

Motivate Monday

WITH PAMELA GROW

About Pamela

Nonprofit consultant, trainer and speaker



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Miss a Motivate Monday?



<http://basicsandmorefundraising.com/motivate-monday/webinars/>

Win #1

My latest win: I figured out how to delegate, making a seemingly-impossible project feel much more doable.

DINA

Win #2

My latest win: Had a hugely successful 50th Anniversary Gala-raised \$170,000.

DORIS

Win #3

Last month, we brought in the second largest gift from an individual in our organization's history!

AVA

Steve MacLaughlin

Steve MacLaughlin is the Vice President of Data & Analytics at Blackbaud and best-selling author of *Data Driven Nonprofits*. Steve has spent 20+ years driving innovation with a broad range of companies, government institutions, and nonprofit organizations.

MacLaughlin has been featured as a fundraising and nonprofit expert in *The New York Times*, *The Washington Post*, *The Los Angeles Times*, *The Boston Globe*, *The Chronicle of Philanthropy*, *USA Today*, *The NonProfit Times*, *Bloomberg*, and has appeared on NPR.



ONLINE DISASTER GIVING TRENDS

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➤ ONLINE GIVING GROWTH

2016 Online Giving Trends by Organization Size

Size	YOY % Change
Small (Less than \$1M)	8.1%
Medium (\$1M - \$10M)	11.4%
Large (\$10M+)	6.3%
Total	7.9%

2016 Online Giving Trends by Sector

Sector	Code
Arts and Culture	15.4%
Environment/Animal Welfare	10.9%
Faith-based	8.8%
Healthcare	9.6%
Higher Education	12.3%
Human Services	11.1%
International Affairs	-0.8%
K-12 Education	10.0%
Medical Research	-3.8%
Public & Society Benefit	12.3%

- Blackbaud has tracked overall giving and online giving growth for many years now.
- In 2016, online giving grew 7.9% on a year-over-year basis compared to 2015.
- The results are based on online giving data from 5,210 nonprofits representing over \$2.6 billion in online fundraising from 2016.
- This is an apples-to-apples comparison of the same organizations over a 24-month timeframe.

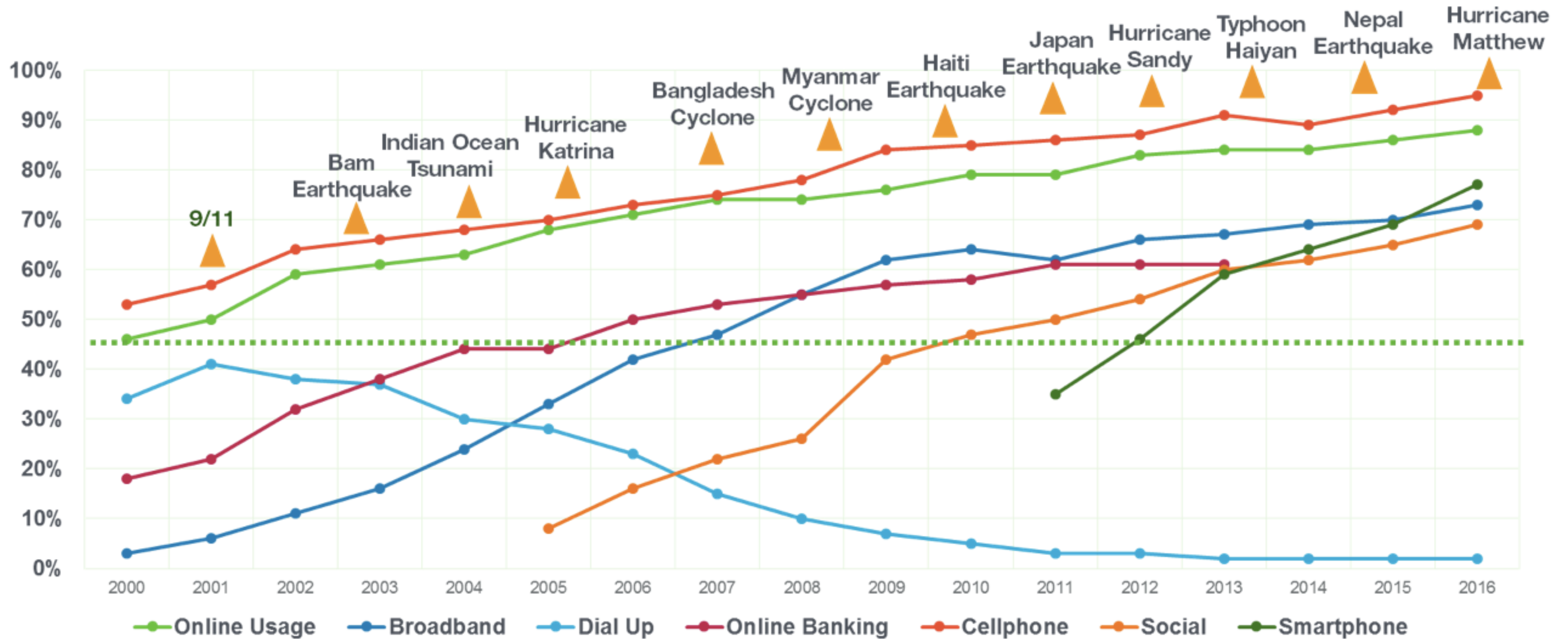
► PERCENTAGE OF GIVING FROM ONLINE



Source: U.S. Department of Commerce,
Blackbaud

- Blackbaud has tracked the percentage of total fundraising that comes from online giving for many years now.
- The U.S. Department of Commerce also tracks the percentage of total retail sales that occur online.
- For many years, online giving has outpaced online retail sales and this trend is likely to continue.

► ONLINE DISASTER RESPONSE GIVING



Source: Pew Research Center, Blackbaud

➤ ONLINE DISASTER RESPONSE GIVING

2017 Online Giving Growth Trends by Sector

Sector	Apr	May	Jun	Jul	Aug
Arts and Culture	13.3%	12.5%	11.7%	12.4%	15.4%
Environment/Animal Welfare	13.8%	10.9%	13.1%	11.7%	13.6%
Faith-based	7.9%	12.0%	10.1%	7.7%	6.5%
Healthcare	9.9%	10.5%	8.0%	10.2%	8.1%
Higher Education	13.8%	15.3%	7.4%	9.0%	12.4%
Human Services	11.9%	13.5%	11.8%	12.1%	13.8%
International Affairs	7.6%	8.6%	8.6%	14.3%	9.5%
K-12 Education	7.7%	7.8%	2.1%	6.0%	9.7%
Medical Research	-4.1%	1.6%	-1.0%	4.3%	-2.3%
Public & Society Benefit	15.5%	13.1%	12.4%	19.9%	17.8%
Overall	9.5%	11.5%	9.4%	10.2%	9.6%

- The Blackbaud Index analyzes \$3+ billion in online gifts in from more than 5,400 nonprofit organizations in the United States
- In 2017, online giving across nearly every sector has been growing
- Through August 2017, online giving is up 9.6% for the same organizations compared to August 2016.
- There is no significant evidence of disaster related giving in the August 2017 data, but keep in mind that Hurricane Harvey did not make landfall until August 25, 2017.
- Blackbaud would expect more pronounced changes in the data to appear in September 2017.

THANK YOU



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