

# Nonprofits Online: The 2014 M+R Benchmarks Study

2,146,986,311

Email messages

Number of online gifts

5,635,397

\$324,890,672.61

RAISED

Number of advocacy actions

7,525,945

## Email Fundraising



Open Rate

0.45%

Click-through Rate



Response Rate

11%

Drop in Email Fundraising Response Rates

## Email Advocacy



Open Rate

2.9%

Click-through Rate



Response Rate

25%

Drop in Email Advocacy Response Rates

## Emails Sent Per Month, Per Subscriber



Environmental



International



Wildlife and Animal Welfare



Email List Growth



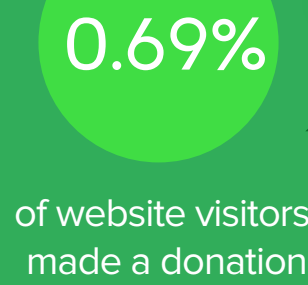
Email List Churn



Increase in Online Revenue



Increase in Number of Gifts



of website visitors made a donation

For every website visitor, nonprofits raised \$0.60



of online revenue came from monthly gifts

For every 1,000 fundraising messages delivered, nonprofits raised \$17

one-time \$57 monthly \$20

Average Email Gift Size

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



199 Facebook fans



110 Twitter followers



13 Mobile subscribers

37%

Facebook Annual Growth

Average number of posts per day



1.2



5.3

46%

Twitter Annual Growth

Want more? Like, a lot more? See the full study at

[www.mrbenchmarks.com](http://www.mrbenchmarks.com)

M+R

NTEN  
Nonprofit Technology Network