BENCHMARKS 2019

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www.mrss.com www.mrbenchmarks.com www.nten.org

The forest + the trees

M+R works exclusively with nonprofits who are alleviating suffering, fighting for human rights and democracy, dismantling inequality, making art and knowledge accessible to everyone, and fostering a healthier and sustainable world.

Digital Fundraising + Advocacy

Digital Organizing

Media Relations

Advertising

Social Media

We're hiring!

When you come work for us, here's what you'll find:

+ Work that is awesome
+ Colleagues you can count on
+ A critical, fearless approach
+ Creativity that just won't quit

Open positions:

+ Account Executive, Digital Fundraising & Advocacy
+ Account Executive, Digital Organizing
+ Account Executive, Media Relations
+ Account Executive, Social Media
+ Account Supervisor, Social Media
+ Associate, Digital Fundraising & Advocacy
+ Associate, Media Relations
+ Digital Advertising Manager
+ Senior Digital Advertising Manager

Learn more and apply at: **mrss.com/careers**

2019

BENCHMARKS

Benchmarks Participants

Breakdown of participating organizations

10
Cultural

41
Environmental

15
Health

8
Hunger/Poverty

19
International

5
Public Media

13
Rights

10
Wildlife/
Animal
Welfare

10
Other

PARTICIPANTS

THANK YOU!

What's new in 2019?

New metrics!

+ Facebook Fundraisers
+ Peer-to-peer text messaging
+ Membership data
+ Ticket sales data
+ Retention by giving level

What's new in 2019?

New way of calculating metrics!

+ "**Small**" refers to nonprofits with annual online revenue below $500,000;

+ "**Medium**" includes those nonprofits with revenue between $500,000 and $3,000,000

+ "**Large**" covers all those with online revenue greater than $3,000,000.

DOWN THE RABBIT HOLE

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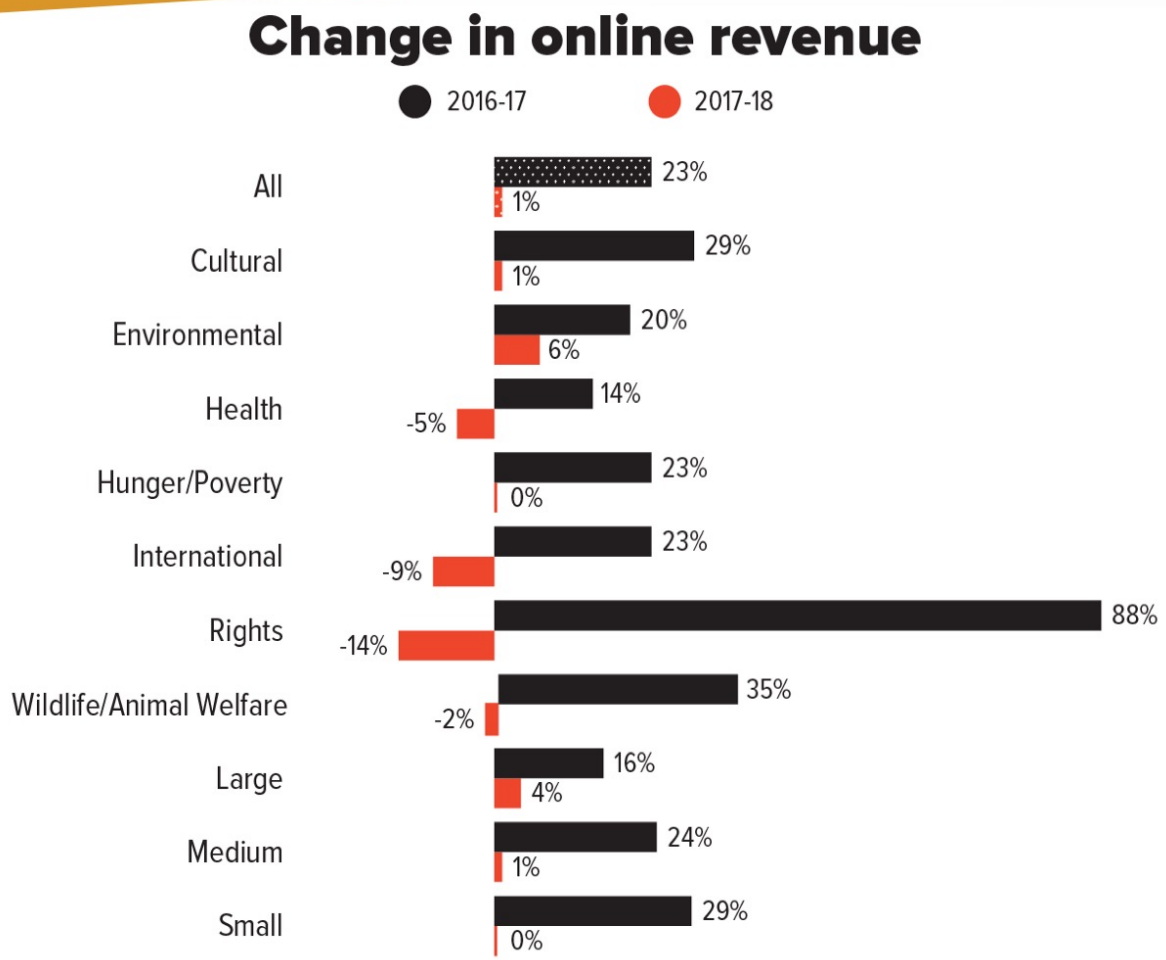
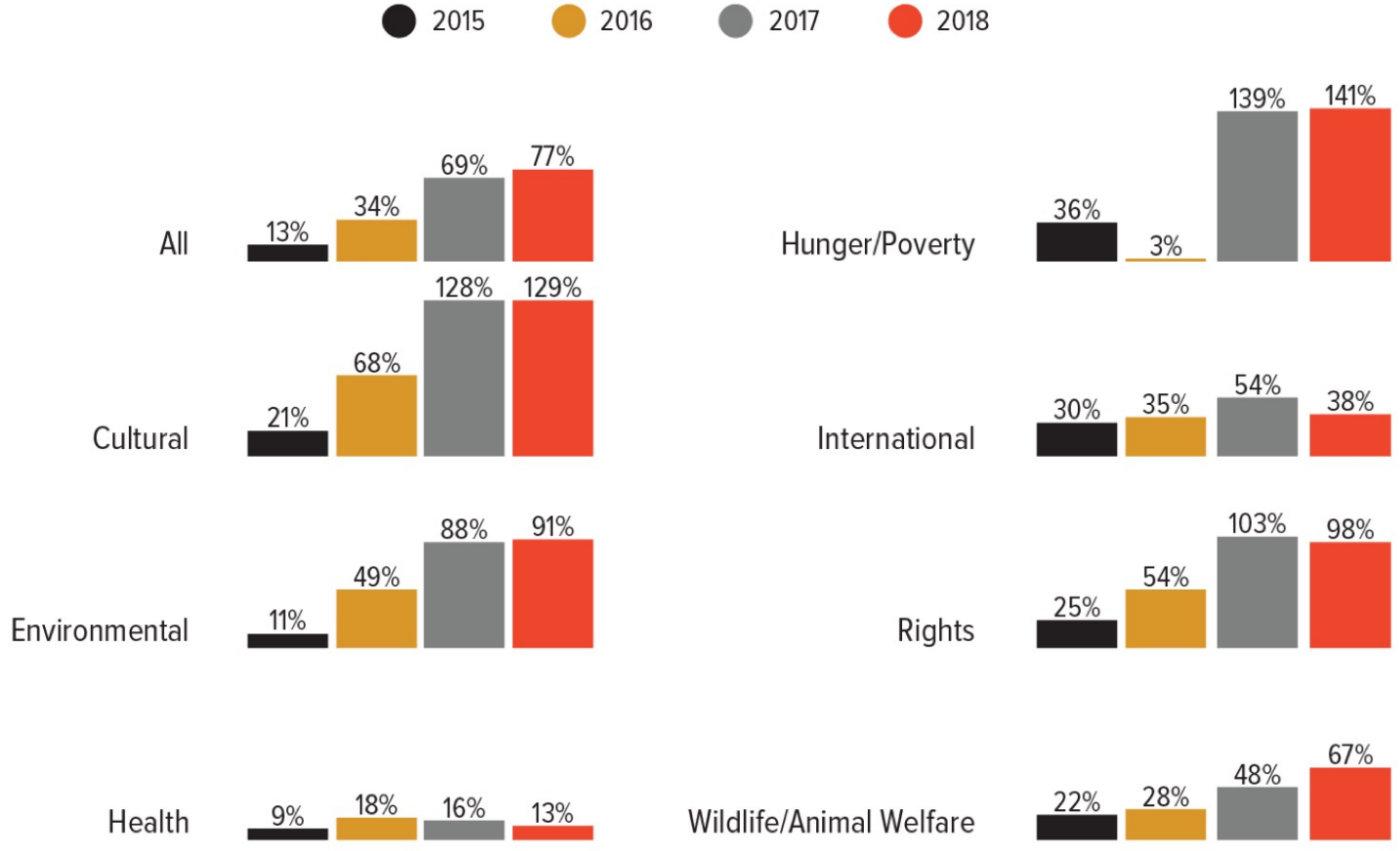
Fundraising



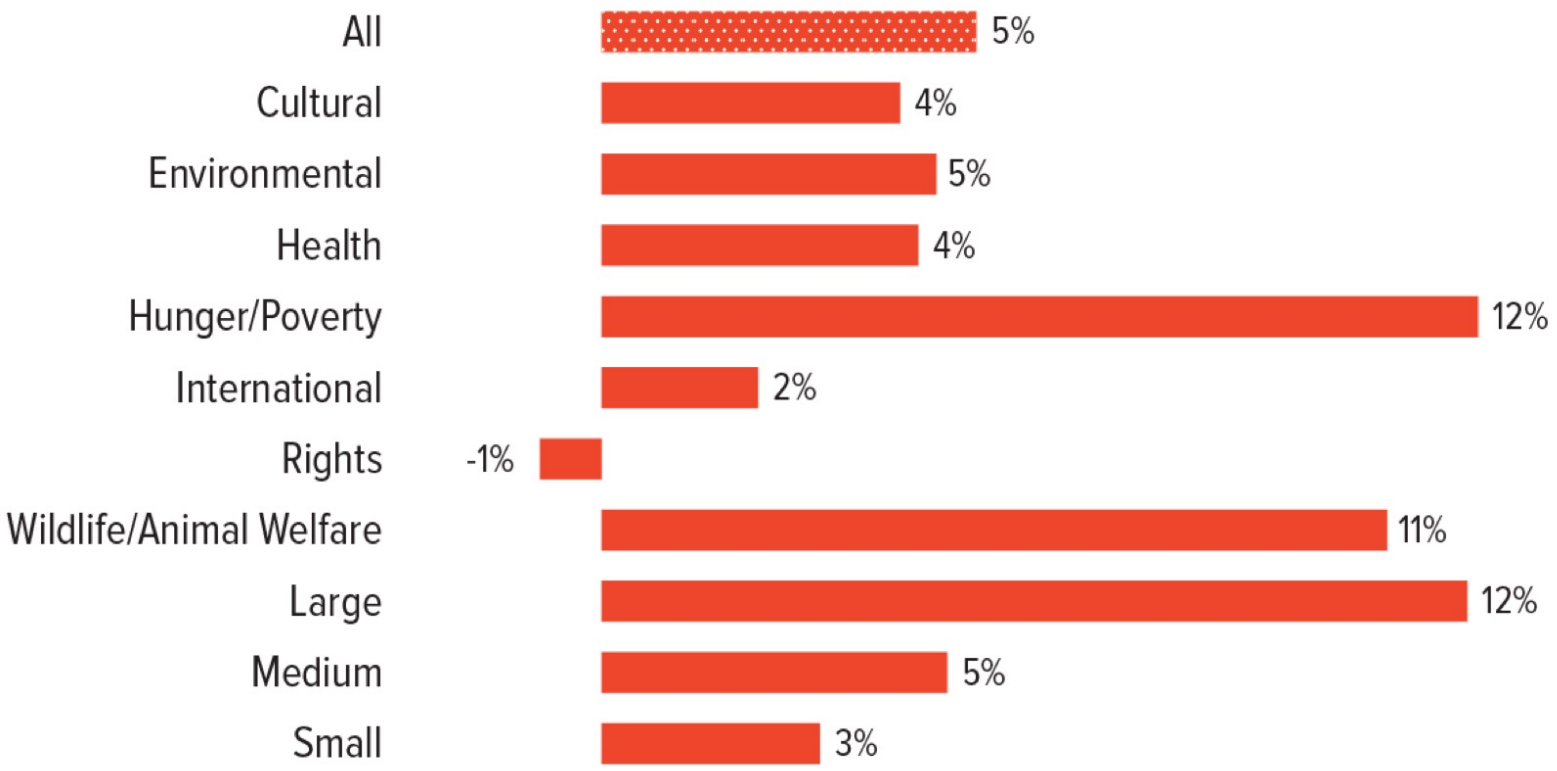
Fundraising

Online revenue change since 2014



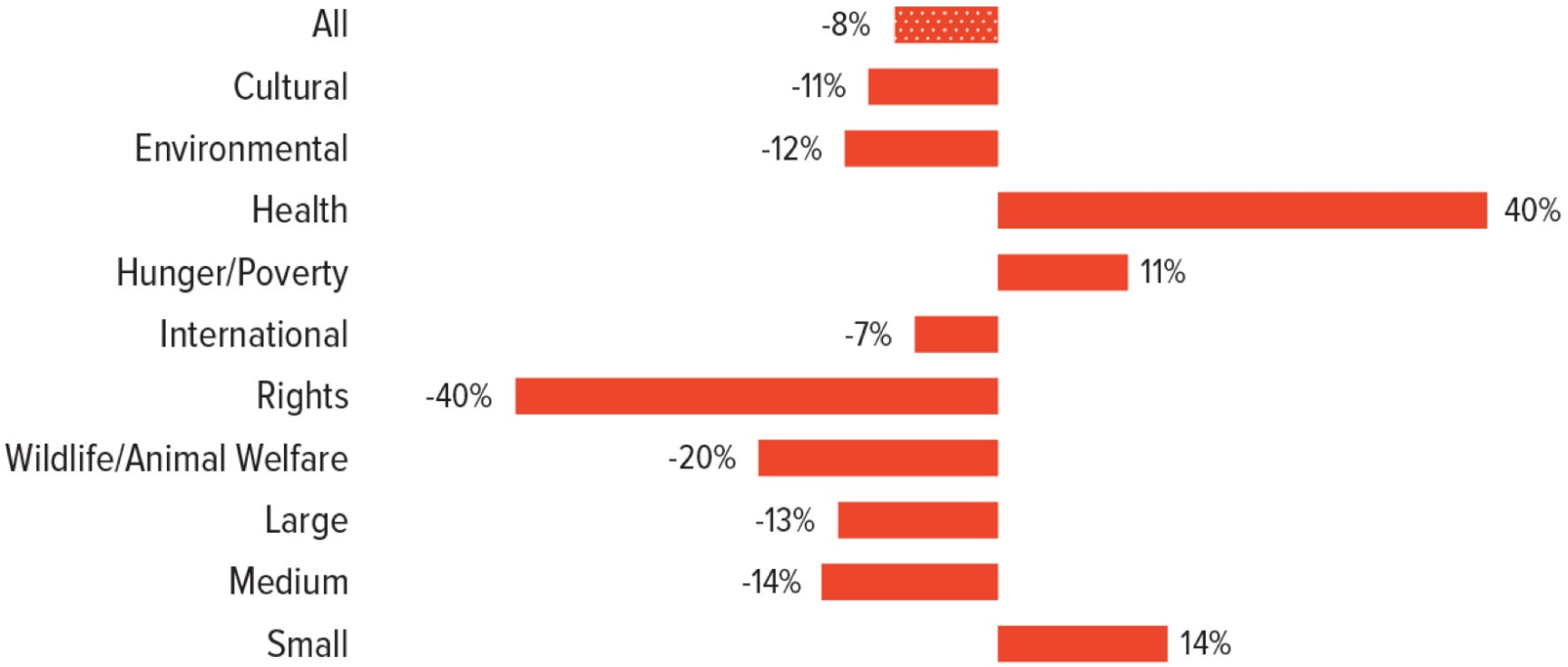
Fundraising

Change in number of online gifts 2017 to 2018



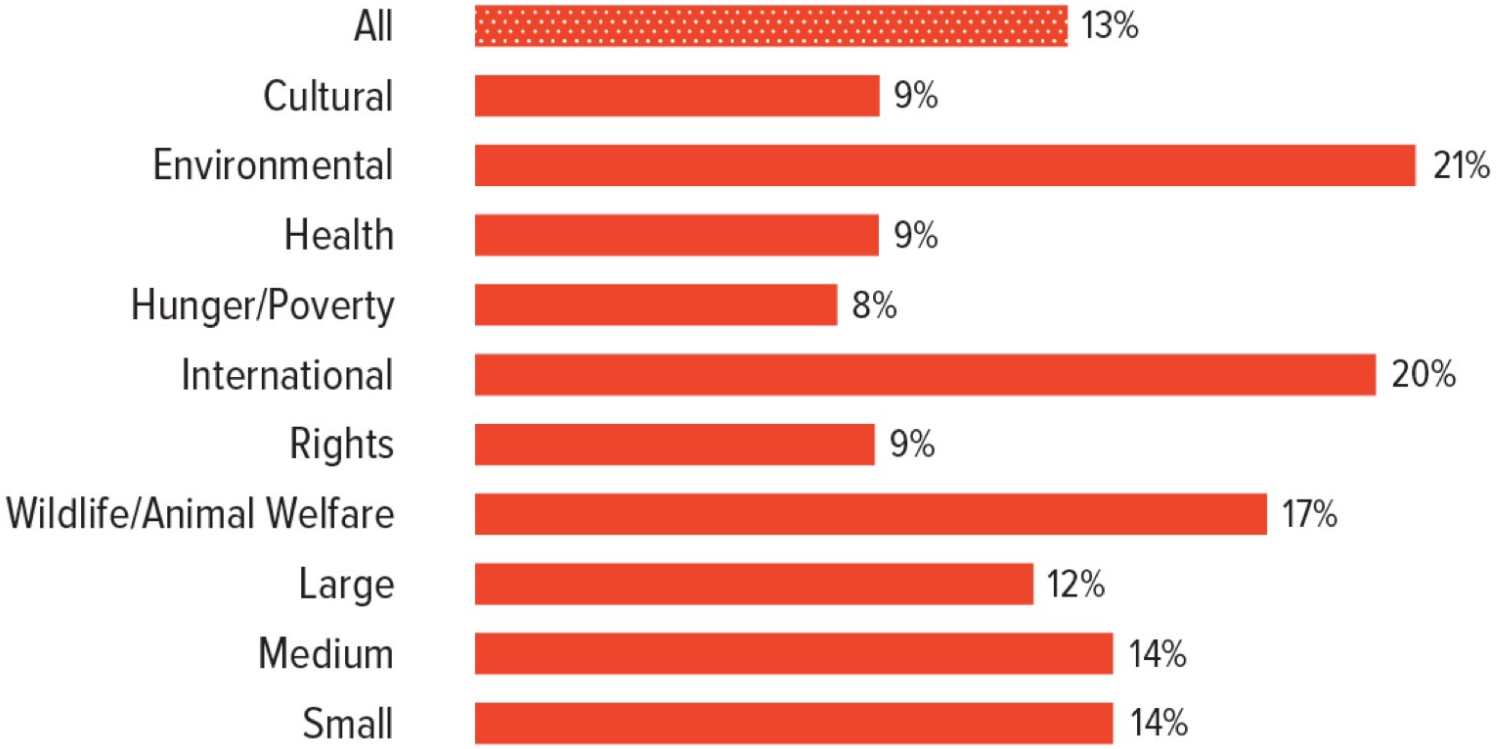
Fundraising

Change in email revenue



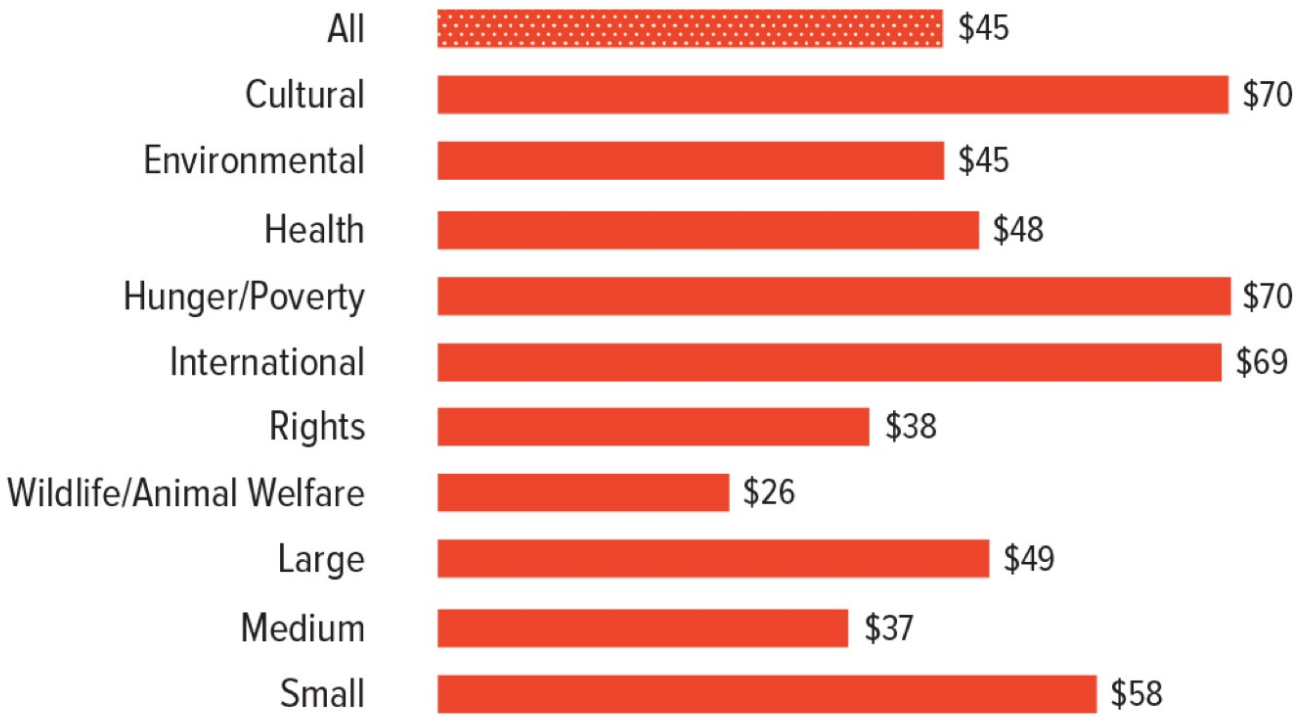
Fundraising

Share of online revenue from email



Fundraising

Email revenue per 1,000 fundraising emails sent



Online revenue from one-time gifts decreased by 2% in 2018.

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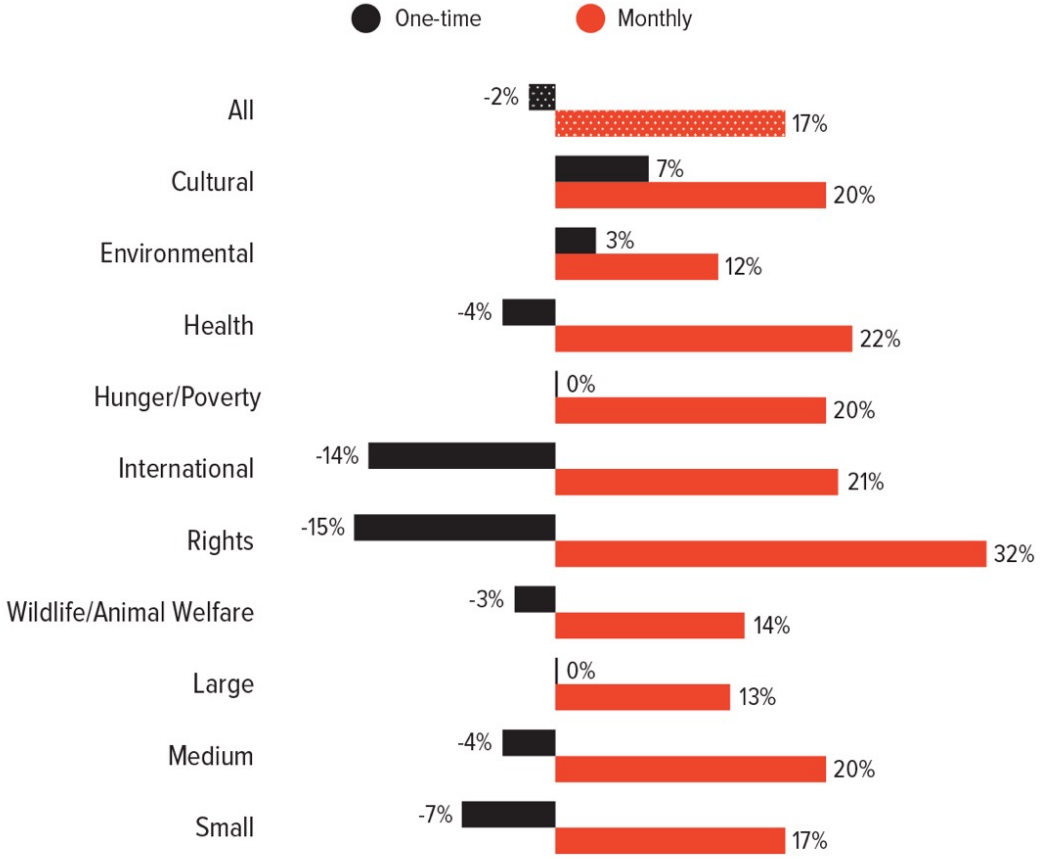
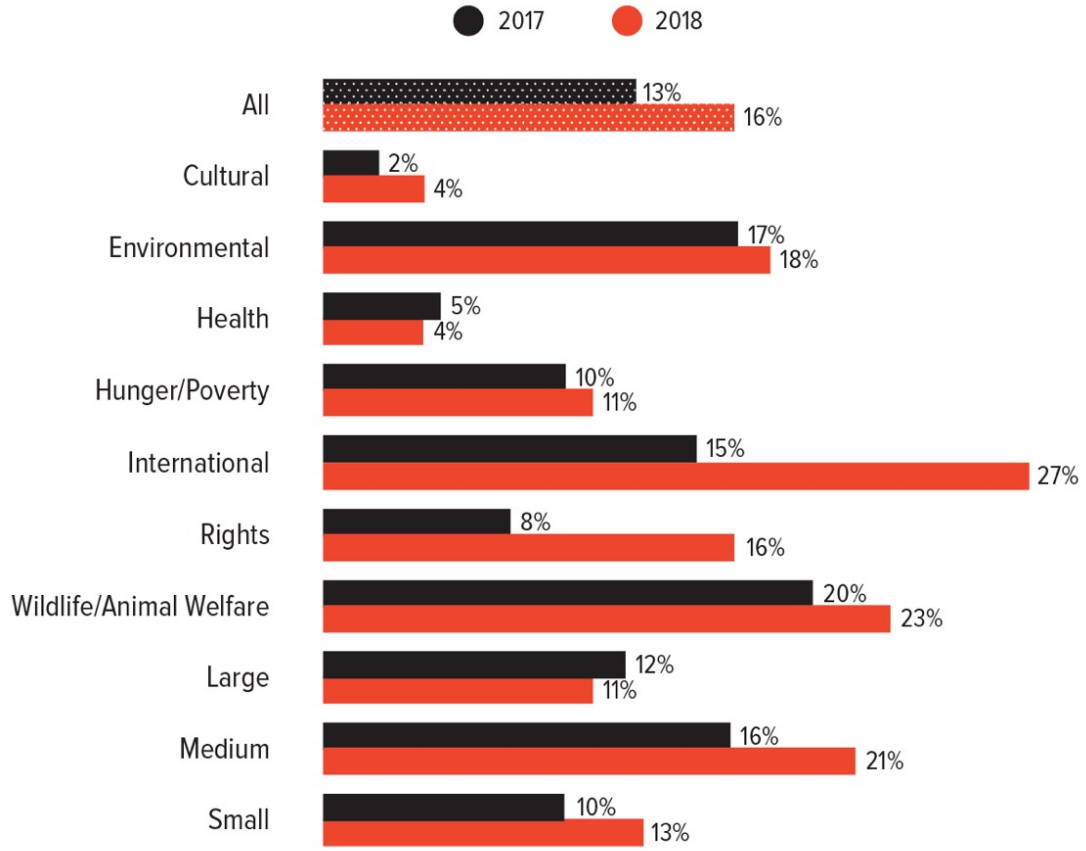
Fundraising

Change in online revenue by type 2017 to 2018



Fundraising

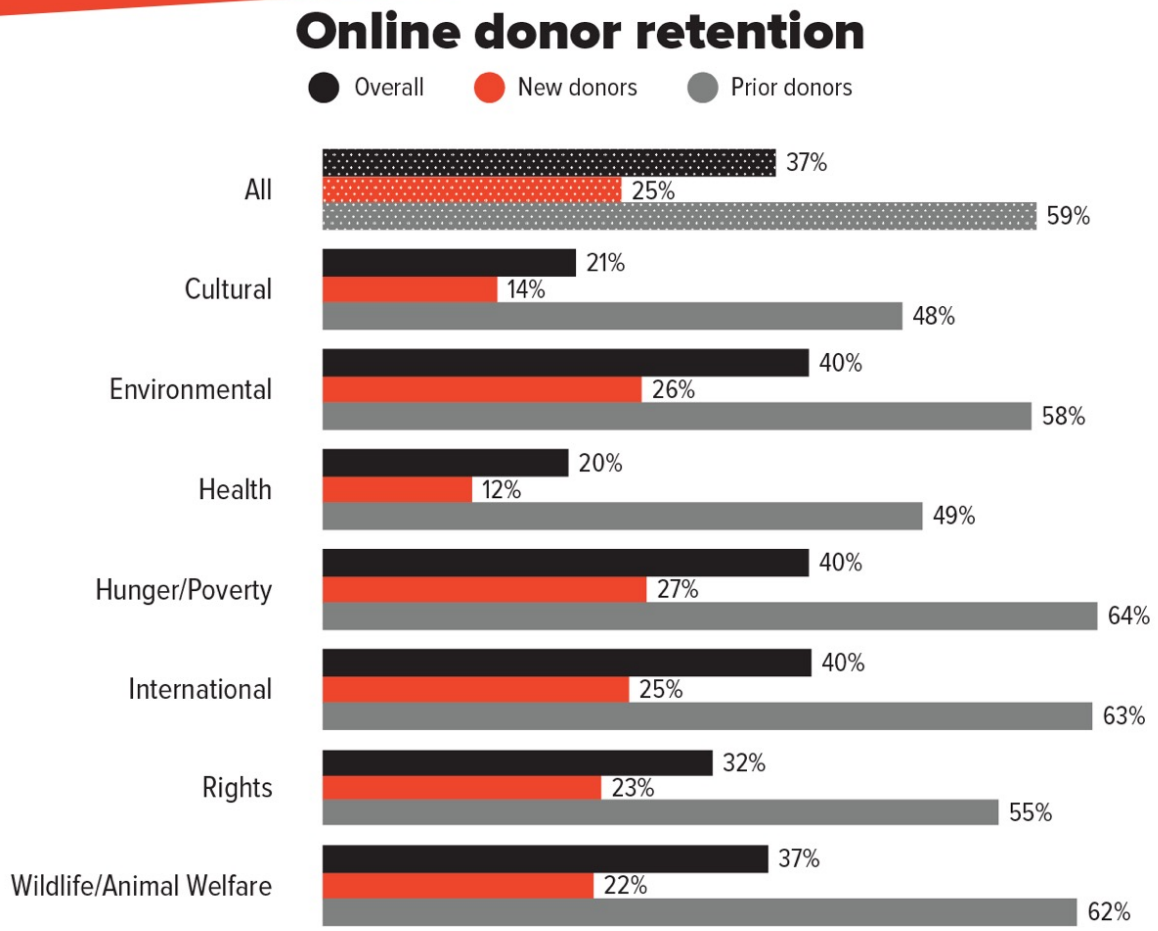
Monthly giving as a percentage of online revenue



FOOD FOR THOUGHT

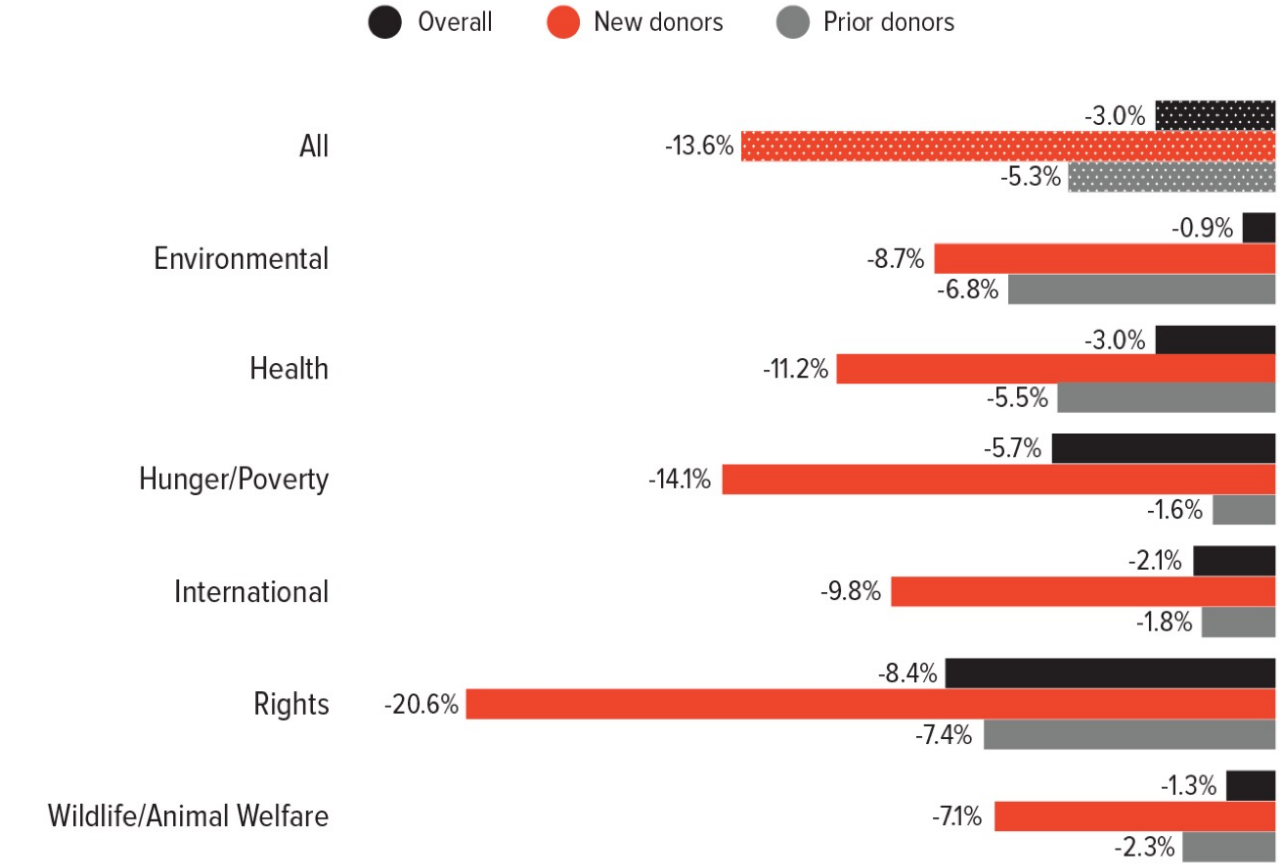
Online donor retention dropped 3% from 2017 to 37% in 2018.

Retention


Online donor retention
Overall
New donors
Prior donors
All
37%
25%
59%
Cultural
21%
14%
48%
Environmental
40%
26%
58%
Health
20%
12%
49%
Hunger/Poverty
40%
27%
64%
International
40%
25%
63%
Rights
32%
23%
55%
Wildlife/Animal Welfare
37%
22%
62%

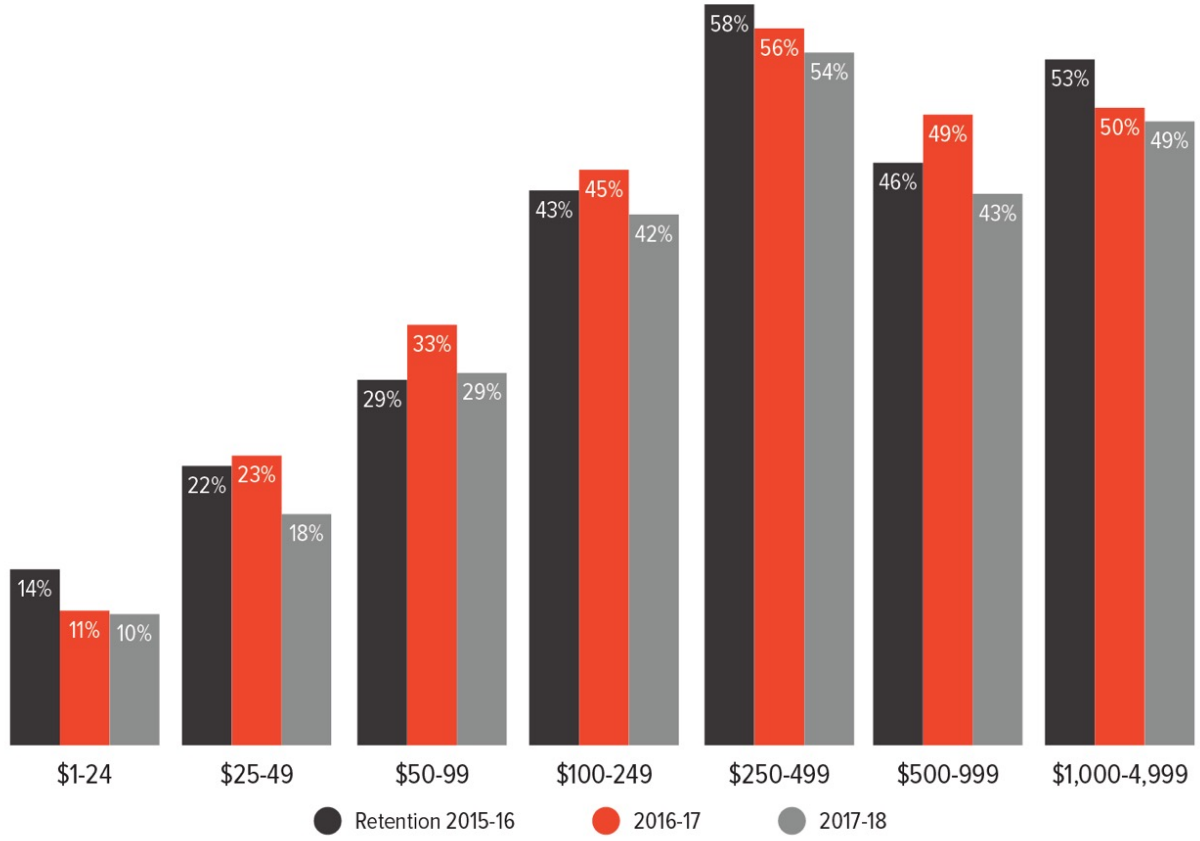
Retention

Change in online donor retention 2017 to 2018



Retention

Online donor retention by donor level



BIRDS OF A FEATHER

Nonprofits saw a 5% increase in membership revenue in 2018.

Membership + tickets

Membership as a percentage of total online revenue

Tickets as a percentage of total online revenue

Change in membership revenue

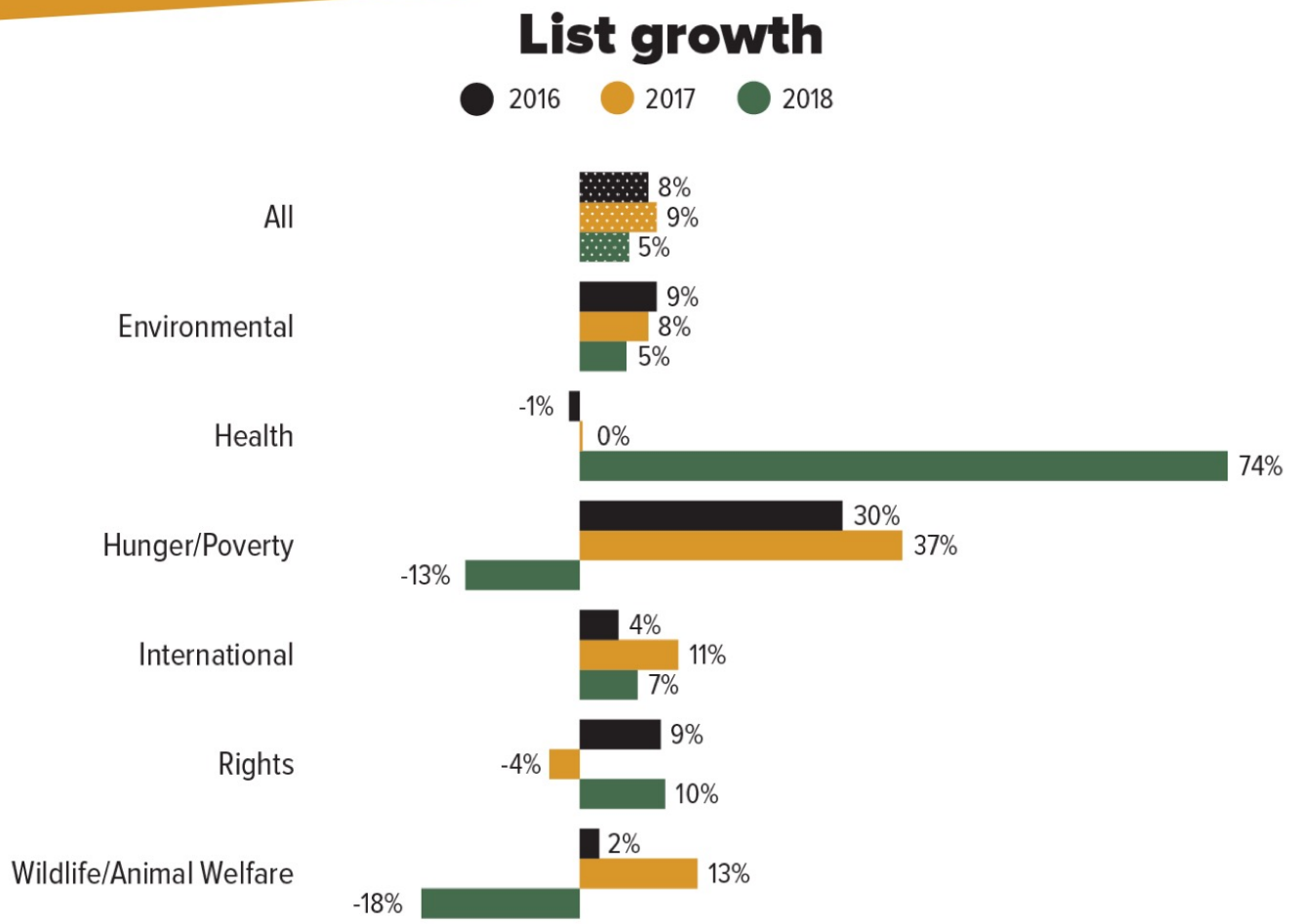
Change in ticket revenue

Membership + tickets

Retention for groups with membership programs

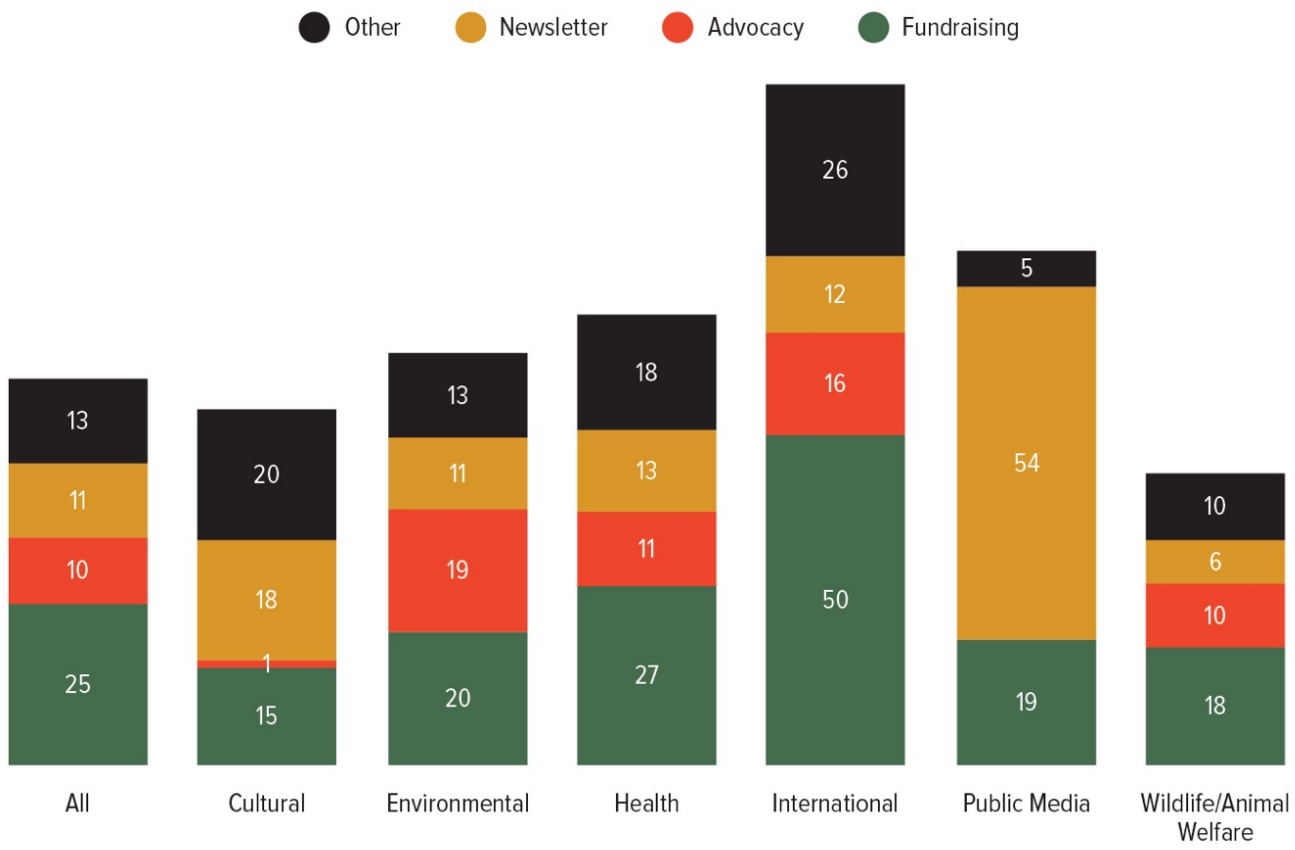
DEEP DIVE

Email


List growth
2016
2017
2018
All
8%
9%
5%
Environmental
9%
8%
5%
Health
-1%
0%
74%
Hunger/Poverty
30%
37%
-13%
International
4%
11%
7%
Rights
9%
-4%
10%
Wildlife/Animal Welfare
2%
13%
-18%

Email

Messages per year per subscriber



Email

Change in messages per year per subscriber 2017-2018

Email

Email rates by message type

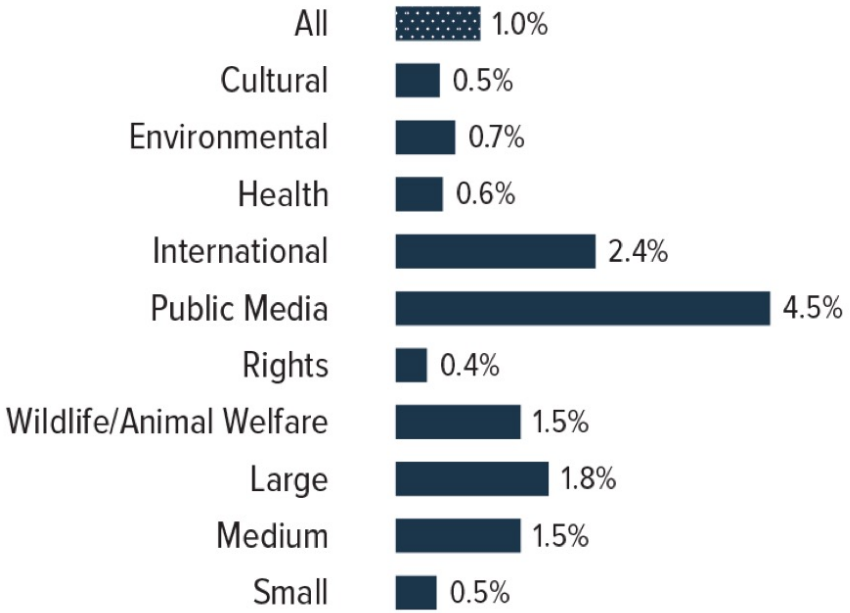
	Open rate		Click-through rate		Page completion rate		Response rate		Unsubscribe rate	
All	15%	(-4%)							0.15%	(-2%)
Fundraising	14%	(-2%)	0.44%	(+4%)	14%	(-18%)	0.06%	(-13%)	0.16%	(-10%)
Advocacy	15%	(-5%)	2.4%	(-16%)	72%	(-7%)	1.8%	(-15%)	0.12%	(-2%)
Newsletter	16%	(-6%)	1.3%	(+0%)					0.14%	(-4%)

The numbers in parentheses represent the percentage change in rate since 2017.

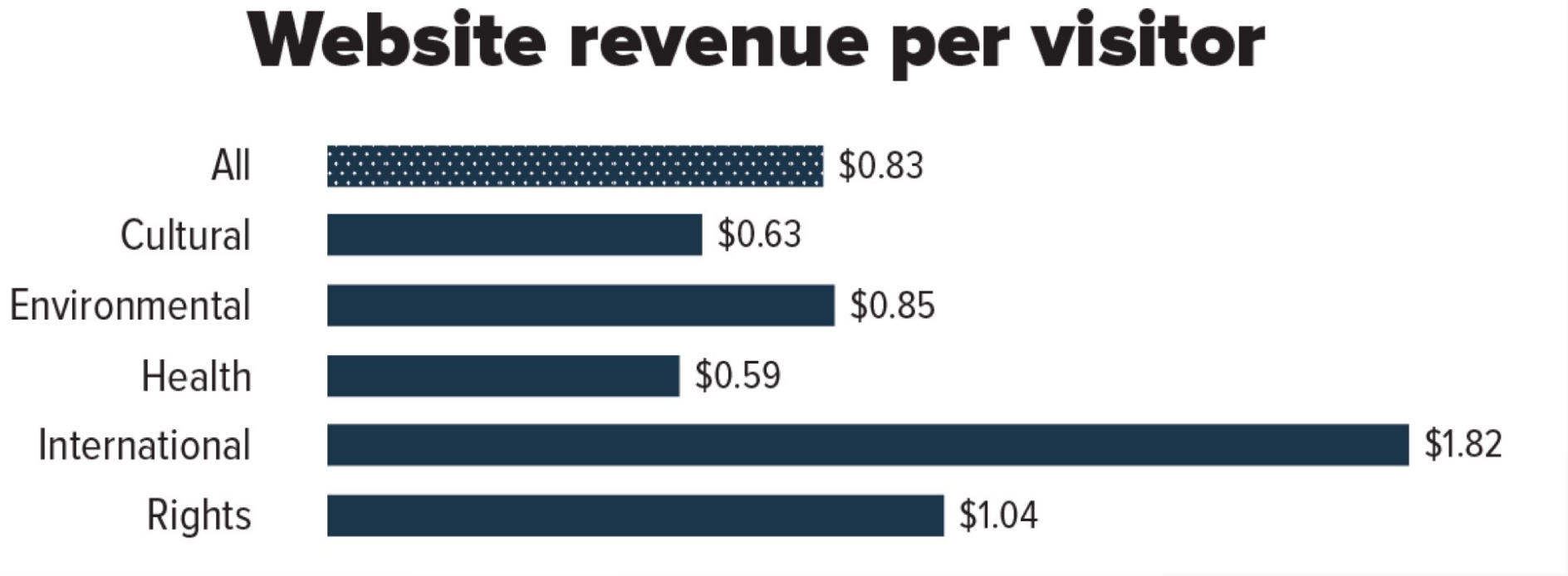
EVOLVE OR DIE

Web engagement

Percent of website visitors who make a donation

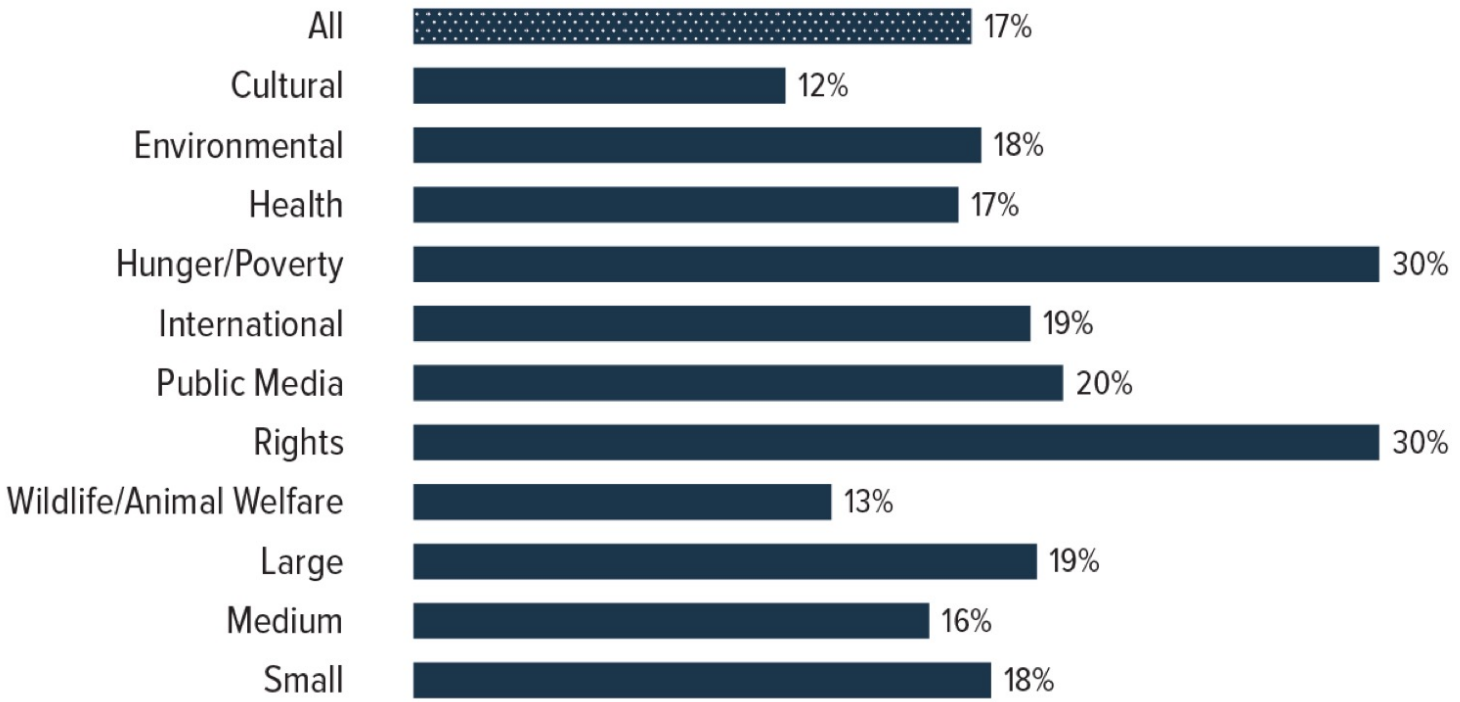


Web engagement



Web engagement

Website main donation page conversion rate

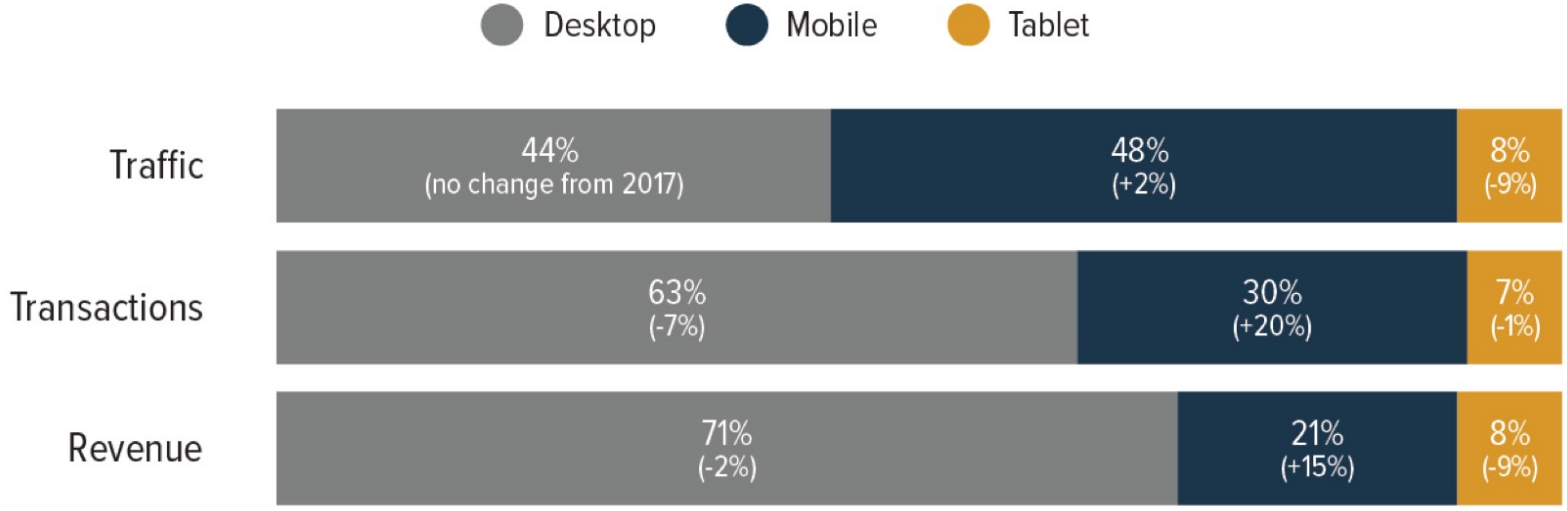


Mobile devices accounted for 48% of website visits in 2018.

Mobile devices accounted for just 30% of gifts and 21% of revenue.

Device metrics

Website share by device



The numbers in parentheses represent the percentage change in rate since 2017.

Device metrics

Main donation page conversion rate

21% Desktop

9% Mobile

16% Tablet

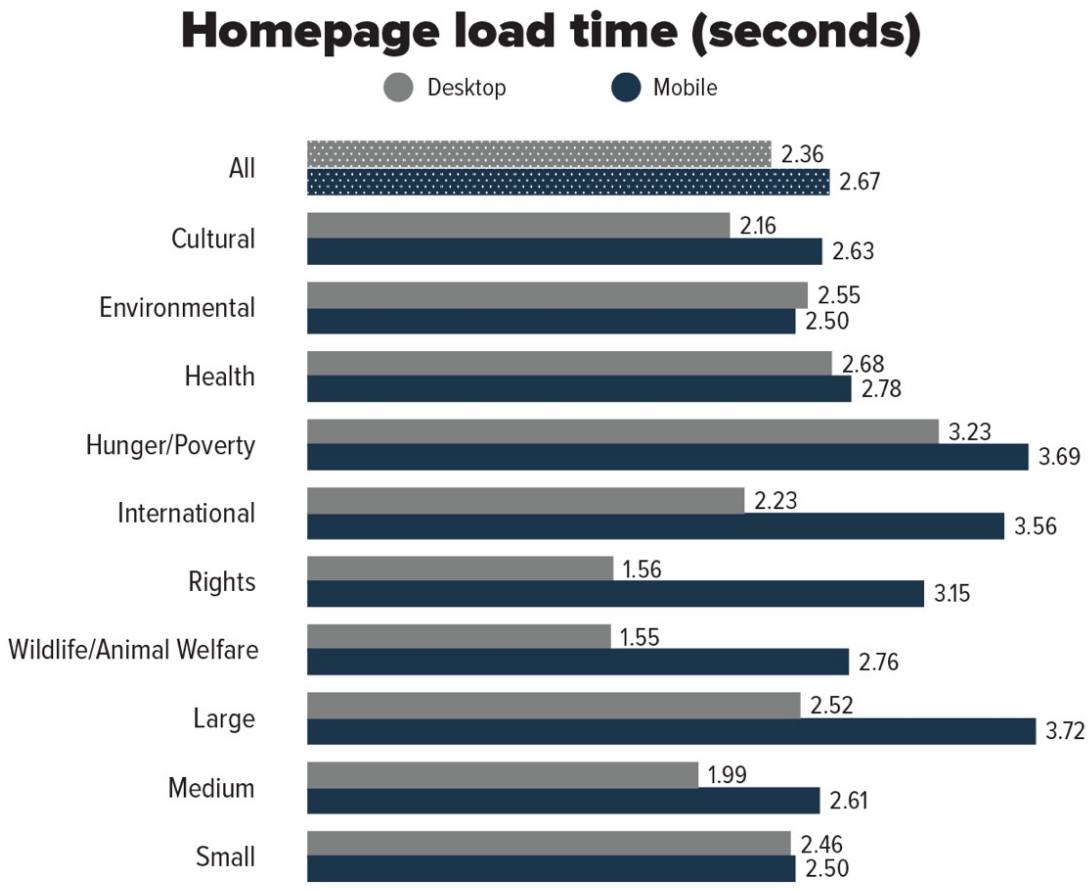
Average gift

$133 Desktop

$80 Mobile

$105 Tablet

Device metrics



Fundraising text messages had an average click-through rate of 13%. (The click-through rate for email was 0.44%)

Text messaging

Peer-to-peer text messaging metrics

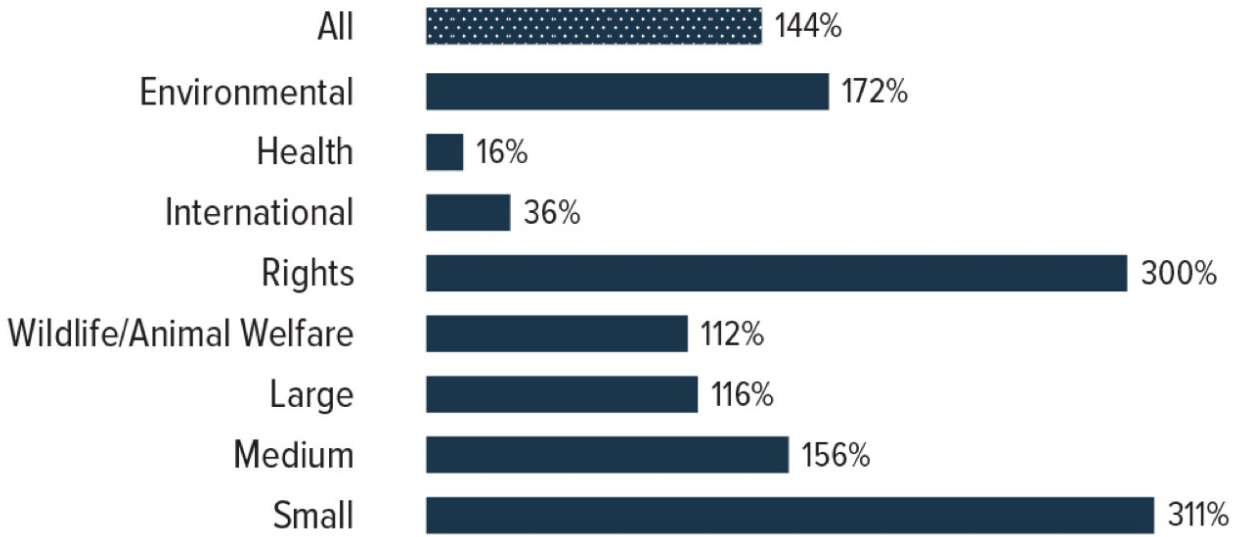
Response rate (% of messages sent that receive a text message back)	15%
Monthly opt-out rate (% of individuals who opt out each month)	2.9%
Number of messages an organization sends to its peer-to-peer list members each month	1.5

TIP THE SCALES

Overall, digital ad budgets grew by 144% in 2018.

Digital Ads

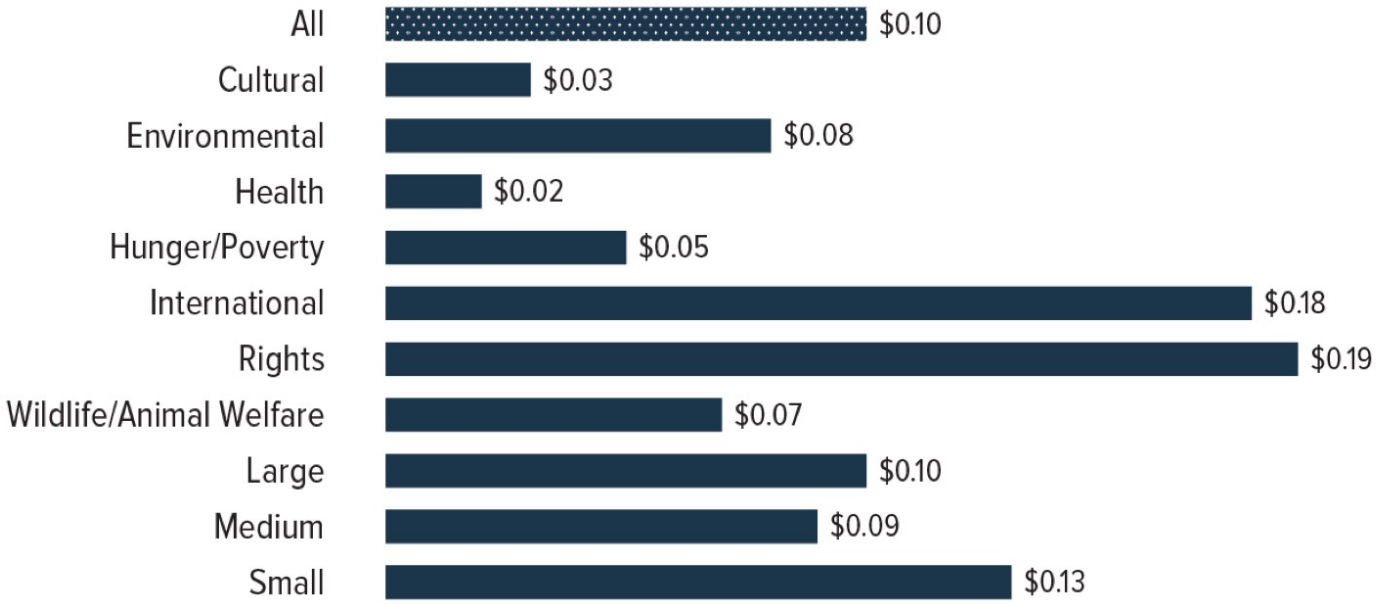
Change in investment in digital advertising 2017 to 2018



Overall, nonprofits invested ten cents in digital ads for every dollar they raised in online revenue.

Digital Ads

Investment in digital advertising divided by total online revenue



For a nonprofit who saw online revenue of $1m, they spent an average of $100,000 in digital advertising.

Digital Ads

	All	Large	Medium	Small
Branding, Awareness or Education	21%	22%	9%	35%
Direct Fundraising	55%	59%	42%	45%
Lead Generation & Advocacy	23%	17%	49%	18%
Other	1%	2%	0%	2%

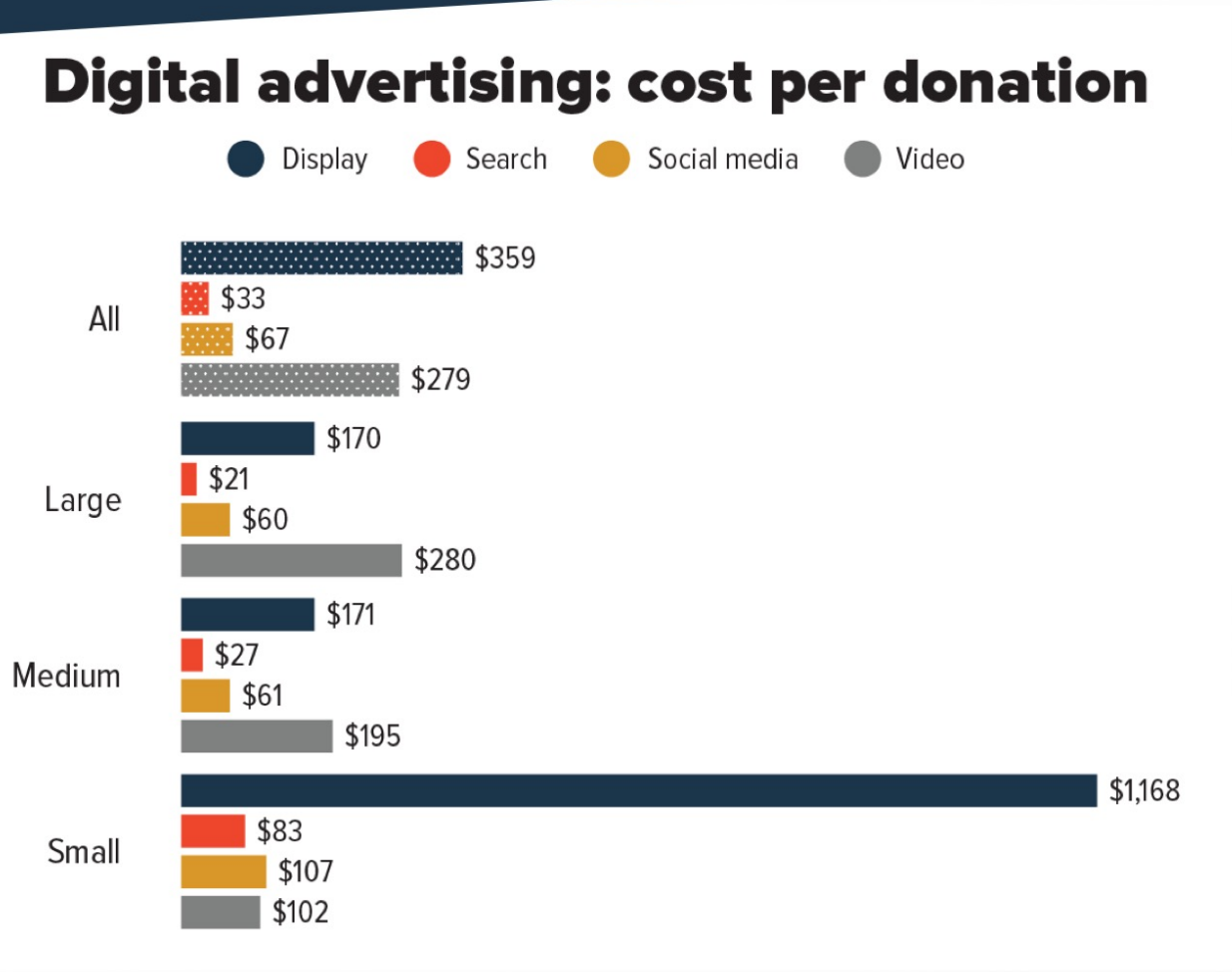
Percentage of digital advertising budget by goal

Digital Ads

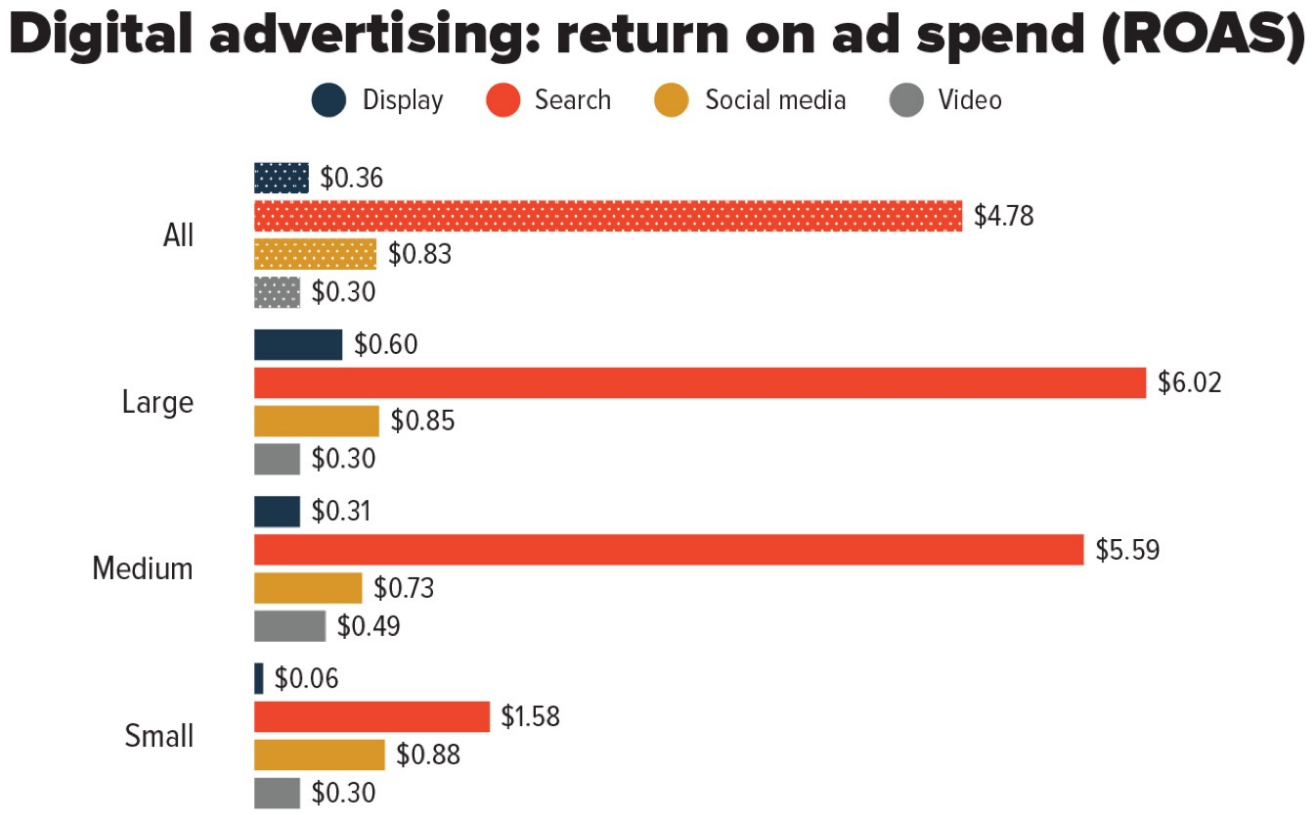
	All	Large	Medium	Small
Display	44%	47%	29%	38%
Search	16%	15%	14%	27%
Social Media	35%	33%	52%	32%
Video	5%	5%	5%	3%

Percentage of direct fundraising advertising budget by channel

Digital Ads


Digital advertising: cost per donation
Display
Search
Social media
Video
All
$359
$33
$67
$279
Large
$170
$21
$60
$280
Medium
$171
$27
$61
$195
Small
$1,168
$83
$107
$102

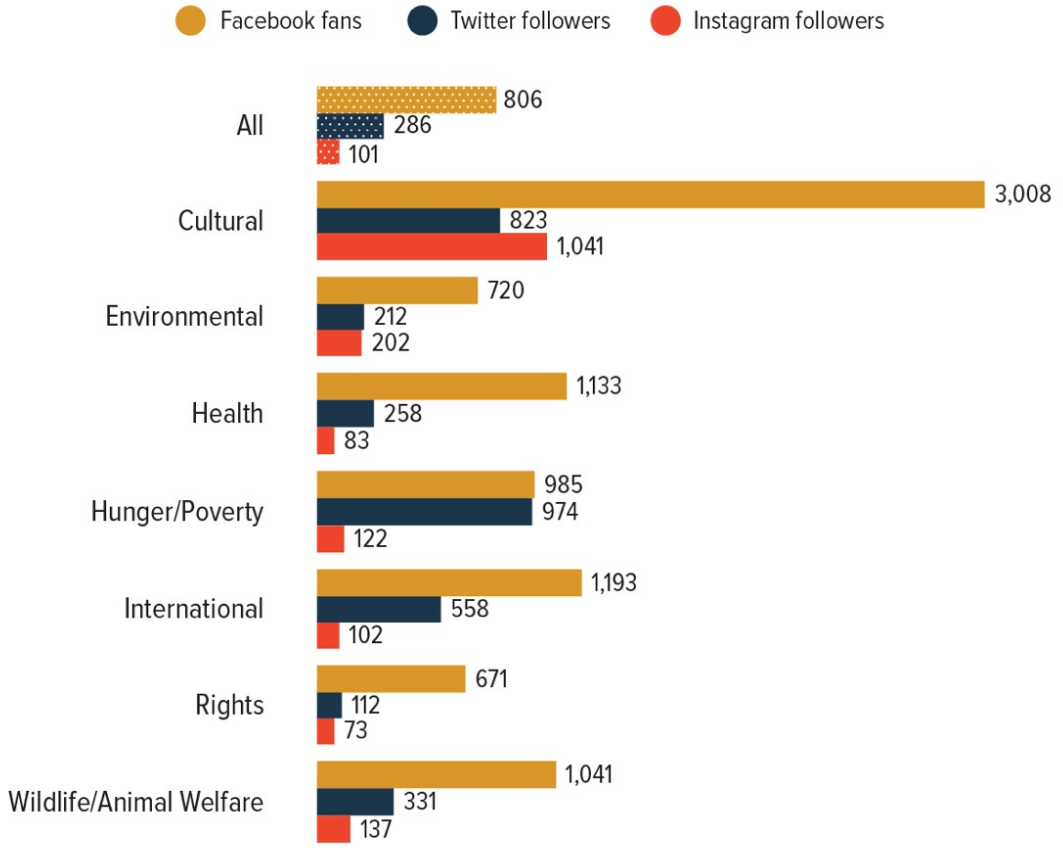
Digital Ads


Digital advertising: return on ad spend (ROAS)
Display
Search
Social media
Video
All
$0.36
$4.78
$0.83
$0.30
Large
$0.60
$6.02
$0.85
$0.30
Medium
$0.31
$5.59
$0.73
$0.49
Small
$0.06
$1.58
$0.88
$0.30

HAND OVER FIST

Social Media

For every 1,000 email subscribers, groups have...



Social Media

Change in number of fans/ followers 2017 to 2018

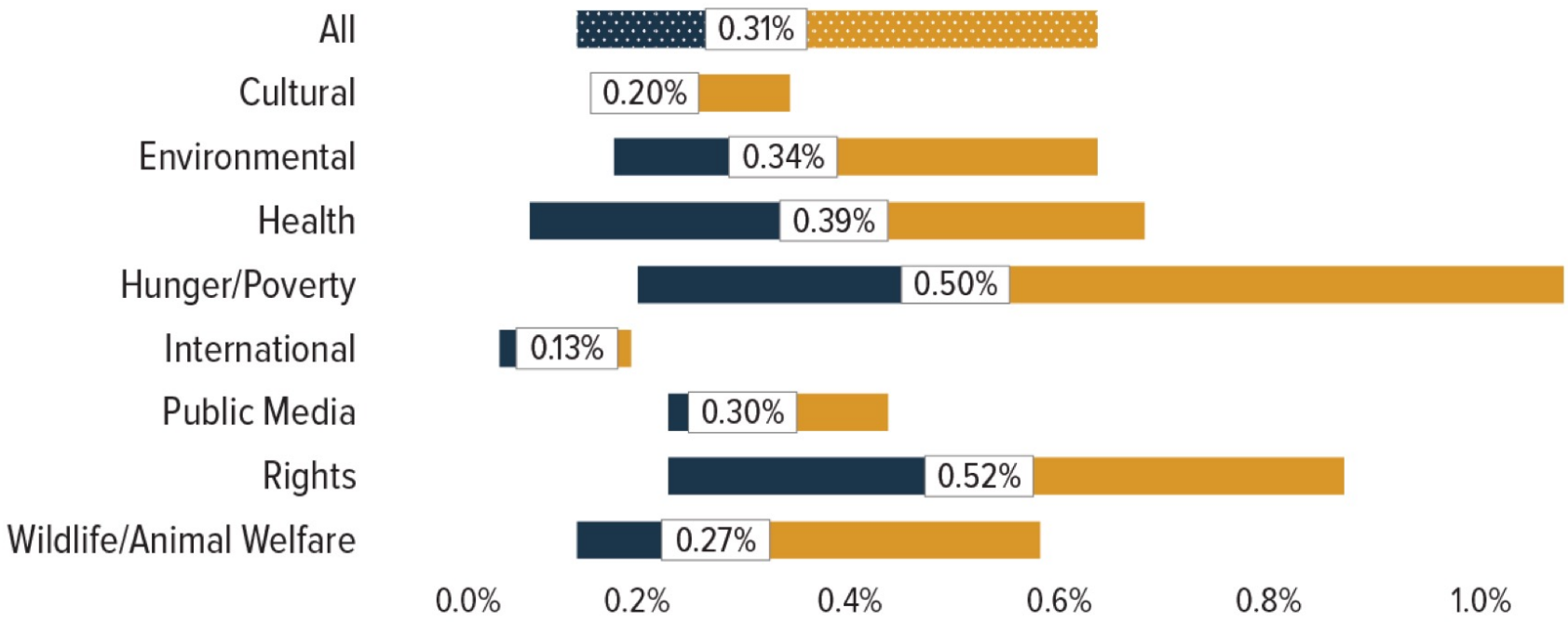
6%
Facebook
page growth

26%
Twitter
follower growth

34%
Instagram
follower growth

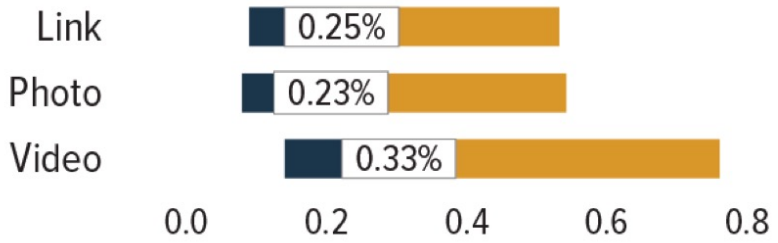
Social Media

Facebook engagement score



Social Media

Facebook post engagement score by type of media



4%

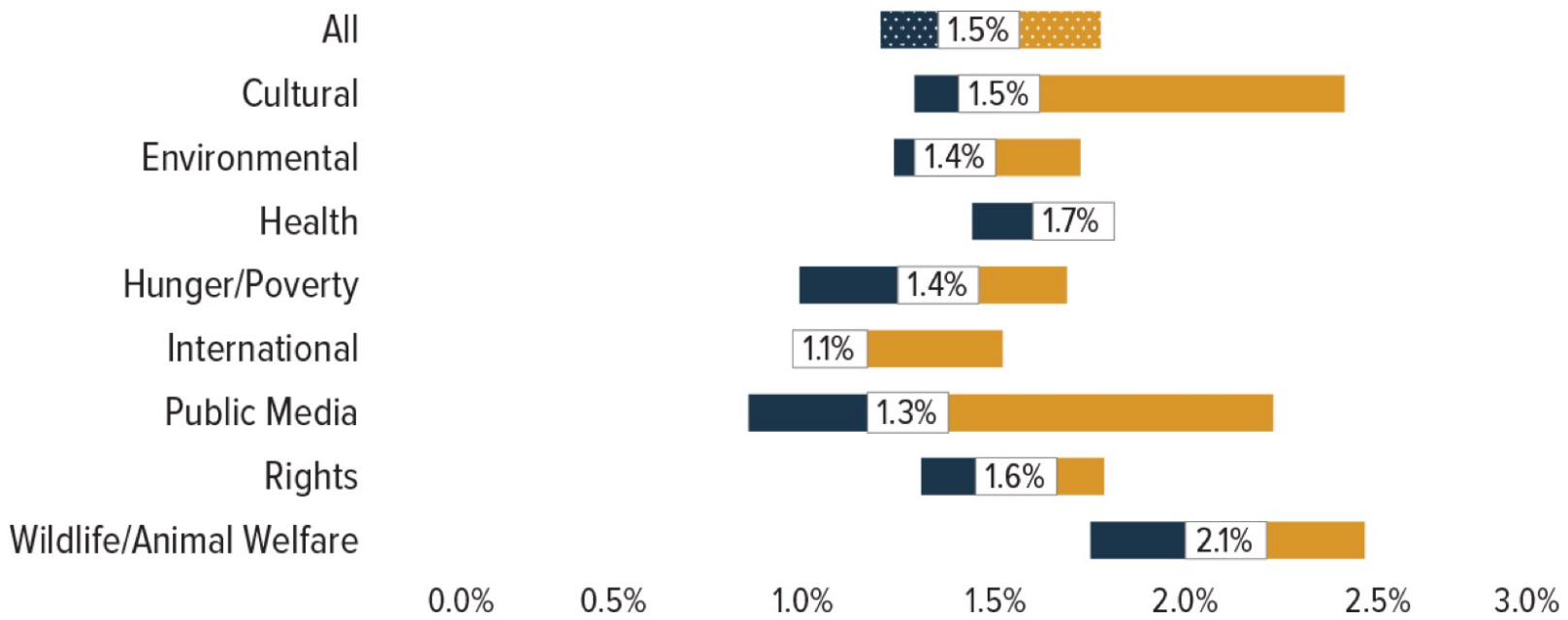
Percent of Facebook fans reached with post

29%

Percent of Facebook reach not made up of fans

Social Media

Twitter engagement score



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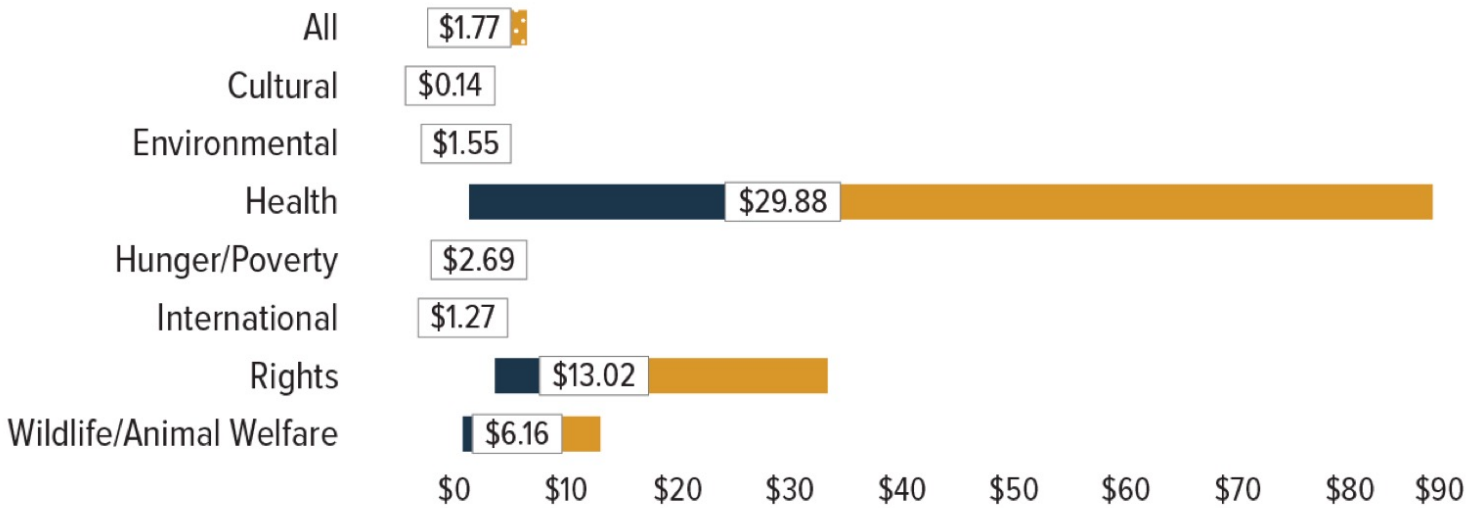
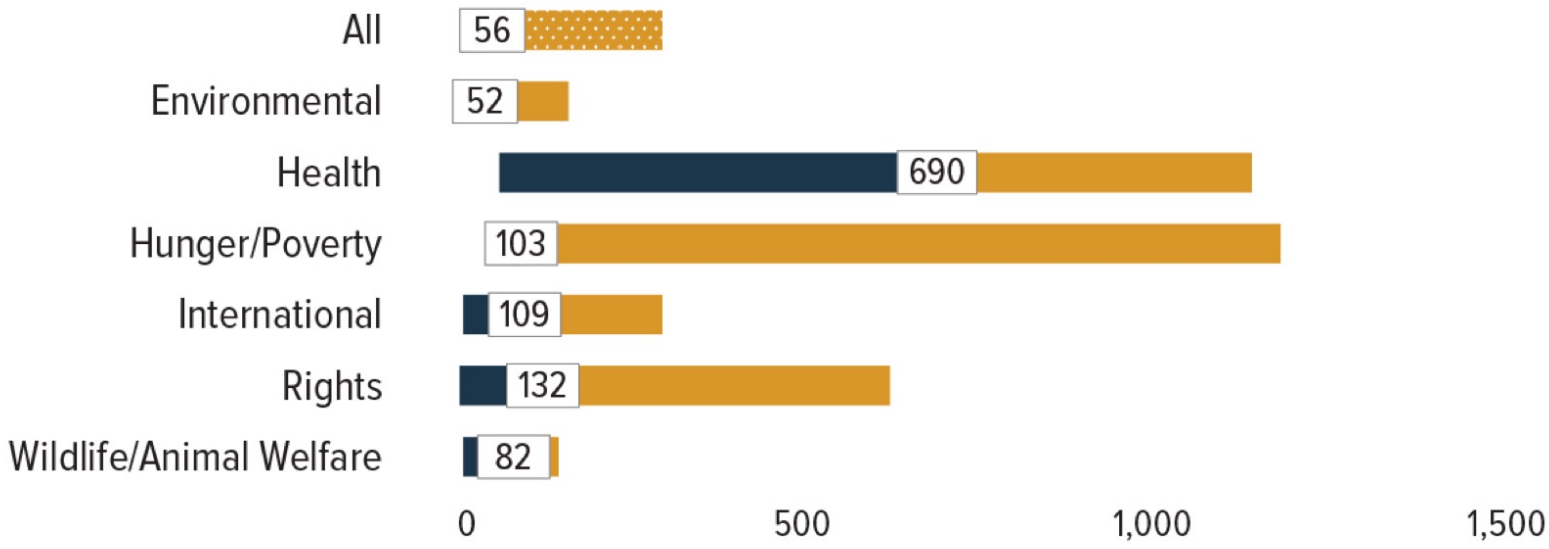
Facebook Fundraisers

For every $100 an organization raised through other online channels, they raised this in Facebook revenue...



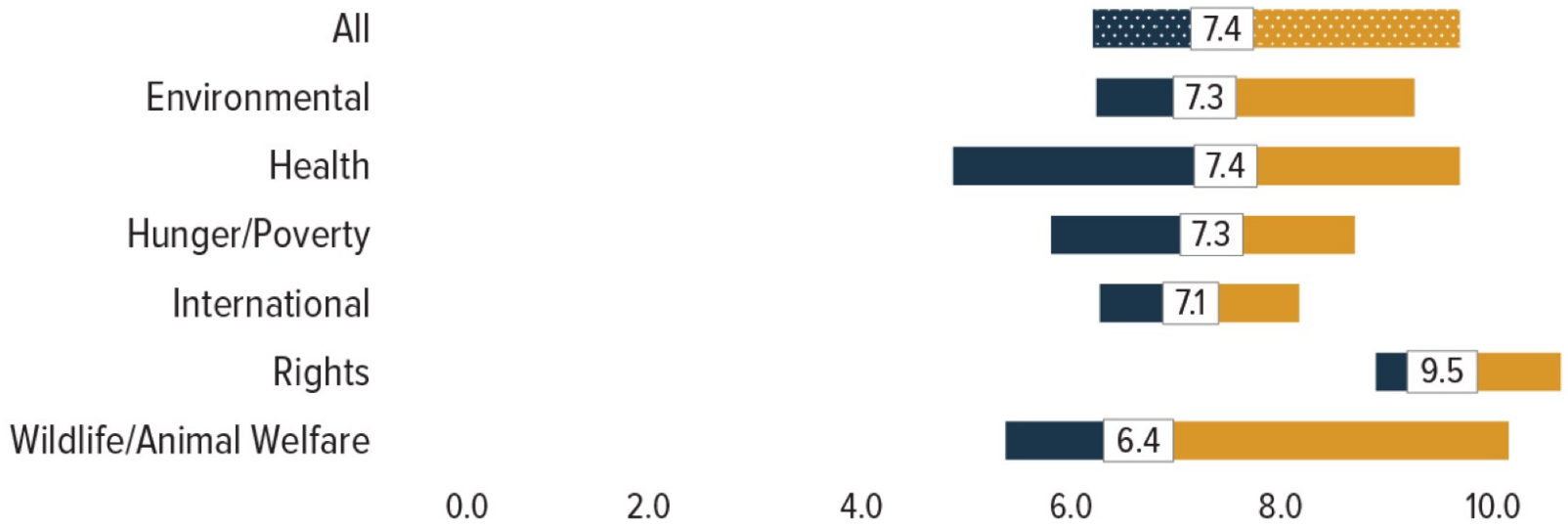
Facebook Fundraisers

Number of Facebook Fundraisers per organization



Facebook Fundraisers

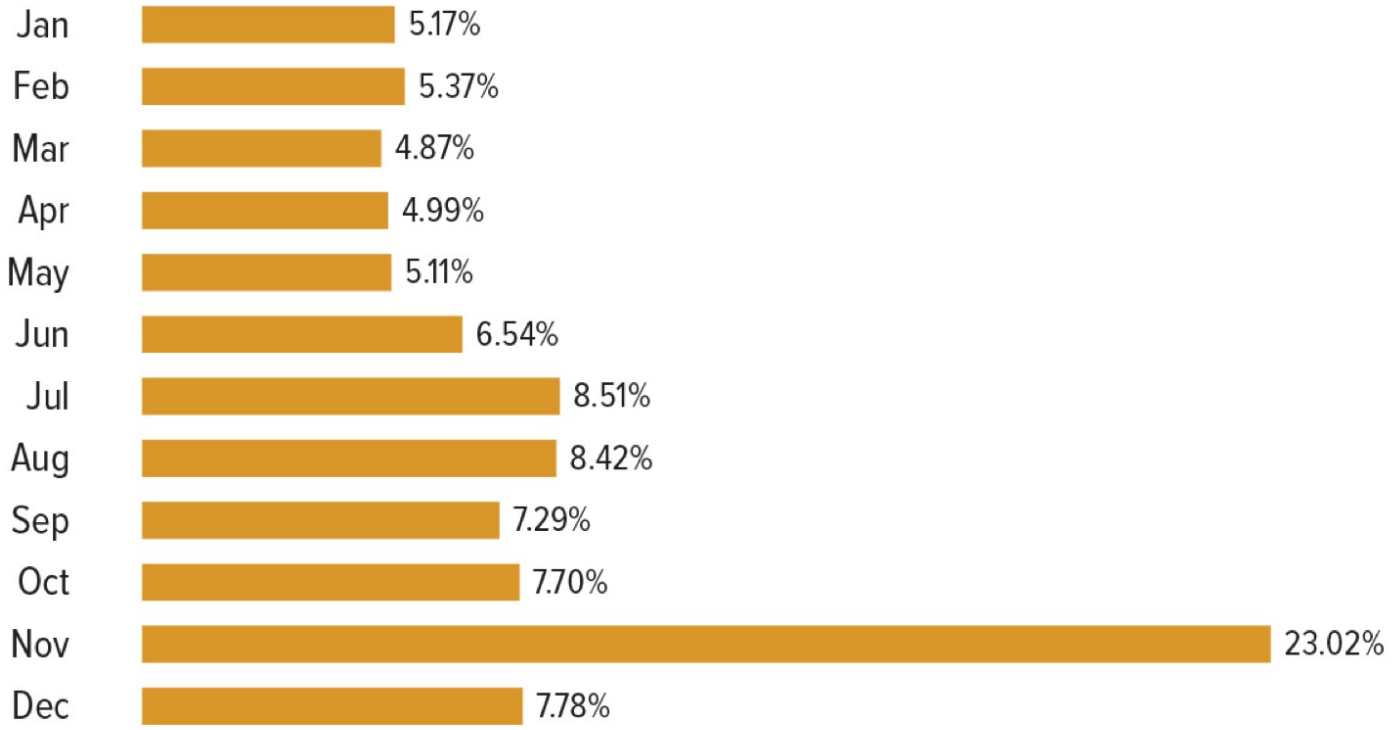
Average number of gifts to a Facebook Fundraiser



The average gift to Facebook Fundraisers was $31.

Facebook Fundraisers

Percent of Facebook revenue raised in each month



BENCHMARKS 2019

135 nonprofit participant organizations

FUNDRAISING

↑ **5%**
Increase in # of gifts 2017–2018

↑ **1%**
Increase in online revenue 2017–2018

Average gift:

$106 One-time

$23 Monthly

1%
Website visitors who made a donation

SOCIAL MEDIA

For every 1,000 email subscribers, nonprofits have:

806 Facebook fans

↑ **6%** Facebook fans growth

286 Twitter followers

↑ **26%** Twitter followers growth

101 Instagram followers

↑ **34%** Instagram fan growth

We analyzed:

32,898
Unique Facebook Fundraisers

$31
Average gift to Fundraisers

56
Average number of Fundraisers per org

EMAIL

5%
Email list growth

14%
Email list churn

0.06%
Fundraising response rate

↓ **-13%**
Drop in fundraising response rate

1.8%
Advocacy response rate

↓ **-15%**
Drop in advocacy response rate

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BENCHMARKS 2019

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