

2017

Fundraising Stats

Accelerate fundraising and strengthen donor relationships by understanding key donor behaviors



MobileCause

Introduction

The secret to running a successful fundraising campaign lies in understanding your donors' behavior. It's not only what your campaign is about, but who is donating and where they're donating from. This eBook shares with you the key behaviors revealed by MobileCause platform data to help you better target donors and maximize campaign success:

Digital Fundraising

Donor Engagement

Crowdfunding

Digital Fundraising

The background features a complex, abstract pattern of thin, light-colored lines. These lines are arranged in a way that creates a sense of depth and movement, resembling a funnel or a series of overlapping planes that converge towards a central point. The overall effect is a dynamic, geometric composition that frames the central text.

Mobile-friendly donation pages have

38% MORE SUBMISSIONS

**because they can be easily completed
from smartphones, tablets and PCs**



Donors that setup recurring gifts

DONATE 2X

more annually, compared to those
who give one-time donations



Branded campaign donation pages collect

34% MORE FUNDS

than generic online
giving pages



58%

**of people that abandon
donation pages do so**

because of security concerns



44%

**of people that abandon
donation pages do so**

**because of slow loading
non-mobile friendly pages**



Supporters who volunteer are

2X MORE LIKELY

to donate than non-volunteers



Donor Engagement

The background features a complex geometric pattern of thin, light gray lines on a black field. These lines are arranged in a grid that tapers and curves, creating a funnel-like or hourglass-like shape that narrows towards the center. The overall effect is a sense of depth and dynamic movement.

96%

**of donors use their
mobile phone**

as their primary device



51%

**of web searches happen
on a mobile device**

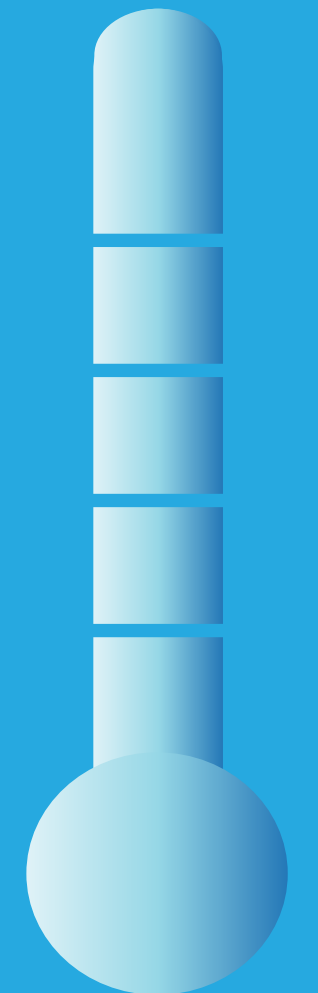
compared to 49% on a PC



Event attendees give

35% MORE FUNDS

when donors are recognized
on a fundraising thermometer



98%

of text messages are read

**with an average response
time of 90 seconds**



20%

of emails are read

**with an average response
time of 90 minutes**



65%

of donors use social media

**to connect with their
personal network**



Crowdfunding

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62%

**of crowdfunding happens
on a mobile device**

compared to 38% on a PC



The average volunteer collects

\$612 IN
DONATIONS

from friends, family
and colleagues



62%

**of people (5 of 8) who
give to crowdfunding**

**are first-time donors
to nonprofit organizations**



Fundraising teams collect

3x - 4x MORE DONATIONS

from networks
of supporters



Crowdfunding with pitch videos raise

**4x MORE
DONATIONS**

making them the best way
to promote campaigns



31%

**of all online donations are
made via crowdfunding**

**and the most successful
campaigns run 4 to 5 weeks**



What Do I Do Now?

A thorough understanding of the way your donors interact with your fundraising campaign is a key factor in its success! In order to make the most out of every campaign, your fundraising strategy should be mobile-responsive and target donors across channels to increase engagement and maximize donations.

Please call [\(888\) 661-8804](tel:8886618804) or visit mobilecause.com to learn how your nonprofit organization can accelerate individual giving programs and strengthen donor relationships with MobileCause.