



**Association of Advancement Services Professionals**

Click To Donate:  
The 2009 CASE Online Fundraising Survey

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**Summit  
2009**



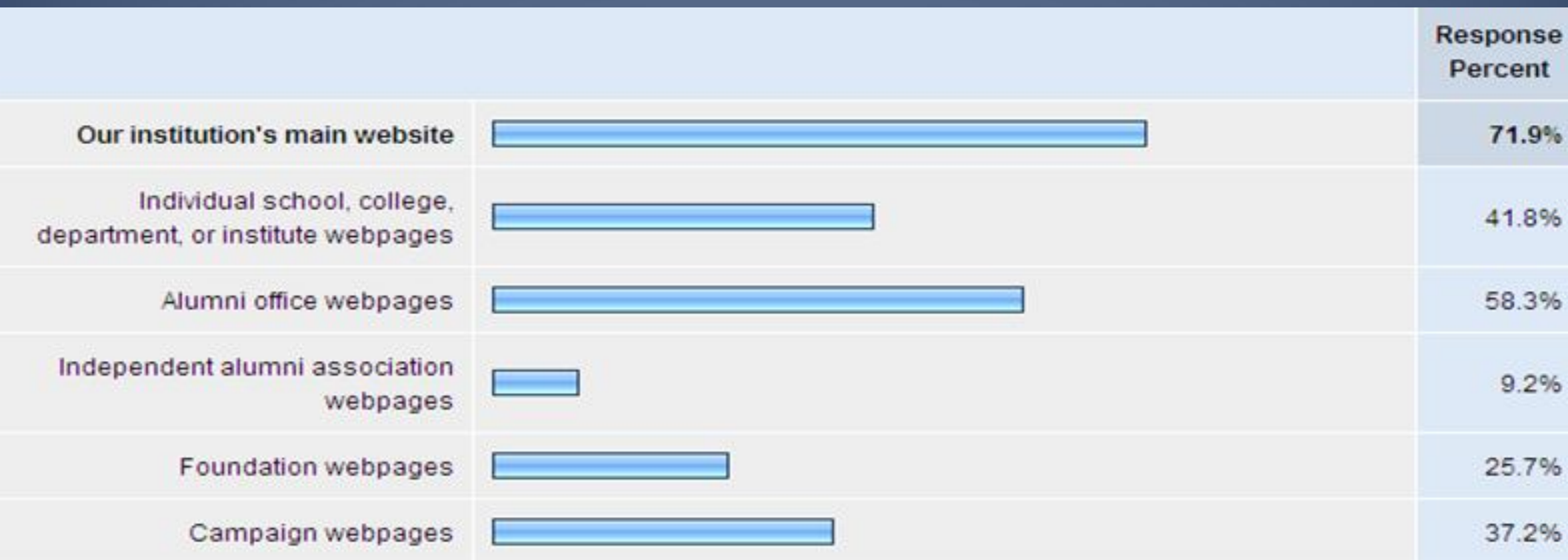
**Reach for Innovation**

# Survey Background







- Begun in 2003. This is the first since 2005.
- Largest & most detailed survey for educational institutions.
- 562 responses, primarily research/doctoral and private institutions.
- 85% of responses from USA.
- Almost two-thirds of respondents have been doing online fundraising for five years or less.

# Where do you offer online giving?

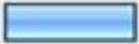
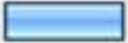
- Online fundraising opportunities are most frequently located on institutions' main web pages.



# Where do you offer online giving?






Online social community webpages		17.6%
Links inside emails		59.1%
Links inside e-newsletters		51.0%
Separate team or club fundraising websites		11.4%
Mainstream online news media		1.8%
Donation supersites/ listing sites/ consumer review sites		1.8%

# Where do you offer online giving?






Third-party "giving" websites (e.g. Network for Good, Just Give, etc.)		10.3%
Through self-organized grass roots supporter groups working informally on behalf of the organization		2.0%
We do not offer any of the above online donation opportunities		9.4%

# What tools are you using?

- Web pages and email are the main tools in use.

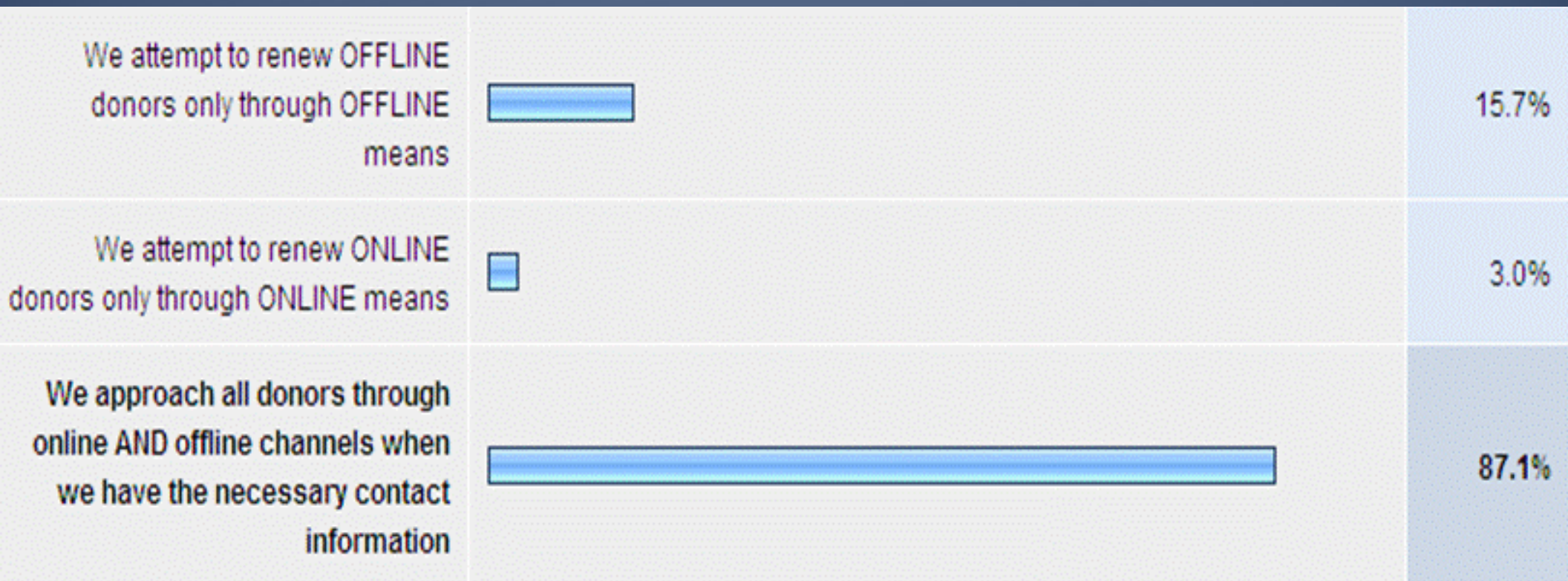
		Response Percent
Links inside plain text emails		68.3%
Links inside HTML emails		73.5%
Links inside flash emails		41.5%
Institution's individual webpages dedicated to fundraising		81.7%
Institution's individual webpages on which online fundraising appeared but was not the main focus of the page		61.5%

# What tools are you using?

Solicitations on blogs		1.7%
Solicitations sent via twitter		1.5%
Widgets or charity badges (e.g. on Facebook or supporters' websites)		8.7%
Peer-to-peer online fundraising (i.e. your supporters ask their friends to give)		22.6%
Text-to-give/mobile giving		1.3%

# Renewing online or off?

- Online donors are being solicited on- and off-line.
- Last survey, most respondents only renewed offline.



# How are you using social networks?

- Online social communities are being used for connecting, not for fundraising.
- Facebook (12.5%) and YouTube (4%) scored highest for fundraising.

	(a) used for connecting with constituents generally	(b) used for online fundraising	(c) not used for either connecting or fundraising
Facebook	82.7% (383)	12.5% (58)	15.3% (71)
LinkedIn	55.3% (209)	1.1% (4)	44.4% (168)
YouTube	37.6% (120)	4.1% (13)	61.4% (196)
MySpace	22.0% (66)	2.0% (6)	77.7% (233)
Twitter	28.2% (87)	2.3% (7)	71.2% (220)

# How are you using social networks?

	<b>(a) used for connecting with constituents generally</b>	<b>(b) used for online fundraising</b>	<b>(c) not used for either connecting or fundraising</b>
Friendster	1.5% (4)	0.0% (0)	98.5% (262)
Second Life	4.8% (13)	0.4% (1)	94.8% (255)
Blogger/BlogSpot	10.0% (27)	0.7% (2)	89.6% (242)
Bebo	1.5% (4)	0.0% (0)	98.5% (259)
Orkut	0.8% (2)	0.4% (1)	99.2% (258)

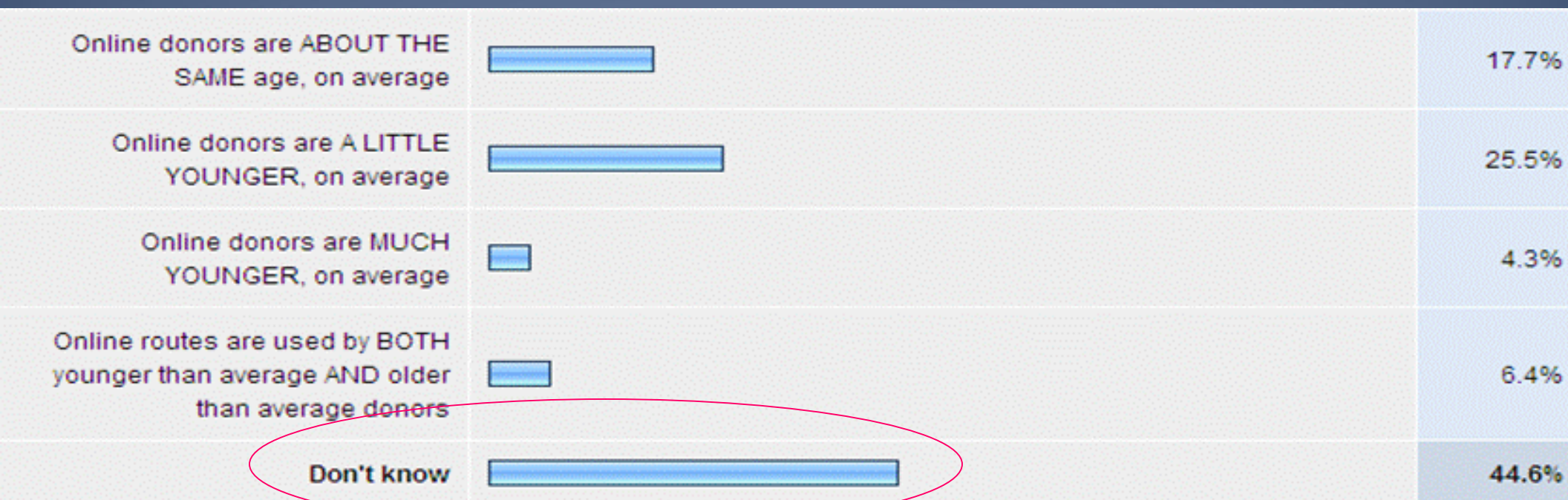
# Which groups are giving online?

- Most individuals are giving online, but alumni come in first.



# Age of your online donors?

- 30% think their online donors are younger than average.
- 18% think they're about the same age.
- 45% do not know.



# How successful is it?

- Online fundraising seen as less successful than offline.
- However, a small percentage feel that online fundraising is “much more” or “a little more” effective than “mailing solicitation letters” (13%) and “events” (11%).
  - This is a significant change in attitude since 2005.
- Most common answer: Don't Know (17 – 61%).

# How successful is it?

	Online fundraising is MUCH MORE successful than:	Online fundraising is a LITTLE MORE successful than:	Online fundraising is ABOUT THE SAME as:	Online fundraising is a LITTLE LESS successful than:	Online fundraising is MUCH LESS successful than:	Don't know
Mailing solicitation letters	5.5% (23)	7.1% (30)	11.4% (48)	22.6% (95)	36.0% (151)	17.4% (73)
Mass call centers and personal calling by students/volunteers	2.4% (10)	4.5% (19)	8.1% (34)	14.6% (61)	44.7% (187)	25.6% (107)
Giving circles	2.2% (9)	3.7% (15)	5.4% (22)	8.6% (35)	19.2% (78)	60.8% (247)
Wills and bequests	2.7% (11)	3.4% (14)	3.9% (16)	7.6% (31)	36.3% (149)	46.1% (189)
Letters from the president/ vice chancellor/ CEO/ school head	3.2% (13)	4.2% (17)	8.8% (36)	16.1% (66)	36.7% (150)	31.1% (127)
Events (such as golf tournaments, supporter-hosted in-home gatherings, benefactors' dinners / galas)	5.6% (23)	5.1% (21)	8.3% (34)	13.9% (57)	29.4% (121)	37.7% (155)

# How effective is it?

- Most respondents see online fundraising as less effective than other methods.
- The best rating was for “reaching new donors”, but only for 27% of respondents.
- The worst rating was for “renewing lapsed donors,” with only 12%.
- The most common answer was “don’t know” (28 – 46%).

# How effective is it?

	Online fundraising is MUCH MORE more effective than other routes	Online fundraising is a LITTLE MORE effective than other routes	Online fundraising is ABOUT THE SAME as other routes	Online fundraising is a LITTLE LESS effective than other routes	Online fundraising is MUCH LESS effective than other routes	Don't know
How effective is online fundraising for renewing prior donors?	3.6% (15)	11.1% (46)	22.1% (92)	15.4% (64)	13.9% (58)	33.9% (141)
How effective is online fundraising for reaching new donors?	4.6% (19)	22.5% (93)	16.9% (70)	15.2% (63)	12.6% (52)	28.3% (117)
How effective is online fundraising for generating on-going (e.g. monthly) donations?	5.1% (21)	12.4% (51)	13.4% (55)	7.3% (30)	15.6% (64)	46.2% (190)
How effective is online fundraising for renewing lapsed donors?	2.2% (9)	9.7% (40)	15.8% (65)	15.1% (62)	19.2% (79)	38.0% (156)

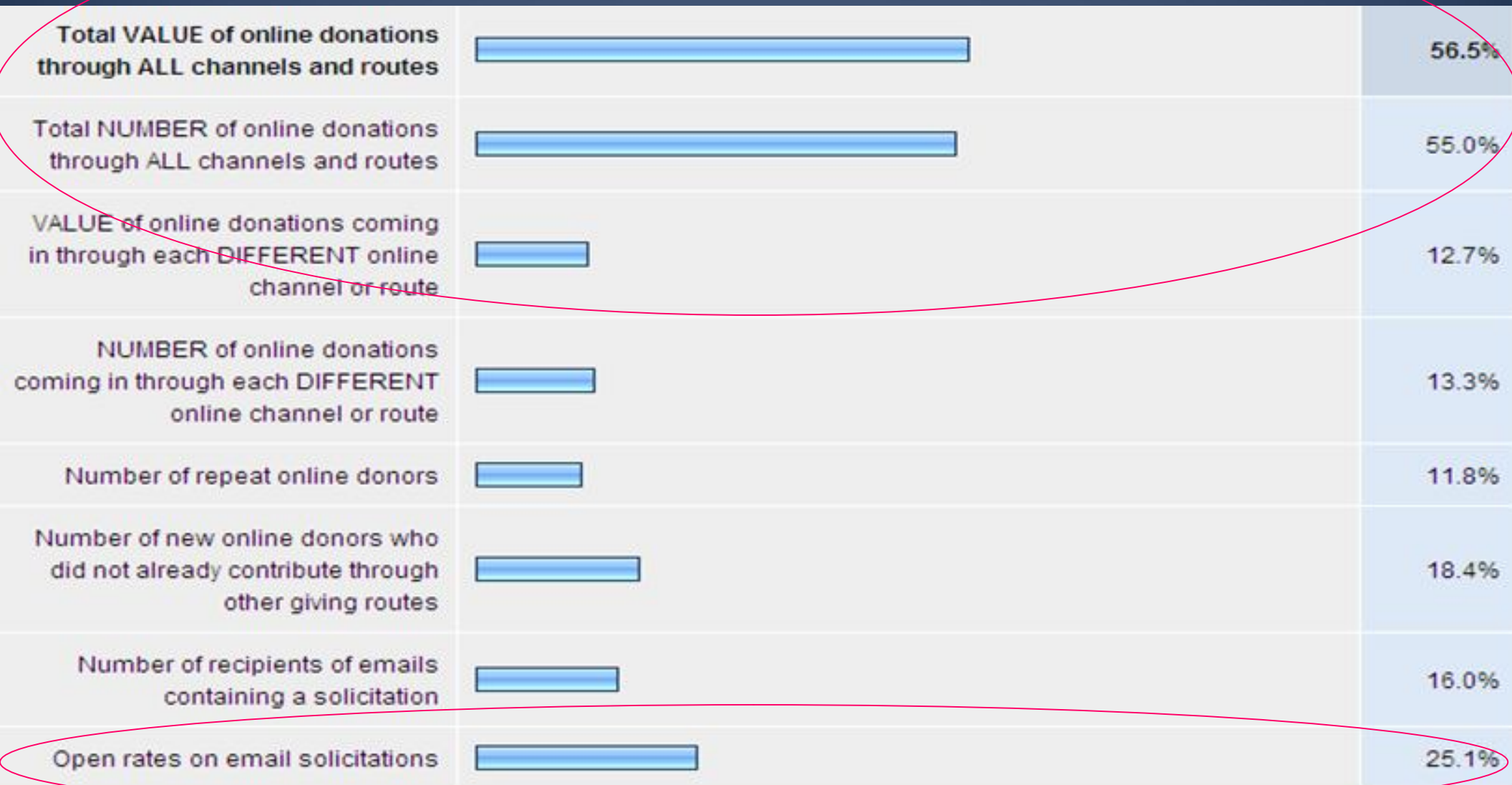
# Meeting expectations?

- Meeting expectations: 22%
- Somewhat exceeding expectations: 14%
- Greatly exceeding expectations: 6%
- Below expectations: 38%
- "Very much below" expectations: 17%
- Don't Know: 18%

# How are online donations raised?

	Response Average
Percent raised through email appeals	21.47
Percent raised through online social networks	0.06
Percent raised through widgets or charity badges	0.04
Percent raised through text-to-give/mobile giving	0.02
Percent raised through passive website (e.g. "Donate" button)	47.12
Don't know / We don't keep track this way	44.80

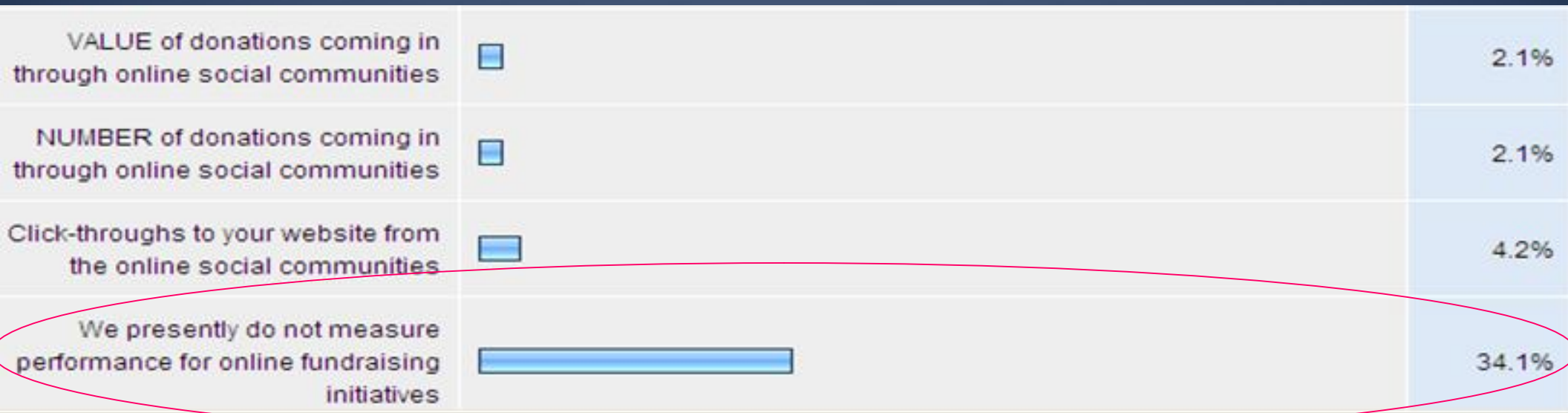
# How do you measure performance?



# How do you measure performance?



# How do you measure performance?



# The Bottom Line

- 184 responses
- Average gift size: \$241.
- 3x higher than average from the *eNonprofit Benchmarks* study: \$71.
- Share of total philanthropic support raised online: 1.4%.
  - Slightly higher than the *Chronicle of Philanthropy* survey: (less than 1%).

# The Bottom Line

- \$155.3 million raised online last FY by respondents.
- Average amount raised online: \$844,277.
- Median amount raised online: \$61,113.
- Median amount was lower than 2008 *Chronicle of Philanthropy* survey (\$749,000), which included many large national organizations.
- Maximum raised online by 1 institution: \$35 million.

# The Bottom Line

- Over 90% raised less than \$1 million.
- Average amount for them was \$137,006.
- Seven reported more than \$5 million raised online.
- Only four raised more than \$10 million.

# Advantages of online fundraising?



# Disadvantages/Barriers?

accurate **email\_addresses** afraid age attention

card collecting comfortable confusing **contact**

credit-cards **delete-key** difficulty e-solicitations face-to-face

fatigue fear **fees** generational identity ignore **impersonal**

junk larger limited lost maintaining major **messages**

**older** on-line open overcoming reach relationship

response return **security** **spam** stewardship

**technology** track trust

# What's the Next Big Thing?



# What advice would you offer?

## Plan

- Develop a strategy to collect email addresses.
- Have it as part of a total plan.
- Discuss initiatives as a team.
- Learn from peers.
- More online communication is not better.
- Don't take their time for granted. Communicate frequently, not just when YOU need something.

# What advice would you offer?

## Test and Measure

- Use a random sample & compare response rates, average gift, and speed of responses.
- Have individuals outside your organization review your giving forms before going live.
- Test your messages on different groups.
- Benchmark your results.

# What advice would you offer?

## Be Patient and Realistic

- It's an additional way to bring in donors, not a replacement for direct mail or phonathon.
- Don't give up because you aren't getting a ton of gifts. Email appeals remind donors to give.
- Not a replacement for proven fundraising methods.
- Do not expect it to boost gift totals. Increased online giving may just be a shift in payment method.

# What advice would you offer?

## Make it Easy

- Never make your constituents search for the information they are looking for.
- Make (it) easy from the initial approach to the payment.

# What advice would you offer?

## **(Don't) Just Do It**

- Just do it.
- Go Slow.
- Make a big splash.
- Keep your expectations reasonable.
- Do it! It's the future.
- Don't use Facebook or Twitter for fundraising — they're relationship building tools.
- Skip email, go right to web 2.0.