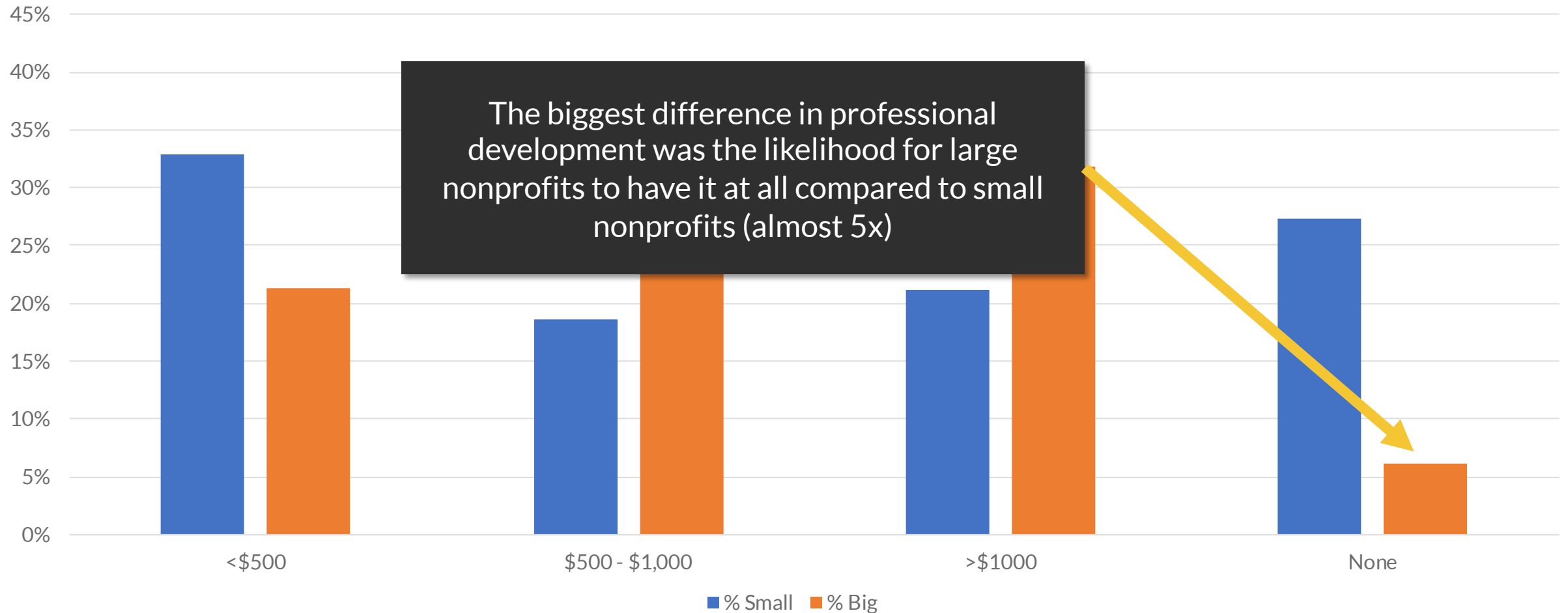
For online fundraising, people working at small nonprofits feel like beginners.

What level of expertise do you have in online fundraising?

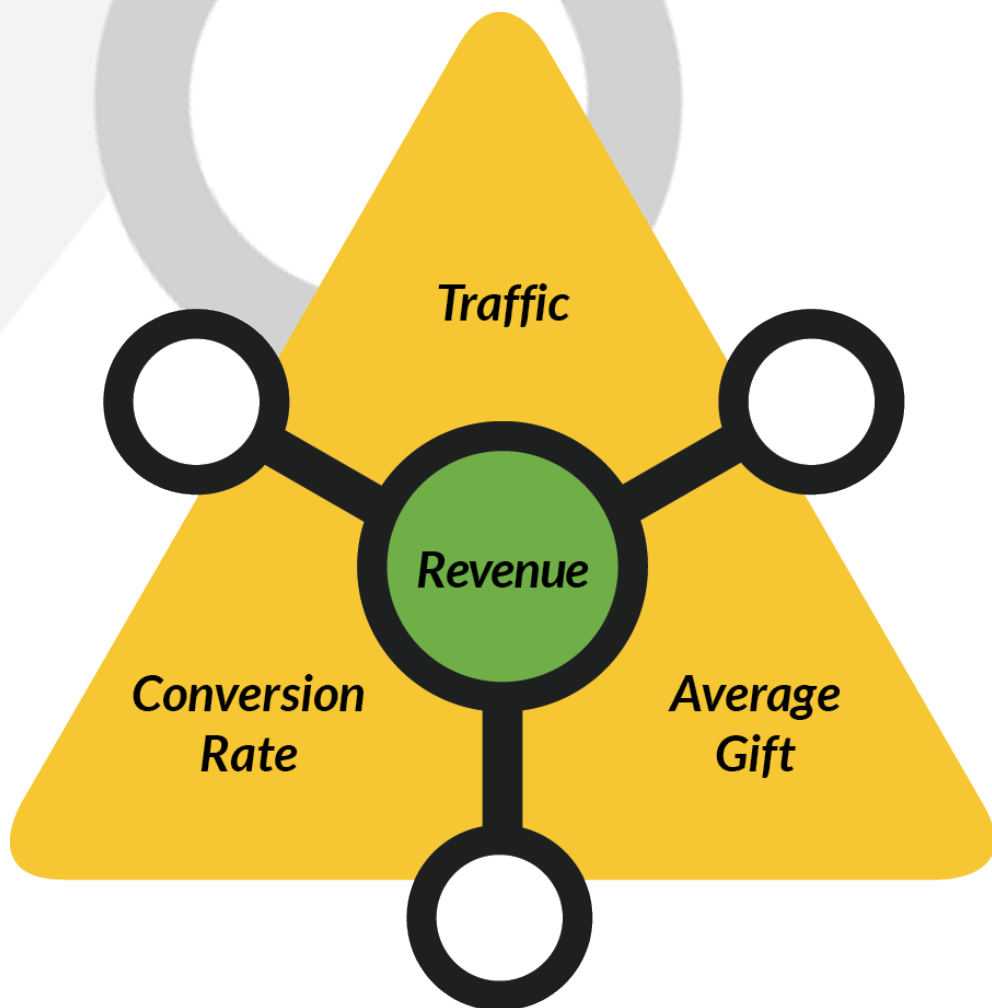


And small nonprofits don't get as much professional development investment.

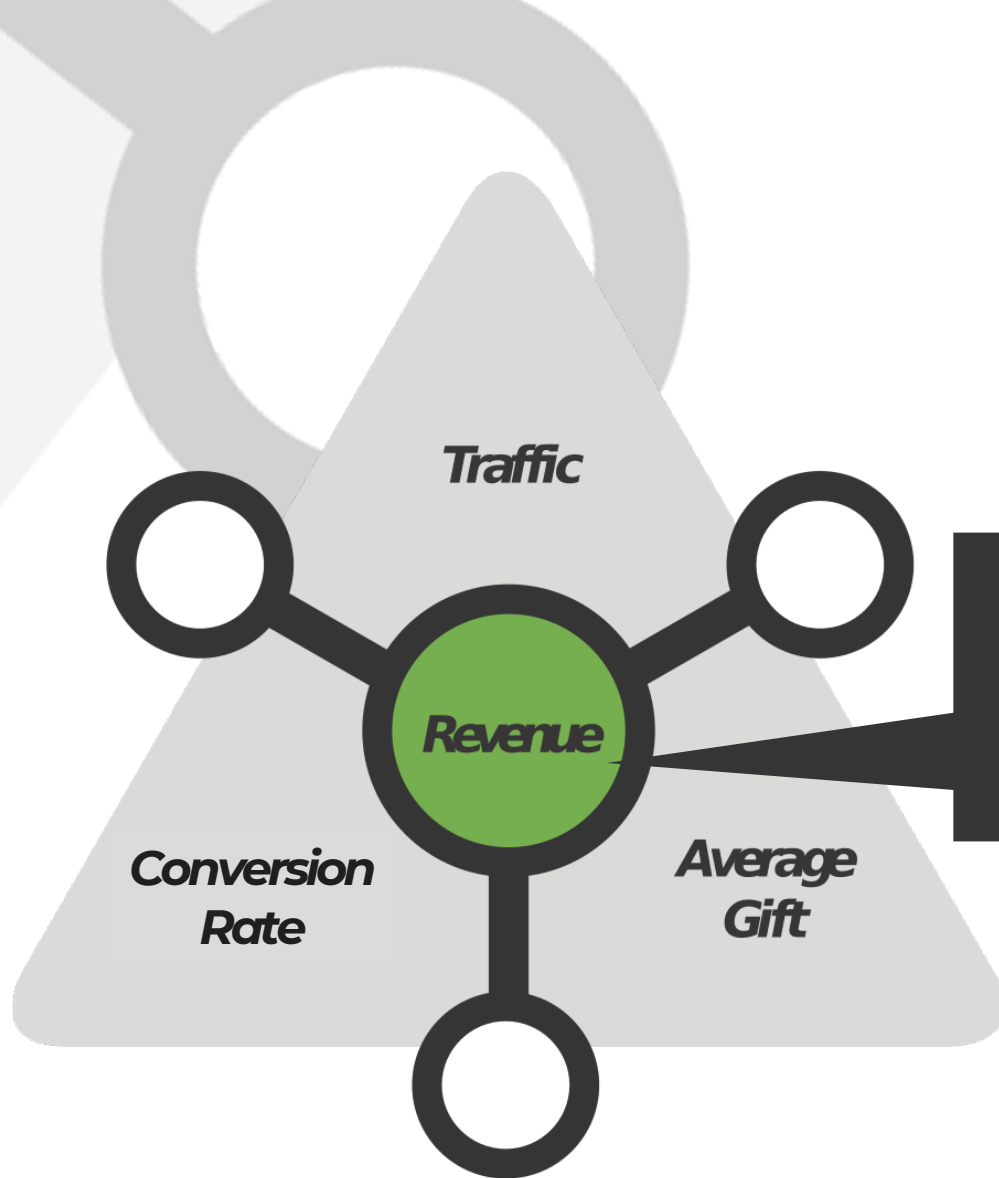
What is your approximate professional development budget?



Overall, when it comes to online fundraising, **small nonprofits aren't (usually) raising a lot of money.**



Keep it simple and start by looking at *3 key metrics*.



The average small nonprofit raised \$4,100 online in 2019.

Small Nonprofits Fundraising Snapshot

- Small nonprofits feel like they aren't succeeding
- Small nonprofits have less expertise in online fundraising
- Small nonprofits have smaller professional development budgets (if they have one at all)
- Small nonprofits aren't raising a lot of money online

It's not all **bleak**...

Overall 2019

REAL DATA

104
Donors

-15%

13%
Recurring

+48%

54%
Online*

+21%

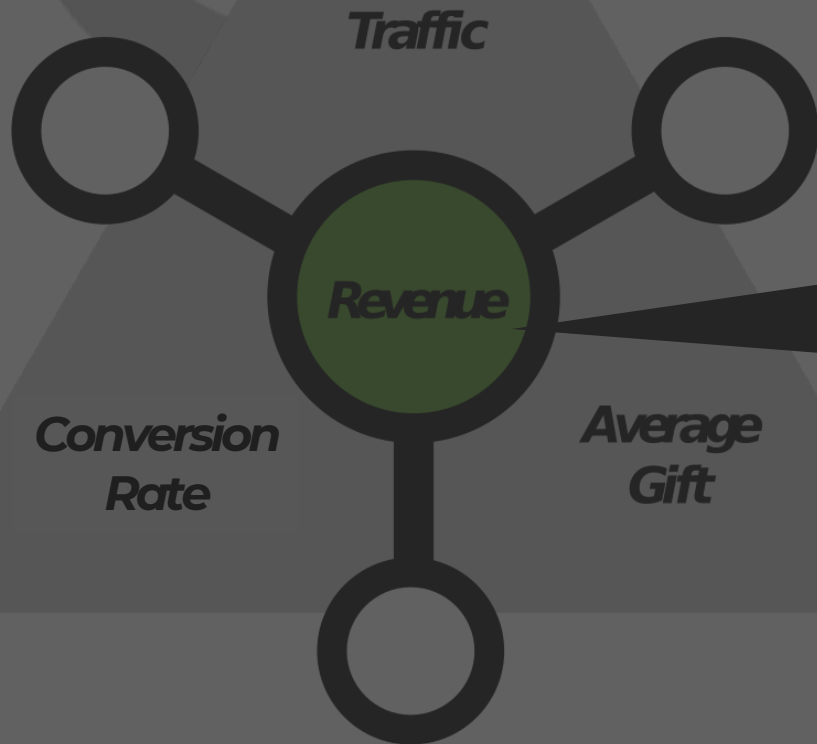
49%
Retention

+2%

Key findings & how small nonprofits can improve their fundraising.

The Small Nonprofit Fundraising Benchmark Study

Small nonprofits don't generate a lot of traffic to their websites.



The average small nonprofit raised
WHY? \$4,100 online in 2019.

3 Key Online Fundraising Metrics in 2019

REPORTED

**2010
Traffic**

-2036%

**1.8%
Conversion
Rate**

+157%

**37
Gifts**

-714%

**\$110.81
Avg Gift**

-82%

How To Get Traffic?

Earn It

- Organic SEO
- Direct (media, mentions)
- Email
- Social

Buy It

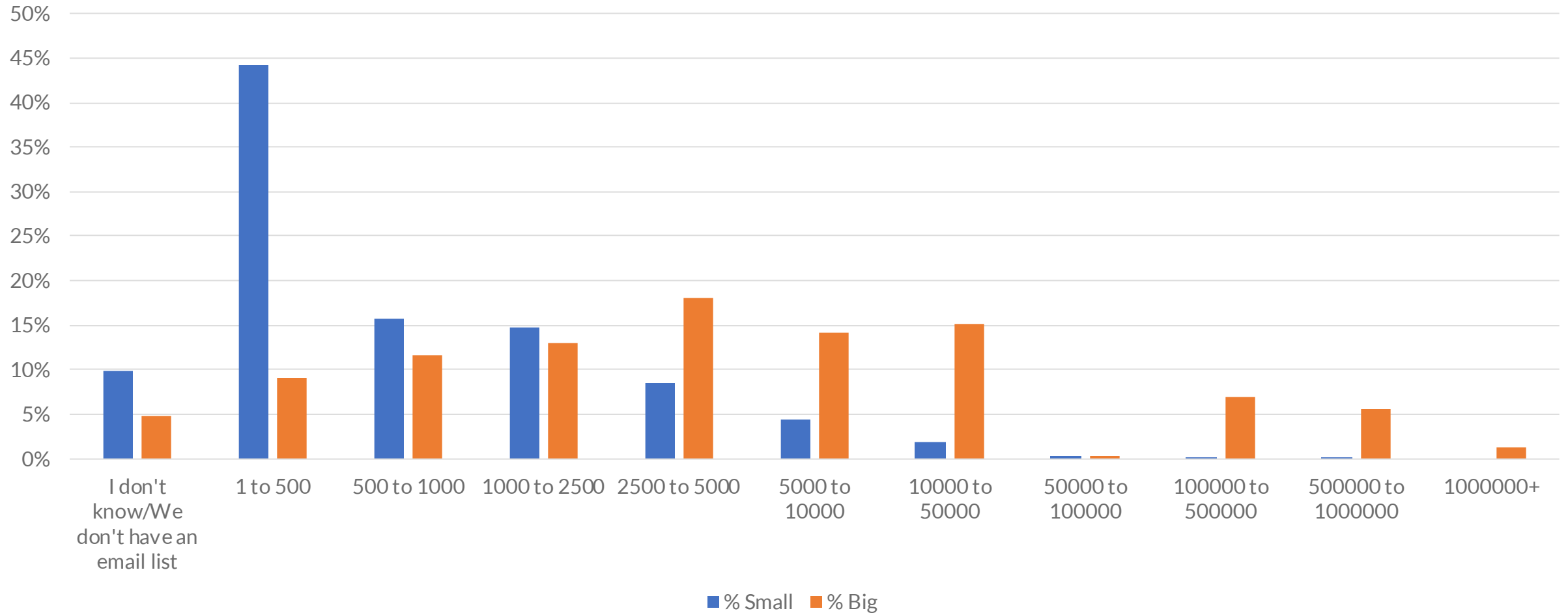
- Paid SEO
- Paid media
- List swaps & rentals
- Paid social

The average small nonprofit spends
\$1,000 on online advertising in a year.

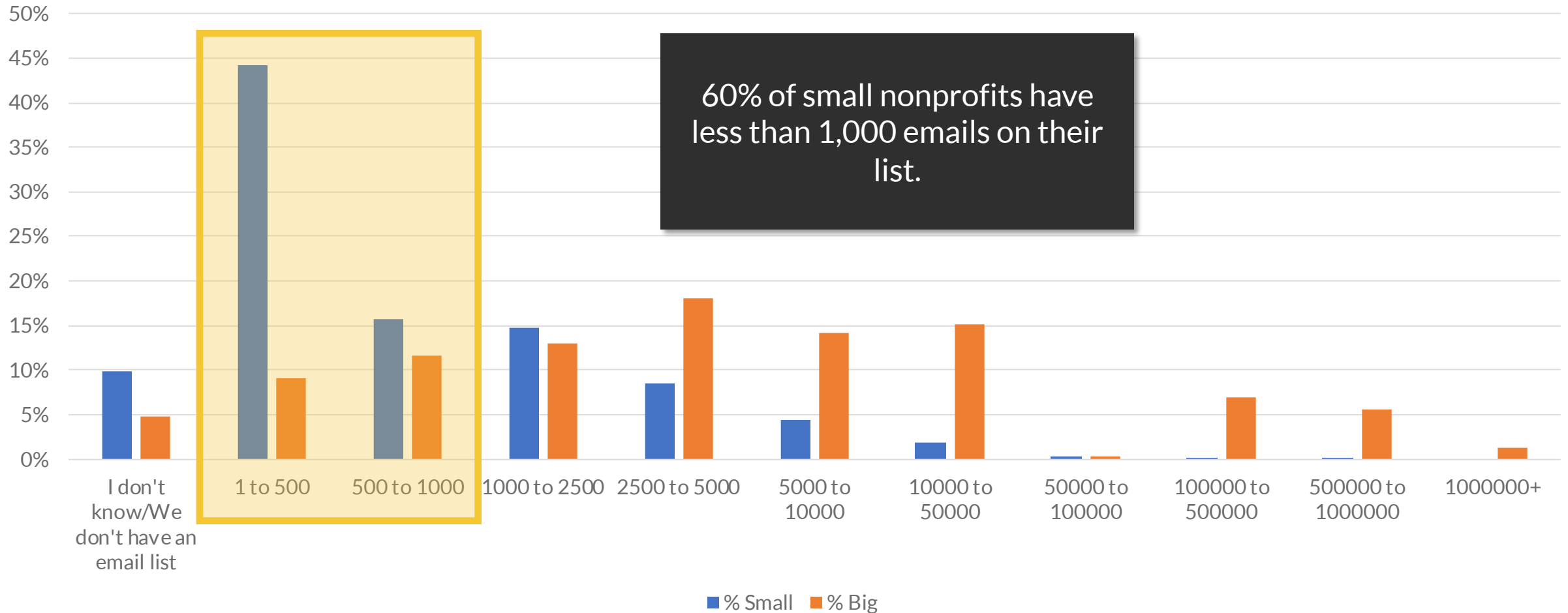
Only 10% of small nonprofits have the
Google Ad Grant.

Small nonprofits send fewer emails
to fewer people.

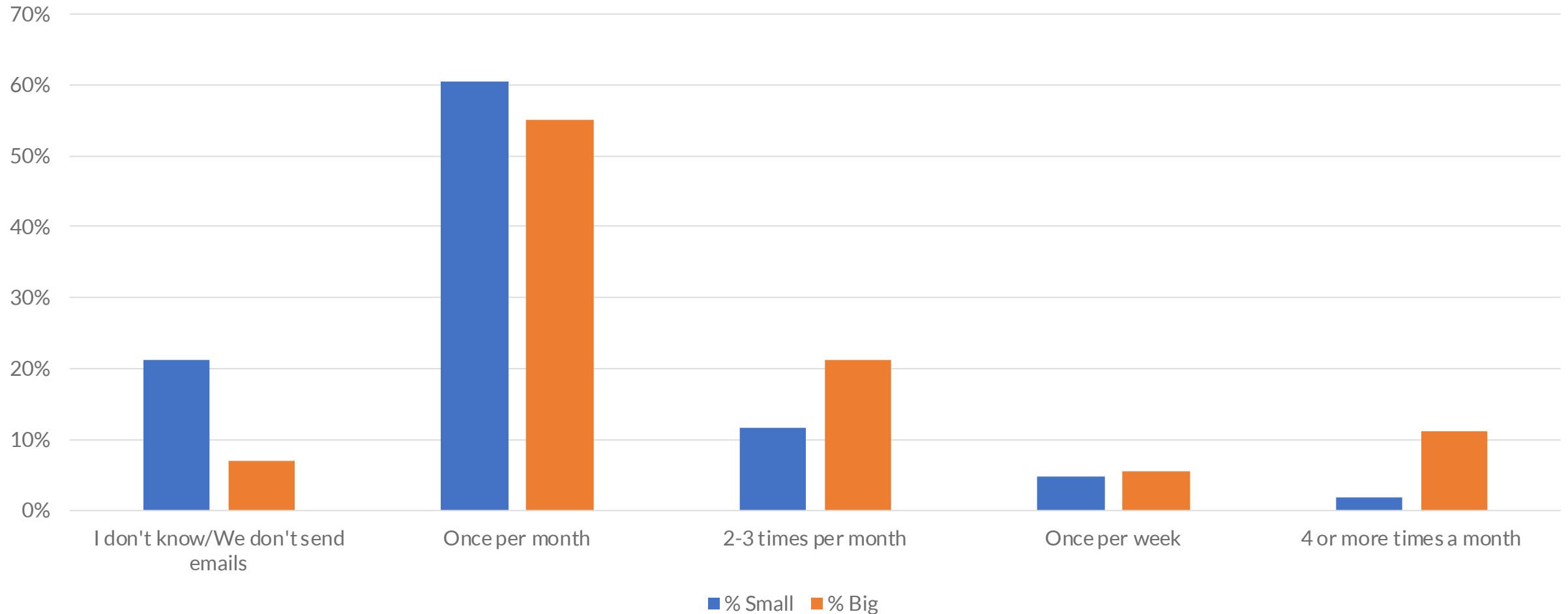
How large is your email list?



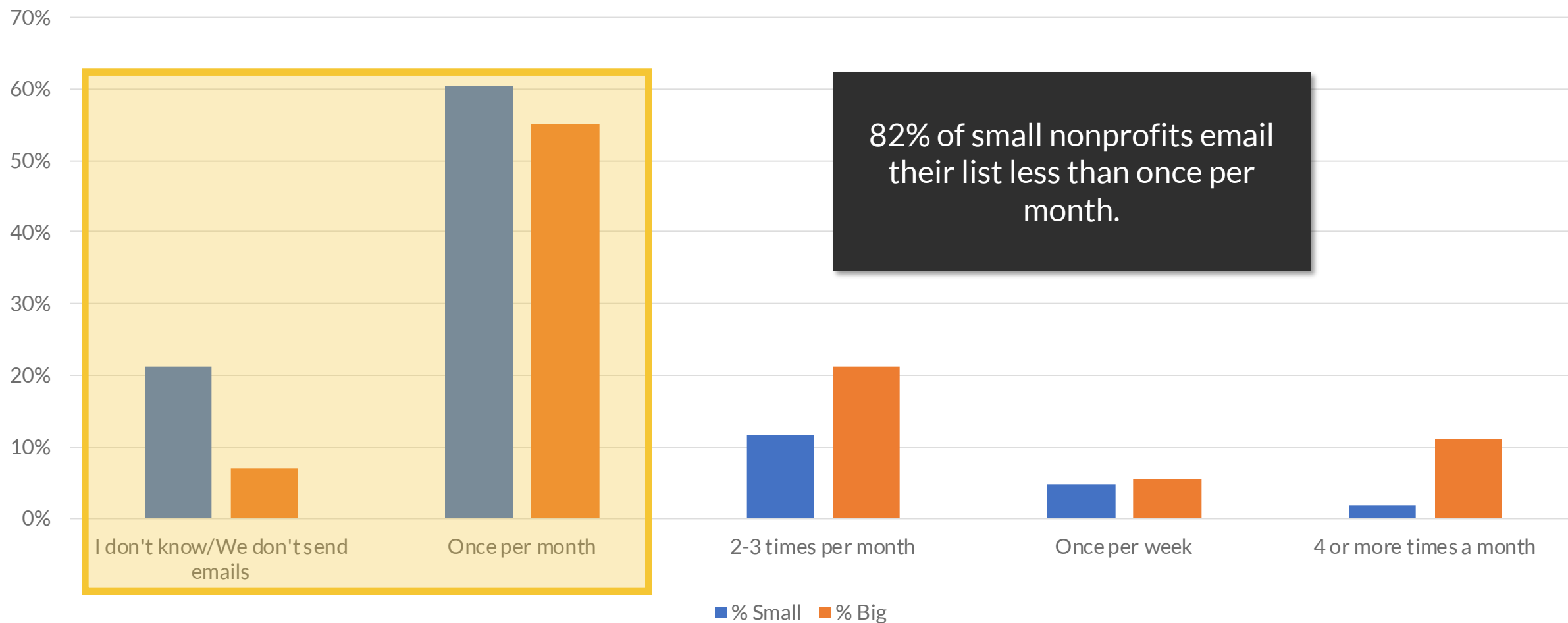
How large is your email list?



How often do you email your list?



How often do you email your list?

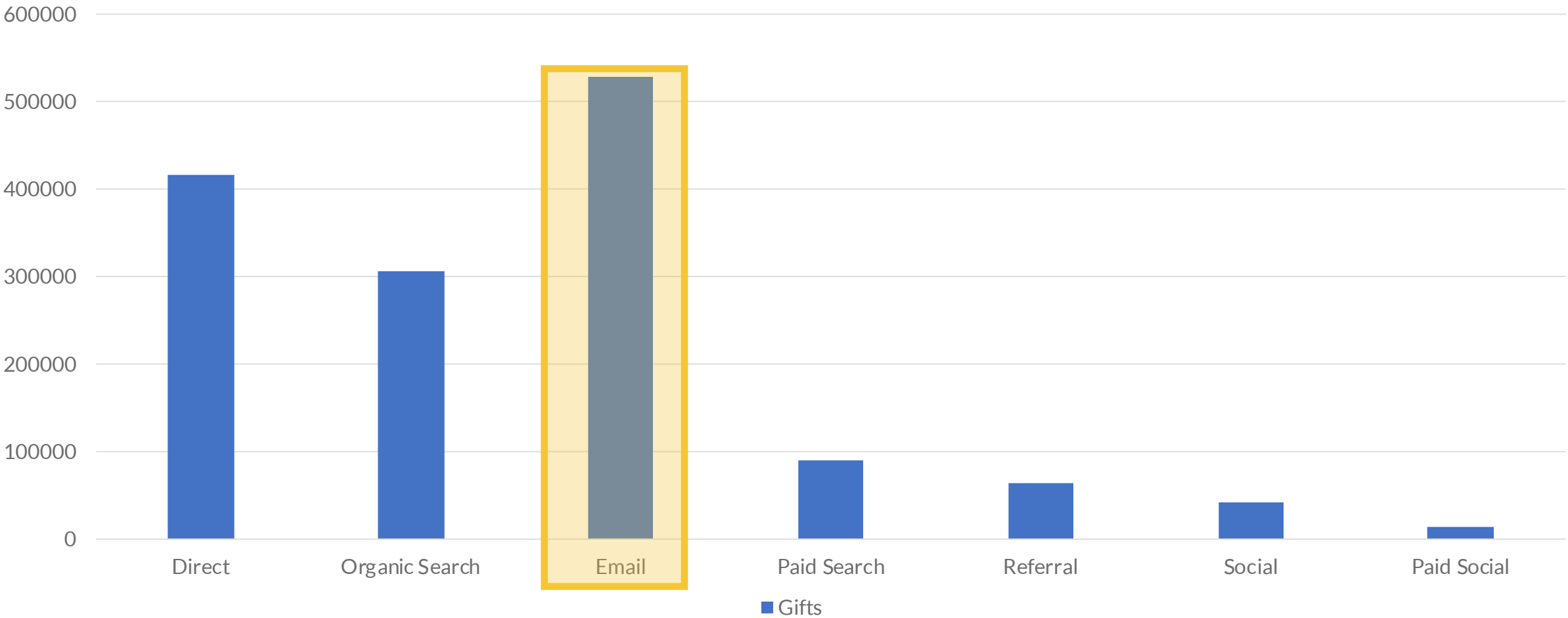


Why is this important?

Generally speaking... the more (good)
emails you send to more (engaged) people
the **more money you'll raise online.**

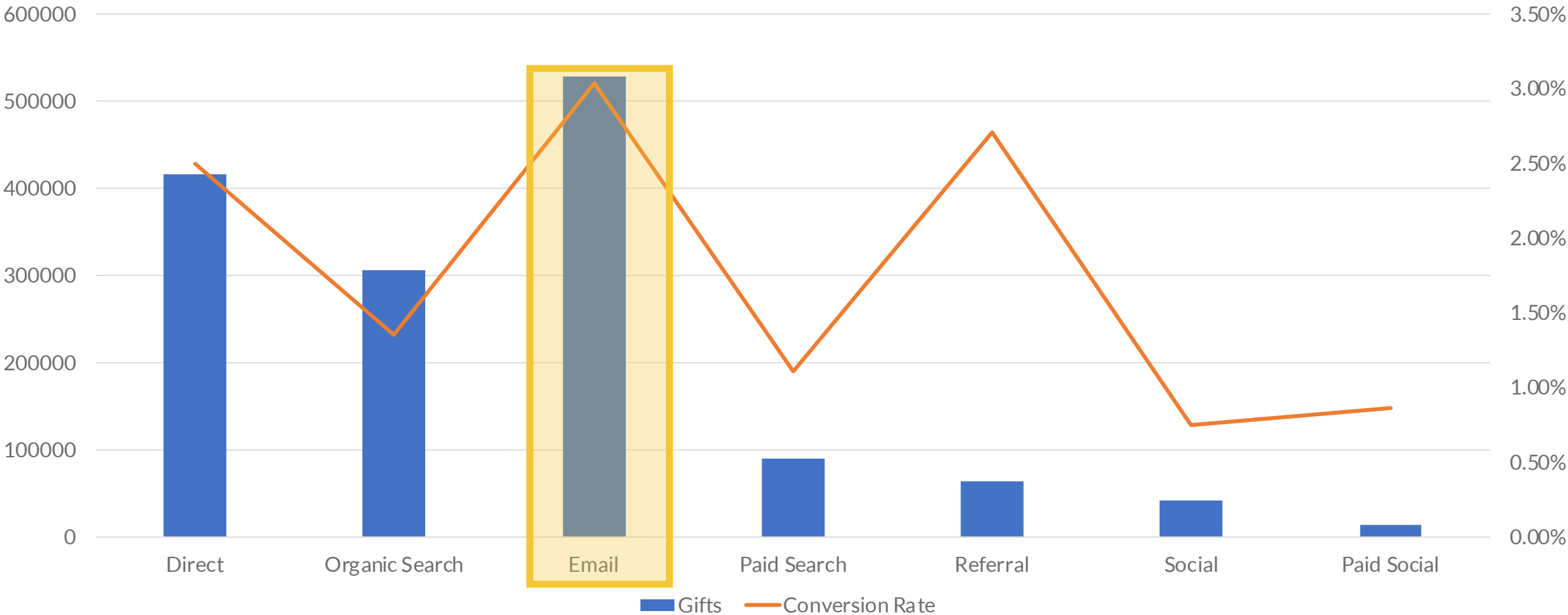
2019 Gifts & Conversion Rate by Channel

NOT SMALL



2019 Gifts & Conversion Rate by Channel

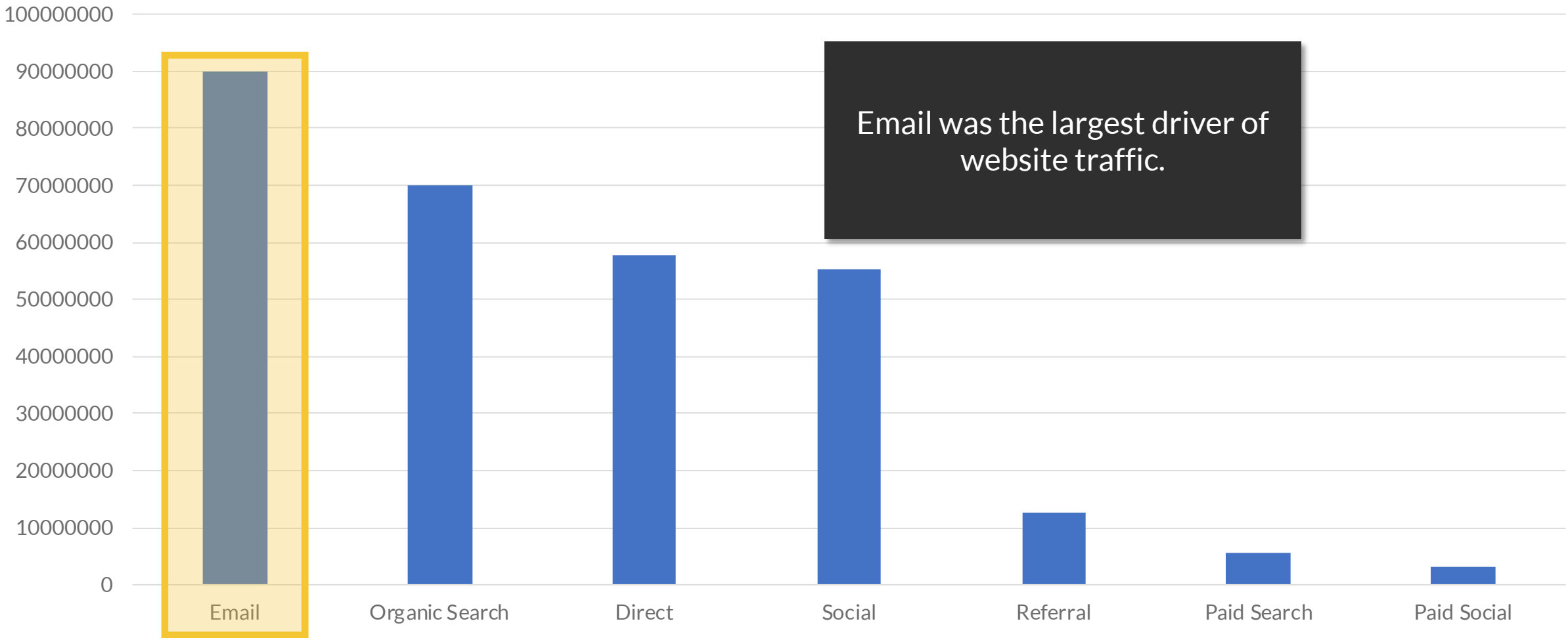
NOT SMALL



Oh and also...

2019 Website Visits by Channel

NOT SMALL

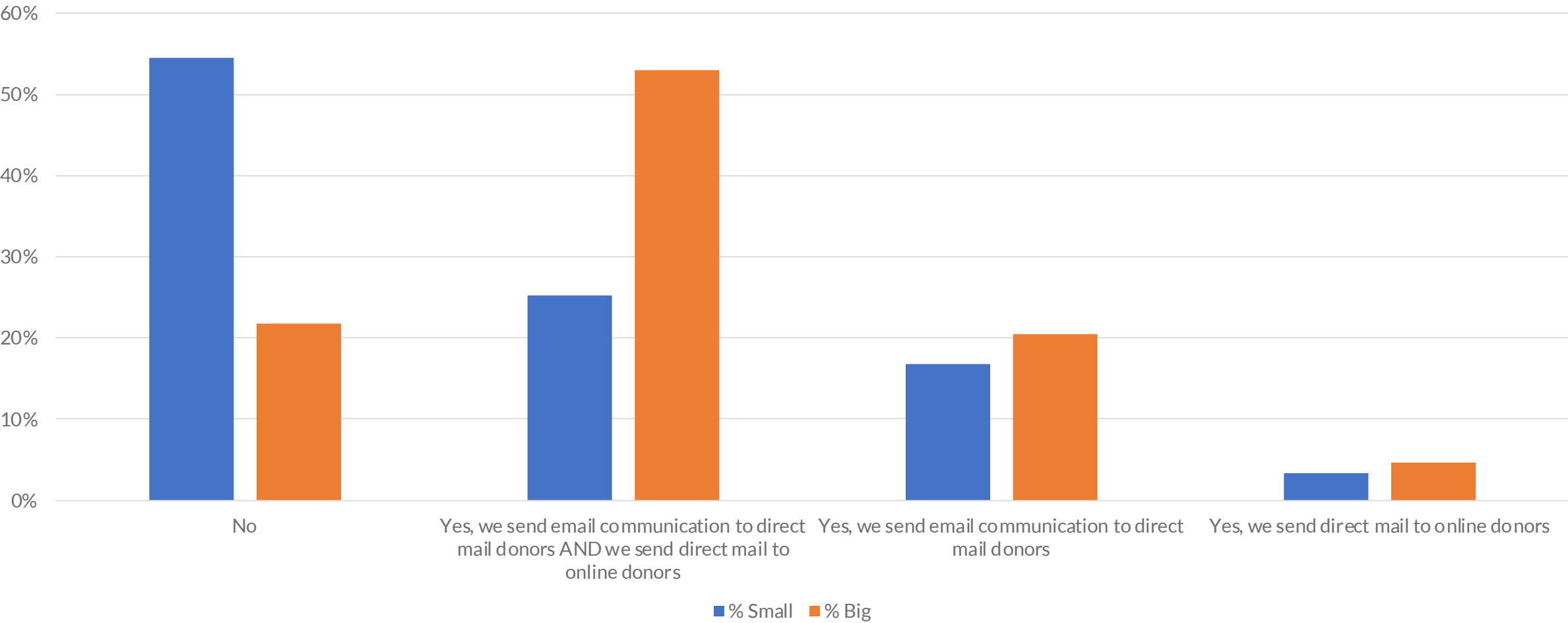


A multi-channel fundraising strategy is almost non-existent among small nonprofits.

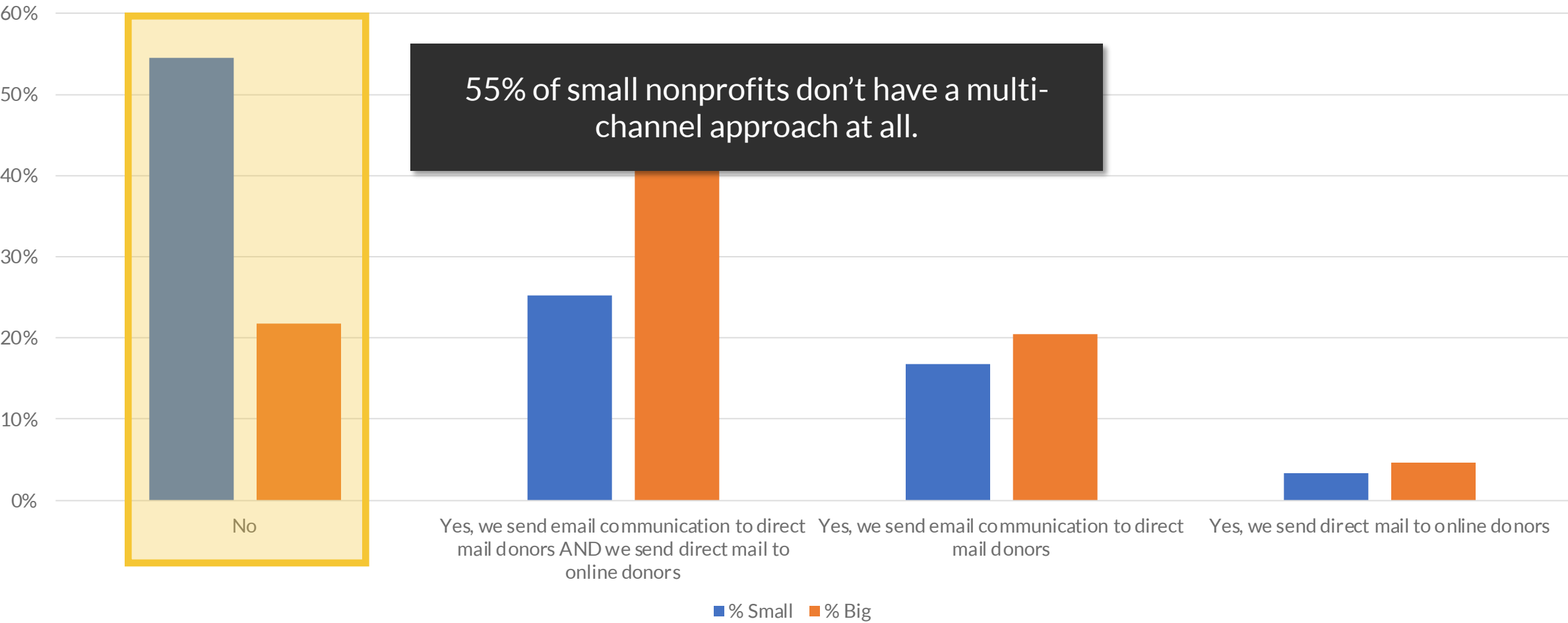
Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?

- No
- Yes, we send email communication to direct mail donors AND we send direct mail to online donors
- Yes, we send email communication to direct mail donors
- Yes, we send direct mail to online donors
- I don't know

Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



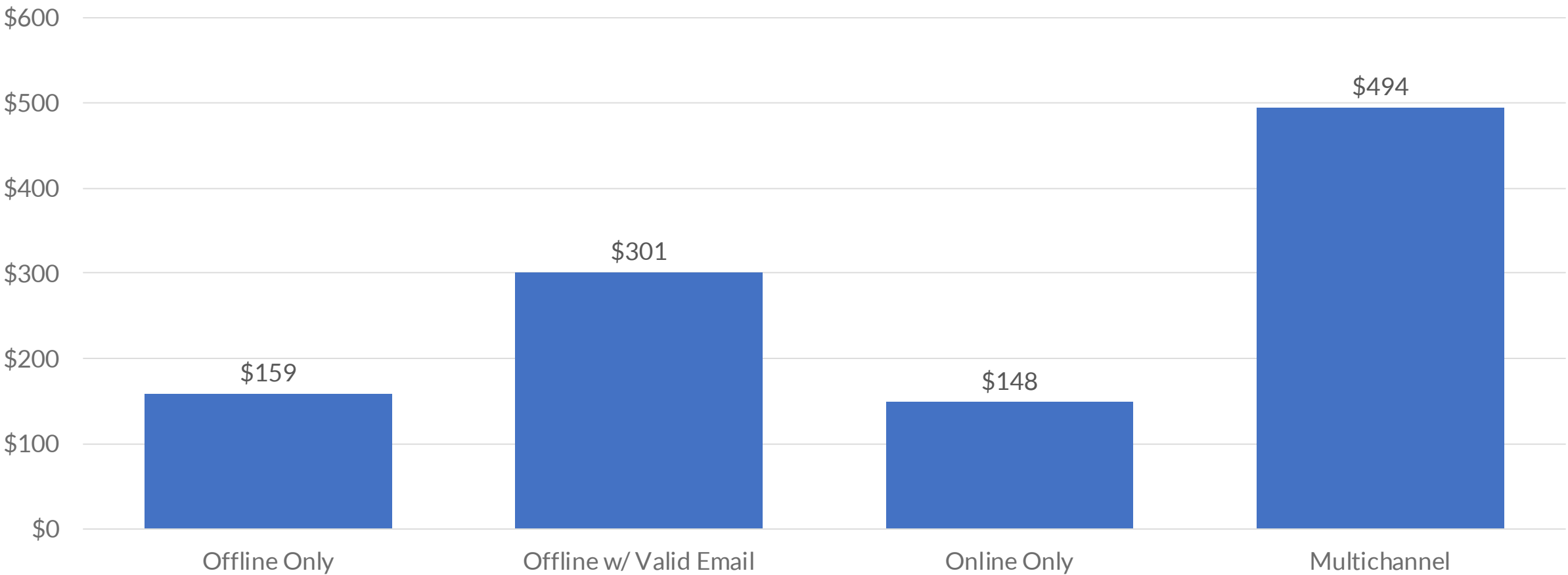
Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



So what?

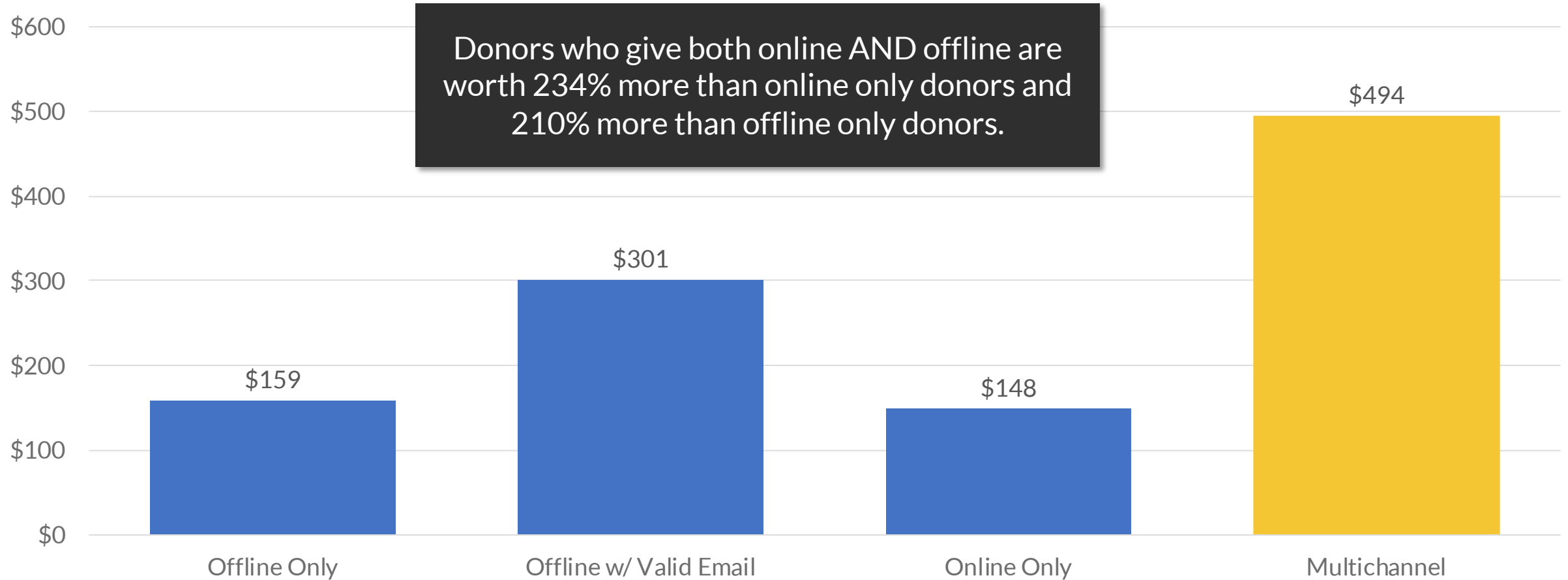
Average Revenue per Donor by Channel Cohort

NOT SMALL

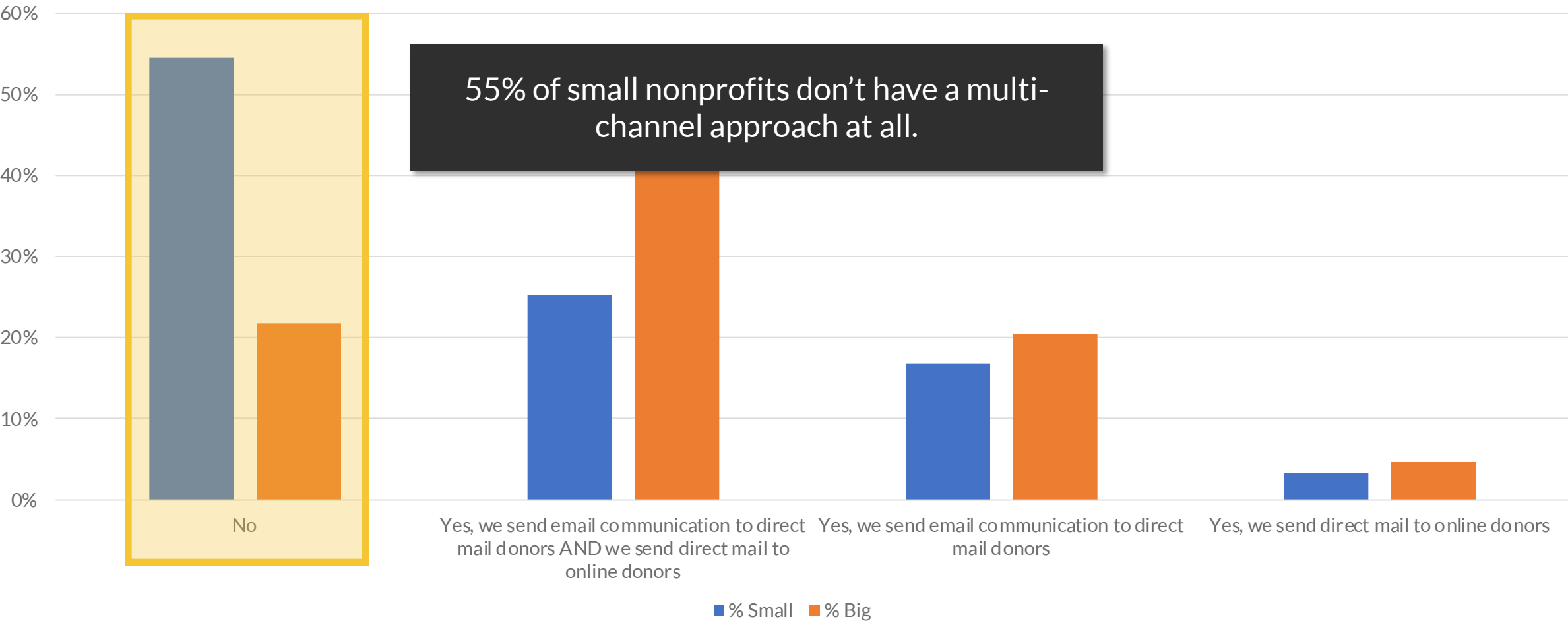


Average Revenue per Donor by Channel Cohort

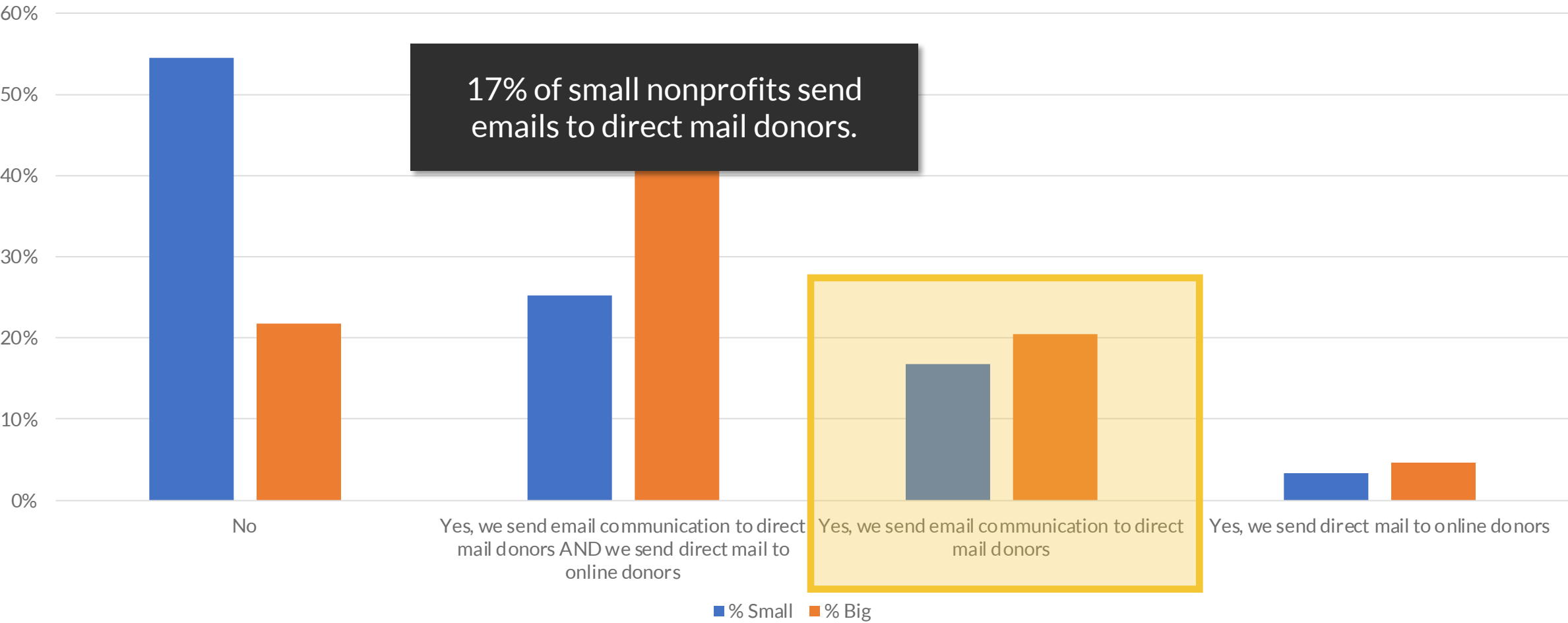
NOT SMALL



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?

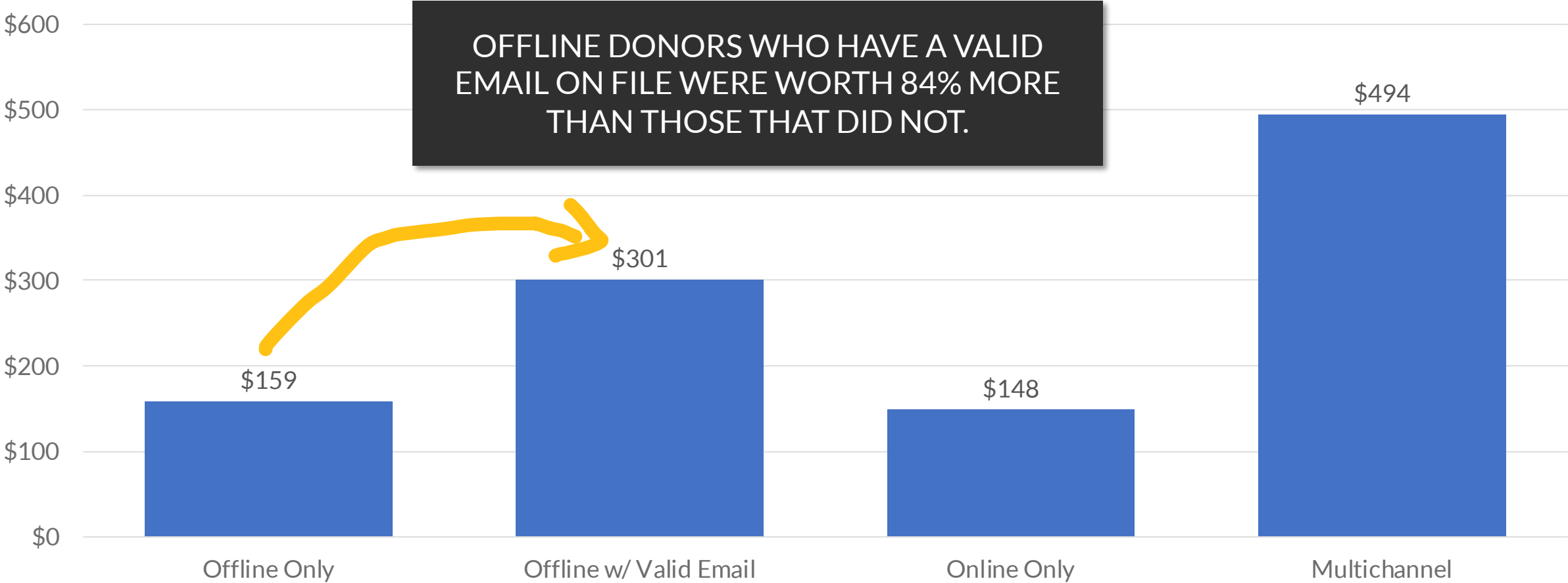


Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?

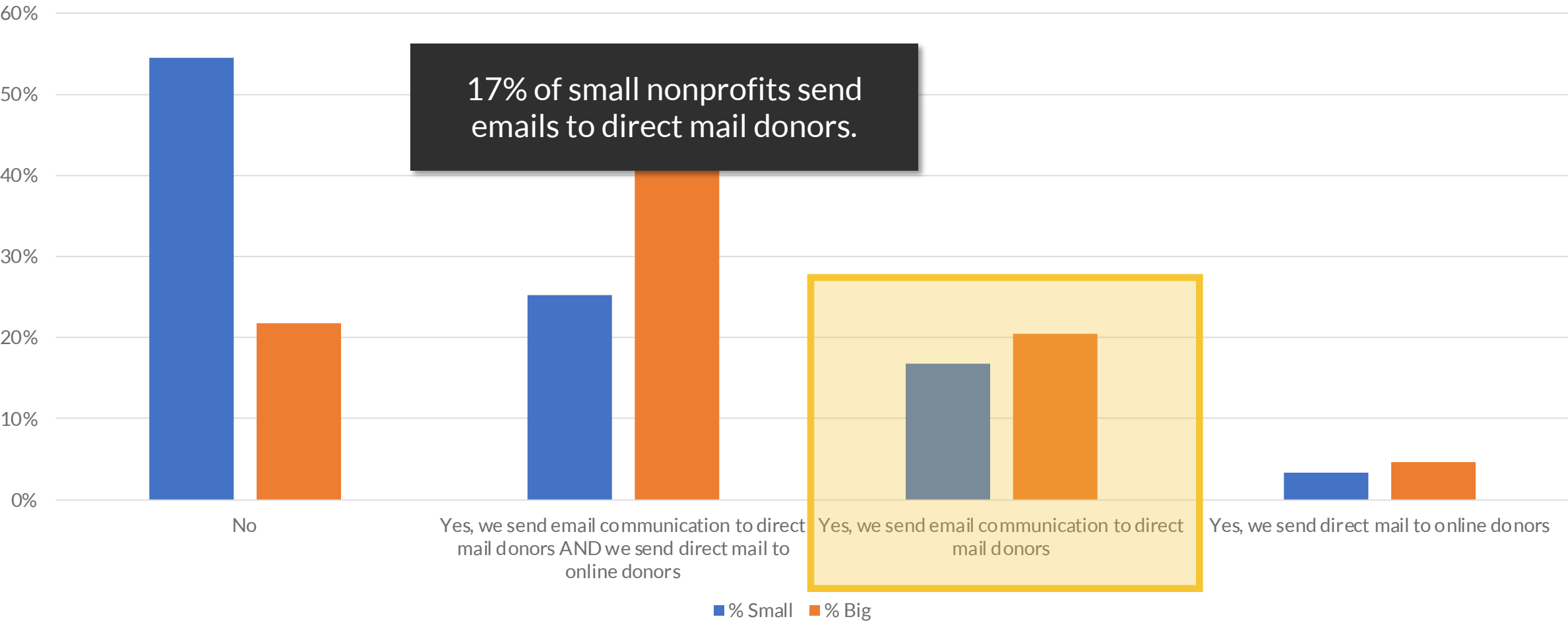


So what?

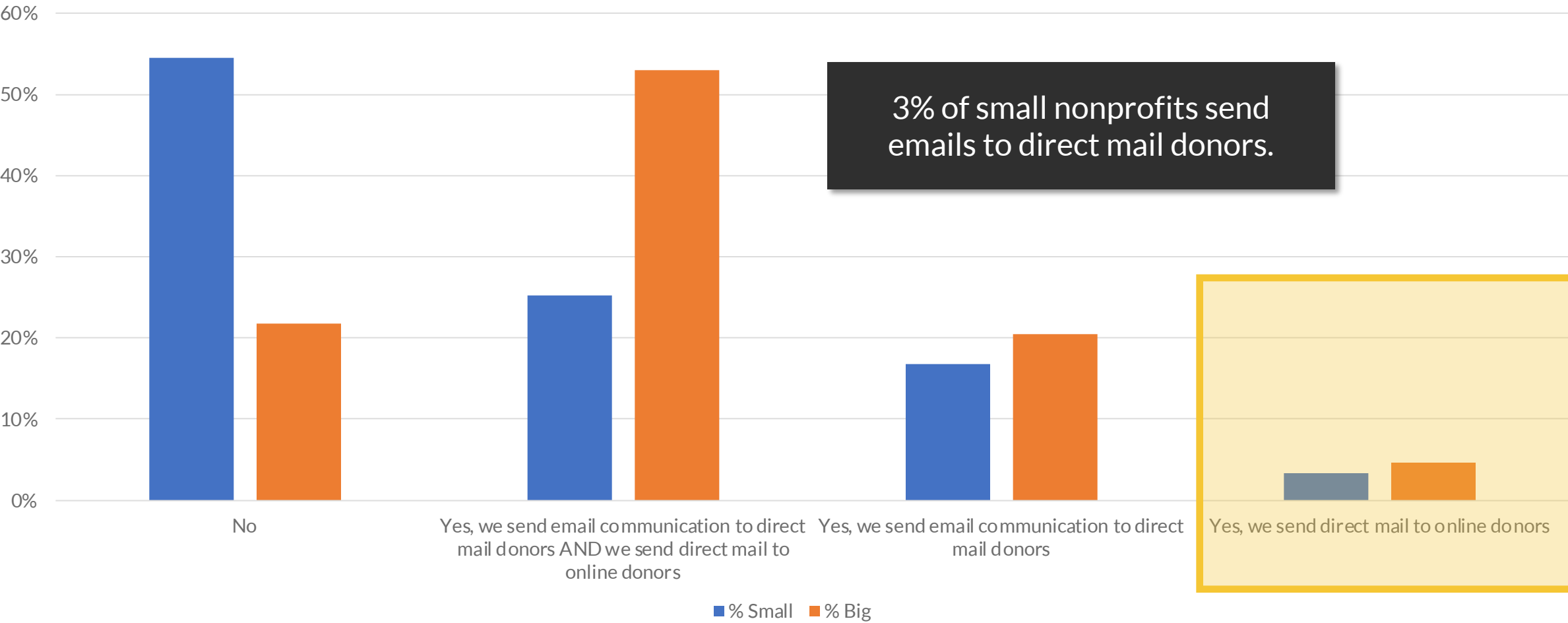
Average Revenue per Donor by Channel Cohort



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



So what?

Likelihood to Become a Multi-Channel Donor by Cohort

OFFLINE TO MULTI-CHANNEL

0.47%

Multi-Channel Conversion Rate

OFFLINE W/ EMAIL TO MULTI-CHANNEL

2.15%

Multi-Channel Conversion Rate

ONLINE TO MULTI-CHANNEL

9.32%

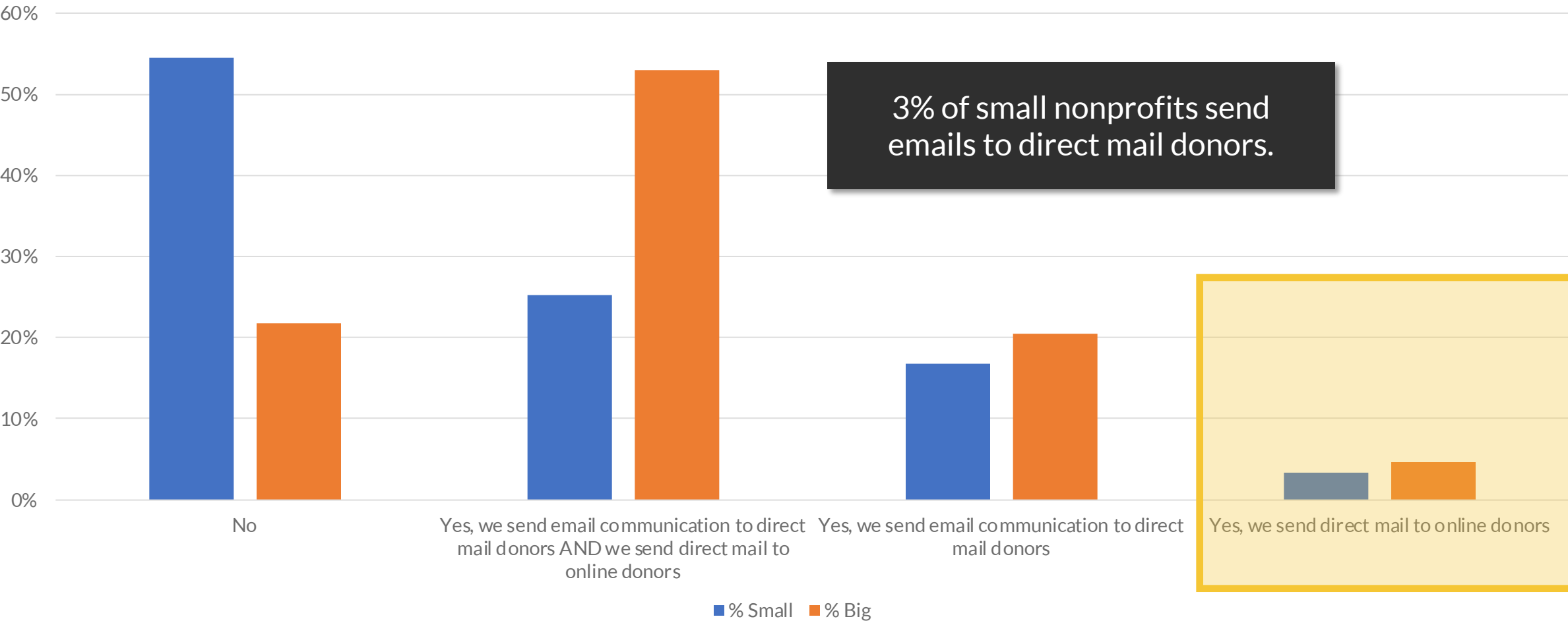
Multi-Channel Conversion Rate

1883%

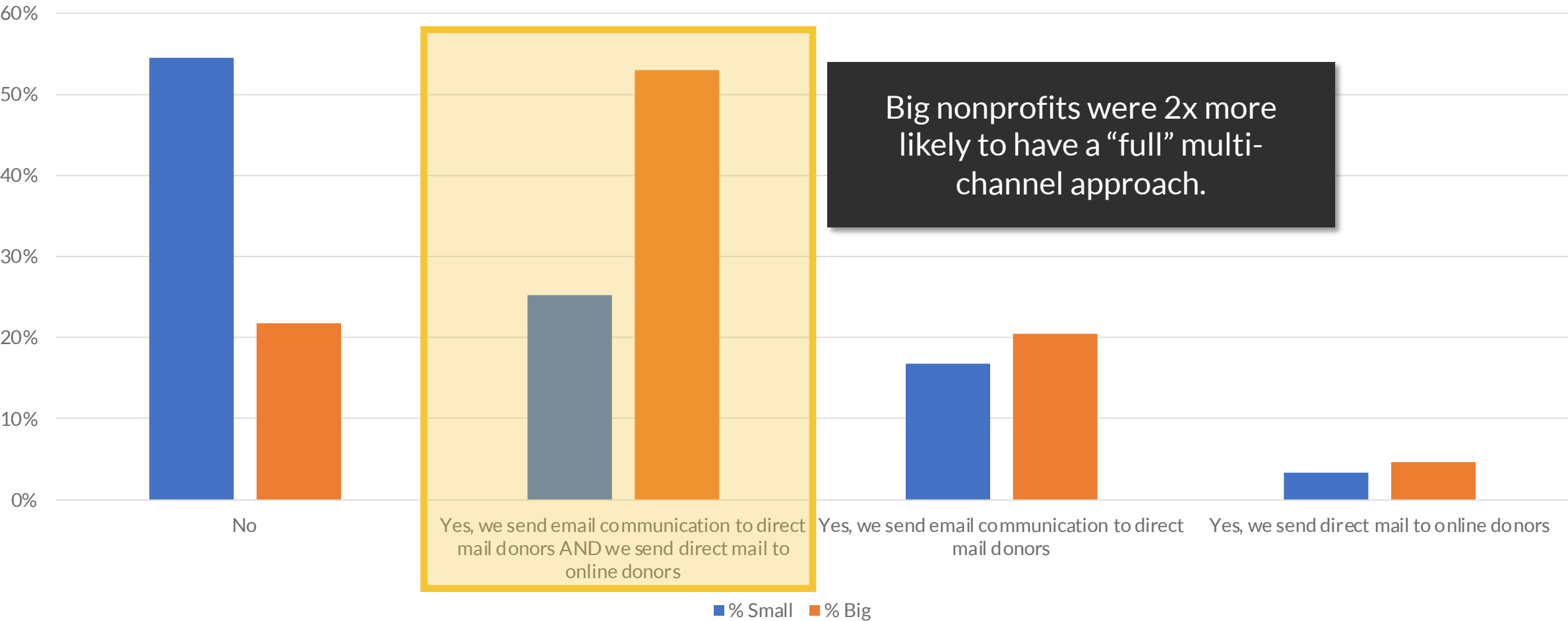
In Multi-Channel Conversion Rate



Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?

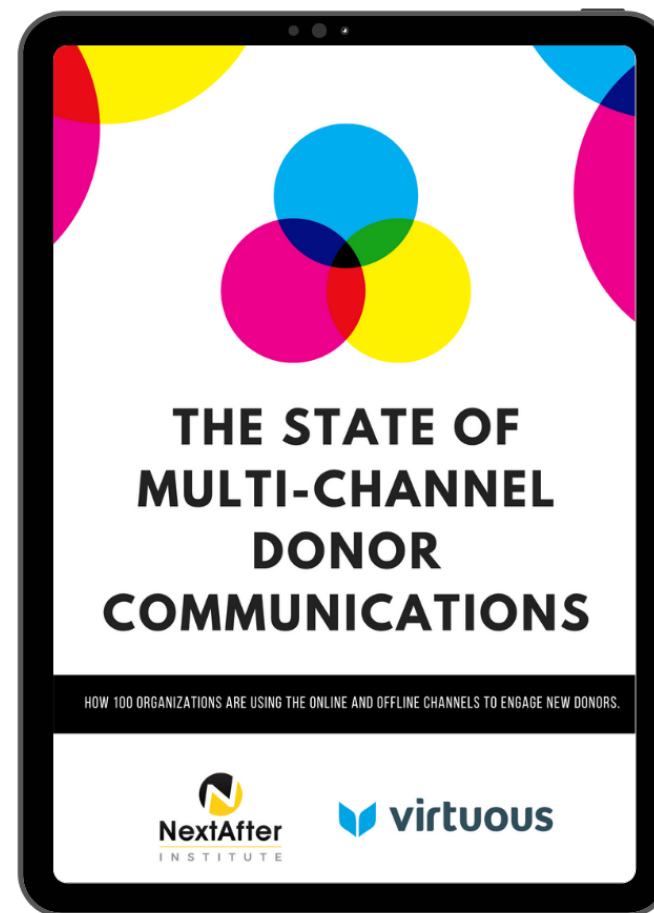


Do you take a multi-channel approach with direct mail donors (meaning you communicate to both online and offline donors in other channels)?



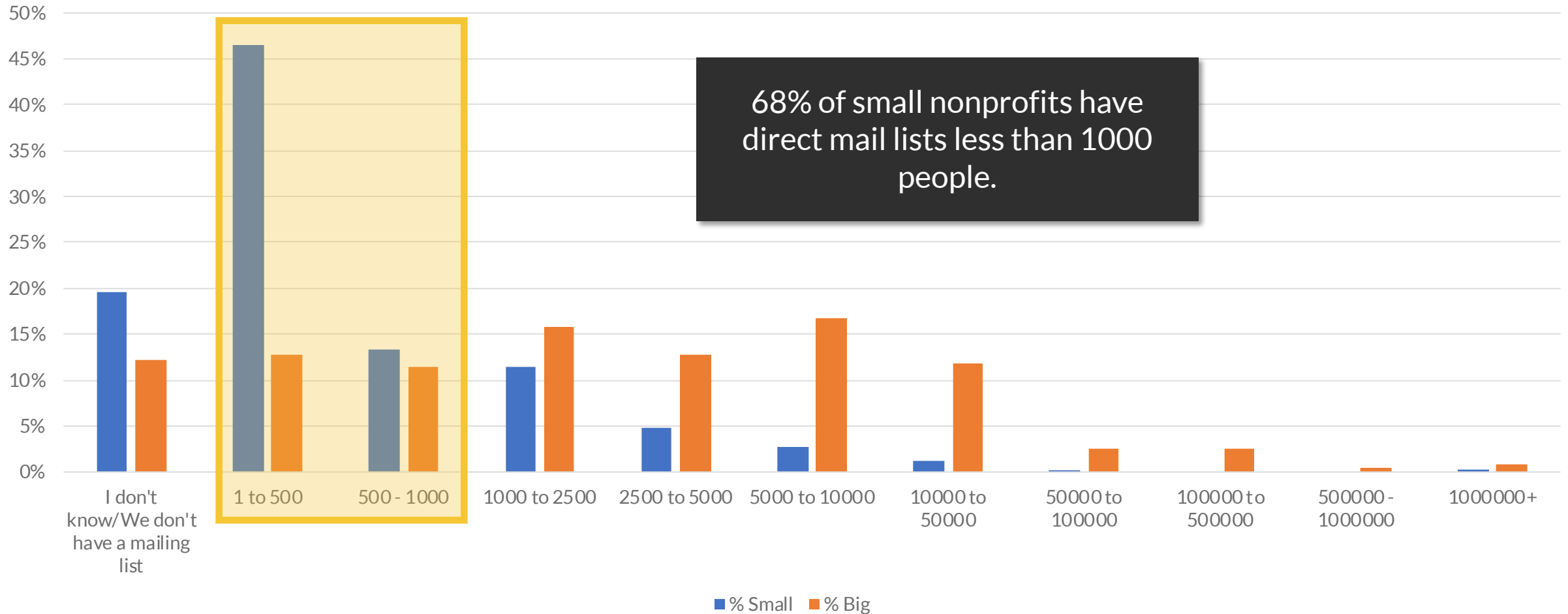
Or so *they* say...

We made offline donations to 120 nonprofits at the end of March and after 3 weeks, 101 of the checks have been cashed and **14 organizations have emailed us.**



What about size and
frequency of direct mail?

How often do you mail your donors?



89% of small nonprofits either don't know how often they send direct mail or send less than twice a year.

So... between email and direct mail, at most, a donor gets 14 touch points in a year for over 80% of small nonprofits.

Recurring giving is valuable for small nonprofits but underutilized.

Overall 2019

REAL DATA

104
Donors

-15%

13%
Recurring

+48%

Survey respondents said
recurring giving only accounted
for 4% of their revenue.

Online
Retention

+21%

+2%

Recurring Giving By Donor Type

REAL DATA

~~\$35~~
New

\$40
Recaptured

\$43
Retained

~~\$42~~
Overall
Avg. Gift

Retention 2019

REAL DATA

49%
Overall

42%
One-Time

58%
Repeat

92%
Recurring

Retention 2019

REAL DATA

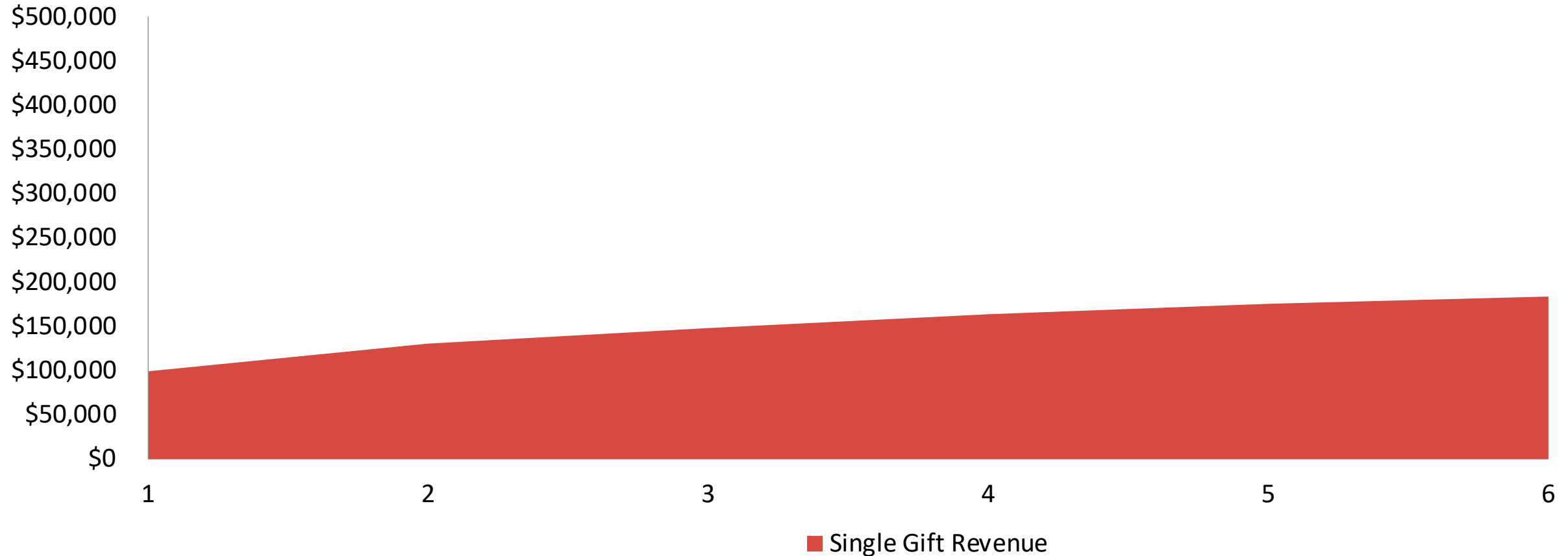
49%
Overall

Survey respondents said they
had a 50% recurring donor
retention rate.

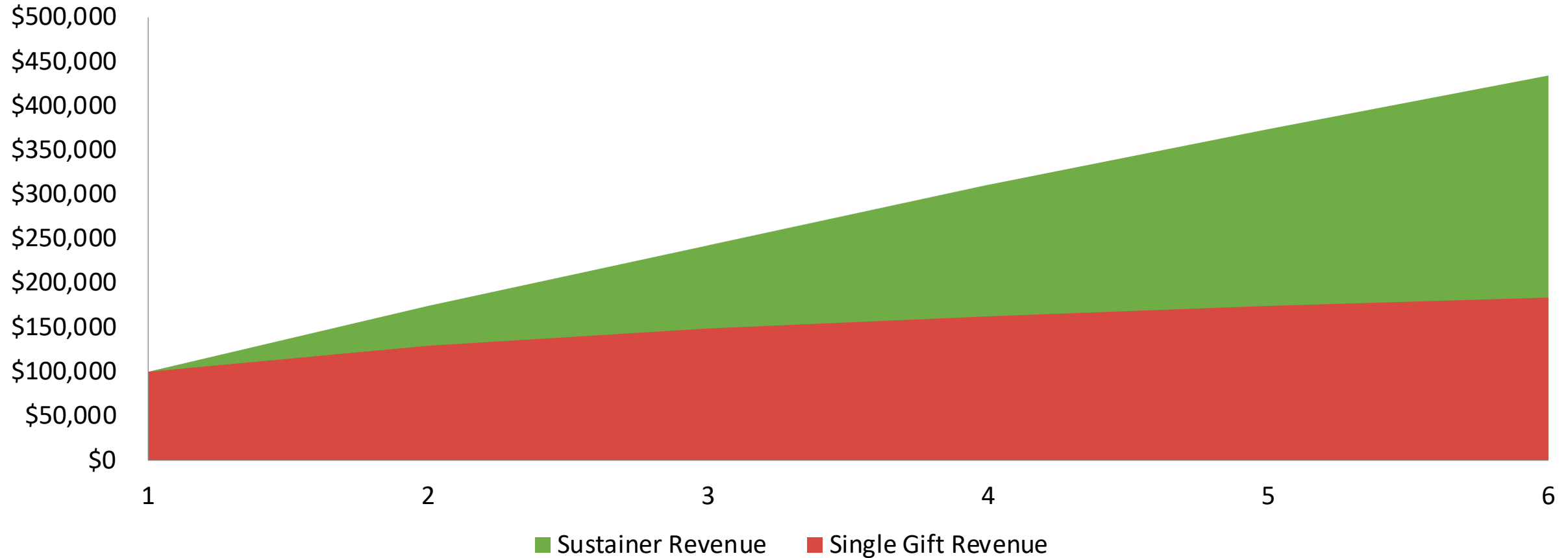
58%
Repeat

92%
Recurring

6 Year Value of 1,000 Donors

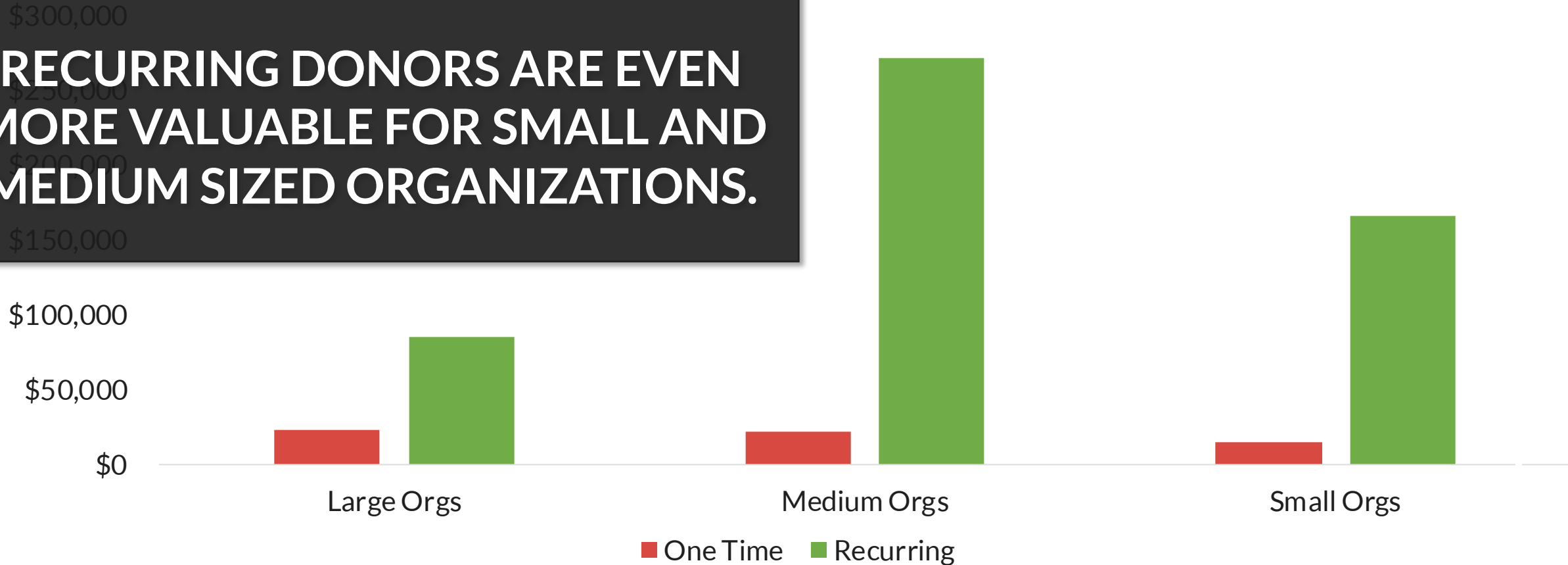


6 Year Value of 1,000 Donors



Cumulative Revenue per 1,000 Donors After 5 Years

RECURRING DONORS ARE EVEN MORE VALUABLE FOR SMALL AND MEDIUM SIZED ORGANIZATIONS.

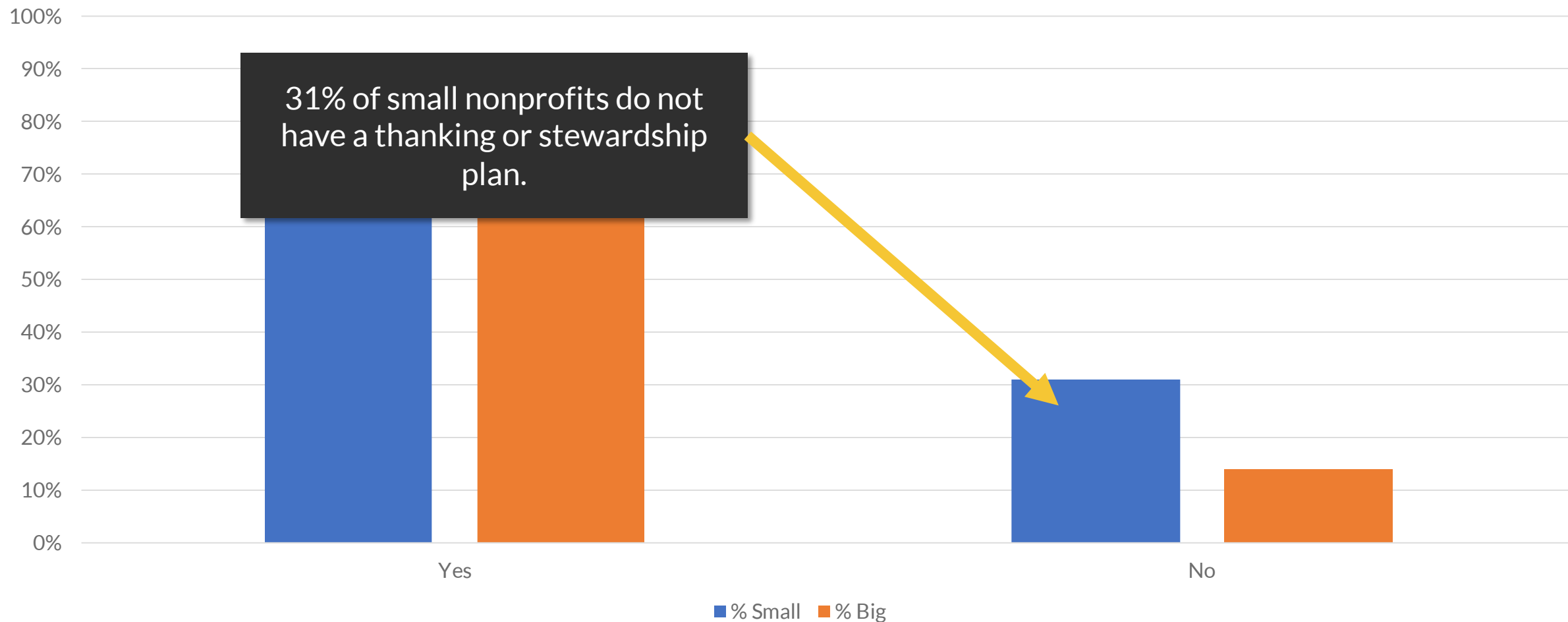


And yet...

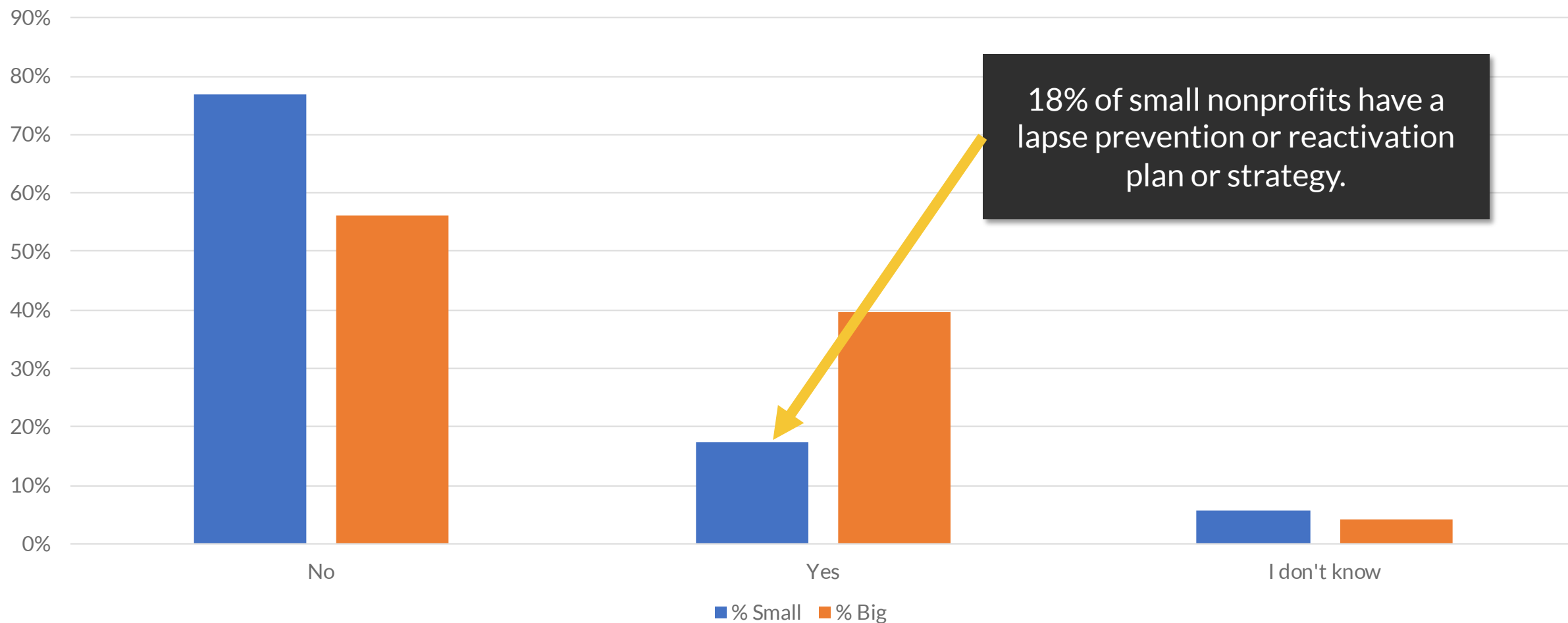
Only **51%** of small nonprofits have a recurring giving program compared to **78%** of big nonprofits.

Small nonprofits are less prepared to thank donors and much less prepared to try and win them back if/when they stop giving.

Do you have a stewardship or thank you plan or strategy? (This is a specific strategy and process to thank and communicate to donors after they have given.)



Do you have a lapse or reactivation plan or strategy? (This is a specific strategy used to engage and get lapsed donors to give and give again.)



Quick recap.

Key Findings Summary

1. Small nonprofits don't generate a lot of traffic to their websites.
2. Small nonprofits send fewer emails to fewer people.
3. A multi-channel fundraising strategy is almost non-existent among small nonprofits.
4. Recurring giving is valuable for small nonprofits but underutilized.
5. Small nonprofits are less prepared to thank donors and much less prepared to try and win them back if/when they stop giving.

Key Find

1. Small nonprofits
2. Small nonprofits
3. A multi-channel nonprofits.
4. Recurring giving
5. Small nonprofits and win them ba

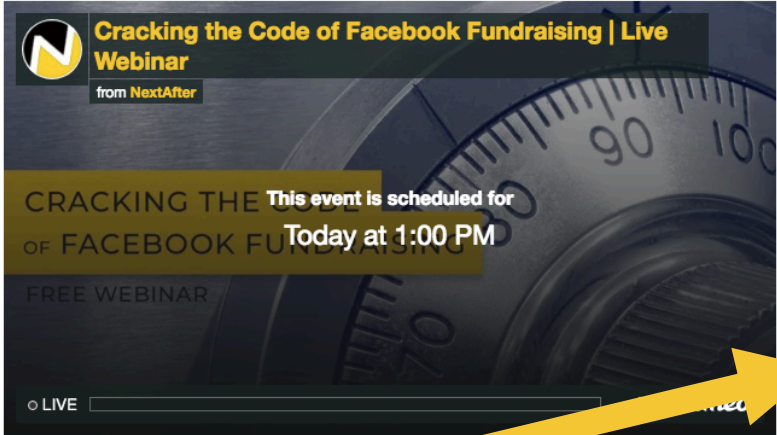


What Can You Do Based on the Key Findings?

1. Small nonprofits don't generate a lot of traffic to their websites.
 - ☐ Consider getting the Google Ad Grant to boost search traffic
 - ☐ Post on Facebook and send emails more frequently
2. Small nonprofits send fewer emails to fewer people.
 - ☐ Collect emails (with consent) as much as possible (online, at events, through mail, etc.)
 - ☐ Send emails more frequently (less content more often)
3. A multi-channel fundraising strategy is almost non-existent among small nonprofits.
 - ☐ Send more (good) emails and to your direct mail and 'offline' donors
 - ☐ Consider sending offline communications to your online donors
4. Recurring giving is valuable for small nonprofits but underutilized.
 - ☐ Try defaulting your online giving page to be a recurring donation
 - ☐ Talk about and ask more frequently for recurring gifts
5. Small nonprofits are less prepared to thank donors and much less prepared to try and win them back if/when they stop giving.
 - ☐ Set up a welcome series for new donors (and ideally email subscribers) to engage while they are engaged
 - ☐ Create volunteer positions whose job it is to thank new donors and connect with lapsed donors

Questions?

Ask them here.



Cracking the Code of Facebook Fundraising | Live Webinar
from NextAfter

This event is scheduled for Today at 1:00 PM

FREE WEBINAR

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 



Additional benchmarks & data points.

One-time Giving By Donor Type

REAL DATA

\$155
New

\$192
Recaptured

\$209
Retained

\$196
Overall
Avg. Gift

2019 vs. 2018

REAL DATA

-14%
Revenue

-15%
Donors

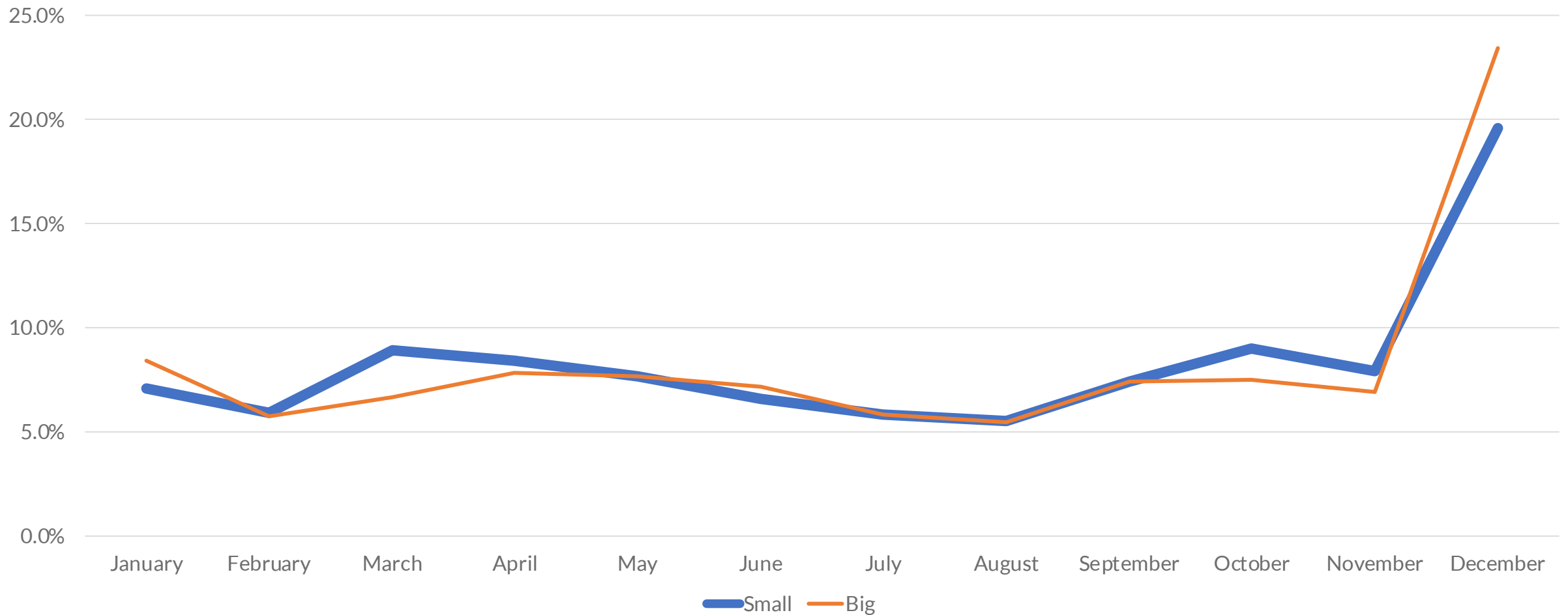
-15%
Donations

+21%
Online

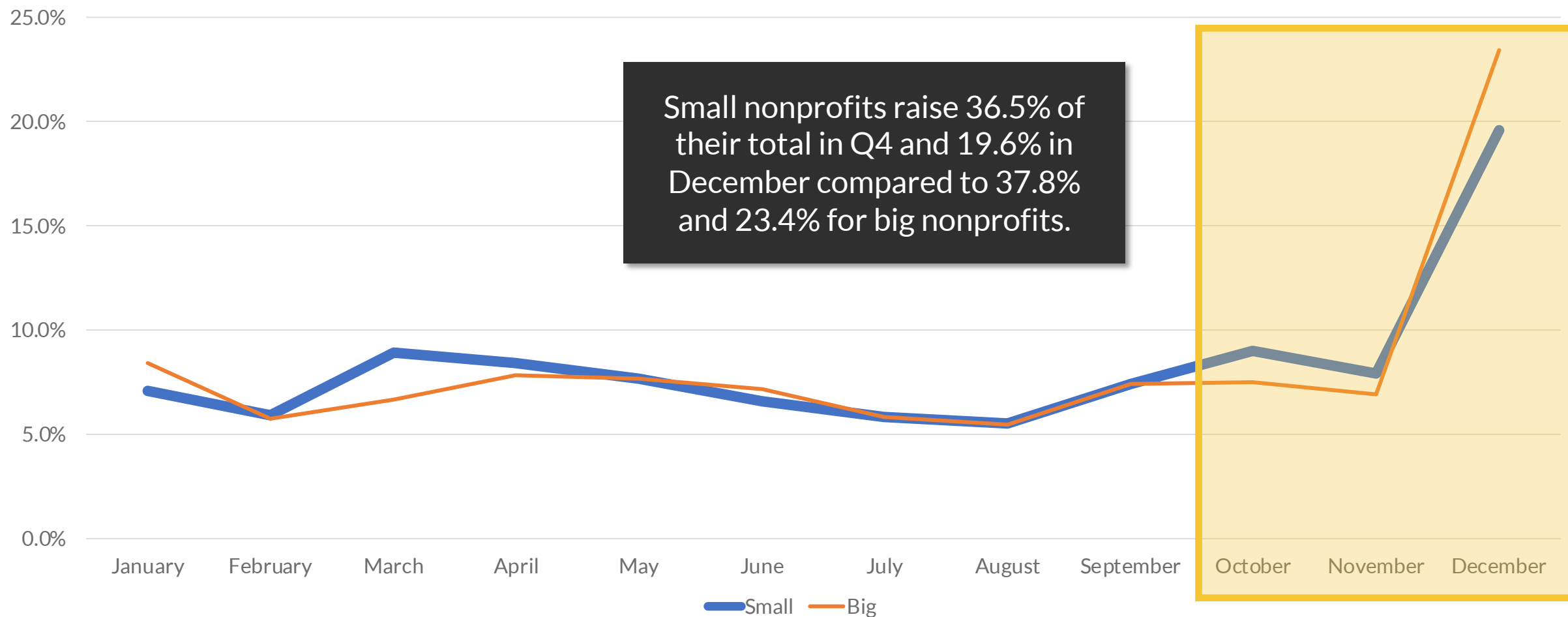
Small (38%) and big (43%) nonprofits **post on Facebook** with very similar frequency (1x or 2x per week).

Small and big nonprofits have similar
fundraising seasonality.

Monthly Percent of Total Giving



Monthly Percent of Total Giving



Go deeper.

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- Donation page essentials
- A/B testing & optimization

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Kimberly O'Donnell, CFRE
Managing Director of Professional
Services and Lead Fundraising Coach

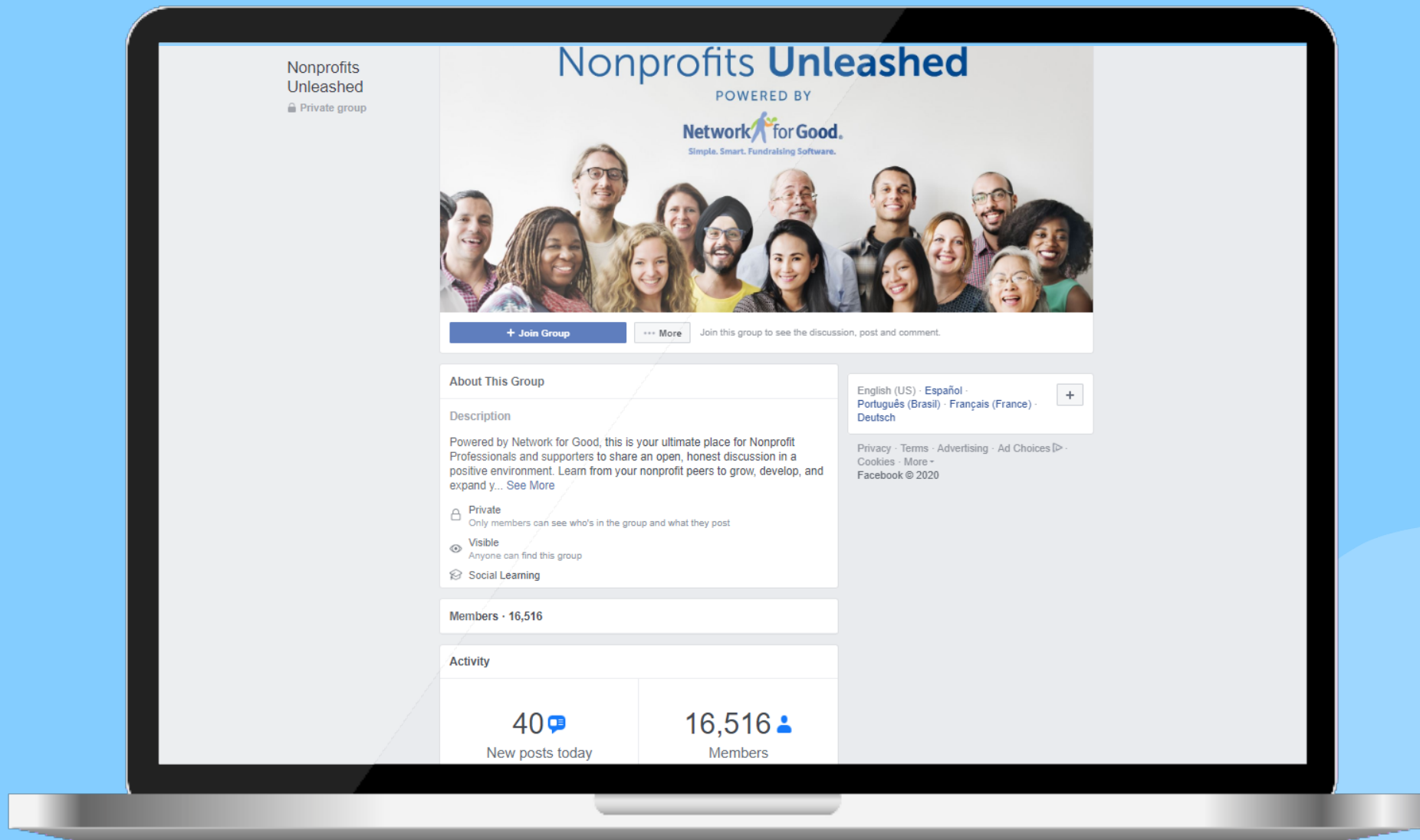
Simple.
Smart.
Fundraising
Software.





Show and share your support for small nonprofits everywhere

#CovidCantStopGOOD



Thanks and good luck!

Questions? Feedback?

Ask them here.

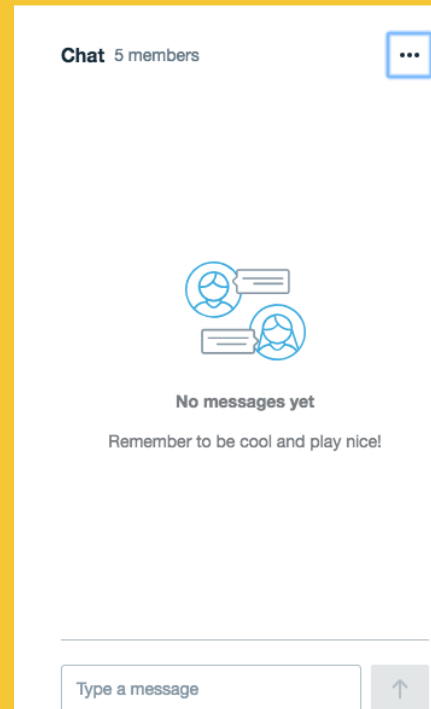
Or here: brady@nextafter.com



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