



# The Network for Good Online Giving Index

Update: Q3 2011

# About this Index

Network for Good, the Internet's leading nonprofit giving platform, has a unique perspective on the experience and behaviors of charitable giving across several distinct channels including: individual charity websites, charity portals and social giving (peer-to-peer) websites. As a platform powering giving opportunities across all three of these channels, Network for Good has created this Online Giving Index with insights and trends to inform charitable engagement for nonprofits seeking to strengthen relationships with donors and corporate partners seeking to integrate giving in online consumer or employee initiatives.

This update to the Network for Good Online Giving Index includes trends and analysis on \$23 million in donations to more than 20,000 charities through the Network for Good platform in Q3 2011. This includes donations to Network for Good's nonprofit customers through their own websites and to other nonprofits through 25 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).

*Note on Data: All channel-specific growth rates and average donation amounts are calculated based on a consistent sample of partners and nonprofit customers year over year. All overall donation growth rates and breakdowns are based on total donation volume.*

# Definitions

**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 on Facebook, 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.

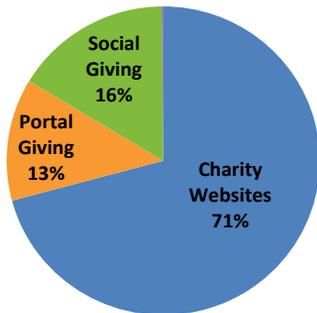
# Q3 Giving Up Across All Channels; Social Giving Leads the Way

## Donation Dollar (\$) Index Q3 2011 vs. Q3 2010

|                                   |   |            |
|-----------------------------------|---|------------|
| <b>Overall Giving</b>             |  | <b>25%</b> |
| <b>Charity Websites (Generic)</b> |  | <b>9%</b>  |
| <b>Charity Websites (Branded)</b> |  | <b>20%</b> |
| <b>Portal Giving</b>              |  | <b>19%</b> |
| <b>Social Giving</b>              |  | <b>55%</b> |

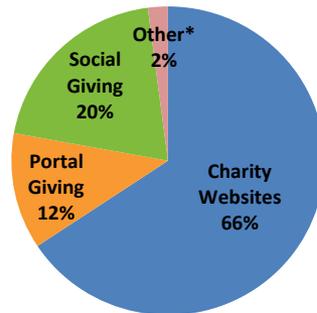
Source: Network for Good

### Q3 2010 Breakdown



Source: Network for Good

### Q3 2011 Breakdown



Source: Network for Good

Note: Growth rates for Charity Websites, Portal Giving and Social Giving channels are based on a consistent sample of partners and nonprofit customers year over year.

\* Other includes employee giving and optional contributions to partners.

- Charity Websites** saw increased giving levels in Q3 2011 year over year. Donations on nonprofit websites with a generic donation page were up 9% and donations on websites with a branded donation page were up 20%. The average gift size for both website categories increased year over year: average gifts to nonprofits with a generic donation page were up 4% at \$83 and average gifts to nonprofits with a branded donation page were up 11% at \$106. An average nonprofit with a branded donation page raised 5 times more in donations than an average nonprofit with a generic donation page. This trend is consistent across 2010 and 2011 reporting to date, demonstrating the power of a branded donation experience quarter after quarter, year after year.
- Portal Giving** in Q3 2011 increased year over year by 19%. The average gift size increased 12% versus the same quarter in 2010 to \$99. Giving in Q3 2011 was likely higher due to multiple disaster response efforts for US tornadoes and storms, the earthquake in Turkey and the flooding in Thailand over the summer months. Portals play an important role during times of disaster because they curate a list of nonprofits providing relief.
- Social Giving** in Q3 2011 increased year over year by 55%, consistent with the trend of peer-to-peer giving opportunities becoming more mainstream on social networks. The average donation via social websites increased 26% year over year to \$52. Peer-to-peer event fundraising in Q3 2011 was particularly strong through Crowdrise as athletes raised donations for their favorite causes leading up to the ING New York City Marathon on November 6, 2011. Additionally, many nonprofits, especially smaller organizations, are embracing social media as a way to cultivate supporters. 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 where individuals ask friends and family to support their favorite charity.

## About Network for Good

Network for Good is a nonprofit social enterprise that empowers nonprofits and corporate partners to unleash generosity and advance good causes. We also 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](http://www.Fundraising123.org)), interactive online community ([www.TheNetworkForGood.org](http://www.TheNetworkForGood.org)) and webinar series ([www.Nonprofit911.org](http://www.Nonprofit911.org)). Network for Good has processed approximately \$625 million in donations for more than 60,000 nonprofits since its 2001 founding by AOL, Cisco and Yahoo!. [www.NetworkForGood.org](http://www.NetworkForGood.org)

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