

# Philanthropy Trends

## M+R Benchmarks Study 2016

Source: M+R Benchmarks 2016 Report

In conjunction with the Nonprofit Technology Network, M+R, a nonprofit fundraising and consulting firm, recently released its 2016 Benchmarks Study called Benchmarks X. Benchmarks X is their 10<sup>th</sup> in-depth report on the state of nonprofit online fundraising, advocacy, marketing, and more. The study surveyed 105 nonprofit employees across eight different sectors.

Below are highlights from the report:

### Email Marketing

- For every 1,000 email subscribers, nonprofits have 355 Facebook fans, 132 Twitter followers, and 19 Instagram followers.
- Nonprofits received \$44 in donations for every 1,000 fundraising messages sent.
- There was a strong positive correlation between fundraising email response rate and landing page conversion rate.
- By the end of the year, groups in the Study lost an average of 11.8% of the subscribers they had on January 1.
- On average, about 24% of subscribers are considered inactive.
- Response rates were down for both advocacy and fundraising messages.

### Digital Advertising

- Overall, nonprofits invested \$0.04 in digital advertising for every dollar raised online.
- Nonprofits spent 35% of their digital advertising budgets on lead generation advertising (such as creating an ad that would extract email addresses), followed by 31% on new donor acquisition and 23% on paid search advertising. Only 4% of advertising budgets were spent on branding.

### Social Media

- Organizations posted to Facebook an average of 1.3 times per day and tweeted an average of 3.8 times per day.
- Cultural groups were the only sector to have a larger audience in a single social media channel than on email.

### Web Advertising

- On average, 1.1% of website visitors made a donation.
- For a nonprofit's main donation page (as selected by each organization), the page conversion rate averaged 15%.

### Fundraising

- Overall online revenue was up 19% for all nonprofit sectors.
- Email revenue was up 25% for all nonprofit sectors.
- Monthly online revenue was up 24% for all nonprofit sectors.