The *Network for Good* Digital Giving Index: Q2 2012

Insights and Trends on Charitable Engagement
Network for Good, the Internet’s leading charitable giving platform, has a unique vantage point on digital philanthropy across several distinct channels including: individual charity websites, charity portals and social giving (peer-to-peer) websites and applications. Network for Good created this *Digital Giving Index* to help nonprofits seeking to strengthen relationships with donors and corporate partners seeking to integrate giving into consumer or employee initiatives.

This update to *The Network for Good Digital Giving Index* includes trends and analysis on over $30 million in donations to more than 20,000 charities through the Network for Good platform in the second quarter (Q2) of 2012. This includes donations to Network for Good’s nonprofit customers through their own websites, and to other nonprofits through more than 40 corporate partner websites and Network for Good’s giving portals at [www.NetworkforGood.org](http://www.NetworkforGood.org) and [www.SixDegrees.org](http://www.SixDegrees.org).

Quarterly updates to this Index are available at [www.onlinegivingstudy.org/quarterlyindex](http://www.onlinegivingstudy.org/quarterlyindex).
Charity Websites. Many charities use Network for Good as the giving engine behind their websites. There are two types of charity website giving experiences:

1) A charity website with a generic giving page that does not visually match the charity’s website but goes to a Network for Good-branded multi-step checkout process featuring the charity’s name and address.

2) A charity website with a branded giving page that is integrated with the charity’s own website. Other than the NetworkForGood.org URL, it is not evident that the donor has left the charity’s website to make a gift.

Portal Giving. Network for Good powers giving portals, where donors can search and support any charity registered with the IRS. These include NetworkforGood.org, GuideStar, Charity Navigator and the Capital One® No Hassle Giving Site, among others.

Social Giving. Network for Good powers social networks for social good, where donors can give to many charities and, in many cases, fundraise among their friends and family. Such sites include Causes.com, Crowdrise and SixDegrees.org, among others.

Portals and social networks provide compelling platforms for cause marketing campaigns that engage consumers or employees to do good, including corporate responses to humanitarian disasters.

Definitions

Note on Data: All growth rates, average donation amounts, and breakdowns by channel are calculated based on a consistent sample of partners and nonprofit customers year over year.
Online Giving Up Across Most Channels for Q2 2012

Donation Dollar ($) Index Q2 2012 vs. Q2 2011

<table>
<thead>
<tr>
<th>Channel</th>
<th>Growth Rate</th>
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</thead>
<tbody>
<tr>
<td>Overall Giving</td>
<td>12%</td>
</tr>
<tr>
<td>Charity Websites (Generic)</td>
<td>7%</td>
</tr>
<tr>
<td>Charity Websites (Branded)</td>
<td>13%</td>
</tr>
<tr>
<td>Portal Giving</td>
<td>12%</td>
</tr>
<tr>
<td>Social Giving</td>
<td>12%</td>
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</tbody>
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Source: Network for Good

Online Giving increased across nearly all channels in Q2 2012, in keeping with the migration of individual giving toward online and other digital channels.

Charity Websites saw year over year Q2 donation growth for branded donation pages by 13%, but a decline for generic donation pages by 7%. Similar to Q2 2011 results, charity websites with a branded donation page received more donations and at higher average values than those with a generic donation page. In fact, the average Network for Good customer with a branded donation page raised 7 times more dollars than the average customer with a generic page in Q2.

Portal Giving in Q2 2012 saw a decline of 12% versus Q2 2011, likely because there was residual giving in response to the March 2011 earthquake and tsunami in Japan. Portal giving sees marked growth in December and in the wake of large-scale natural disasters.

Social Giving in Q2 2012 increased by 12%. Social giving is driven by giving events (such as giving challenges and cause marketing campaigns) that rally vast networks to drive donations, and by personal fundraising campaigns in which individuals ask friends and family to support their favorite charity.

Note: Growth rates for Overall Giving, Charity Websites, Portal Giving and Social Giving channels are based on a consistent sample of partners and nonprofit customers year over year.
Most charitable giving through the Network for Good platform is via charity websites, followed by social and portal networks. Giving through charity websites consistently makes up over 60% to 70% of all donations. Giving via social networks makes up about 15% to 20% of all donations, but has the potential to increase as peer-to-peer giving gains in popularity. Giving via portals typically makes up 10% of all donations, except in December or in the wake of a large-scale natural disaster when portal giving can spike to over 25% of all donations.

* Other includes employee giving and donations to partners.
Source: Network for Good
Charity Websites: Average gift size grew for branded donation pages in Q2 of 2012 compared to the same quarter in 2011, but declined for generic donation pages. Average gifts on branded donation pages tend to be about 20% to 30% larger than on generic donation pages. When a charity has created a donation experience that reinforces its brand and connection to its supporters, the results speak for themselves: higher average gifts that grow over time.

Portal Giving: In Q2 2012, the average gift size declined by $2 versus Q2 2011. With the exception of disaster response giving, most donations via portals are made by donors who appreciate the convenience of managing all of their charitable giving in one place. Recurring gifts tend to have a consistent average gift size across the year. If donors make adjustments to their donations, it tends to be in December when donors set up their annual donations to be spread across the next year.

Social Giving: In Q2 2012, the average gift size for social giving grew by $4 versus Q2 2011. Social fundraising typically results in lower dollar gifts, but average gift size is influenced by the nature of the fundraising. Event-based personal fundraising is migrating to social channels, where authentic peer and family connections can influence gift size positively. On the other end of the spectrum, broad appeals to friends of friends can result in smaller gifts as the relationship between the fundraiser and donor gets weaker.
About Network for Good

Network for Good is a giving platform that empowers nonprofits and corporate partners to unleash generosity and advance good causes. We help nonprofits raise funds for their missions through simple, affordable and effective online fundraising services and offer free training through our online learning center (www.Fundraising123.org), interactive community (www.TheNetworkforGood.org) and webinar series (www.Nonprofit911.org). Network for Good also works with companies to help refine a cause strategy perfectly suited to business and philanthropic goals and implement effective cause initiatives powered by our proven donation platform. Network for Good has processed more than $690 million in donations for over 83,000 nonprofits since its 2001 founding by AOL, Cisco and Yahoo!. www.networkforgood.org

How Can We Help You?

www.networkforgood.org/npo

www.networkforgood.org/partner

Media Contacts

Katya Andresen
CSO & COO
katya.andresen@networkforgood.org
O: 240-482-3208
M: 202-577-1932

Kate Olsen
Director of Partnerships
kate.olsen@networkforgood.org
O: 240-482-3209
M: 847-612-7772