

# ONLINE FUNDRAISING OUTLOOK

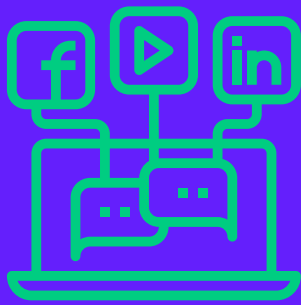
## Social, Video and Virtual Growth Statistics Nonprofits Need to Know

While COVID-19 may have put your in-person fundraising for donors to a screeching halt, their desire to engage with your nonprofit online is stronger than ever. Authentic, engaging and immersive experiences will be key to help your nonprofit keep pace and stand out in a post-COVID world.

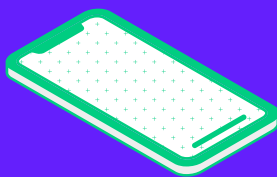
Dive into the latest data around the online behaviors across generations, growth in video media, and how emerging social media platforms like TikTok and Twitch are changing the game and opening up new avenues of exposure for nonprofits.

**4.2B**  
PEOPLE

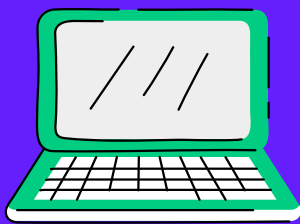
Recent findings show that as of January 2021, 4.2 billion people worldwide are active on social media. That's approximately 53.3% of the global population. <sup>1</sup>



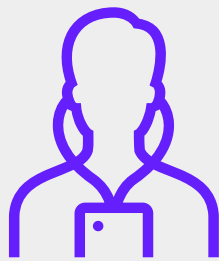
### New research from Blackbaud's 2020 Annual Giving Report found that:



28% of online donations made in 2020 were via mobile device.



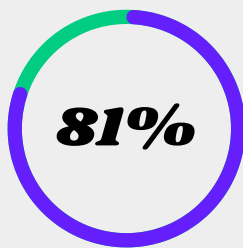
Online giving grew by 20% from 2019 to 2020.



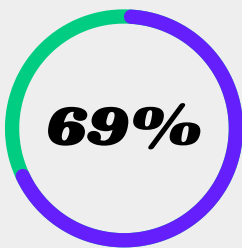
**3 out of 4 Millennials**

HAVE DONATED MONEY DURING THE PANDEMIC <sup>2</sup>

Data from the Pew Research Center found that: <sup>3</sup>



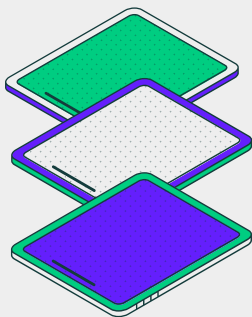
81% of U.S. adults report having used YouTube.



69% of U.S. adults report having used Facebook.

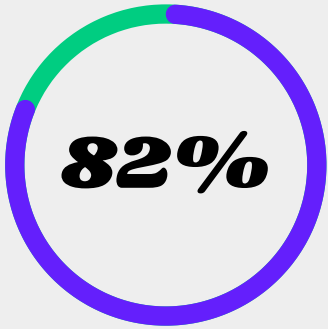


40% of U.S. adults report having used Instagram.

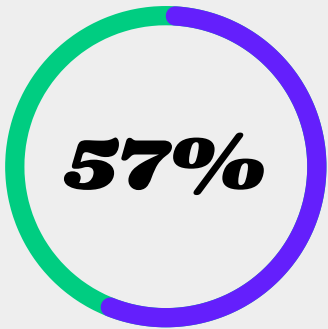


Over half of the global community is now at nonprofits fingertips online. It's clear younger donors aren't the only ones engaging. Expand their organization's footprint.

# Video Media



Video media is estimated to account for 82% of internet content by 2022. <sup>4</sup>



57% of people who watch nonprofit videos on Youtube will make a donation. <sup>5</sup>

Youtube is the second largest search engine in the world, behind Google.



**80% of people**

would prefer to watch a live broadcast than read a blog post. <sup>6</sup>



With this shift, it is important to recognize the power of video content and its ability to persuade someone to donate to your cause. Popular platforms like Twitch are proof that donors are looking for authentic, real-time experiences to show their support.



**More than \$83 million** <sup>3</sup>

Was raised on Twitch for nonprofits in 2020. <sup>7</sup>

“Organizations that can rise to the challenge of being innovative in creating communities outside of physical boundaries, embrace inclusivity and provide meaningful opportunities for people to act, will succeed.”

**Beck Mitts**  
Senior Director of Marketing and Events, Multiple Sclerosis Society of Canada



# Social Media

Research from Nonprofits's Source found that nonprofits rank the following the most important social channels for their causes:

#1



FACEBOOK

#2



TWITTER

#3

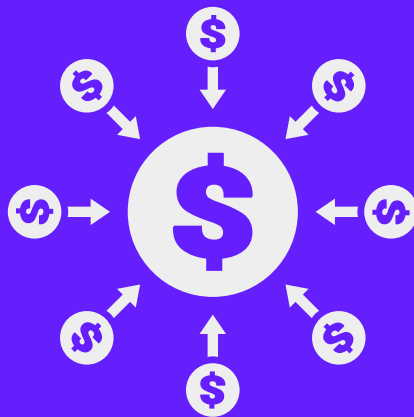


YOUTUBE

Considering Facebook is the #1 platform favored by nonprofits, it's no surprise engagement with this channel has skyrocketed post-COVID. Recent data from Facebook found that:

**\$5 billion**

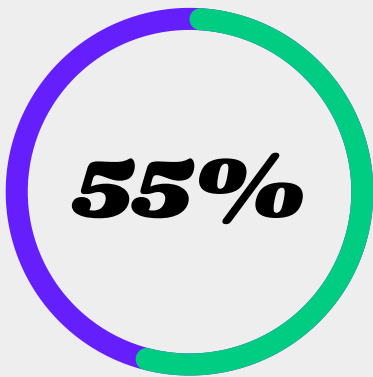
has been raised collectively on Facebook and Instagram, as of March 2021, for nonprofits and private causes. <sup>8</sup>



**\$175 million**

was raised for COVID-19 related fundraisers between Facebook and Instagram platforms alone in the year 2020. <sup>8</sup>

## Social Inspires Action



55% of people who engage with nonprofits on social media platforms will act. Action could include donating, volunteering, attending events, engaging with an organization's content, etc. <sup>9</sup>

## Power in Numbers

Social media creates a network affect, empowering nonprofits to expand their reach and grow their donor footprint for more impact.

**+85M**

More than 85 million fundraiser organizers and supporters are behind Facebook's \$5 billion fundraising milestone.

**\$25**

the majority of donations contributing to the \$5 billion dollars raised across Facebook and Instagram fundraisers were just \$25 or less. <sup>8</sup>

# Virtual Fundraising

## LIVE STREAMING IS HERE TO STAY

"Streaming democratizes content production and our ability to find and consume it."

Brian Albert, Google



250%

Stream watch time has increased by 250% in 2020.<sup>10</sup>

3X

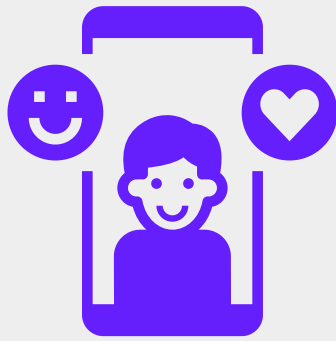
Live videos are watched 3 times longer than pre-recorded content.<sup>11</sup>

82%

Of people prefer to watch a live stream than read a post on social media.<sup>12</sup>

## Making the Switch to Virtual

Nonprofits are adopting virtual fundraisers as a key component to their year-round fundraising strategy. New data from Nonprofit Tech for Good found that:



71%

***of nonprofits surveyed said they hit or exceeded their fundraising goals through virtual events.***<sup>13</sup>

55%

***of nonprofits surveyed use virtual events as a part of their fundraising strategy.***<sup>13</sup>

73%

***of nonprofits surveyed are now planning to hold a virtual or hybrid fundraiser in 2021.***<sup>13</sup>

# TikTok Takeover

1 in 3 TikTok Users  
is Over 30 Years Old

What started as the leading platform for Gen Z, TikTok is now a hub for education, news, and trends gaining more exposure for nonprofits across all age demographics.<sup>13</sup>



## TIKTOK TAKEOVER: ENGAGEMENT ACROSS ALL AGES<sup>13</sup>



TikTok users  
aged 13-17

27%



TikTok users  
aged 18-24

42%



TikTok users  
aged 25-34

16%



TikTok users  
aged 35-44

8%



TikTok users  
aged 45-54

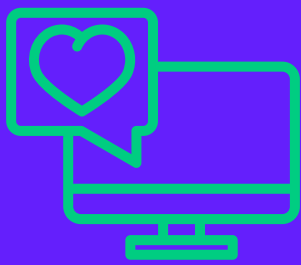
3%



TikTok users  
aged 55+

4%

### TikTok for Good: A New Channel for Nonprofits



This initiative by TikTok was created to inspire platform users to help Nonprofits grow their audience, activate more supporters, and raise awareness around their cause.

#### Real-World Success: International Homeless Animal's Day

TikTok worked with animal welfare organizations worldwide in a global campaign to celebrate International Homeless Animals' Day. For every video posted with their unique #PetBFF hashtag, TikTok donated \$1 to its partners.

The results?



490k  
Videos  
Created

3.9  
Billion  
Views





# Where Social Media Fundraising Falls Short

The pros to growing your nonprofit's presence across social media can't be denied. However it's important to understand where these channels fall short and how you can create an effective online fundraising strategy in response.



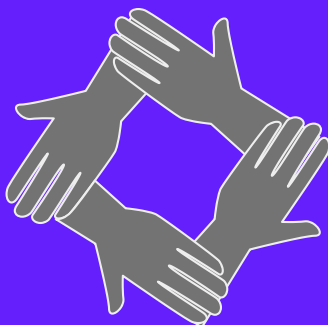
## NO ACCESS TO DONOR DATA

Social media does not allow for nonprofits to capture data relating to their donors and fundraising. You're unable to track the lifecycle of your donors (i.e. donation history, years involved with your nonprofit, giving frequency, etc.)



## DONOR ENGAGEMENT & REMARKETING

You know you got a donation, but you can't continue to communicate with that donor to nurture the relationship for future engagement with your organization. Opt-in rates from social to nonprofits are extremely low, making donor outreach and retention efforts from social giving extremely challenging.



## COMMUNITY AND RELATIONSHIP-BUILDING

The platforms do not provide insight into a nonprofit's community and make it difficult to connect beyond the live event.



## DISJOINTED TECHNOLOGY

Because people interact with a nonprofit independently on social media, the organizations lack engaging people in a collective experience. [CrankedUp](#) is a great example of how a collective experience can be incredibly valuable for engaging participants (possibly prospective donors) and demonstrating the impact of their involvement.

# Making the Switch to Virtual

Real-world virtual success. How the [CrankedUP endurance ride](#) grew an organic online community entirely through video, social media, and user-generated content. After 12+ hours of live streaming the event, the results speak for themselves...



**19.5%  
higher  
engagement  
rates across  
social**

**Average  
User  
Session  
of 8.5hrs**

**46%  
increase  
in their  
Instagram  
following**

[GET THE FULL STORY](#)