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M+R

2021

BENCHMARKS

All the bench that's fit to mark.

Extra Extra Read All About It

by WILL VALVERDE

The 2021 M+R Benchmarks Study has been published! (You can tell because you are reading it.) It includes the newest news, the deepest data, the freshest facts, the amazingest analysis across the full range of nonprofit digital programs.

An initial review of the 2021 M+R Benchmarks Study shows that it includes data and commentary covering:

★ Digital advertising
★ Email messaging
★ Mobile/SMS messaging
★ Social Media
★ Fundraising
★ Membership
★ Website performance
★ MORE.

This year set a new record for Benchmarks nonprofit participants. A total of 220 nonprofits representing a wide range of causes contributed time, data, and thoughtful responses to hard-hitting questions.

Those nonprofit participants are seriously so great. M+R has issued a public statement expressing "undying gratitude for their generosity in participating in this study, and to the work they do every day to make the world a better place. They are the $@#$%ing best."

For the first time, the M+R Benchmarks Study includes a significant cohort of nonprofits based in the United Kingdom. A total of 55 UK-based nonprofits joined the fun this year, and we are chuffed to have them.

Additional data on mobile messaging, including peer-to-peer metrics, was provided by our friends at GetThru, Hustle, and Upland Mobile Messaging.

Sources suggest that this is the best Benchmarks Study ever. They asked not to be named as they are not authorized to disclose internal deliberations. They're totally right, though.

In this issue

M+R BENCHMARKS STUDY 2021

PUBLISHER: Madeline Stanionis

EDITOR-IN-CHIEF: Will Valverde

RESEARCHER-IN-CHIEF: Theresa Bugeaud

DATA AND ANALYTICS CONTRIBUTORS: Jonathan Benton, Danielle Feinstein, Kristen Friedel, Sammy Stewart

GRAPHICS DEPARTMENT: Emily Giorgione, Laura Klavon, Olivia Moore

WEB DEVELOPMENT: Bobby Burch, Tom Giordano

DIGITAL ADS REPORTERS: Matt Derby, Gwen Emmons

WEB ANALYTICS REPORTER: Karen Hopper

EMAIL REPORTER: Jonathan Benton

SOCIAL MEDIA REPORTER: Marjory Garrison

MEMBERSHIP REPORTER: Yoonhyung Lee

MOBILE MESSAGING REPORTER: Kyle Shepherd

RECRUITMENT MANAGER: Lucy Midelfort

ADDITIONAL CONTRIBUTORS: Jeff Gang, Bobby Goldstein, MB Gowins, Anne Paschkopić, Liz Thaler

YOUR M+R BENCHMARKS NEWS TEAM

We are M+R. We are communicators, marketers, fundraisers, campaigners, and mild-mannered muckrakers who unleash the power of people to do good.

We work exclusively with nonprofits who are alleviating suffering, fighting for human rights, working in solidarity with marginalized communities, building a more equitable world, ensuring a sustainable future, making art and knowledge accessible to everyone, and safeguarding democracy so that it does not die in darkness.

We'd love to help you deliver real change. Find us at **www.mrss.com**

And if this sounds like the place for you, find out more about working at M+R and review our current open positions at **www.mrss.com/careers**

The complete Benchmarks Study is available for free at **www.mrbenchmarks.com**

OUR SERVICES INCLUDE:

Digital Fundraising + Advocacy   Digital Organizing   Media Relations   Advertising   Social Media

EDITORIAL

Front Page News: Key Findings

by WILL VALVERDE

Never accuse us of burying the lede. **The big headline for 2020 is this: online revenue increased by 32% over the previous year.** This is, as so many things have been over the past year, unprecedented. Astonishing. But not as much as this:

Online revenue for nonprofits dedicated to alleviating hunger and poverty increased by 173%.

And let's be clear. We, your Benchmarks correspondents, we know we are not normal people. We care about this data, we love numbers, we think about and talk about these metrics constantly. But even for us, it's rare for a number to spark rich, raw emotion. Those revenue change numbers did.

Before we get to all the rest — and believe us, there's a lot more to get to — we want to reflect on what 32% online revenue growth signifies. What an increase of 173% over the previous year's giving *means* for Hunger and Poverty nonprofits — and, more importantly, for the people they serve.

It means that when the pandemic swept across the world and into our lives, people responded with a heart-swelling urge to help. Uncertainty, fear, and chaos were the daily reality — and the reaction was compassion. It was empathy. It was generosity. What a thing to see in the numbers.

No, this reaction was not universal. The pandemic response has also reflected greed, selfishness, ignorance, and cruelty. And 2020 was also marred by violence, racial injustice, and more. But our data shows a remarkable commitment to doing good and helping others.

People got sick, lost jobs, lost loved ones. Families found themselves face to face with hunger for the first time. That unprecedented need drove an undeniable surge of mutual aid. Millions of people saw their community strained and chose to do their part. And nonprofits, the recipients and drivers of this outpouring of support, were able to respond to the crisis and help their communities like never before.

We did that, together, and we still are not done caring for each other.

That's what the cold little numbers mean, it's the human truth behind our tables and charts. And so we're going to give you the straight news from here on out, sharp and objective and stuck to the facts like glue. But you should know that the whole time, when we're talking about numbers, we're going to be having feelings.

Onward:

As overwhelming as the pandemic has been, COVID was not the sum total of the news in 2020.

The movement for Black lives and the growing demands for racial justice sparked demonstrations, advocacy, engagement, and meaningful change. This growing movement was led by people of color and shaped by nonprofits whose core missions center on racial justice. It has led many organizations — including M+R and many Benchmarks participants — to rightly question their own practices, programs, and priorities.

And, of course, the election. Years of wall-to-wall Trump coverage reached a new peak of intensity. The stakes in the election were impossible to overstate — the environment, health care, basic equality, human rights, the very foundation and purpose of our democracy.

So much of 2020 was centered on those three forces: the pandemic, the protests, and the presidency. These were not discrete or mutually exclusive, but on any given day in 2020, some combination of the three was very likely to be leading headlines.

That context determined how nonprofits approached their communications, programs, and strategies. And that context was the lived experience for activists, organizers, voters, and donors.

In order to assess more clearly the impact each of these had on nonprofits, we asked Benchmarks participants to answer three questions:

Is fighting for racial justice a primary focus of your organization's work?

In 2020, did your organization do electoral work in the United States?

In 2020, did your organization help provide relief in response to COVID-19 — either directly or through advocacy efforts?

We were looking to see if nonprofits that focused on racial justice or COVID relief were likely to attract more attention or support. We've also heard concerns from apolitical nonprofits that the intensity of a presidential election might crowd out other topics, making it more difficult for those who are not engaged in the election to reach audiences or raise revenue.

On the first question, the most interesting finding was the sheer breadth of nonprofits who asserted that racial justice is a focus of their work. **Nonprofits from every sector and issue area claimed racial justice as a priority, which we hope reflects a commitment to making long overdue meaningful changes within our industry.** What we did not see were any differences in results: nonprofits who identified racial justice as a priority did not perform differently on average than those that did not.

Next, we looked at whether the election tended to crowd out apolitical nonprofits. And again, we did not find major differences along this axis. Revenue grew just a bit more over 2019 levels for nonprofits that did electoral work, and organic web traffic increased a bit more for non-electoral nonprofits. But the differences were small: no front-page, bold-type findings. **We found no reason to believe that the intense focus on the presidential election hampered digital programs for nonprofits that didn't engage in election work.**

Finally, we considered front-line COVID response, and the big shift in revenue for the Hunger and Poverty sector we already covered may have given this away. **Nonprofits that provided COVID relief, either directly or through advocacy, saw a 40% increase in online revenue, compared to a 22% increase for those who did not do COVID work.**

This difference was driven by a surge in one-time giving to COVID response nonprofits. They reported a 41% increase in one-time revenue, while non-COVID response nonprofits saw one-time revenue rise by 21%. In contrast, the change in monthly giving was the same for COVID nonprofits and for non-COVID response nonprofits (26%).

This pattern may seem familiar to nonprofits with experience in disaster response. The urgent desire to help during an emergency can drive a surge in one-time giving. Converting this attention and generosity into long-term growth requires a commitment to retention. If you weren't already looking forward to next year's Benchmarks, this long-term impact is something we'll be keeping an eye on.

While 2020 is behind us, and the results are in, the major news events that shaped the data in this year's Benchmarks Study are very much still with us. A new administration is setting policy, the assault on voting rights continues, the race between vaccination and viral mutation is ongoing, and the work of dismantling white supremacy and establishing racial justice remains an urgent task.

So read on, get the facts, and hold on to these words from pioneering journalist Nellie Bly: "Energy rightly applied and directed will accomplish anything." Let's get to it.

HEADLINES

- **TOTAL ONLINE REVENUE GREW BY 32% IN 2020.** This growth is extraordinary, well above what we typically report for year-over-year changes.

- **HUNGER AND POVERTY GROUPS REPORTED A STUNNING 173% INCREASE** in online revenue over the previous year.
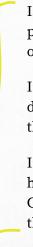
- **NONPROFITS ACROSS A WIDE SPECTRUM OF ISSUE AREAS IDENTIFIED RACIAL JUSTICE AS AN IMPORTANT PRIORITY.** We hope this reflects a commitment to making long overdue meaningful changes within our industry (and everywhere else).

- **NONPROFITS THAT DID ELECTORAL WORK DID NOT OUTPERFORM NON-ELECTORAL NONPROFITS,** even in the midst of a high-profile presidential election.

- **NONPROFITS THAT ENGAGED IN COVID-19 RESPONSE SAW NOTICEABLY HIGHER GROWTH IN ONE-TIME GIVING REVENUE** than those that did not.

Change in online revenue by type 2019 to 2020: COVID response

Provided relief
- One-time: 41%
- Monthly: 26%

Did not provide relief
- One-time: 21%
- Monthly: 26%

Digital Ads

by MATT DERBY & GWEN EMMONS

Sometimes the big, bold headline obscures a subtler story below the fold. For nonprofit digital ads, the unmistakable headline has been continued growth. But when we dig a little deeper, we find intriguing nuance, with nonprofits of different sizes and different issue areas making choices with major impact.

Let's start from the top: in 2020, nonprofits in our study spent an average of $0.10 on digital ads for every dollar raised in online revenue. To put it another way, a nonprofit that raised $1 million online in 2020 spent an average of $100,000 on digital advertising.

This is *not* nonprofits' return on investment — rather, it's a measure of how much of their total budget nonprofits are investing in digital ads.

We have seen this investment grow year after year, and 2020 continued that trend. **Nonprofits' digital advertising spending grew 33% year over year.** But this growth was not evenly distributed across sectors and was no doubt impacted by the many, many challenges nonprofits faced in 2020.

Cultural nonprofits pulled back sharply on digital advertising investments as COVID restrictions forced destinations like museums to close, and budgets were under unprecedented strain. Health and Hunger and Poverty organizations scaled up massively, as their work gained new relevance and urgency. So while nonprofits on the whole increased ad spending, they weren't all operating in the same environment or following the same priorities. They used digital ads for everything from fundraising to recruiting new supporters and volunteers to raising awareness about their mission and programs.

Digital ad spending increased sharply in the final quarter of 2020, **with 31% of budgets spent in December alone.** The driving force here seems clear: Giving Tuesday and December 31st remain powerful moments for donors to give, and nonprofits were eager to position themselves and their causes

HEADLINES

☞ **NONPROFIT SPENDING ON DIGITAL ADS INCREASED BY 33% IN 2020,** with nonprofits spending an average of $0.10 for every dollar raised in online revenue. (This is a measure of the level of spending relative to total budget, not a direct measure of return on investment. More on return on ad spend below.)

☞ Digital ad spending was concentrated toward the end of the year, **WITH ALMOST A THIRD OF ALL SPENDING OCCURING IN DECEMBER.**

☞ **DIRECT FUNDRAISING ADS ACCOUNTED FOR 60% OF ALL AD SPENDING.** Branding, awareness, or education ads accounted for 25%, and lead generation for 14%.

☞ **RETURN ON AD SPEND WAS HIGHEST FOR SEARCH ADS ($4.78),** followed by social media ($1.05), display ($0.38), and video ($0.27).

☞ **ON AVERAGE, THE COST TO ACQUIRE A NEW LEAD THROUGH DIGITAL ADVERTISING WAS $2.60.**

Percent of budget spent in each month

Jan 5% · Feb 4% · Mar 4% · Apr 5% · May 5% · Jun 8% · Jul 4% · Aug 5% · Sep 6% · Oct 9% · Nov 14% · Dec 31%

Search · Video · Social · Display

in front of generous people looking to make a difference.

There was also a small spike in digital ad spending in June (8% of total spending), and here the cause is less obvious. It may reflect nonprofits increasing ad budgets to coincide with the end of the fiscal year — either to align with a major fundraising push or spending down remaining budgets before they expire.

The bulk of ad spending was dedicated to fundraising: 60% of budgets went to direct fundraising ads, and 14% was spent on lead generation. Branding, awareness, or education ads made up 25% of budgets.

Once again, there was significant variation beneath those topline numbers. Looking at the breakdown by size, we found stark differences between the budget priorities of Large organizations and Small organizations.

Large organizations spent 62% of their digital advertising budget on fundraising, with 25% of budgets allocated to branding, awareness, or education. Small organizations, on the other hand, spent 64% of their digital advertising budget on branding, awareness, or education, and only 8% on direct fundraising. This could be a reflection of the extra work smaller organizations must do to get their name out there, particularly in a crowded digital advertising space.
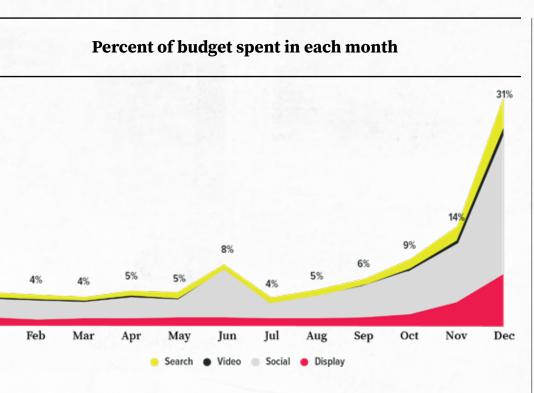
Breaking down direct fundraising budgets by channel also revealed the differences in spending strategy between nonprofits of different sizes. **Overall, fundraising ad budgets were split relatively evenly between display, search, and social media.** Large nonprofits made advertising investments consistent with those topline averages.

But Medium organizations prioritized search and social ads more heavily, spending 45% and 40% of their budget on those channels. Small nonprofits, on the other hand, spent 73% of their budgets on social media advertising, but only 12% on search and 15% on display.

Part of this pattern may be explained by the increased costs (in both technology and staffing) of running display or video advertising programs — costs that may be prohibitive for smaller organizations. But the average cost of generating a donation also varies widely by channel and may also influence nonprofits' decision making. Search, for example, had the lowest cost per donation in 2020 at $29, with social media not far behind at $40. Display and video

were substantially more expensive, at $116 and $147 per donation.

And remember what we said about smaller organizations spending more on awareness ads? That whopping $228 CPD for Small organizations' search programs may help to explain that difference. Smaller organizations struggle to break through brand-dependent fundraising channels like search. Investing more in branding and awareness ads may be a longer-term effort to buck that trend by boosting brand recognition and affinity.

Fundraising isn't the only purpose of digital advertising. Nonprofits also use digital ads to build their supporter base, whether it's recruiting people to join an email list or encouraging people to sign up for SMS alerts. In 2020, the average cost to acquire a new lead through digital advertising was $2.60.

We have covered what it costs to bring in a donation or a new lead, but what are nonprofits getting back? Search stands out here, too: $4.78 of nonprofits' revenue that can be directly sourced to every dollar spent on the channel (a measure known as Return on Ad Spend, or ROAS).

As with so many of our key metrics in 2020, the ROAS for Hunger and Poverty nonprofits was an extreme outlier: a massive $17.77 return for every dollar spent! We know how many people were searching for ways to help this year, and we take that gargantuan ROAS as a sign they found places to give.

Investment in digital advertising divided by total online revenue

All	$0.10
Cultural	$0.05
Disaster/International Aid	$0.14
Environmental	$0.11
Health	$0.07
Hunger/Poverty	$0.04
Public Media	$0.02
Rights	$0.16
Wildlife/Animal Welfare	$0.21
Large	$0.11
Medium	$0.13
Small	$0.04

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

Change in investment in digital advertising 2019 to 2020

All	33%
Cultural	-60%
Disaster/International Aid	33%
Environmental	-14%
Health	88%
Hunger/Poverty	79%
Rights	32%
Wildlife/Animal Welfare	46%
Large	40%
Medium	0%
Small	29%

Share of digital advertising budget by investment type

		All	Large	Medium	Small
Percent of Digital Advertising Budget by Goal	Branding, Awareness, or Education	25%	25%	20%	64%
	Direct Fundraising	60%	62%	39%	8%
	Lead Generation	14%	12%	38%	18%
	Other	1%	1%	3%	10%
Percent of Direct Fundraising Budget by Channel	Display	31%	32%	13%	15%
	Search	20%	19%	45%	12%
	Social Media	42%	42%	40%	73%
	Video	3%	3%	1%	0%
	Other	3%	3%	1%	0%

Digital advertising: cost per donation

	Display	Search	Social Media	Video
All	$116	$29	$40	$147
Disaster/International Aid	$84	$27	$45	$67
Environmental	$60	$34	$60	–
Health	$112	$19	$38	–
Hunger/Poverty	$124	$11	$21	$94
Rights	$331	$52	$41	–
Wildlife/Animal Welfare	$120	$33	$31	$111
Large	$83	$23	$36	$184
Medium	$129	$32	$60	$82
Small	$107	$228	$35	

Taking these charts together, we see that search had a lower cost per donation and a higher return on ad spend. Display, on the other hand, had a high cost per donation and a lower ROAS. Social fell somewhere in the middle.

So why not just dump your entire digital advertising budget in search? Why even bother with video ads and their sky-high CPDs and piddly ROAS?

The answer comes down to scale. There's a limit to how much can be reasonably spent on search for most nonprofits, which is why search spending tends to be so consistent throughout the year. There are only so many people typing in relevant search terms like "Donate + <Your Organization>" into Google or Bing. After you've saturated search, you've got to look to other channels.

On the other hand, social and display ads can be run at much higher volumes. So when nonprofits sought to expand their reach during key moments — such as during the end-of-year fundraising push — they were able to increase investments in those channels.

Return on ad spend is just one way to evaluate the effectiveness of an advertising effort — and influencing supporter behavior is a complex art. A supporter might see an Instagram Stories ad, then see a display ad while they're browsing the New York Times. They may not click on either of those, but those ads prompt them to search for your organization, click on a search ad, and give.

Donations like these, from supporters who were served ads but landed on a donation page through some other means, are attributed as view-through revenue. This kind of giving accounted for 24% of all digital ads giving in 2020. Yet if your attribution model only accounts for the "last touch," your search ad gets all the credit for that gift, even if your social media and display ads played a role in prompting that gift.

That sounds complicated and messy, but let's face it: much of nonprofit direct response is complicated and messy. There are no clear lines, no easy choices. What works for one organization may completely fail for another. The beauty of digital advertising is that it allows nonprofits to better understand who they are talking to, reach those audiences wherever they are, and respond to what their actions tell us they care about.

That flexibility is unique in the direct response space. But if you're not track-

ing the journey — however circuitous it may be — to becoming a supporter or making a gift, you're not only missing an opportunity to show the full impact of your program. You may also be missing out on finding more donors and supporters eager to support your cause.

Cost per digital advertising lead

All	$2.60
Disaster/International Aid	$3.24
Environmental	$2.30
Health	$5.20
Hunger/Poverty	$4.09
Rights	$1.66
Wildlife/Animal Welfare	$1.05
Large	$1.73
Medium	$3.33
Small	$2.75

Digital advertising: return on ad spend (ROAS)

	Display	Search	Social Media	Video
All	$0.38	$4.78	$1.05	$0.27
Disaster/International Aid	$0.45	$3.76	$0.91	$0.62
Environmental	$0.85	$3.94	$0.47	$0.36
Health	$0.38	$5.39	$1.59	
Hunger/Poverty	$0.82	$17.77	$3.09	$0.63
Wildlife/Animal Welfare	$0.19	$1.96	$1.20	$0.61
Large	$1.04	$5.44	$1.27	$0.42
Medium	$0.19	$3.61	$0.68	$0.12
Small	$0.30	$0.42	$0.68	$0.85

Caption Contest

Share your caption with us on Twitter @mrcampaigns

Text Messaging & Peer to Peer

by KYLE SHEPHERD

Your phone goes *ping* and you reach for it automatically. It could be a breaking news alert, a reminder you've set for yourself, or a text from a friend. Or, increasingly, it could be a mass mobile message from a nonprofit, or a peer-to-peer message from a volunteer supporting a cause or candidate.

That level of immediacy, popping directly into a supporter's awareness with the same urgency as their personal connections, is part of what makes mobile messaging such an important part of a modern digital program.

Let's begin by examining bulk mobile messaging — texts sent directly by a nonprofit to a list of subscribers, broadly analogous to email or direct mail. **Audience sizes for this channel grew rapidly in 2020, with a 26% increase over the previous year.** This is considerably faster growth than email list sizes, which grew by just 3%.

Of course, the starting place was very different — for most nonprofits, email programs are much more mature and have benefited from many years of investment in acquisition. Despite the impressive growth in 2020, mobile list sizes have room to scale up. **On average, nonprofits had 50 mobile list members for every 1,000 email subscribers.**

Mobile messaging garnered much higher levels of interaction than email messaging. The click-through rate for mobile fundraising messages was 6.3%

(email: 1.7%), and the click-through rate for mobile advocacy messages was 10% (email: 3.3%). Because of the way that mobile messaging platforms connect to donation platforms, we lack reliable data on response rates. But we can say with confidence that mobile messaging got attention and clicks.

We were able to track response rates for mobile advocacy call messages — mobile messages that are designed to connect a user directly to a target like a Congressional office. The average response rate for these messages was 1.6%.

The other major category of mobile messaging is peer-to-peer. Rather than a single mass message to a full list, these SMS messages connect volunteers and staff to individual list members, enabling one-on-one conversations.

Volume for this kind of messaging remained steady, with a user receiving 1.24 messages per month on average. This may not feel true for those of us who received a constant bombardment of messaging leading up to the election, but it's worth keeping a few things in mind:

First, if you are reading Benchmarks, you probably do not have an average relationship with nonprofits. There is a good chance that you are subscribed to (and paying attention to) more lists than most people. Second, even if the average number of messages sent by each nonprofit remained steady, total volume could increase significantly if more nonprofits were sending messages. And

finally, our data only includes our nonprofit participants, not candidates or political party sources. In our admittedly anecdotal experience, some of those political sources were quite chatty in 2020.

The response rate for peer-to-peer mobile messages was 9.8%, a decline of 27% from the previous year. "Response" means something a little different here than in other channels. For a fundraising email, the response rate measures the percentage of recipients who completed a donation. For peer-to-peer texting, we mean a literal response — the user responding with a text message of their own.

The opt-out rate for peer-to-peer messaging was 3.3%. This is the percentage of list members who opted out of further text messaging each month.

Declining response rates and rising opt-out rates could indicate user dissatisfaction with mobile messaging as it is currently structured. Upcoming rule changes from carriers may put restrictions on mass and peer-to-peer mobile messaging; the nature, timing, and enforcement of those rules remains to be seen. This is a developing story, so stay tuned for more in future editions of Benchmarks.

Our sources for mobile messaging data include our friends at GetThru, Hustle, and Upland Mobile Messaging. Our thanks go out to them for their data and expertise.

Mobile messaging statistics

	Click-through Rate		Response Rate		Unsubscribe Rate	
Mobile Fundraising	6.3%	(+27%)	–	–	0.90%	(+47%)
Mobile Advocacy Click Messages	10%	(-20%)	–	–	0.47%	(-11%)
Mobile Advocacy Call Messages	–	–	1.6%	(-61%)	0.40%	(+110%)

Numbers in the parentheses represent the change since 2019.

Peer-to-peer SMS metrics

Number of message in organization sends to its peer-to-peer list members each month	1.2	(+1%)
Monthly opt-out rate (percent of individuals who opt out each month)	3.3%	(+37%)
Response rate (percent of messages sent that receive a text message back)	9.8%	(-27%)

Numbers in the parentheses represent the change since 2019.

Email

by JONATHAN BENTON

People have been trying to relegate email programs to the obituary pages for years. Declining response rates, provider changes like Gmail's "Promotions" tab, shifting user habits — all of those have been used to prophesize impending doom for this critical channel.

The 2020 data shows that reports of email's demise have been greatly exaggerated. Again.

Nonprofits sent more email messages to more people last year. Email volume increased by 17%, with 59 messages sent per list member over the course of the year. Of these, 23 were fundraising messages, 9 were advocacy messages, 12 were newsletters, and 15 were "other," which might include cultivation messages, event invitations, polls and surveys, or anything else.

Email messaging was not distributed evenly over the course of the year. Most professionals reading this will be unsurprised to see the highest messaging volume in December, coinciding with the end-of-year fundraising push. Looking at shifts in email volume by sector helps illuminate how nonprofits responded to changing news over the course of the year.

Cultural nonprofit messaging spiked in February and May, possibly corresponding to waves of COVID cases and associated closures and restrictions on visits. Disaster and International Aid nonprofits, along with Public Media, also turned up the volume in May.

In many cases, larger audiences and increased volume correlate with lower engagement. That was not the case for email programs in 2020.

Overall open rates increased by 9%, to 21%. Unsubscribe rates declined by 5%, to 0.18%. And response rates increased for both advocacy messages (to 3.6%) and fundraising messages (0.10%).

These improvements may have been partially driven by the high engagement levels, especially for fundraising, that we saw across digital channels last year. They may also reflect better targeting and list hygiene practices from nonprofits — delivering the right message to the right people at the right time can have a major impact on performance.

Email fundraising performance improved by just about every metric for every kind of nonprofit. For every 1,000 fundraising messages delivered, nonprofits raised an average of $78. That marked a 35% jump from the previous

year. Rights nonprofits reported the least year-over-year growth in this metric, and even there we saw a 21% increase.

Once again, audiences responded with overwhelming generosity to Hunger and Poverty nonprofit appeals. That sector reported a 243% spike, raising $871 for every 1,000 fundraising emails sent.

There is a truism among fundraisers: donors donate. Which is to say, supporters who have a history of giving are more likely to give in response to

HEADLINES

☞ Most email metrics — including open rates, click-through rates, response rates, and page completion rates — **WENT UP IN 2020.**

☞ **FOR EVERY 1,000 FUNDRAISING MESSAGES SENT, NONPROFITS RAISED $78.** This marks a 35% increase over 2019.

☞ **AS WAS THE CASE WITH OVERALL ONLINE REVENUE, THE HUNGER AND POVERTY SECTOR WAS AN EXTREME OUTLIER IN EMAIL FUNDRAISING.** These nonprofits raised $871 for every 1,000 fundraising emails sent, a 243% increase.

☞ **WOW.**

☞ **EMAIL LIST SIZES INCREASED BY 3% IN 2020,** the same growth rate reported for 2019.

☞ **NONPROFITS SENT AN AVERAGE OF 59 EMAIL MESSAGES** per subscriber in 2020, a 17% increase in volume.

☞ **THE AVERAGE RESPONSE RATE FOR ADVOCACY EMAIL WAS 3.6%,** a 5% increase over the previous year. The average response rate for fundraising email was 0.10%, a 41% increase.

Messages per year per subscriber

● Fundraising   ● Advocacy   Newsletter   ● Other

All
| 23 | 9 | 12 | 15 |

Cultural
| 28 | 8 | 16 | 28 |

Disaster/International Aid
| 13 | 3 | 11 | 12 |

Environmental
| 37 | 21 | 12 | 19 |

Health
| 12 | 3 | 13 | 11 |

Hunger/Poverty
| 21 | 5 | 10 | 11 |

Public Media
| 23 | | 58 | 15 |

Rights
| 27 | 24 | 4 | 13 |

Wildlife/Animal Welfare
| 28 | 6 | 10 | 23 |

Messages per subscriber per month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	2.9	3.1	3.9	4.1	4.1	4.0	2.9	3.3	3.7	3.8	3.9	8.4
Cultural	3.2	7.0	3.0	4.4	6.8	5.1	2.6	3.4	4.7	5.1	4.8	7.0
Disaster/International Aid	2.7	2.2	2.4	3.1	5.0	3.6	2.4	3.3	3.0	2.1	3.1	3.7
Environmental	5.2	5.5	5.8	7.1	5.7	6.6	6.5	5.9	6.1	7.0	6.8	12.1
Health	1.0	1.3	2.5	2.4	2.3	2.5	1.3	1.0	2.0	2.2	2.7	3.5
Hunger/Poverty	1.1	1.8	3.3	3.0	2.3	2.9	2.3	2.8	3.3	2.3	3.3	3.9
Public Media	3.0	1.9	4.2	4.8	2.8	3.0	2.7	3.7	3.8	2.2		9.1
Rights	4.1	3.1	7.5	5.6	5.4	6.2	5.7	4.6	5.3	6.5	6.2	10.8
Wildlife/Animal Welfare	3.6	3.2	3.8	4.2	4.1	2.6	3.5	3.7	2.9	2.7	4.9	11.0

Email rates by message type

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
All	21%	(+9%)							0.18%	(-5%)
Advocacy	20%	(+9%)	3.3%	(+2%)	83%	(+2%)	3.6%	(+5%)	0.16%	(+2%)
Fundraising	18%	(+7%)	1.7%	(-5%)	18%	(+39%)	0.10%	(+41%)	0.19%	(-4%)
Newsletter	21%	(+7%)	2.0%	(+7%)					0.16%	(-4%)

Numbers in the parentheses represent the change since 2019.

Prospect v donor email message rates

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Fundraising ask to donor audiences	22%	(+3%)	1.6%	(+13%)	32%	(+14%)	0.29%	(+10%)	0.16%	(-3%)
Fundraising ask to prospect audiences	18%	(+3%)	1.7%	(-9%)	8%	(+31%)	0.05%	(-39%)	0.18%	(-4%)

Numbers in the parentheses represent the change since 2019.

new appeals than those who need to be convinced to give for the first time. The fundraising email metrics certainly bear that out — but a closer look reveals an intriguing nuance.

We found that donor audiences tended to have a slightly higher open rate than prospect audiences: 22% compared to 18%. **However, click-through rates for fundraising messages were actually *higher* for prospect audiences.** For audiences comprising donors, the average fundraising message click-through-rate was 1.6%. For prospect audiences, it was 1.7%.

To be clear: those are all pretty similar numbers. What we are seeing is that a donor was about as likely to click through on fundraising email as a subscriber who had never given before. The major difference is what happens next.

Page completion rate — the percentage of users who land on a donation page and then complete a gift — was 32% for donor audiences, and just 8% for prospect audiences. There is the difference.

It's that divergence at the final step that led to a 0.29% response rate for donor audiences, and 0.05% for prospects.

It looks so simple, and like many simple things it is very complicated. Donors are

more likely to have their payment information stored online, making the donation process simpler. Donation pages may lack sufficient content or context to convert a prospect, while a donor arrives already convinced of the need to give. There may be demographic or cultural differences that are clouded by the artificial categories of "donor" and "prospect."

For a nonprofit looking to make prospects look more like donors, the solutions may not be easy to find. But the landing page itself, and user behavior there, is certainly a place to start looking — and testing.

Caption Contest

🐦 *Share your caption with us on Twitter @mrcampaigns*

Membership and Ticket Sales

by YOONHYUNG LEE

Think of all the things you didn't do in 2020. The canceled plans, the postponed trips. The Saturday nights that transformed from dinner-and-a-show to takeout-and-Netflix.

For Cultural institutions and other nonprofits that rely on ticket sales and membership, the pandemic brought with it extraordinary challenges. There were closures and attendance limits. There were people, millions of them, suddenly not doing things.

This impact can be seen most clearly in ticket sales. (For our purposes here, we are looking at tickets to attend an institution or regular event, like a museum visit. We do not include tickets to special events like an annual gala.) **Revenue from online ticket sales grew modestly from 2018 to 2019, with 6% annual growth. Then, 2020 happened. Online ticket revenue plummeted by 58%.**

That's a serious challenge, especially if it's accompanied by a drop in on-site ticket sales. This decline shifted the burden of generating revenue from ticket sales to direct fundraising appeals and other efforts. In 2019, those nonprofits that report ticket sales received 34% of all online revenue through those sales; in 2020, ticket sales accounted for just 20% of total online revenue.

As vaccine distribution allows attendance to safely rise, we expect online ticket sales to rebound. It remains to be seen how long it will take for them to return to pre-pandemic levels.

The data for membership giving did not follow this dire trend. Nonprofits define membership in all sorts of different ways. For this analysis, we asked participants to only include membership programs that offer defined, tangible benefits — a branded tote bag and water bottle, regular admittance to events, etc. Membership that includes a paper card and a thank-you note is often an important part of a successful fundraising program, but it was not our focus here.

Membership revenue increased by 17% in 2020, building on 3% growth in the previous year. For those nonprofits that rely on this type of membership program, membership accounted for 66% of total online revenue in 2020. In 2019, membership was 54%.

HEADLINES

👉 **REVENUE FROM ONLINE TICKET SALES DROPPED SHARPLY IN 2020 —** nonprofits reported a 58% decrease from 2019.

👉 **TICKET SALES DECLINED FROM 34% OF TOTAL ONLINE REVENUE IN 2019,** to 20% of total online revenue in 2020. (This includes only those nonprofits that report ticket sales.)

👉 Revenue from membership programs with defined, tangible benefits increased by 17% in 2020, **ACCOUNTING FOR 66% OF ALL REVENUE FOR NONPROFITS WITH THOSE MEMBERSHIP PROGRAMS.**

The divergent trends in membership and ticket performance are apparent beyond the year-over-year changes. When we look specifically at email messages promoting each of these ways of supporting and engaging with nonprofits, membership messaging saw better results across the board.

Open rates and click-through rates were higher for membership email than ticket sales email. But as was the case in comparing prospect and donor messaging (see page 11), the biggest difference emerged in page completion rates. While 21% of users who landed on a membership giving page completed their gift, just 1% of users who clicked through to a ticket sales page made a purchase.

Nonprofits that rely on membership offers tend to see better results with membership email than non-membership fundraising appeals. Every metric we track reflected better performance for membership email, likely as a result of sending to more targeted audiences. Still, it's worth noting the remarkable 106% increase in response rate for non-membership fundraising appeals. These nonprofits found ways to appeal to supporters outside of the traditional membership model, and their subscribers rose to the occasion in an extraordinary way — no tote bags, water bottles, or admission packages needed.

But beyond those email numbers, membership mattered in 2020. The increasing importance and success of membership may be due to a greater emphasis from nonprofits promoting this kind of giving. It may reflect a renewed commitment from donors supporting causes they care about. It may be that in a year of isolation and uncertainty, many of us felt a profound need for belonging to strengthen our fragile spirits. Maybe membership provides a bit of that.

Membership as a percentage of total online revenue

Cultural — 42% (2019), 42% (2020)
● 2019 ● 2020

Public Media — 100% (2019), 100% (2020)

Membership as a percentage of total online revenue in all sectors

54% (2019), 66% (2020)
● 2019 ● 2020

Change in membership revenue

Cultural — 3% (2018-2019), 9% (2019-2020)
● 2018-2019 ● 2019-2020

Public Media — 0% (2018-2019), 29% (2019-2020)

Change in membership revenue (any sector)

3% (2018-2019), 17% (2019-2020)
● 2018-2019 ● 2019-2020

Membership and ticket message rates

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Membership	27%	(+3%)	2.6%	(+12%)	21%	(+18%)	0.14%	(+60%)	0.13%	(+0%)
Ticket	23%	(+13%)	1.9%	(+21%)	1%	(+93%)	0.04%	(+2%)	0.16%	(-35%)

Numbers in the parentheses represent the change since 2019.

Membership and fundraising message rates
(among groups who send membership messages)

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Fundraising	19%	(+0%)	1.7%	(-1%)	11%	(+101%)	0.07%	(+106%)	0.17%	(-11%)
Membership	23%	(+3%)	2.6%	(+3%)	22%	(+18%)	0.13%	(+33%)	0.13%	(+0%)

Numbers in the parentheses represent the change since 2019.

Social Media

by MARJORY GARRISON

Before a website gets updated, before an email is launched, before hitting *send* on a mass SMS, most nonprofits respond to breaking news by turning to social media.

The potential reach of this channel is enormous, but it begins with those audiences that directly follow a nonprofit on each platform. For most nonprofits, Facebook continues to be the social media platform with the largest follower base. In 2020, nonprofits had 817 Facebook fans for every 1,000 email subscribers, 291 Twitter followers, and 149 Instagram followers.

Those ratios reflect the overall user base and relative maturity of each channel. However, they do not hold true for all nonprofits, or even for all sectors.

Rights nonprofits reported more Twitter followers than Facebook fans. For Wildlife and Animal Welfare nonprofits, Instagram outstripped Twitter, and Facebook audiences were even larger than email list sizes. (Our tentative theory here is that Instagram and Facebook are excellent channels for cute animal photos. We are dedicated to doing as much research as necessary to discover exactly how true that is.)

Now, simply having a large potential audience is not the same thing as actually reaching those supporters with content. Unlike channels like email, SMS, and direct mail, social media platforms directly control the reach of each piece of content through their proprietary algorithms.

On Facebook, an organic post by a nonprofit reached just 4% of fans in 2020. The vast majority of a nonprofit's Facebook fans simply didn't get served any individual post. On the flipside, 29% of the audience that *did* see a post were not already fans. We aren't just reaching the audiences we already know when we post to social media.

In order to expand that reach, many nonprofits rely on paid post promotion. In 2020, 2% of nonprofit Facebook posts had paid reach.

Of course, social media isn't simply a way for nonprofits to share information.

HEADLINES

☞ For every 1,000 email addresses, nonprofits had an **AVERAGE OF 817 FACEBOOK FANS, 291 TWITTER FOLLOWERS, AND 149 INSTAGRAM FOLLOWERS.**

☞ **TWITTER POSTS HAD AN AVERAGE ENGAGEMENT RATE OF 1.8%.**

☞ **FACEBOOK POSTS HAD AN AVERAGE ENGAGEMENT SCORE OF 0.32%.** We did not find major differences in Facebook engagement based on the day of week or post type.

☞ **EACH ORGANIC FACEBOOK POST ONLY REACHED 4% OF A NONPROFIT PAGE'S FANS.** Meanwhile, 29% of the audience reached by a given post was not already following the nonprofit.

☞ **REVENUE FROM FACEBOOK FUNDRAISERS INCREASED BY 14% OVERALL,** with Hunger and Poverty nonprofits seeing a 946% increase in Fundraisers revenue.

☞ **FACEBOOK FUNDRAISERS ACCOUNTED FOR 1.3% OF ALL ONLINE REVENUE.**

It's also a direct response channel — we want the audience to do *something* with our content.

Twitter provides a direct report of engagement, which the platform defines as total engagements per post divided by post reach. In 2020, the average Twitter engagement rate was 1.8%, with Wildlife/Animal Welfare nonprofits a highside outlier at 2.9%.

We benchmark engagement a little differently on Facebook than on Twitter. Because of Facebook's tendency to throttle post reach dramatically depending on their algorithms, Facebook engagement rates can be all over the map, and are less useful to benchmark. In order to produce a more stable figure, we looked at the number of users who interacted with a post as a percentage of page fans when the content was posted. By this measure, the average Facebook engagement score was 0.32%. Which is to say: if a nonprofit had 100,000 fans and posted a piece of content, that post would receive 320 likes, clicks, and shares on average.
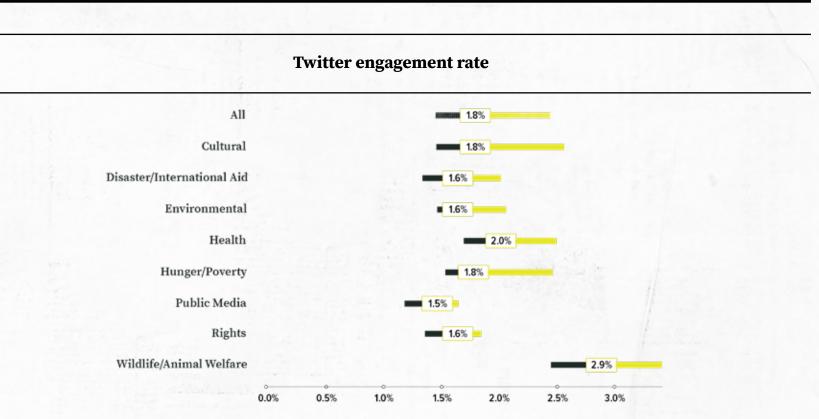
That 0.32% engagement score marks a decline of 21% from 2019 levels — but the change in Facebook engagement scores was highly variable across sectors. Health nonprofits saw engagement rise by 537%, which may seem intuitive in a year dominated by a pandemic. The average Public Media engagement score rose by 139%, which may make sense in a year with so. much. news. And Wildlife and Animal Welfare engagement scores increased by 77%. (We're going to have to go look at some more cute animal photos to try to figure out why.)

Facebook percent of posts that had paid reach

- All — 2.0%
- Cultural — 0.7%
- Disaster/International Aid — 3.7%
- Environmental — 1.1%
- Health — 3.6%
- Hunger/Poverty — 1.5%
- Public Media — 0.5%
- Rights — 1.0%
- Wildlife/Animal Welfare — 3.7%

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

Legend: Facebook fans / Twitter followers / Instagram followers

- **All**: 817 / 291 / 149
- **Cultural**: 655 / 230 / 154
- **Disaster/International Aid**: 670 / 283 / 126
- **Environmental**: 840 / 290 / 154
- **Health**: 968 / 265 / 134
- **Hunger/Poverty**: 824 / 396 / 177
- **Rights**: 837 / 916 / 120
- **Wildlife/Animal Welfare**: 1,652 / 208 / 496

Facebook engagement score

- All — 0.32%
- Cultural — 0.21%
- Disaster/International Aid — 0.12%
- Environmental — 0.30%
- Health — 0.54%
- Hunger/Poverty — 0.82%
- Public Media — 0.51%
- Rights — 0.26%
- Wildlife/Animal Welfare — 0.42%

Change in Facebook engagement score 2019 to 2020

- All — -21%
- Cultural — -51%
- Disaster/International Aid — -70%
- Environmental — -59%
- Health — 537%
- Hunger/Poverty — 13%
- Public Media — 139%
- Rights — -79%
- Wildlife/Animal Welfare — 77%

Facebook Engagement Score: The total number of users who engage with a social media post (by liking, clicking, sharing, etc.) divided by the total number of page fans on the day the content was posted

Twitter engagement rate

- All — 1.8%
- Cultural — 1.8%
- Disaster/International Aid — 1.6%
- Environmental — 1.6%
- Health — 2.0%
- Hunger/Poverty — 1.8%
- Public Media — 1.5%
- Rights — 1.6%
- Wildlife/Animal Welfare — 2.9%

Twitter Engagement Rate: Average engagement rate per post, as reported by Twitter. Total engagements per post divided by post reach.

In order to try to assess the kinds of content that were most likely to drive Facebook engagement, we sorted all posts by day of week and by content type. There were some differences (weekend posts received a bit less engagement, photo and video content performed a bit better than link content), but nothing major.
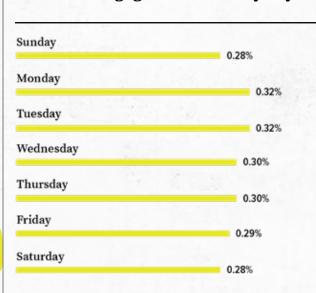
While reaching individual users with organic Facebook posts became more challenging in 2020, the impact of Facebook Fundraisers continued to expand. **Revenue from Facebook Fundraisers, the built-in peer-to-peer fundraising tool, increased by 14% in 2020.**

In another eye-popping, jaw-dropping display of how communities responded to the COVID pandemic, Hunger and Poverty nonprofits reported a 946% increase in Facebook Fundraisers revenue.

The supporter response to COVID can be seen not just in which causes earned support, but when. As with so much other online fundraising, we saw a spike in Facebook Fundraisers in the November/December period covering Giving Tuesday and end of year. But the biggest month for Facebook Fundraisers in the Hunger and Poverty sector was in April, right as the nightly news and nationwide front pages were featuring lines of cars at community food banks. And for Cultural nonprofits experiencing shutdowns and attendance limits, Fundraisers activity spiked in May.

This giving reflects not just nonprofit strategy, but the effort and impact of thousands of individual supporters asking friends to join them in giving to a cause they care about. The average Facebook Fundraiser generated four gifts, with an average gift size of $34. All those individual efforts, those donated birthday posts and neighbors helping neighbors and long-lost high school classmates chipping in, accounted for 1.3% of all online revenue.

Facebook engagement score by day of week

Sunday	0.28%
Monday	0.32%
Tuesday	0.32%
Wednesday	0.30%
Thursday	0.30%
Friday	0.29%
Saturday	0.28%

Facebook post engagement score by type of media

Link	0.28%
Photo	0.31%
Video	0.31%

0.0%   0.2%   0.4%   0.6%   0.8%

Facebook Engagement Score: The total number of users who engage with a social media post (by liking, clicking, sharing, etc.) divided by the total number of page fans on the day the content was posted

Change in amount raised on Facebook

All	14%
Cultural	165%
Disaster/International Aid	57%
Environmental	-13%
Health	10%
Hunger/Poverty	946%
Rights	50%
Wildlife/Animal Welfare	0%

Website Performance

by KAREN HOPPER

Considering how much less time most of us spent out and about in 2020, you might be forgiven for thinking we'd be less attached to our cell phones. Turns out, it's just as easy to doomscroll on the couch as it is on the morning train.

The share of web traffic for nonprofits from users on mobile phones increased by 9% in 2020. Mobile users accounted for 50% of all website traffic, compared to 44% for desktop users and 6% for tablets.

As we have seen in recent years, not all visits are equally likely to result in fundraising success. **While mobile visitors generated half of all web traffic, they made 35% of the donations and accounted for 25% of the revenue.**

To put it another way: desktop users, while a declining share of overall traffic, were more likely to complete a gift, and their gifts were likely to be in larger amounts.

The website main donation page conversion rate for desktop users was 12%, compared to just 9% for mobile users. (Tablet users had an 18% conversion rate, but they are such a small share of overall traffic that we're not going to get too excited about that number.) The average gift for a donation made on a desktop device was $80, nearly twice as high as the mobile average gift of $42. Pandemic quarantine or not, the overall story has been remarkably consistent in recent years. More nonprofit website traffic is visiting on mobile devices, and that traffic is less valuable on average than desktop traffic (as measured by revenue — of course there are other reasons why we value visibility and engagement). The need to optimize the mobile experience and remove barriers to giving on mobile devices continues.
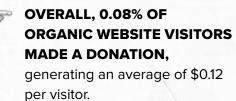
Setting aside the question of whether the user was holding a mouse or a phone, **organic traffic accounted for 42% of all nonprofit website traffic.** "Organic traffic" includes only visits from users who arrived via unpaid search results. It excludes visits driven by social media posts, direct response marketing like email, and paid search, social, or display advertising. This is traffic resulting from a user entering a search query, whether an issue or a nonprofit's name, and finding their way to a website from the search engine results page.

With so much effort put into those other methods of generating traffic —

HEADLINES

HALF OF ALL NONPROFIT WEBSITE VISITS CAME FROM USERS ON MOBILE DEVICES. The traffic share for mobile devices increased by 9% in 2020.

USERS ON DESKTOP DEVICES MADE UP THE MAJORITY OF DONATION TRANSACTIONS (61%) AND REVENUE (72%).

THE AVERAGE GIFT MADE ON A DESKTOP DEVICE WAS $80; for mobile users, the average gift was $42.

ORGANIC TRAFFIC (WEBSITE TRAFFIC GENERATED BY UNPAID SEARCH RESULTS) COMPRISED 42% of all nonprofit website visits in 2020.

OVERALL, 0.08% OF ORGANIC WEBSITE VISITORS MADE A DONATION, generating an average of $0.12 per visitor.

Percent of Facebook revenue raised in each month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	4%	3%	5%	7%	7%	4%	5%	4%	4%	3%	8%	14%
Cultural	1%	1%	0%	4%	16%	3%	6%	3%	2%	3%	5%	19%
Disaster/International Aid	4%	3%	4%	8%	6%	4%	6%	5%	5%	3%	7%	14%
Environmental	4%	5%	3%	5%	5%	3%	8%	4%	3%	4%	9%	21%
Health	5%	4%	5%	5%	7%	5%	4%	4%	6%	4%	8%	7%
Hunger/Poverty	0%	0%	8%	21%	11%	3%	2%	2%	3%	2%	11%	19%
Public Media	1%	1%	5%	12%	4%	9%	7%	6%	8%	1%	3%	24%
Rights	4%	2%	1%	3%	7%	3%	4%	2%	2%	0%	11%	9%
Wildlife/Animal Welfare	4%	5%	6%	7%	9%	5%	6%	5%	5%	3%	9%	13%

Website share by device

Desktop   ● Mobile   Tablet

Traffic	44% (-3%)	50% (+9%)	6% (-40%)
Donation	61% (+0%)	35% (+9%)	4% (-44%)
Revenue	72% (+5%)	25% (1%)	3% (-41%)

Numbers in the parentheses represent the change since 2019.

email, social media, digital ads — it's worth taking a moment to understand the potential impact of these visits. For many nonprofits, organic traffic represents the majority of all visits — both the Health and Wildlife and Animal Welfare sectors reported over 50% organic traffic.

Of all organic website visitors, 0.08% completed a gift. The average revenue generated by an organic website visitor was $0.12.
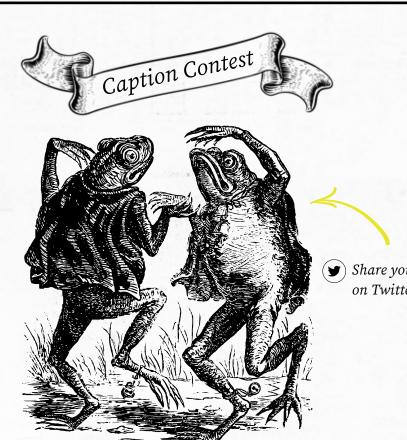
To be sure, visitors arrive at a nonprofit website for all sorts of reasons. They are looking for information, trying to get in touch with someone, considering a new career path, taking action on a vital issue, and so much more.

Some may not be open to making a donation. But many others are — if we make it easy to find the donation page and present a compelling case for giving. Successfully converting a higher share of organic visitors to donors takes considerable optimization and experimentation.

Even relatively minor improvements can have a major impact. Last year, the average visitor who arrived via organic search generated only $0.12 in revenue. But with millions and millions of such visitors, increasing that metric by just a couple of cents can provide a substantial boost to revenue.

Organic traffic volume as percent of overall traffic

All	42%
Cultural	46%
Disaster/International Aid	37%
Environmental	41%
Health	52%
Hunger/Poverty	36%
Public Media	44%
Rights	45%
Wildlife/Animal Welfare	56%
Large	44%
Medium	41%
Small	43%

Caption Contest

Share your caption with us on Twitter @mrcampaigns

Benchmarks 2022 starts sooner than you think!

Did you love participating in Bencharks 2021? Did you miss out this year and wish you could have joined in the fun? Sign up for Benchmarks 2022 TODAY to guarantee your spot in next year's *hottest* analysis of nonprofit data.

Don't let this opportunity pass you by **mrbenchmarks.com**

How to read the charts

This is news to no one: the last year has not been an easy one. [Editor's Note: We had initially included a list here of reasons why the last year was hard, but it was very long, and very sad, and so we removed it. We know you know.]

And yet. The data shows that supporters rose to the occasion in all sorts of ways. In fact, the very existence of this data demonstrates the remarkable, inspiring commitment of our nonprofit participants. Through everything, you not only did this incredible work — you were generous enough to share your time and data with us. Thank you.

Most of our charts include a topline metric labeled "All." This number represents the median figure for a given metric for all participants who reported data. We use median rather than mean for several reasons; most importantly, we strive to ensure that a particular participant, or a particular sector, with unusual results does not skew our overall findings. That'll make a lot of sense when you see the results for Hunger and Poverty nonprofits for 2020.

Wherever possible, we have broken out the findings by sector. Each of our participants self-identified the appropriate sector (or, in some cases, fell outside of our defined sectors and selected "Other"). If you are not sure which sector represents your peer group, review the full list of participants (page 40) to find where you belong.

We also sort our participants by size. For our Study, "Small" refers to nonprofits with **annual online revenue in 2020** below $500,000; "Medium" includes those nonprofits with revenue between $500,000 and $3,000,000; and "Large" covers all those with online revenue greater than $3,000,000.

Not all participants were able to provide data for every metric. If a chart does not include data for a certain sector or size, it's because we were not able to collect enough results to report a reliable average.

We say this every year: because each Benchmarks Study includes a different set of participants, we cannot reliably gauge changes by placing one year's edition next to another's. That is especially true in an unprecedented year like 2020, during which an unprecedented number of things were described as unprecedented. Wherever we make year-over-year comparisons, we are including long-term data from this year's participants.

CHARTS

SECTION B1

Fundraising

TOTAL ONLINE REVENUE GREW BY 32% IN 2020. Hunger and Poverty groups reported a **STUNNING 173% INCREASE** in online revenue over the previous year.

REVENUE FROM MONTHLY GIFTS INCREASED BY 25%, while revenue from one-time gifts increased by 37%. Monthly giving accounted for 19% of all online revenue in 2020.

NONPROFITS THAT ENGAGED IN COVID-19 RESPONSE SAW NOTICEABLY HIGHER GROWTH IN ONE-TIME GIVING REVENUE THAN THOSE THAT DID NOT.

THE AVERAGE NONPROFIT DONOR MADE 2.03 GIFTS AND CONTRIBUTED $167 IN 2020. Both of these per-donor metrics are slightly lower than 2019 — the increase in overall was largely driven by more people giving rather than *people giving more*.

OVERALL, 41% OF 2019 ONLINE DONORS WERE RETAINED TO MAKE ANOTHER ONLINE GIFT IN 2020. The retention rate for new online donors was 25%; for donors with a previous giving history the retention rate was 63%.

Change in online revenue 2019 to 2020

All — 32%
Cultural — 22%
Disaster/International Aid — 29%
Environmental — 21%
Health — 38%
Hunger/Poverty — 173%
Public Media — 21%
Rights — 34%
Wildlife/Animal Welfare — 56%

Large — 38%
Medium — 29%
Small — 30%

Includes revenue from Facebook for 2019 and 2020 where groups provided that information.

Change in online revenue by type 2019 to 2020

● One-time   ● Monthly

All — One-time 37% / Monthly 25%
Cultural — One-time 26% / Monthly 25%
Disaster/International Aid — One-time 36% / Monthly 17%
Environmental — One-time 19% / Monthly 29%
Health — One-time 38% / Monthly 25%
Hunger/Poverty — One-time 202% / Monthly 79%
Public Media — One-time 21% / Monthly 28%
Rights — One-time 59% / Monthly 14%
Wildlife/Animal Welfare — One-time 81% / Monthly 58%

Large — One-time 64% / Monthly 25%
Medium — One-time 31% / Monthly 30%
Small — One-time 30% / Monthly 22%

Percent of revenue raised in each month
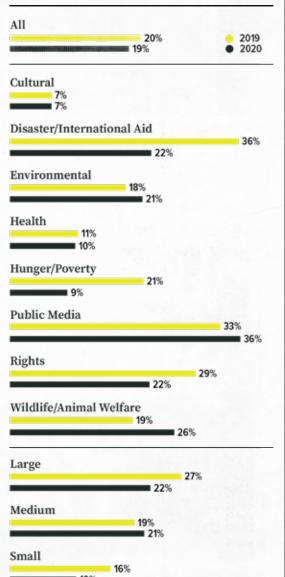
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	4%	4%	5%	7%	7%	6%	5%	5%	6%	6%	7%	30%
Cultural	4%	5%	5%	7%	8%	6%	5%	4%	6%	8%	10%	23%
Disaster/International Aid	4%	4%	6%	7%	7%	5%	5%	6%	6%	5%	8%	31%
Environmental	5%	5%	4%	6%	6%	6%	6%	6%	6%	6%	7%	32%
Health	4%	4%	8%	7%	6%	4%	3%	4%	5%	5%	7%	34%
Hunger/Poverty	1%	1%	8%	20%	10%	5%	4%	4%	3%	4%	10%	27%
Public Media	5%	6%	8%	9%	10%	9%	3%	4%	7%	7%	6%	20%
Rights	4%	4%	5%	5%	6%	7%	5%	5%	7%	5%	7%	34%
Wildlife/Animal Welfare	6%	5%	5%	7%	7%	5%	5%	6%	6%	7%	8%	21%

Online revenue change since 2016

● 2016-2017   ● 2016-2018   ● 2016-2019   ● 2016-2020

All
2016-2017: 23%
2016-2018: 29%
2016-2019: 38%
2016-2020: 90%

Cultural
16% / 35% / 21% / 68%

Disaster/International Aid
25% / 23% / 28% / 82%

Environmental
29% / 32% / 47% / 68%

Health
4% / 15% / 39% / 130%

Hunger/Poverty
25% / 35% / 52% / 553%

Public Media
38% / 21% / 30% / 64%

Rights
24% / 24% / 0% / 45%

Wildlife/Animal Welfare
20% / 24% / 43% / 130%

Distribution of donors & revenue by donor level

Percent of donors

Level	2018	2019	2020
$1k–4,999	4%	4%	3%
$500–999	5%	4%	5%
$250–499	6%	6%	6%
$100–249	24%	25%	26%
$50–99	22%	23%	25%
$25–49	19%	19%	18%
$1–24	20%	19%	17%

Percent of revenue

Level	2018	2019	2020
$1k–4,999	28%	29%	23%
$500–999	14%	14%	17%
$250–499	13%	13%	14%
$100–249	23%	23%	24%
$50–99	11%	11%	13%
$25–49	6%	6%	5%
$1–24	5%	4%	3%

Legend:
- $1k–4,999
- $500–999
- $250–499
- $100–249
- $50–99
- $25–49
- $1–24
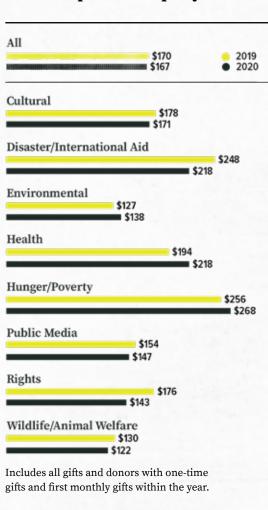
Change in number of online gifts 2019 to 2020

All	28%
Cultural	26%
Disaster/International Aid	27%
Environmental	20%
Health	29%
Hunger/Poverty	115%
Public Media	17%
Rights	28%
Wildlife/Animal Welfare	58%
Large	30%
Medium	31%
Small	20%

Average one-time gift

	2019	2020
All	$99	$97
Cultural	$109	$94
Disaster/International Aid	$121	$110
Environmental	$87	$91
Health	$105	$103
Hunger/Poverty	$142	$155
Public Media	$105	$106
Rights	$66	$68
Wildlife/Animal Welfare	$62	$56
Large	$91	$82
Medium	$105	$104
Small	$109	$103

Change in email revenue 2019 to 2020

All	63%
Cultural	26%
Disaster/International Aid	40%
Environmental	46%
Health	63%
Hunger/Poverty	326%
Public Media	46%
Rights	95%
Wildlife/Animal Welfare	83%
Large	63%
Medium	60%
Small	68%

Share of online revenue from email

	2019	2020
All	14%	19%
Cultural	21%	19%
Disaster/International Aid	11%	9%
Environmental	23%	22%
Health	9%	11%
Hunger/Poverty	10%	10%
Public Media	11%	16%
Rights	28%	28%
Wildlife/Animal Welfare	12%	17%
Large	12%	14%
Medium	17%	21%
Small	17%	22%

Monthly giving as a percentage of online revenue

	2019	2020
All	20%	19%
Cultural	7%	7%
Disaster/International Aid	36%	22%
Environmental	18%	21%
Health	11%	10%
Hunger/Poverty	21%	9%
Public Media	33%	36%
Rights	29%	22%
Wildlife/Animal Welfare	19%	26%
Large	27%	22%
Medium	19%	21%
Small	16%	10%

Gifts per donor per year

	2019	2020
All	2.2	2.0
Cultural	1.4	1.5
Disaster/International Aid	3.3	2.9
Environmental	2.3	2.4
Health	1.4	1.5
Hunger/Poverty	2.9	1.9
Public Media	2.9	1.2
Rights	2.7	2.6
Wildlife/Animal Welfare	1.9	2.1

Includes all one-time gifts and first monthly gifts within the year.

Revenue per donor per year

	2019	2020
All	$170	$167
Cultural	$178	$171
Disaster/International Aid	$248	$218
Environmental	$127	$138
Health	$194	$218
Hunger/Poverty	$256	$268
Public Media	$154	$147
Rights	$176	$143
Wildlife/Animal Welfare	$130	$122

Includes all gifts and donors with one-time gifts and first monthly gifts within the year.

Average monthly gift

	2019	2020
All	$22	$21
Cultural	$22	$22
Disaster/International Aid	$28	$27
Environmental	$20	$20
Health	$24	$23
Hunger/Poverty	$34	$39
Public Media	$13	$14
Rights	$15	$20
Wildlife/Animal Welfare	$19	$19
Large	$21	$21
Medium	$23	$22
Small	$23	$22

Email revenue per 1,000 fundraising emails sent

All	$78
Cultural	$51
Disaster/International Aid	$174
Environmental	$49
Health	$147
Hunger/Poverty	$871
Public Media	$88
Rights	$32
Wildlife/Animal Welfare	$76
Large	$91
Medium	$59
Small	$72

Change in email revenue per 1,000 fundraising emails sent 2019 to 2020

All	35%
Cultural	25%
Disaster/International Aid	30%
Environmental	36%
Health	59%
Hunger/Poverty	243%
Rights	21%
Wildlife/Animal Welfare	28%
Large	30%
Medium	35%
Small	76%

Ticket as a percentage of total online revenue

34% ● 2019
20% ● 2020

Change in ticket revenue

6% ● 2018-2019
-58% ● 2019-2020

Membership and fundraising message rates
(among groups who send membership messages)

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Fundraising	19%	(+0%)	1.7%	(-1%)	11%	(+101%)	0.07%	(+106%)	0.17%	(-11%)
Membership	23%	(+3%)	2.6%	(+3%)	22%	(+18%)	0.13%	(+33%)	0.13%	(+0%)

Membership and ticket message rates

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Membership	27%	(+3%)	2.6%	(+12%)	21%	(+18%)	0.14%	(+60%)	0.13%	(+0%)
Ticket	23%	(+13%)	1.9%	(+21%)	1%	(+93%)	0.04%	(+2%)	0.16%	(-35%)

Online donor retention

■ Overall
■ New online donors
■ Prior online donors

All
41%
25%
63%

Disaster/International Aid
33%
20%
67%

Environmental
49%
26%
67%

Health
41%
28%
60%

Hunger/Poverty
23%
14%
55%

Public Media
51%
39%
74%

Rights
39%
15%
63%

Wildlife/Animal Welfare
37%
26%
61%

Digital Ads

HEADLINES

☞ **NONPROFIT SPENDING ON DIGITAL ADS INCREASED BY 33% IN 2020,** with nonprofits spending an average of $0.10 for every dollar raised in online revenue. (This is a measure of the level of spending relative to total budget, not a direct measure of return on investment. More on return on ad spend below.)

☞ Digital ad spending was concentrated toward the end of the year, **WITH ALMOST A THIRD OF ALL SPENDING OCCURING IN DECEMBER.**

☞ **DIRECT FUNDRAISING ADS ACCOUNTED FOR 60% OF ALL AD SPENDING.** Branding, awareness, or education ads accounted for 25%, and lead generation for 14%.

☞ **RETURN ON AD SPEND WAS HIGHEST FOR SEARCH ADS ($4.78),** followed by social media ($1.05), display ($0.38), and video ($0.27).

☞ **ON AVERAGE, THE COST TO ACQUIRE A NEW LEAD THROUGH DIGITAL ADVERTISING WAS $2.60.**

Change in investment in digital advertising 2019 to 2020

All 33%
Cultural -60%
Disaster/International Aid 33%
Environmental -14%
Health 88%
Hunger/Poverty 79%
Rights 32%
Wildlife/Animal Welfare 46%

Large 40%
Medium 0%
Small 29%

Cost per digital advertising lead

All $2.60
Disaster/International Aid $3.24
Environmental $2.30
Health $5.20
Hunger/Poverty $4.09
Rights $1.66
Wildlife/Animal Welfare $1.05

Large $1.73
Medium $3.33
Small $2.75

For every dollar a group spends on retargeting, they spent **$0.79** to reach prospects in 2019

For every dollar a group spends on retargeting, they spent **$1.15** to reach prospects in 2020

24%
Share of digital ads revenue from view-through revenue

Investment in digital advertising divided by total online revenue

All — $0.10

Cultural — $0.05

Disaster/International Aid — $0.14

Environmental — $0.11

Health — $0.07

Hunger/Poverty — $0.04

Public Media — $0.02

Rights — $0.16

Wildlife/Animal Welfare — $0.21

Large — $0.11

Medium — $0.13

Small — $0.04

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

Cost per thousand impressions (CPM) by channel
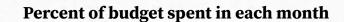
Display — $1.98

Social — $14.15

Video — $16.43

Cost per click (CPC) by channel

Search — $2.90

Social — $2.12

Video — $2.27

Share of digital advertising budget by investment type

		All	Large	Medium	Small
Percent of Digital Advertising Budget by Goal	Branding, Awareness, or Education	25%	25%	20%	64%
	Direct Fundraising	60%	62%	39%	8%
	Lead Generation	14%	12%	38%	18%
	Other	1%	1%	3%	10%
Percent of Direct Fundraising Budget by Channel	Display	31%	32%	13%	15%
	Search	20%	19%	45%	12%
	Social Media	42%	42%	40%	73%
	Video	3%	3%	1%	0%
	Other	3%	3%	1%	0%

Percent of budget spent in each month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5%	4%	4%	5%	5%	8%	4%	5%	6%	9%	14%	31%

Legend: Search, Video, Social, Display

Digital advertising: cost per donation

	Display	Search	Social Media	Video
All	$116	$29	$40	$147
Disaster/International Aid	$84	$27	$45	$67
Environmental	$60	$34	$60	–
Health	$112	$19	$38	–
Hunger/Poverty	$124	$11	$21	$94
Rights	$331	$52	$41	–
Wildlife/Animal Welfare	$120	$33	$31	$111
Large	$83	$23	$36	$184
Medium	$129	$32	$60	$82
Small	$107	$228	$35	–

Digital advertising: return on ad spend (ROAS)

	Display	Search	Social Media	Video
All	$0.38	$4.78	$1.05	$0.27
Disaster/International Aid	$0.45	$3.76	$0.91	$0.62
Environmental	$0.85	$3.94	$0.47	$0.36
Health	$0.38	$5.39	$1.59	
Hunger/Poverty	$0.82	$17.77	$3.09	$0.63
Wildlife/Animal Welfare	$0.19	$1.96	$1.20	$0.61
Large	$1.04	$5.44	$1.27	$0.42
Medium	$0.19	$3.61	$0.68	$0.12
Small	$0.30	$0.42	$0.68	$0.85

Text Messaging

HEADLINES

NONPROFIT MOBILE AUDIENCES GREW BY 26% IN 2020, compared to a 3% average increase in email list size.

NONPROFITS HAD 50 MOBILE LIST MEMBERS for every 1,000 email subscribers.

MOBILE MESSAGE CLICK-THROUGH RATES WERE 6.3% FOR FUNDRAISING MESSAGES AND 10% FOR ADVOCACY MESSAGES. Both figures are far higher than comparable email metrics.

PEER-TO-PEER TEXT MESSAGE AUDIENCES RECEIVED 1.24 MESSAGES PER MONTH IN 2020, and responded 9.8% of the time.

Peer-to-peer SMS metrics

Number of message in organization sends to its peer-to-peer list members each month	1.2	(+1%)
Monthly opt-out rate (percent of individuals who opt out each month)	3.3%	(+37%)
Response rate (percent of messages sent that receive a text message back)	9.8%	(-27%)

Numbers in the parentheses represent the change since 2019.

Mobile messaging statistics

	Click-through Rate		Response Rate		Unsubscribe Rate	
Mobile Fundraising	6.3%	(+27%)	–	–	0.90%	(+47%)
Mobile Advocacy Click Messages	10%	(-20%)	–	–	0.47%	(-11%)
Mobile Advocacy Call Messages	–	–	1.6%	(-61%)	0.40%	(+110%)

Numbers in the parentheses represent the change since 2019.

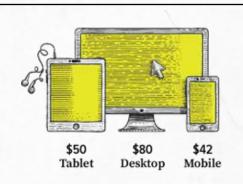**50** Mobile subscribers per 1,000 email subscribers
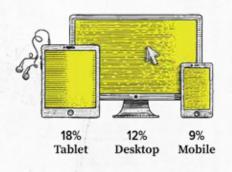
+26% Mobile list growth

Web Engagement

HEADLINES

HALF OF ALL NONPROFIT WEBSITE VISITS CAME FROM USERS ON MOBILE DEVICES. The traffic share for mobile devices increased by 9% in 2020.

USERS ON DESKTOP DEVICES MADE UP THE MAJORITY OF DONATION TRANSACTIONS (61%) AND REVENUE (72%).

THE AVERAGE GIFT MADE ON A DESKTOP DEVICE WAS $80; for mobile users, the average gift was $42.

ORGANIC TRAFFIC (WEBSITE TRAFFIC GENERATED BY UNPAID SEARCH RESULTS) COMPRISED 42% of all nonprofit website visits in 2020.

OVERALL, 0.08% OF ORGANIC WEBSITE VISITORS MADE A DONATION, generating an average of $0.12 per visitor.

Organic traffic volume as percent of overall traffic

All — 42%

Cultural — 46%

Disaster/International Aid — 37%

Environmental — 41%

Health — 52%

Hunger/Poverty — 36%

Public Media — 44%

Rights — 45%

Wildlife/Animal Welfare — 56%

Large — 44%

Medium — 41%

Small — 43%

Average gift by device

$50 Tablet | $80 Desktop | $42 Mobile

Website main donation page conversion rate

18% Tablet | 12% Desktop | 9% Mobile

Email Messaging

HEADLINES

☞ Most email metrics — including open rates, click-through rates, response rates, and page completion rates — **WENT UP IN 2020.**

☞ **FOR EVERY 1,000 FUNDRAISING MESSAGES SENT, NONPROFITS RAISED $78.** This marks a 35% increase over 2019.

☞ **AS WAS THE CASE WITH OVERALL ONLINE REVENUE, THE HUNGER AND POVERTY SECTOR WAS AN EXTREME OUTLIER IN EMAIL FUNDRAISING.** These nonprofits raised $871 for every 1,000 fundraising emails sent, a 243% increase.

☞ **WOW.**

☞ **EMAIL LIST SIZES INCREASED BY 3% IN 2020,** the same growth rate reported for 2019.

☞ **NONPROFITS SENT AN AVERAGE OF 59 EMAIL MESSAGES** per subscriber in 2020, a 17% increase in volume.

☞ **THE AVERAGE RESPONSE RATE FOR ADVOCACY EMAIL WAS 3.6%,** a 5% increase over the previous year. The average response rate for fundraising email was 0.10%, a 41% increase.

Main donation page conversion rate

All	21%
Cultural	50%
Disaster/International Aid	23%
Environmental	22%
Health	15%
Hunger/Poverty	45%
Public Media	19%
Rights	24%
Wildlife/Animal Welfare	18%

Donations to your main donation page: Include donations to any page that you consider a main page.

Unique pageviews of your main donation page: Unique visitors to any page considered a main donation page.

Donation page load time (seconds)

Desktop / Mobile

	Desktop	Mobile
All	2.66	2.77
Cultural	3.10	3.00
Disaster/International Aid	2.60	2.80
Environmental	2.42	2.66
Health	2.98	3.24
Hunger/Poverty	2.56	2.62
Public Media	2.32	2.31
Rights	2.47	2.66
Wildlife/Animal Welfare	2.57	2.63
Large	2.64	2.93
Medium	2.64	2.66
Small	2.65	2.58

Homepage load time (seconds)

Desktop / Mobile

	Desktop	Mobile
All	2.38	2.38
Cultural	2.54	2.58
Disaster/International Aid	2.65	2.65
Environmental	2.72	2.82
Health	2.97	2.83
Hunger/Poverty	2.02	1.86
Public Media	1.23	1.21
Rights	1.67	1.99
Wildlife/Animal Welfare	2.26	2.54
Large	2.49	2.41
Medium	2.73	2.84
Small	2.02	2.06

List growth

All: 2018-19 6%, 2019-20 3%, 2020-21 3%

Disaster/International Aid	26%, -8%, 1%
Environmental	6%, 0%, 1%
Health	10%, 3%, 1%
Hunger/Poverty	46%, -23%, 70%
Public Media	1%, 6%, 32%
Rights	5%, 7%, 18%
Wildlife/Animal Welfare	-1%, 12%, 13%

Churn

Bounces / Unsubscribes

	Bounces	Unsubscribes
All	7.2%	8.8%
Disaster/International Aid	2.4%	13.4%
Environmental	5.6%	7.2%
Health	10.8%	7.9%
Hunger/Poverty	6.4%	6.6%
Public Media	3.2%	8.1%
Rights	10.0%	14.0%
Wildlife/Animal Welfare	5.1%	10.8%

Change in fundraising response rate 2019 to 2020

All	41%
Cultural	42%
Disaster/International Aid	27%
Environmental	31%
Health	57%
Hunger/Poverty	184%
Rights	10%
Wildlife/Animal Welfare	41%

Website share by device

Desktop / Mobile / Tablet

	Desktop	Mobile	Tablet
Traffic	44% (-3%)	50% (+9%)	6% (-40%)
Donation	61% (+0%)	35% (+9%)	4% (-44%)
Revenue	72% (+5%)	25% (1%)	3% (-41%)

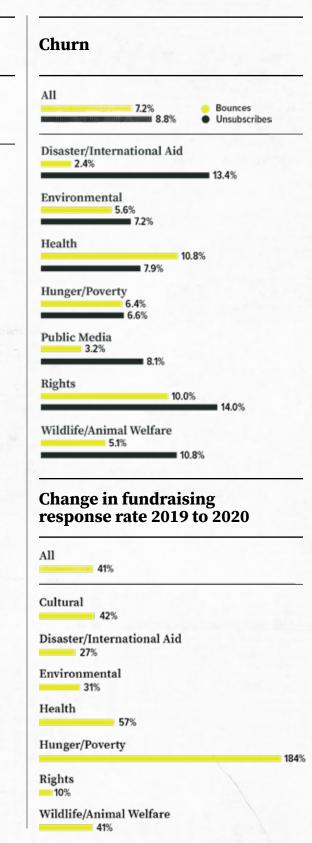Numbers in the parentheses represent the change since 2019.

Messages per subscriber per month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	2.9	3.1	3.9	4.1	4.1	4.0	2.9	3.3	3.7	3.8	3.9	8.4
Cultural	3.2	7.0	3.0	4.4	6.8	5.1	2.6	3.4	4.7	5.1	4.8	7.0
Disaster/International Aid	2.7	2.2	2.4	3.1	5.0	3.6	2.4	3.3	3.0	2.1	3.1	3.7
Environmental	5.2	5.5	5.8	7.1	5.7	6.6	6.5	5.9	6.1	7.0	6.8	12.1
Health	1.0	1.3	2.5	2.4	2.3	2.5	1.3	1.0	2.0	2.2	2.7	3.5
Hunger/Poverty	1.1	1.8	3.3	3.0	2.3	2.9	2.3	2.8	3.3	2.3	3.3	3.9
Public Media	3.0	1.9	3.9	4.2	4.8	2.8	3.0	2.7	3.7	3.8	2.2	9.1
Rights	4.1	3.1	7.5	5.6	5.4	6.2	5.7	4.6	5.3	6.5	6.2	10.8
Wildlife/Animal Welfare	3.6	3.2	3.8	4.2	4.1	2.6	3.5	3.7	2.9	2.7	4.9	11.0

Prospect v donor email message rates

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
Fundraising ask to donor audiences	22%	(+3%)	1.6%	(+13%)	32%	(+14%)	0.29%	(+10%)	0.16%	(-3%)
Fundraising ask to prospect audiences	18%	(+3%)	1.7%	(-9%)	8%	(+31%)	0.05%	(-39%)	0.18%	(-4%)

Numbers in the parentheses represent the change since 2019.

Messages per year per subscriber

● Fundraising　● Advocacy　● Newsletter　● Other

All
23 | 9 | 12 | 15

Cultural
28 | 8 | 16 | 28

Disaster/International Aid
13 | 3 | 11 | 12

Environmental
37 | 21 | 12 | 19

Health
12 | 3 | 13 | 11

Hunger/Poverty
21 | 5 | 10 | 11

Public Media
23 | 58 | 15

Rights
27 | 24 | 4 | 13

Wildlife/Animal Welfare
28 | 6 | 10 | 23

Change in messages per year 2019 to 2020
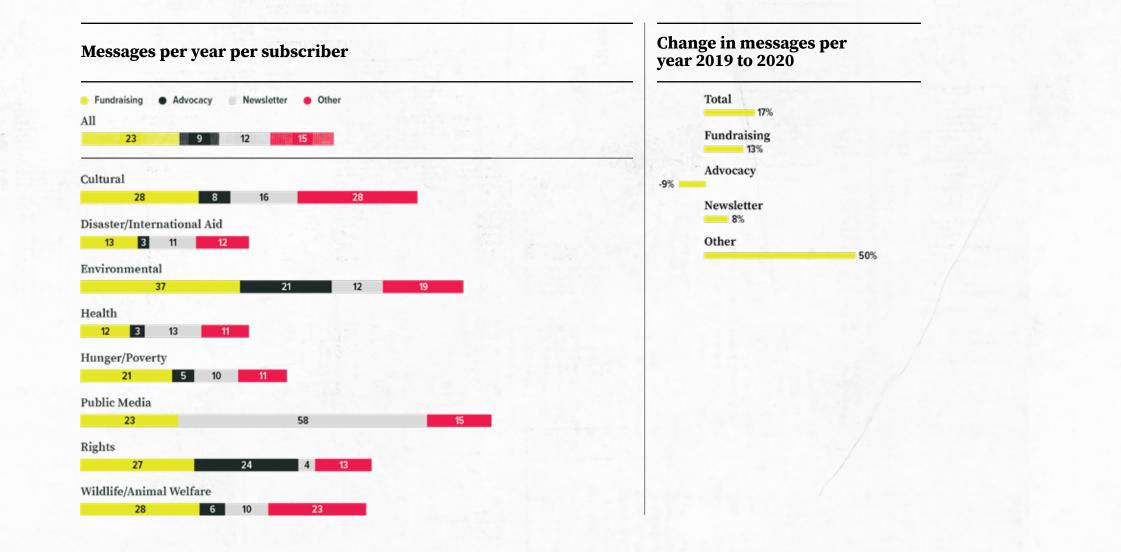
Total 17%
Fundraising 13%
Advocacy -9%
Newsletter 8%
Other 50%

Email messaging rates by type and sector

		All	Cultural	Disaster/International Aid	Environmental	Health	Hunger/Poverty	Public Media	Rights	Wildlife/Animal Welfare
Open Rate	All	21%	18%	21%	20%	21%	24%	20%	18%	19%
	Fundraising	18%	18%	17%	18%	19%	23%	18%	16%	20%
	Advocacy	20%	–	22%	19%	28%	22%	–	15%	19%
	Newsletter	21%	19%	21%	22%	23%	23%	21%	20%	19%
Click-through Rate	Fundraising	1.7%	1.7%	2.3%	2.0%	1.9%	1.5%	1.2%	2.1%	1.7%
	Advocacy	3.3%	–	3.0%	3.7%	2.9%	2.5%		2.4%	5.0%
	Newsletter	2.0%	1.5%	2.2%	2.1%	1.8%	2.4%	2.4%	1.8%	2.0%
Page Completion Rate	Fundraising	18%	14%	26%	18%	13%	35%	17%	17%	17%
	Advocacy	83%	–	70%	83%	75%	26%	–	84%	87%
Response Rate	Fundraising	0.10%	0.03%	0.14%	0.09%	0.09%	0.42%	0.10%	0.06%	0.16%
	Advocacy	3.6%	–	3.6%	3.6%	3.6%	1.1%		2.9%	5.5%
Unsubscribe Rate	All	0.18%	0.14%	0.21%	0.17%	0.21%	0.27%	0.11%	0.19%	0.18%
	Fundraising	0.19%	0.17%	0.16%	0.17%	0.22%	0.26%	0.13%	0.19%	0.18%
	Advocacy	0.16%	–	0.17%	0.14%	0.21%	0.25%	–	0.15%	0.16%
	Newsletter	0.16%	0.11%	0.23%	0.15%	0.18%	0.25%	0.08%	0.15%	0.14%

Email rates by message type

	Open Rate		Click-through Rate		Page Completion Rate		Response Rate		Unsubscribe Rate	
All	21%	(+9%)							0.18%	(-5%)
Advocacy	20%	(+9%)	3.3%	(+2%)	83%	(+2%)	3.6%	(+5%)	0.16%	(+2%)
Fundraising	18%	(+7%)	1.7%	(-5%)	18%	(+39%)	0.10%	(+41%)	0.19%	(-4%)
Newsletter	21%	(+7%)	2.0%	(+7%)					0.16%	(-4%)

Numbers in the parentheses represent the change since 2019.

Social Media

HEADLINES

☞ For every 1,000 email addresses, nonprofits had an **AVERAGE OF 817 FACEBOOK FANS, 291 TWITTER FOLLOWERS, AND 149 INSTAGRAM FOLLOWERS.**

☞ **TWITTER POSTS HAD AN AVERAGE ENGAGEMENT RATE OF 1.8%.**

☞ **FACEBOOK POSTS HAD AN AVERAGE ENGAGEMENT SCORE OF 0.32%.** We did not find major differences in Facebook engagement based on the day of week or post type.

☞ **EACH ORGANIC FACEBOOK POST ONLY REACHED 4% OF A NONPROFIT PAGE'S FANS.** Meanwhile, 29% of the audience reached by a given post was not already following the nonprofit.

☞ **REVENUE FROM FACEBOOK FUNDRAISERS INCREASED BY 14% OVERALL,** with Hunger and Poverty nonprofits seeing a 946% increase in Fundraisers revenue.

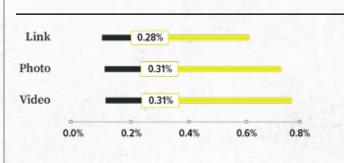☞ **FACEBOOK FUNDRAISERS ACCOUNTED FOR 1.3% OF ALL ONLINE REVENUE.**

Facebook Fundraisers average gift

All $34
Cultural $42
Disaster/International Aid $25
Environmental $34
Health $25
Hunger/Poverty $40
Public Media $33
Rights $40
Wildlife/Animal Welfare $30

Facebook engagement score

All 0.32%
Cultural 0.21%
Disaster/International Aid 0.12%
Environmental 0.30%
Health 0.54%
Hunger/Poverty 0.82%
Public Media 0.51%
Rights 0.26%
Wildlife/Animal Welfare 0.42%

0.0%　0.5%　1.0%　1.5%

Change in Facebook engagement score 2019 to 2020

All -21%
Cultural -51%
Disaster/International Aid -70%
Environmental -59%
Health 537%
Hunger/Poverty 13%
Public Media 139%
Rights -79%
Wildlife/Animal Welfare 77%

Facebook engagement score by day of week

Sunday 0.28%
Monday 0.32%
Tuesday 0.32%
Wednesday 0.30%
Thursday 0.30%
Friday 0.29%
Saturday 0.28%

Facebook post engagement score by type of media

Link 0.28%
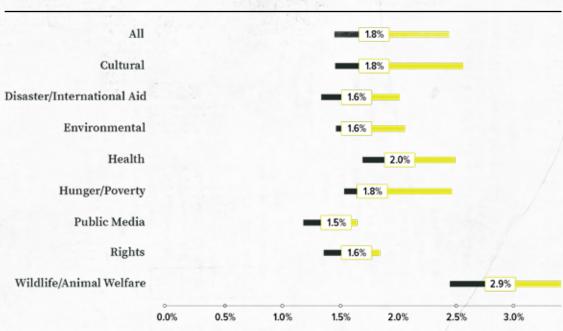**Photo** 0.31%
Video 0.31%

0.0%　0.2%　0.4%　0.6%　0.8%

Facebook Engagement Score: The total number of users who engage with a social media post (by liking, clicking, sharing, etc.) divided by the total number of page fans on the day the content was posted

Facebook percent of posts that had paid reach

- All — 2.0%
- Cultural — 0.7%
- Disaster/International Aid — 3.7%
- Environmental — 1.1%
- Health — 3.6%
- Hunger/Poverty — 1.5%
- Public Media — 0.5%
- Rights — 1.0%
- Wildlife/Animal Welfare — 3.7%

Share of online revenue from Facebook

- All — 1.3%
- Cultural — 1.3%
- Disaster/International Aid — 0.4%
- Environmental — 1.7%
- Health — 4.2%
- Hunger/Poverty — 2.3%
- Public Media — 0.1%
- Rights — 0.5%
- Wildlife/Animal Welfare — 3.0%

Change in number of fans/followers from 2019 to 2020

- 3% Facebook
- 5% Twitter
- 25% Instagram

Twitter engagement rate

	Twitter	Facebook
All	1.8%	
Cultural	1.8%	
Disaster/International Aid	1.6%	
Environmental	1.6%	
Health	2.0%	
Hunger/Poverty	1.8%	
Public Media	1.5%	
Rights	1.6%	
Wildlife/Animal Welfare	2.9%	

Twitter Engagement Rate: Average engagement rate per post, as reported by Twitter. Total engagements per post divided by post reach.

Types of Facebook posts

Legend: Other, Video, Photo, Link

	All	Cultural	Disaster/International Aid	Environmental	Health	Hunger/Poverty	Public Media	Rights	Wildlife/Animal Welfare
Other	2%	6%	1%	1%	2%	4%	2%	2%	1%
Video	14%	16%	11%	14%	15%	12%	13%	19%	14%
Photo	42%	64%	64%	23%	58%	50%	13%	30%	60%
Link	42%	14%	23%	62%	25%	34%	72%	49%	24%

Average number of gifts to a Facebook Fundraiser

- All — 4.0
- Cultural — 6.0
- Disaster/International Aid — 5.0
- Environmental — 4.0
- Health — 4.0
- Hunger/Poverty — 6.0
- Public Media — 5.0
- Rights — 4.0
- Wildlife/Animal Welfare — 4.0

Posts per day

Legend: Facebook, Twitter

	Facebook	Twitter
All	1.3	3.0
Cultural	0.9	3.2
Disaster/International Aid	1.1	2.8
Environmental	1.3	2.6
Health	1.2	2.0
Hunger/Poverty	1.3	2.4
Public Media	5.1	6.2
Rights	1.3	2.9
Wildlife/Animal Welfare	1.6	3.2

Change in fans/followers 2019 to 2020

Legend: Facebook, Twitter, Instagram

	Facebook	Twitter	Instagram
All	3%	5%	25%
Cultural	1%	5%	23%
Disaster/International Aid	2%	5%	20%
Environmental	1%	6%	23%
Health	5%	3%	22%
Hunger/Poverty	9%	7%	48%
Public Media	3%	8%	33%
Rights	1%	5%	69%
Wildlife/Animal Welfare	4%	2%	21%

Change in amount raised on Facebook

- All — 14%
- Cultural — 165%
- Disaster/International Aid — 57%
- Environmental — -13%
- Health — 10%
- Hunger/Poverty — 946%
- Rights — 50%
- Wildlife/Animal Welfare — 0%

For every 1,000 email subscribers, groups have…

Legend: Facebook fans, Twitter followers, Instagram followers

	Facebook fans	Twitter followers	Instagram followers
All	817	291	149
Cultural	655	230	154
Disaster/International Aid	670	283	126
Environmental	840	290	154
Health	968	265	134
Hunger/Poverty	824	396	177
Rights	837	916	120
Wildlife/Animal Welfare	1,652	208	496

Percent of Facebook revenue raised in each month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	4%	3%	5%	7%	7%	4%	5%	4%	4%	3%	8%	14%
Cultural	1%	1%	0%	4%	16%	3%	6%	3%	2%	3%	5%	19%
Disaster/International Aid	4%	3%	4%	8%	6%	4%	6%	5%	5%	3%	7%	14%
Environmental	4%	5%	3%	5%	5%	3%	8%	4%	3%	4%	9%	21%
Health	5%	4%	5%	5%	7%	5%	4%	4%	6%	4%	8%	7%
Hunger/Poverty	0%	0%	8%	21%	11%	3%	2%	2%	3%	2%	11%	19%
Public Media	1%	1%	5%	12%	4%	9%	7%	6%	8%	1%	3%	24%
Rights	4%	2%	1%	3%	7%	3%	4%	2%	2%	0%	11%	9%
Wildlife/Animal Welfare	4%	5%	6%	7%	9%	5%	6%	5%	5%	3%	9%	13%

APPENDIX

Classifieds

We asked participants: What are you trying to get rid of? What are you searching for?

Services Needed

NEEDED: Cookie proof digital marketing methods that work for acquisition. Better attribution and segmentation. Better digital budget investment from the organisation. Ethical marketing channels/practices that deliver results whilst upholding our rights respecting vision. Increased ability to develop agile digital products that connect with supporters and potential supporters. Always in the search of more people who are about/willing to do something for human rights!

MIRACLE WORKER NEEDED

Looking for someone to help find solutions to:

• The climate crisis
• Meet the needs of the future of fundraising
• Prostate cancer
• Automation

Interested? Call us at 888.202.1202

HELP!

I have just been told that my priority for this year is to find young people who want to join our organization. Are you a young person? Do you want to join our organization? **Are Classified Ads still how you reach the youth?**

Fax us at 123.456.7890.

For Sale – Misc

Drama. You pick up. $0—I'm over it.

Getting rid of unneccessary work

Condition: poor. $25 or best offer—you can do the emotional labor of figuring out a fair price. You pick up.

I want to be rid of whatever holds me back from what I'm searching for.

Do you know what that is? HELP! Text 707.077.0077

Help Wanted

SEEKING: A better way to help my daughter with her schoolwork on her home days. **$400/week**

For Sale – Nuisances

I'm moving across the country and starting fresh! Many items for sale:

• All of my furniture ($800 for full set)
• The stockpile of stationery and notebooks that I have ($40 OBO)
• Socks on the floor. 3 men I live with not included. (free)
• Shrubbery (varies)
• Dried out old makeup! ($15)
• Mosquitoes. Don't ask. (I'll pay you)

Interested in any or all items?
Text 202.120.2120

FOR SALE

My kids' toys that I keep tripping over. Please take these away immediately. FREE, first come first served. Seriously please.

Let's eradicate inequality, poverty, hunger, injustice, paternalism, racism, and preventable diseases

JOIN THE OFFICIAL BENCHMARKS DO-GOODERS CLUB.

Must be passionate about making the world a better place, extremely generous, and into data-driven decision-making (e.g. all 2021 Benchmarks participants).
Email benchmarks@mrss.com

WE BUY INSUFFERABLE IRRITANTS! INCLUDING BUT NOT LIMITED TO:

- encumbrances
- unkindness
- clutter
- trolls
- arduous sign-off processes
- clunky copy

Find us at 220 Hidden Avenue
Open Tue, Fri from 10am–2pm only.
No website or phone.

MUST GO

uhhhhh covid?

COVID.

COVID-19 and all pandemics.

Wanted – Existential

Searching for a better future. A good night's sleep. A path forward to engage authentically. A sense of irony. A kinder world.

Contentment. Growth. Happiness. Time.

Stress relief. The meaning of life.

Oh and a better conversion rate.

Wanted – Housing

Knock knock knock! It's your next roommate!

Looking for a dog-friendly apartment. Clean, non-smoker, friendly. I do not currently have a dog, but I need one. Like, as soon as possible. #pandemiclife

Email me **pugsorbust@bowwow.com**

Looking for a cottage by the sea.

Any cottage will do. Any sea will do. I just need to get out of this damn apartment.

Send listings to nyclifer@city.com

Dear Benchmarks

We're looking for a better understanding of our impact in general, but especially during an election year.

We want an accurate measure of our organization's relative standing to national organizations, some useful insights we can use to improve our digital brand marketing and fundraising. And fulfillment.

We need more clarity on what we're doing well and what we can improve. And what areas should we be investing more in?

We want to gain more clarity on the impact of our fundraising communications through quantifiable data.

I guess in general, we want more answers!

Signed,
New to Benchmarks

Dear NtB,

Thanks so much for writing! You seem like an amazing, insightful, generous person. In answer to your questions, please read the rest of this year's Benchmarks Study.

Thanks,
Benchmarks

Glossary

ADVOCACY MESSAGE

An email or SMS message that asks recipients to sign an online petition, send an email to a decision-maker, or take a similar online action. For the purposes of this Study, advocacy email does not include higher-bar actions like making a phone call or attending an event, largely because tracking offline response is inconsistent across organizations. Advocacy email rates were calculated from advocacy emails with a simple action sent to either the full file or a random sample of the full file.

CLICK-THROUGH RATE

Calculated as the number of people who clicked on any trackable link in an email or text message divided by the number of delivered emails or text messages. People who clicked multiple times in one email were only counted once. In other words, if a subscriber clicked on every link in a message 10 times, this was counted the same as if the subscriber had clicked once on a single link.

DELIVERABLE EMAILS

Only the emails that were delivered, not including the emails that are considered inactive or emails that were sent and bounced. "Delivered" email messages may land in a user's inbox, spam folder, promotions tab, or custom folder.

DEVICE TYPE, DESKTOP

We use the definitions provided by Google Analytics to separate traffic data by device type. The "desktop" category includes any desktop or laptop computer with a screen larger than 7" in diagonal.

DEVICE TYPE, MOBILE

We use the definitions provided by Google Analytics to separate traffic data by device type. Mobile devices are hand-held devices that include a phone.

DEVICE TYPE, TABLET

We use the definitions provided by Google Analytics to separate traffic data by device type. Tablet devices are mobile devices that don't necessarily include a phone.

FACEBOOK ENGAGEMENT SCORE

The total number of users who engage with a social media post (by liking, clicking, sharing, etc.), divided by the total number of page fans on the day the content was posted.

FANS, FACEBOOK

People who "like" a nonprofit's Facebook Fan page.

FOLLOWERS, INSTAGRAM

People who subscribe to see posts from a nonprofit's Instagram account.

FOLLOWERS, TWITTER

People who subscribe to receive the tweets from a nonprofit's Twitter account.

FULL FILE

All of an organization's deliverable email addresses, not including unsubscribed email addresses or email addresses to which an organization no longer sends email messages.

FUNDRAISING MESSAGE

An email or SMS message that only asks for a donation, as opposed to an email newsletter, which might ask for a donation and include other links. For the purposes of this Study, fundraising email only includes one-time donation asks; it does not include monthly gift asks. Fundraising email rates were calculated from all fundraising emails, regardless of whether the email went to the full file, a random sample of the file, or a targeted portion of the file.

GLOSSARY

An alphabetical list of terms related to a specific subject, with explanations. Example: "This Glossary includes a defi-nition of the word 'Glossary,' which honestly doesn't seem necessary." See also: Metatextuality.

LEAD

A new subscriber or potential source of activism, donations, or other support. See the Digital Ads discussion for more details on lead generation. Do not see the definition for LEDE, which is a whole different thing.

LEAD

If you are pronouncing it like it rhymes with "red," then it's a soft, dense metal with atomic number 82. This is what was used to make the strips separating lines of type in old-timey printing presses. That common typesetting use for lead led to the lead part of an article being called a "lede." It was an attempt to avoid confusion between "lead" and "lead," but how successful at reducing confusion was it really given we are spending so much time in this glossary talking about it? See also: LEDE.

LEDE

The opening sentence or paragraph of a news article, fundraising email, Benchmarks Study, or other important piece of writing. See also: LEAD (but not LEAD, which is a whole different thing).

LIST CHURN

Calculated as the number of subscribers who became unreachable in a 12-month period divided by the sum of the number of deliverable email addresses at the end of that period plus the number of subscribers who became unreachable during that period. Study participants were required to track the number of subscribers who became unreachable each month to account for subscribers both joining and leaving an email list during the 12-month period who would otherwise go uncounted.

METATEXTUALITY

Did you arrive here from the definition for "Glossary"? That'll probably explain it better. Maybe go look there and then come back? See also: Glossary.

MONTHLY GIFT

A donation where the donor signs up once to donate on a regular schedule, typically by pledging a regular gift amount on a credit card each month. Also known as a sustaining gift.

NEWSLETTERS, EMAIL

An email with multiple links or asks, which can include fundraising or advocacy asks. Email newsletter rates were calculated from all email newsletters, regardless of whether the newsletter went to the full file, a random sample of the file, or a targeted portion of the file.

OPEN RATE

Calculated as the number of HTML email messages opened divided by the number of delivered emails. Email messages that bounce are not included.

ORGANIC TRAFFIC

Website visits generated by unpaid search results.

PAGE COMPLETION RATE

Calculated as the number of people who completed a form divided by the number of people who clicked on the link to get to that form. For the purposes of this Study, it was not always possible to use the number of people who clicked on a link to a specific form, so we used the number of unique clicks in the message.

PERCENTILE

The percentage of observed values below the named data point. 25% of the observations are below the 25th percentile; 75% of the observations are below the 75th percentile. The values between the 25th percentile and the 75th percentile are the middle 50% of the observed values and represent the normal range of values.

RESPONSE RATE

Calculated as the number of people who took the main action requested by an email or text message divided by the number of delivered messages.

ONLINE RETEN-TION, NEW DONOR

Of the donors that made their first-ever online gift in the previous calendar year, the percent that made an online gift in the current calendar year. Note that we count someone as "new" if they have no online donations reported before 2019.

ONLINE RETENTION, PRIOR DONOR

Of the donors that made an online gift in the previous calendar year that wasn't their first online gift, the percent that made an online gift in the current calendar year.

TWITTER ENGAGEMENT RATE

The total number of users who engage with a post (by liking, clicking, sharing, etc.), divided by post reach.

UNIQUE CLICKS

The number of people who clicked on any trackable link in an email message, as opposed to the number of times the links in an email were clicked. If a subscriber clicked on every link in a message 10 times, this is counted as 1 unique click. It is also counted as 1 strange person.

UNSUBSCRIBE RATE

Calculated as the number of individuals who unsubscribed in response to an email message divided by the number of delivered emails.

VIEW-THROUGH REVENUE

Revenue from donors who made a donation (typically within 30 days) of seeing, but not clicking on, an ad. For example, a supporter who sees a banner ad and later goes directly to the nonprofit's website to make a gift.

WEBSITE DONATION PAGE CONVERSION RATE

Calculated from the number of donations to a participant's main donation page, divided by the number of unique pageviews of that page. We included only unique pageviews for the one-time donation page, if a separate donation page existed for monthly gifts.

WEBSITE PAGE LOAD TIME

The number of seconds before a page appears to be visually complete, as measured by the WebPageTest tool at http://webpagetest.org.

WEBSITE REVENUE PER VISITOR

Calculated as the total revenue from one-time online gifts, plus the value of initial monthly gifts, divided by the total number of website visitors for the year. Depending on retention, the long-term value of monthly gifts may be substantially higher.

WEBSITE VISITORS PER MONTH

The number of monthly unique visitors to a participant's main website.

Participants

thank you thank you thank you thank you thank you

Participants

Sector Breakdown

9	**34**	**47**	**40**	**18**
Cultural	Disaster/ International Aid	Environmental	Health	Hunger/Poverty

7	**20**	**22**	**21**
Public Media	Rights	Wildlife/Animal Welfare	Other

CULTURAL

- ★ American Museum of Natural History
- ★ Art Fund
- ★ Arts Alliance Illinois
- ★ California Academy of Sciences
- ★ Central Park Conservancy
- ★ Hillel International
- ★ Lyric Stage Company of Boston
- ★ National Trust for Historic Preservation
- ★ St. Joseph's Indian School

DISASTER/ INTERNATIONAL AID

- ★ Action Against Hunger
- ★ American Red Cross
- ★ Amref Health Africa UK
- ★ Anera
- ★ Blood:Water
- ★ British Red Cross
- ★ Christian Aid
- ★ CMMB - Healthier Lives Worldwide
- ★ FINCA International
- ★ HIAS
- ★ International Development Research Centre (IDRC)
- ★ International Rescue Committee
- ★ Islamic Relief UK
- ★ MAG
- ★ Mercy Corps
- ★ Oxfam America
- ★ Oxfam GB
- ★ Pathfinder International
- ★ Plan International UK
- ★ Practical Action
- ★ Root Capital
- ★ Save the Children
- ★ ShelterBox
- ★ Sightsavers
- ★ The ONE Campaign
- ★ UNICEF UK
- ★ USA for UNHCR
- ★ WaterAid
- ★ Women Deliver
- ★ Women for Women International UK
- ★ Women for Women International US
- ★ World Food Program USA
- ★ World Jewish Relief
- ★ World Vision UK

ENVIRONMENTAL

- ★ 1000 Friends of Oregon
- ★ 350.org
- ★ Alliance for the Great Lakes
- ★ Appalachian Voices
- ★ Canadian Freshwater Alliance
- ★ Chesapeake Climate Action Network
- ★ Conservation Colorado
- ★ Conservation International
- ★ Conservation Voters of PA
- ★ Dogwood BC
- ★ Ecojustice
- ★ Food & Water Watch
- ★ Friends of the Earth
- ★ Friends of the Earth UK
- ★ Greenbelt Alliance
- ★ Greenpeace Canada
- ★ Greenpeace UK
- ★ Izaak Walton League of America
- ★ League of Conservation Voters
- ★ Michigan League of Conservation Voters
- ★ Minnesota Center for Environmental Advocacy
- ★ Mono Lake Committee
- ★ Monterey Bay Aquarium
- ★ Mystic River Watershed Association
- ★ National Audubon Society
- ★ National Geographic Society
- ★ National Park Foundation
- ★ National Parks Conservation Association
- ★ Natural Resources Council of Maine
- ★ Natural Resources Defense Council
- ★ New Jersey League of Conservation Voters
- ★ North Carolina League of Conservation Voters
- ★ NRDC Action Fund
- ★ Oceana
- ★ Overton Park Conservancy
- ★ Rails-to-Trails Conservancy
- ★ Rainforest Trust
- ★ Rare
- ★ Riverkeeper
- ★ Surfrider Foundation
- ★ The Trust for Public Land
- ★ The Wilderness Society
- ★ The Wilderness Society Action Fund
- ★ Union of Concerned Scientists
- ★ Washington Trails Association
- ★ Waterkeeper Alliance
- ★ World Resources Institute

HEALTH

- ★ Action on Smoking and Health
- ★ American Cancer Society
- ★ American Heart Association
- ★ American Kidney Fund
- ★ American Lung Association
- ★ Anthony Nolan
- ★ Atlanta Ronald McDonald House Charities
- ★ Autism Speaks
- ★ BC Cancer Foundation
- ★ Ben - Motor & Allied Trades Benevolent Fund
- ★ Boston Children's Hospital Trust
- ★ Breast Cancer Now
- ★ Cancer Research Institute
- ★ Cancer Research UK
- ★ Children's Hospital Los Angeles
- ★ Children's Mercy Hospital
- ★ Colorado Children's Campaign
- ★ Colorectal Cancer Alliance
- ★ Dementia UK
- ★ Einstein Healthcare Network
- ★ Great Ormond Street Hospital Children's Charity
- ★ Langley Memorial Hospital Foundation
- ★ Leukaemia UK
- ★ Maggie's
- ★ March of Dimes
- ★ MND Association
- ★ Muscular Dystrophy Association
- ★ Pharmacist Support
- ★ POGO - Pediatric Oncology Group of Ontario
- ★ Prostate Cancer UK
- ★ RNLI
- ★ Ronald McDonald House Charities of Chicagoland & Northwest Indiana
- ★ Samaritans
- ★ Teesside Hospice
- ★ The Leprosy Mission England and Wales
- ★ The Leukemia & Lymphoma Society
- ★ Tommy's
- ★ United Way of Greater St. Louis
- ★ Versus Arthritis
- ★ White Ribbon Alliance

HUNGER/POVERTY

- ★ Alameda County Community Food Bank
- ★ Caring in Bristol
- ★ Center on Budget and Policy Priorities
- ★ Child Poverty Action Group
- ★ Crisis UK
- ★ East Texas Food Bank
- ★ Feeding America
- ★ Feeding the Gulf Coast
- ★ Freestore Foodbank
- ★ Friends of the Children
- ★ Greater Chicago Food Depository
- ★ Greater Cleveland Food Bank
- ★ Maryland Food Bank
- ★ Meals on Wheels America
- ★ Share Our Strength
- ★ Shelter
- ★ Tearfund
- ★ Union Gospel Mission (Vancouver)

OTHER

- ★ AFL-CIO
- ★ Age UK
- ★ Alliance of Arizona Nonprofits
- ★ American Friends Service Committee
- ★ Boys & Girls Clubs of America
- ★ Chicago Council on Global Affairs
- ★ Civil Air Patrol
- ★ Communications Workers of America
- ★ Dave Thomas Foundation for Adoption
- ★ Global Zero
- ★ MoveOn
- ★ National Consumer Law Center
- ★ People For the American Way
- ★ Project On Government Oversight
- ★ Refuge
- ★ RNID
- ★ Sesame Workshop
- ★ SMART Reading
- ★ The Council of Canadians
- ★ Win Without War
- ★ Youth Challenge

PUBLIC MEDIA

- ★ KERA
- ★ KNKX
- ★ KQED
- ★ Louisville Public Media
- ★ NET - Nebraska's PBS & NPR Stations
- ★ WETA
- ★ WVIK FM, Quad Cities NPR

RIGHTS

- ★ Amnesty International UK
- ★ Amnesty International USA
- ★ Anti-Slavery International
- ★ Children's Defense Fund
- ★ Courage California
- ★ Dignity In Dying
- ★ Florida Immigrant Coalition
- ★ GLBTQ Legal Advocates & Defenders (GLAD)
- ★ Jewish Voice for Peace
- ★ NARAL Pro-Choice America
- ★ National Council of Jewish Women
- ★ National Women's Law Center
- ★ OutRight Action International
- ★ Physicians for Human Rights
- ★ Planned Parenthood Federation of America
- ★ Presente.org
- ★ Reprieve
- ★ Right To Play
- ★ Scope
- ★ The Education Trust

WILDLIFE/ANIMAL WELFARE

- ★ Animal Humane Society
- ★ Battersea Dogs & Cats Home
- ★ BC SPCA
- ★ Best Friends Animal Society
- ★ Brooke
- ★ Cats Protection
- ★ Compassion in World Farming
- ★ Dogs Trust
- ★ Endangered Species Coalition
- ★ Humane Society International
- ★ International Fund for Animal Welfare
- ★ National Wildlife Federation
- ★ People for the Ethical Treatment of Animals
- ★ Rise for Animals
- ★ Ruff Start Rescue
- ★ Shedd Aquarium
- ★ SPCA of Texas
- ★ The Humane League
- ★ The Humane Society of the United States
- ★ The International Wildlife Rehabilitation Council
- ★ World Animal Protection
- ★ World Wildlife Fund

Bench x Marks

ACROSS

1 A generous supporter
6 Some slide decks
10 Bullets, etc.
14 Maker of sweet tools for designers
15 Israeli airline
16 Honk
17 A special message to Benchmarks participants, part 1
20 Govt. org that is probably watching you do this puzzle
21 Grab
22 Nevertheless, she persisted
23 You're looking at it
25 _____word (you're looking at it)
26 Thin strand
30 Not Nike
32 Any eight-legged creature
34 Colleague of Black Panther and Black Widow
39 Shark-riding fish
40 It's French in South America
41 What we report in Benchmarks
43 At the plate
44 Selected
46 These mobile messages are often P2P
47 Smart one
51 Place to go out for lunch (remember going out for lunch?)
52 Word that often precedes 43-Down
54 Setback
56 A key email stat (it was 1.74% for fundraising messages in 2020)
59 A special message to Benchmarks participants, part 2
62 California's Santa _____ Mission
63 Alternative press "Reader"
64 Some of them are British
65 Feline goddess in ancient Egypt
66 Peruse the news
67 280 characters of messaging

DOWN

1 Dracula's bedtime
2 Lyric poems
3 Where the *bon temps* are encouraged to *rouler*
4 Abbr. in a newspaper classified ad
5 Cranks (up)
6 Biked
7 Badger incessantly
8 Sylvester, to Tweety
9 Side dish at 51-Across
10 His advice: "Talk less. Smile more."
11 How to get around in DC. Also, the highest-circulation daily newspaper in the UK.
12 Jason _____ of *Jay and Silent Bob*
13 Something to track in emails
18 Intrude
19 Stop intruding
24 Shrimp on a sushi menu
26 Compost companion
27 Frozen treat that comes in red flavor and blue flavor
28 Bank acct. summary
29 _____ People's Campaign, a march and movement originally organized by Martin Luther King, Jr., and SCLC, and reignited by William Barber and Liz Theoharis
31 Form a union in the UK
33 Like a cactus
35 Little lice
36 Hurt badly
37 Badass Texas Governor Richards and others
38 Old horses
42 Turf
43 Pulitzer-winning Toni Morrison novel
45 Mexican-American singer/icon/queen
47 Improvise
48 Feline first name with Helmsley or Lewis
49 Roof edges
50 Highest point
53 "Thanks to a special matching gift, _____ impact will be DOUBLED right now."
55 Bad mood
56 It goes before 9-Down
57 What an environmentalist hugs
58 Take a break
60 An Indigenous people of the Great Basin
61 Advanced deg. for many counselors, caseworkers, community organizers, and other good people

Feeling stumped? Find the complete Crossword solution at https://mrbenchmarks.com/assets/files/2021_Benchmarks_Crossword.pdf

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INFOGRAPHIC

2021 Benchmarks at a Glance

Email + Mobile

We analyzed

5,650,958,414 Emails sent
76,692,125 Subscribers

Here's what we saw

3% Change in email list size
16% Email list churn

	Email Fundraising	Email Advocacy
Open rate	18%	20%
Click-through rate	1.7%	3.3%
Response rate	0.10%	3.6%

Emails sent per subscriber

79 Cultural	**39** Disaster/International Aid	**89** Environmental
39 Health	**48** Hunger/Poverty	**96** Public Media
68 Rights	**67** Wildlife/Animal Welfare	

Fundraising

We analyzed

26,702,427 Online gifts
$1,056,029,339 Raised online

Here's what we saw

28% Increase in number of gifts 2019 to 2020
32% Increase in online revenue 2019 to 2020

Average gift

$97 One-time
$21 Monthly

$78 For every 1,000 fundraising messages delivered, nonprofits raised

0.08% Percent of organic website visitors who make a donation

$120 For every 1,000 organic website visitors, nonprofits raised

Social Media

Facebook Fundraisers

146,012 Unique Facebook Fundraisers

$34 Average gift to Fundraisers
14% Change in amount raised on Facebook

For every 1,000 email subscribers, nonprofits have:

817 Facebook fans	**3%** Facebook fan growth
291 Twitter followers	**5%** Twitter followers growth
149 Instagram followers	**25%** Instagram followers growth

Donor Retention

41% Overall
25% New donors
63% Prior donors

Mobile

50 Mobile subscribers for every 1,000 email subscribers

26% Mobile list growth
79% Change in messages

Ads

Share of 2020 digital advertising budget by:

GOAL	
Branding, awareness, education	25%
Lead generation	14%
Direct fundraising	60%
Other	1%

FUNDRAISING CHANNELS	
Display	31%
Search	20%
Social Media	42%
Video	3%
Other	3%

Cost per donation

Display	Search	Social Media	Video
$116	$29	$40	$147

Return per $1 of ad spend

Display	Search	Social Media	Video
$0.38	$4.78	$1.05	$0.27

HMARKSE
ENCHMAR
ARKSBEN
BENCHMA
KSBENCH
ENCHMA
RKSBENC
NCHMAR

M+R