The Network for Good
Digital Giving Index 2011

Insights and Trends on Charitable Engagement
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About the 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 and applications. Network for Good created this Digital 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 Digital Giving Index includes trends and analysis on $138 million in donations to more than 40,000 charities through the Network for Good platform in 2011. This includes donations to Network for Good’s nonprofit customers through their own websites and to other nonprofits through more than 25 corporate partner websites and Network for Good’s giving portals at www.NetworkforGood.org and www.SixDegrees.org.

Quarterly updates to this Index are available at 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.

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**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 increased across all channels in 2011, in keeping with overall migration of individual giving toward online and other digital channels.

Charity Websites saw year over year donation growth across both generic and branded donation pages by 5% and 11% respectively. Similar to 2010 results, charity websites with a branded donation page received more donations and at higher average values than those with a generic donation page.

Portal Giving grew 9% year over year excluding disaster relief donations. Factoring in disaster donations, portal giving grew 15%. Disaster giving for Japan tsunami relief in March 2011 accounted for a quarter of total 2011 portal giving. Japan relief giving resulted in a 50% increase in donation dollars versus Haiti earthquake relief in January 2010. December giving accounted for almost half of total 2011 portal giving, an increase of 2% over 2010 (reference page 10).

Social Giving increased year over year by 29%, consistent with the trend of peer-to-peer giving opportunities becoming more mainstream on social networks. Additionally, many nonprofits 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 in which individuals ask friends and family to support.

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<tbody>
<tr>
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<td>Charity Websites (Generic)</td>
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<tr>
<td>Charity Websites (Branded)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Portal Giving</td>
<td>9%</td>
<td></td>
<td></td>
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<tr>
<td>Social Giving</td>
<td>29%</td>
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Source: Network for Good

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.
Note: Overall growth rates exclude one time donation events: 2010 Haiti earthquake response and 2011 Japan tsunami response, which each occurred in Q1 of their respective years.
Most charitable giving through the Network for Good platform is via charity websites, followed by portals and social networks. Giving through charity websites consistently makes up over 60% of all donations. Historically, giving via portals outpaced giving via social networks, but the gap is narrowing as peer-to-peer giving gains in popularity. Portal giving is particularly relevant during humanitarian disasters and at the end of the year, when donors look for a convenient way to support one or more charities in one place. Social giving is marked by bursts of donation activity driven by campaigns and fundraisers.

Source: Network for Good

* Other includes employee giving and donations to partners.
Network for Good processed 1.6 million donations in 2011, resulting in $138 million in funds for more than 40,000 charities of all types and sizes – that includes everything from the American Red Cross to a local animal shelter or neighborhood PTA. The value of 2011 indexed donations grew 17% year over year, excluding one-time donation events like the Japan tsunami response. In just over 10 years of operation, Network for Good has processed more than $625 million in funds for more than 83,000 charities.
Charity Websites: Dollars donated through charity websites increased 10% over 2010 and accounted for more than half (65%) of all donations through Network for Good in 2011. Donation dollars through websites with custom donation pages saw the most growth year over year (11% increase in funds compared to only 5% for charities with generic donation pages). When a charity has created a branded donation experience that reinforces its connection to its supporters, the results speak for themselves: higher average gifts that grow over time. In 2011, Network for Good saw a 4% increase in average gift size for charities with a branded donation page, versus a 2% increase for those with a generic donate page. Further, an average charity with a branded donation page received 5 times more donations and raised an average of almost $15,000 more than an average charity with a generic donate page raised in 2011. The impact of a branded donation page can increase to 6 or 7 times during year-end peak fundraising season.

Portal Giving: In 2011, a large number of donors gave to charity online, especially in response to the tsunami in Japan and at the end of the year. The average gift on portal sites tends to be higher than those on social networks, but not quite as high as those on a branded giving page directly through a charity website – that’s where the relationship is strongest. The average gift size for portal donations increased by 23% in 2011 versus the year prior.

Social Giving: In 2011, social giving made up 15% of all donations through Network for Good, up from 10% in 2009 and virtually 0% prior to 2008. Social fundraising efforts may result in lower average gifts (around $50), but sites like Causes .com and Crowdrise give individuals a way to connect their social networks to their favorite causes and provide resources that charities wouldn’t have achieved otherwise through their normal supporter cultivation activities. The average gift size on peer-to-peer and social platforms increased 27% in 2011 versus 2010.
Online Giving increased across all channels in Q4 2011, in keeping with overall migration of individual giving toward online and other digital channels.

Charity Websites saw year over year Q4 donation growth across generic and branded donation pages by 4% and 9% respectively. Similar to Q4 2010 results, charity websites with a branded donation page received more donations and at higher average values than those with a generic donation page.

Portal Giving, driven by December donations, grew 12% year over year in Q4 2011. December giving accounted for almost half of total 2011 portal giving, an increase of 2% over 2010.

Social Giving in Q4 2011 increased year over year by 5%. Peer-to-peer giving occasions at year-end are growing through social media outlets such as Causes.com and Crowdrise, but remain a small contributor to total year-end giving. 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.
At the end of the year, most charitable giving through the Network for Good platform is via charity websites, followed by portals and social networks. Giving through charity websites consistently makes up over 65% to 70% of all donations. December is nonprofit fundraising season and many donors are accustomed to responding to direct appeals from the nonprofits they routinely support. Portals tend to play a bigger role at the end of the year than social networks because donors look to make habitual gifts to their favorite charities before the tax deadline on December 31.

Source: Network for Good

* Other includes employee giving and donations to partners.
Roughly one-third of annual giving through the Network for Good giving system occurs in the month of December alone; and in 2011, over 10% of donation dollars came in on the last three days of the year. In December 2011, about 13% more donation dollars were contributed to charities through Network for Good compared to December 2010. The vast majority of those donation dollars were contributed directly on charity websites.
Charity Websites: More than 70% of all donation dollars contributed in December 2011 were made on charity websites. Donors who gave through generic donation pages on charity websites averaged $174 per gift and donors engaged in a branded giving experience on a charity website averaged over $200. In sum, donors were about 80% more generous in December than over the rest of the year, when average gift size was closer to $100. Further, a typical charity with a branded donate page received 6 times more donations and raised an average of $5,000 more than a typical charity with a generic donate page raised in December.

Portal Giving: About one-quarter of December 2011 donations dollars were contributed through a charity portal such as NetworkforGood.org, Charity Navigator, GuideStar or The Capital One® Giving Site, where it is easy to research charities and give to multiple organizations at once. The average donation through portals in December 2011 increased 5% to $160 versus December 2010. However, that average is over 60% higher than for portal donations made January through November 2011 (when the average remains around $100), demonstrating that similar to individuals making contributions directly on charity websites, portal donors are generous at year-end.

Social Giving: In December 2011, social giving made up 4% of overall giving. Average donation amounts on these sites at year-end tend to be lower, but can be increased with the right campaign call to action. In fact, the average gift on social giving sites in December 2011 increased 52% year over year and was over $15 higher than the average for 2011 overall. Examples of holiday fundraising on peer-to-peer sites with compelling calls to action include: the Mozilla Firefox Challenge on Crowdrise, the Holiday Wish social fundraiser on Causes.com and the Six Days of Good for Hunger campaign on SixDegrees.org.
About Network for Good

Network for Good is a nonprofit social enterprise that empowers corporate partners and nonprofits to unleash generosity with scalable ways to advance good causes. Network for Good 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. 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), interactive community (www.TheNetworkforGood.org) and webinar series (www.Nonprofit911.org). Network for Good has processed more than $625 million in donations for more than 83,000 nonprofits since its 2001 founding by AOL, Cisco and Yahoo!.
www.networkforgood.org

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