

**Money for
nothing**









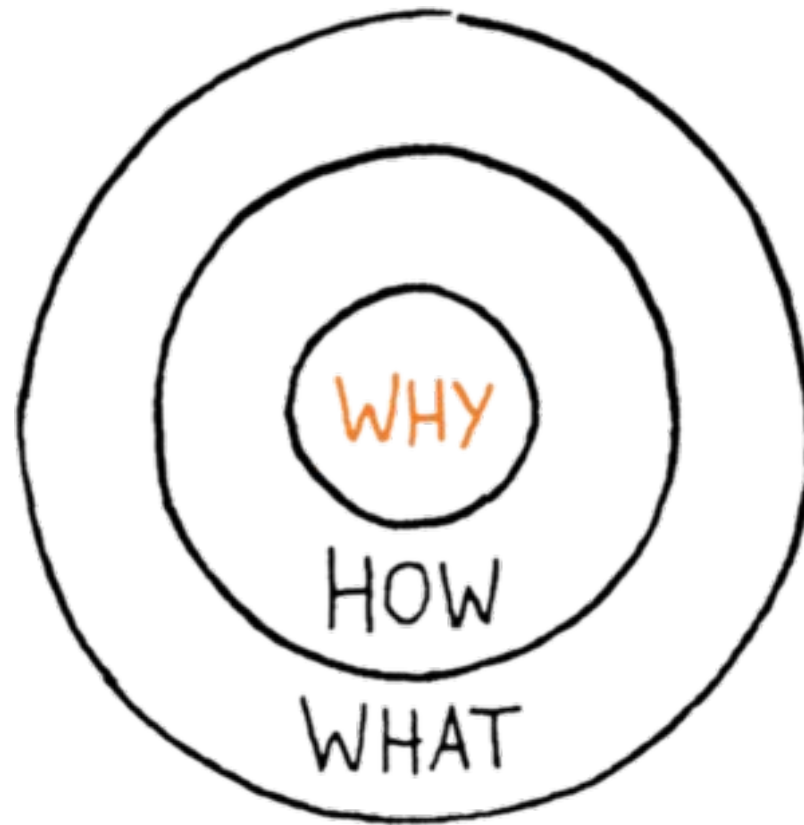


We don't build trust when
we offer help. We build trust
when we ask for it.

- SIMON SINEK

Funding or fundraising





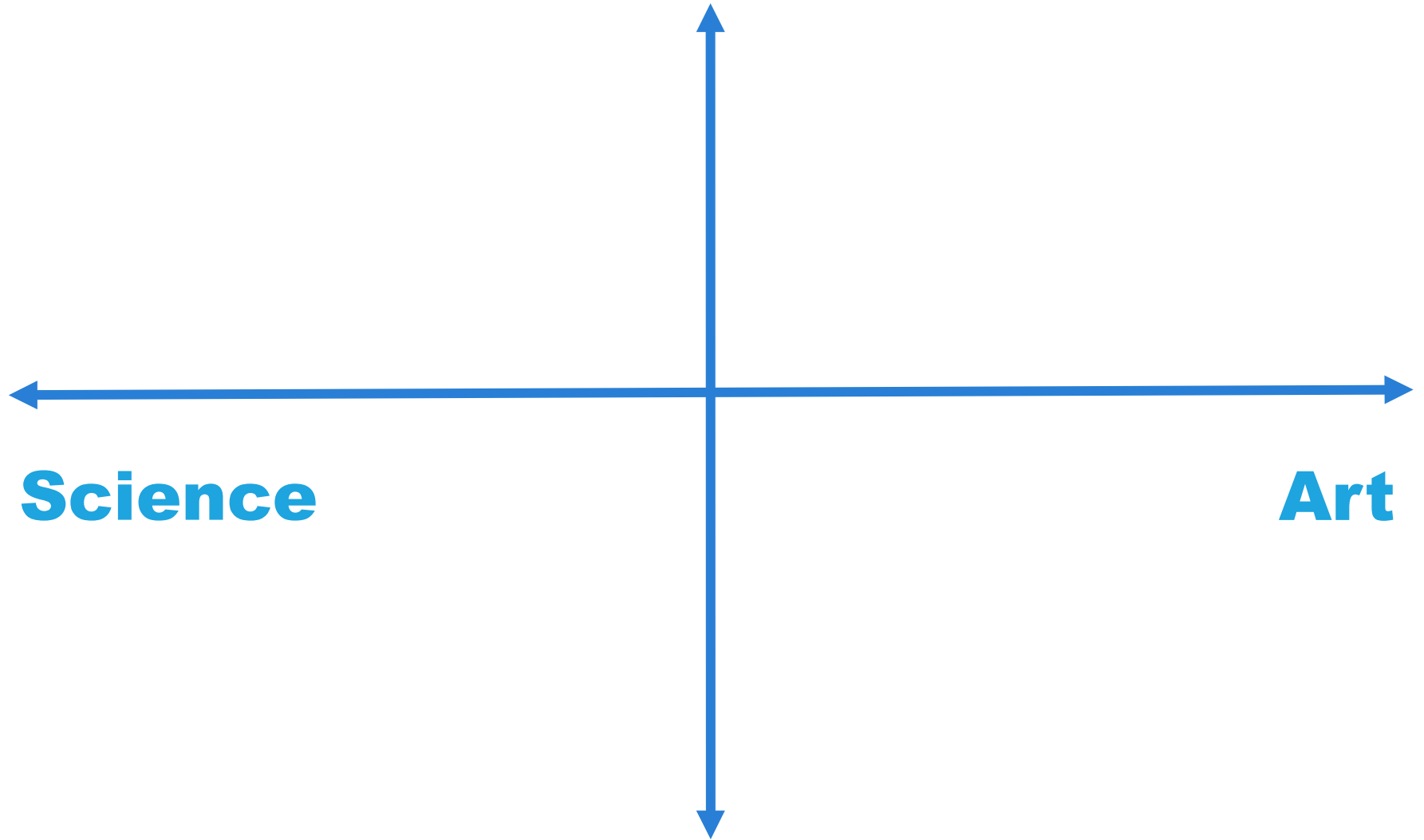
Acquire

Retain

Convert

Reactivate

Luck



Science

Art

Persistence

Where are we now?

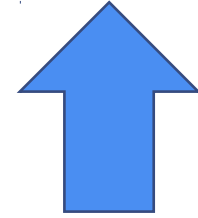




68
%



42
%



42
%

68
%

2yrs

Future Fundraising



Tyler 'Ninja' Blevins Talks Fortnite, Making Money On T...



0:01 / 4:07



YouTube



In 2016, **INDIVIDUAL DONORS** drove the rise in philanthropic giving
And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

\$390.05 billion

Where did the generosity come from?*

Giving by Individuals

\$281.86 billion

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

3.9% ↑ 72%

Giving by Foundations

\$59.28 billion

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

3.5% ↑ 15%

Giving by Bequest

\$30.36 billion

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

9.0% ↓ 8%

Giving by Corporations

\$18.55 billion

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

3.5% ↑ 5%

Contributions by source
(by percentage of the total)

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in **GIVING BY INDIVIDUALS**—offsetting declines from bequest giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

32% Religion \$122.94 billion

15% Education \$59.77 billion

12% Human Services \$46.80 billion

10% To Foundations \$40.56 billion

8% Health \$33.14 billion

8% Public-Society Benefit \$29.89 billion

5% Arts, Culture, and Humanities \$18.21 billion

6% International Affairs \$22.03 billion

3% Environment/Animals \$11.05 billion

2% To Individuals \$7.12 billion

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3–7 percent.

Giving USA Foundation[®], The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

* All figures on this infographic are reported in current dollars unless otherwise noted.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.



Giving
USA™
Shared intelligence.
For the greater good.



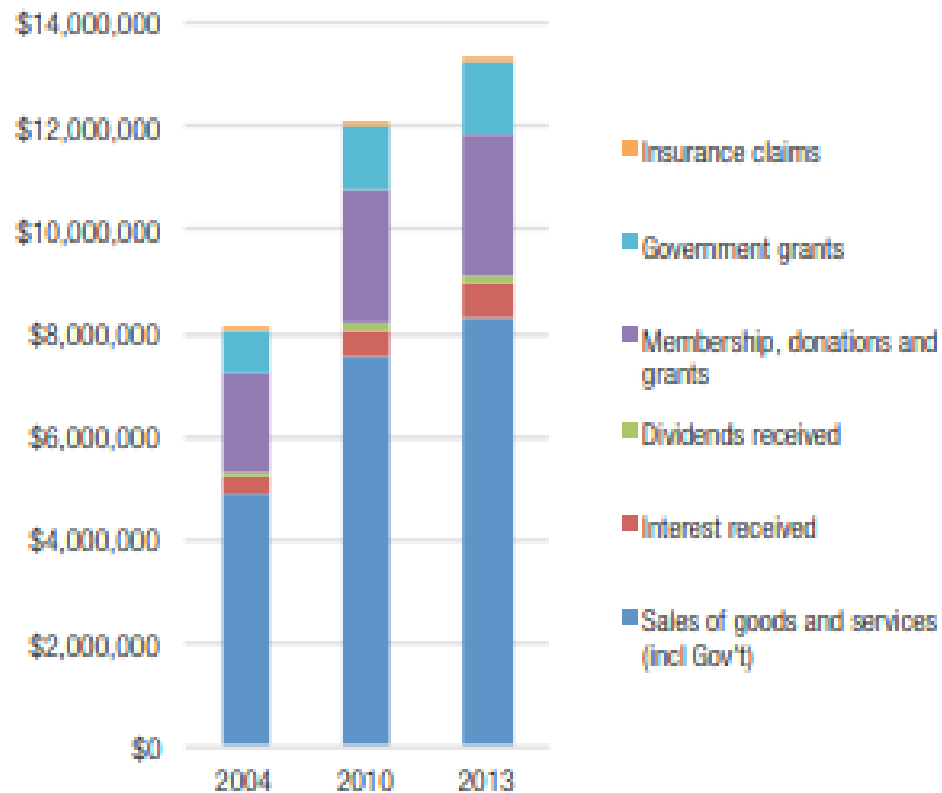
THE
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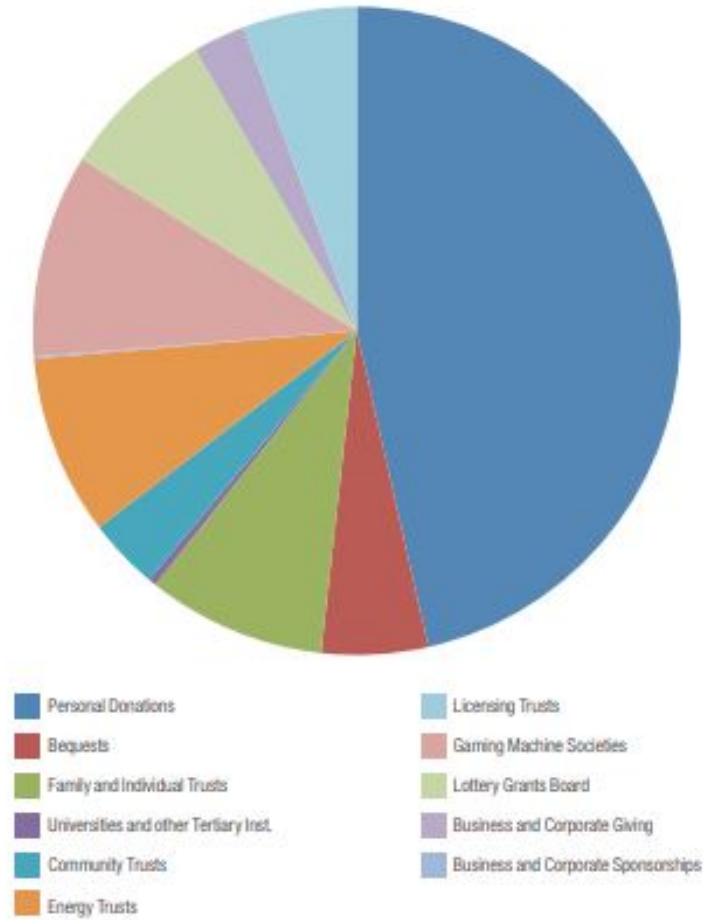
IUPUI

LILLY FAMILY SCHOOL OF PHILANTHROPY

Income sources for non profit institutions (\$000)



Sources of New Zealand Philanthropy



GLOBAL TRENDS IN GIVING

The first online fundraising tools were released in the late 1990's. Since then individual donors have slowly migrated from giving through direct mail to giving online – and not just to NPOs and NGOs based in their country of residence, but also to organizations worldwide.

DONORS WORLDWIDE PREFER TO GIVE:



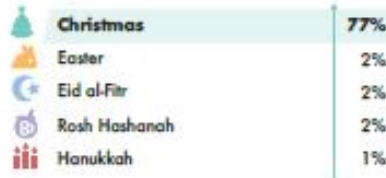
54% OF DONORS PARTICIPATE IN A SUSTAINER PROGRAM.

Of Those, Sustainers Give:



61% OF DONORS ARE INSPIRED TO GIVE DURING THE HOLIDAYS.

Top 5 Holidays



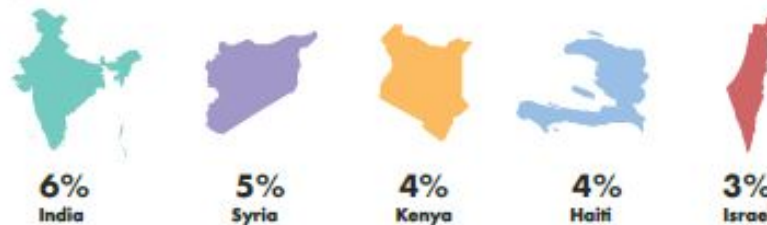
91% OF HOLIDAY DONORS SAY HOPE AND EMPATHY INSPIRE THEIR GIVING.

Top 5 Holiday Causes



45% OF DONORS GIVE TO NPOs AND NGOS LOCATED OUTSIDE OF THEIR COUNTRY OF RESIDENCE.


Top 5 Countries



TRENDS IN GIVING: AUSTRALIA & OCEANIA

Donors in Australia and New Zealand have embraced online giving as new fundraising services have become widely available to NPOs and NGOs over the last decade. Organizations in the Pacific Islands, however, struggle to utilize the Internet as a fundraising tool because Internet access can be unreliable and fundraising services are limited. That said, Australian and Kiwi donors are well-known for being generous.


AUSTRALASIAN DONORS PREFER TO GIVE

	Online	54%
	Fundraising events	25%
	Direct mail	9%

DONORS MOST INSPIRED TO GIVE BY

	Social media	31%
	Fundraising events	24%
	Email	19%

TOP 3 CAUSES DONATED TO

	Children & youth	20%
	Health & safety	13%
	Animals	11%

SOCIAL MEDIA THAT MOST INSPIRES GIVING

	Facebook	66%
	Instagram	10%
	Youtube	10%

61% OF AUSTRALASIAN DONORS VOLUNTEER. 70% ATTEND FUNDRAISING EVENTS.



FACEBOOK AT-A-GLANCE

93%
OF NGOs WORLDWIDE
HAVE A FACEBOOK PAGE



30%
HAVE A FACEBOOK GROUP

HOW OFTEN NGOs POST TO THEIR FACEBOOK PAGE



25% ONE POST DAILY
23% ONE POST EVERY OTHER DAY
19% ONE POST WEEKLY
18% TWO OR MORE POSTS DAILY
15% LESS THAN ONE POST WEEKLY

AVERAGE NUMBER OF FACEBOOK FOLLOWERS

8,722

SMALL NGOs

32,092

MEDIUM NGOs

109,158

LARGE NGOs

41%

OF NGOs HAVE USED FACEBOOK TO REPORT
LIVE FROM A SPECIAL EVENT OR TO
SHOWCASE THEIR ORGANIZATION'S WORK*



25%

OF DONORS SAY THAT SOCIAL MEDIA IS
THE COMMUNICATION TOOL THAT MOST
OFTEN INSPIRES THEM TO GIVE

62%

OF THOSE DONORS SAY FACEBOOK IS
THE MOST INSPIRING**



WEB & EMAIL COMMUNICATIONS AT-A-GLANCE

92%

OF NGO's WORLDWIDE
HAVE A WEBSITE



38%

REGULARLY PUBLISH A
BLOG ON THEIR WEBSITE*



87%

HAVE A MOBILE-COMPATIBLE
WEBSITE & BLOG



HOW NGO's SEND EMAIL UPDATES &
FUNDRAISING APPEALS

63%

REGULARLY SEND EMAIL
UPDATES & FUNDRAISING
APPEALS TO SUPPORTERS &
DONORS



63% EMAIL MARKETING SERVICE

15% THROUGH OUR CRM

8% USING BCC

9% OTHER

5% DON'T KNOW

AVERAGE NUMBER OF EMAIL SUBSCRIBERS

7,357

SMALL NGO's

28,932

MEDIUM NGO's

63,048

LARGE NGO's

DOMAIN USED FOR WEB & EMAIL
COMMUNICATIONS



68% .ORG

10% COUNTRY CODES**

8% .COM

2% .NET

2% .NGO

10% OTHER

CONTENT MANAGEMENT SYSTEM
(CMS) USED FOR WEBSITE



44% WORDPRESS

7% DRUPAL

3% JOOMLA

22% DON'T KNOW CMS

24% OTHER CMS



WHEN ASKED WHICH NEW FUNDRAISING CONCEPT DONORS WOULD BE MOST LIKELY TO USE, DONORS RESPONDED:



66%

A mobile app that allows two-tap giving that earns badges and redeemable points.



19%

Smartphone near-field giving through a digital billboard on public transport or at an airport.



9%

Voice-command giving through your home personal assistant or car radio.



4%

Fingerprint giving through a touch screen on your refrigerator.



2%

Swipe-giving through an internet connected mirror in your bathroom.



66% OF DONORS HAVE VOLUNTEERED WITH AN NPO OR NGO WITHIN THE LAST 12 MONTHS.

Volunteers first inspired to get involved by:

Fundraising event	44%
Email	22%
Social media	15%
Website	13%
Print	3%
Other	3%

**97% felt that their
volunteer work
made a difference.**



**85% also donated
money to the NPO
or NGO that they
volunteered for.**



ONLINE FUNDRAISING AT-A-GLANCE

72%

OF NGOs WORLDWIDE ACCEPT ONLINE DONATIONS ON THEIR WEBSITE



ACCEPTED PAYMENT METHODS

80% CREDIT CARD

47% PAYPAL

40% DIRECT DEBIT

3% DIGITAL WALLET

1% BITCOIN

33%

OF NGOs UTILIZE AN ONLINE PEER-TO-PEER FUNDRAISING SERVICE



33%

OF DONORS WORLDWIDE HAVE DONATED TO A PEER-TO-PEER FUNDRAISING CAMPAIGN*

18%

OF DONORS HAVE CREATED A PEER-TO-PEER FUNDRAISING CAMPAIGN WITHIN THE LAST 12 MONTHS*

47%

OF NGOs WORLDWIDE PARTICIPATE IN #GIVINGTUESDAY



91%

OF DONORS AGREE THAT NGOs EFFECTIVELY EXPRESS GRATITUDE FOR THEIR DONATIONS*



DONORS ARE MORE LIKELY TO TRUST WEBSITES & EMAIL ADDRESSES THAT USE*

72%

ORG

7% .EDU

6% .NGO

DONORS ARE LEAST LIKELY TO TRUST WEBSITES & EMAIL ADDRESSES THAT USE*

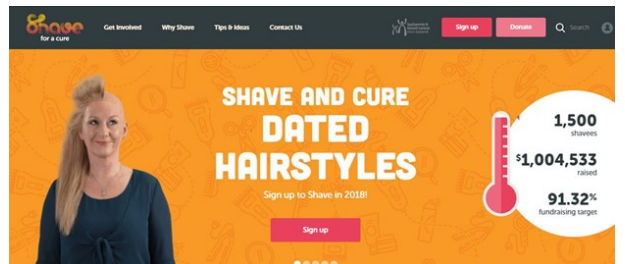
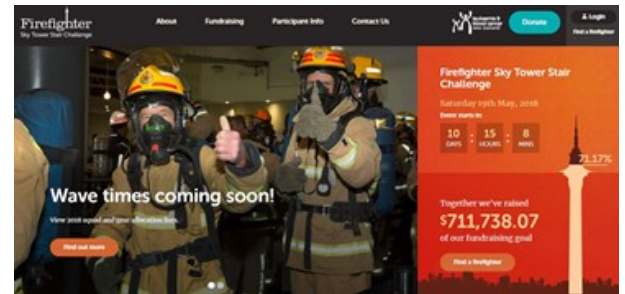
30%

.NET

29%

.COM

13%
COUNTRY
CODES**



FundThis.com



Mind the Gap



UNDERDEVELOPED

A National Study of Challenges
Facing Nonprofit Fundraising

A Joint Project of CompassPoint and
the Evelyn and Walter Haas, Jr. Fund

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jdcPartnerships
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CompassPoint





FUNDRAISING BRIGHT SPOTS:

STRATEGIES AND INSPIRATION FROM SOCIAL CHANGE ORGANIZATIONS
RAISING MONEY FROM INDIVIDUAL DONORS

1

Fundraising
is Core to the
Organization's
Identity

2

Fundraising is
Distributed Broadly
Across Staff, Board
and Volunteers

3

Fundraising
Succeeds Because
of Authentic
Relationships
with Donors

4

Fundraising is
Characterized
by Persistence,
Discipline, and
Intentionality

Teamwork



Love fundraising





