



## Online Giving Research

(full reports at <http://artsandsciences.virginia.edu/kipps>)

- More than 65 percent of donors used information from the Internet before giving, whether online or offline – and 40 percent always go online before giving, regardless of whether they give online or offline. (Kintera Luth Nonprofit Trend Report, 2005)
- The number one reason donors say they give online is convenience. Other top reasons include giving quickly at times of crisis, making multiple gifts in one transaction through a giving portal, and seeing their overall giving history. (Network for Good, 2007)
- Online giving is growing exponentially each year, from \$250 million in 2000 to more than \$4.5 billion in 2005. (ePhilanthropy Foundation, 2006)
- Roughly 19 percent of men and women who use the Internet donate to charity online. (compared to banking on line: 41 percent; or buying something: 67 percent) (Pew Internet and American Life Project, 2005)
- Online givers are young, with men and women giving in equal numbers. The median age of donors at Network for Good is 38, with the average between 39 and 40. (Source: Craver, Mathews, Smith & Company). (Network for Good, 2007)
- Overall, online giving climbed 37 percent in 2006 over 2005. (*Chronicle of Philanthropy* 2007)
- Online donors are not new to giving, but tend to be new to giving online. (Network for Good)
- Whether due to income levels, the impulsive nature of online giving or the credit card effect, online donors give significantly more. (Network for Good, 2007)
- Offline-only donors who also received e-newsletters gave more than twice as much as did offline donors who did not receive electronic communication. (Convio & Strategic One, 2007)
- Forty percent of donors *always* go online before making a donation, either online or offline. (Kintera Luth Nonprofit Trend Report, 2005)
- Weekdays are when most donors make their contributions. By dollar amounts, Monday, Tuesday and Wednesday are the days donors are most generous. (Network for Good 2007)

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