



10 Online Communication & Fundraising Best Practices for Small NGOs Worldwide

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Today's Presentation

Website Design

Email Marketing

Online Fundraising

Social Media

GLOBAL NGO

TECHNOLOGY REPORT 2019

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- 5,721 NGOs, NPOs, and charities from 160 countries participated in the 2019 Global NGO Technology Survey.
- The data is presented in the [2019 Global NGO Technology Report](#) for six regions in English, French, Portuguese, and Spanish:
 - Africa
 - Asia
 - Australia and New Zealand
 - Europe
 - Latin America and the Caribbean
 - The United States and Canada
- The data is also available as a global average.



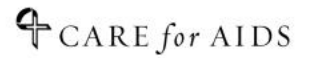
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OUR CUSTOMERS

Trusted by leading organizations

We're proud to power leading organizations of all sizes, across all nonprofit sectors.



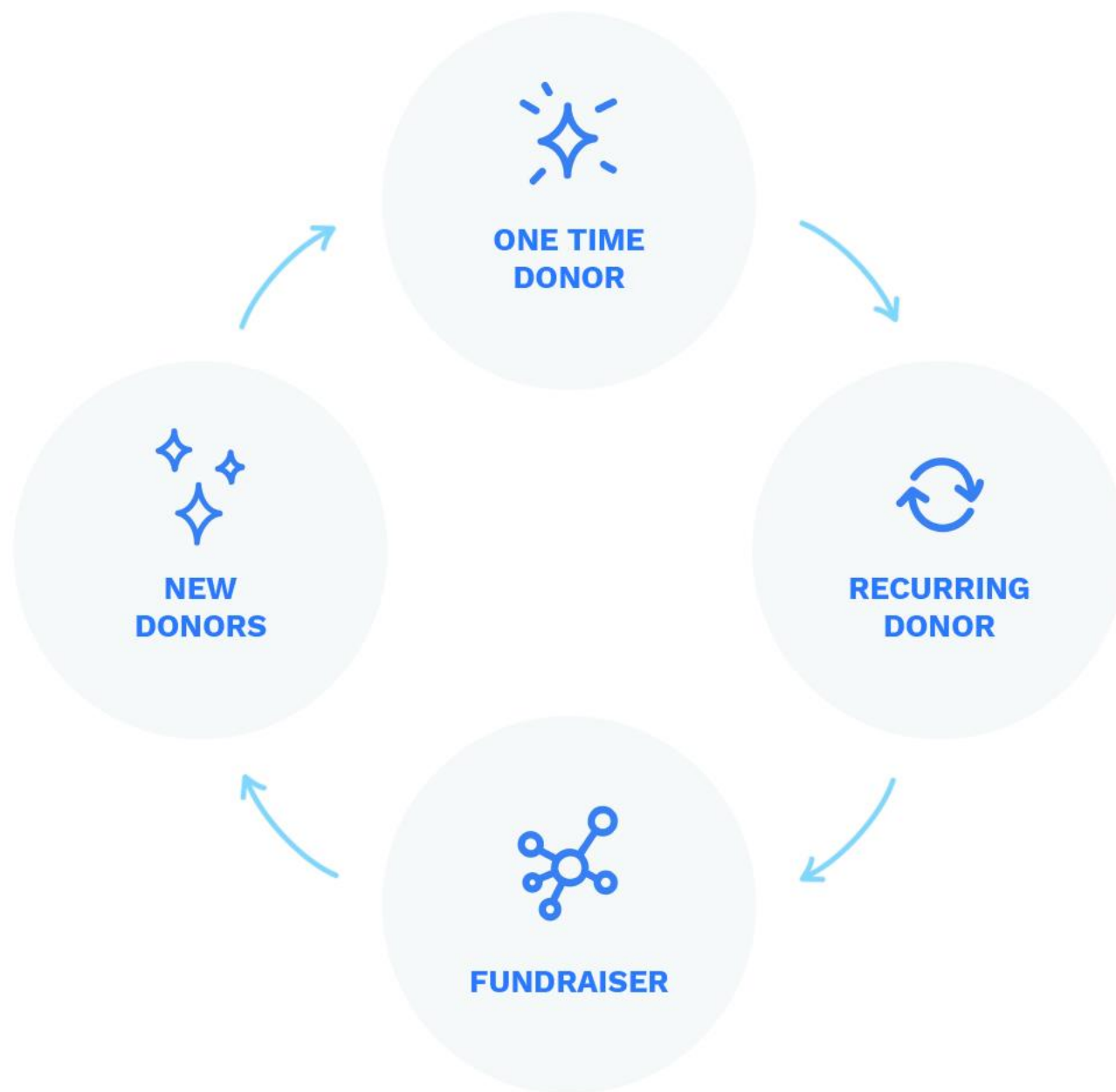
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A GROWTH-READY PLATFORM

Strategically scale your donor base

When you choose Funraise, you get a platform that was built with your organization's development in mind.

Expand your donor funnel using core strategies baked right into Funraise's features and support.





Why Funraise?

Only Funraise provides a modern, comprehensive fundraising platform developed by nonprofit people every day.

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Centralized Data

Simplify your processes by unifying donation and donor data in one single platform.

More Online Donations

Increase conversions with branded online experiences configured specifically for your donors.

Scalability & Growth

As your long-term technology partner, Funraise scales with you, supporting your sustained growth.

Responsive Support

Helpful, nonprofit-knowledgeable support is always in your corner.

Ease of Use

Launch campaigns faster and accomplish more with Funraise's intuitive, modern interface.

Features

Nonprofit fundraising tools working seamlessly together inside one delightful platform.

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Donor CRM



Donation Management



Donation Forms



Peer-to-Peer Fundraising



Fundraising Websites



Recurring Giving



Events & Ticketing



Donation Tasks



Automated Emails



Text Engagement



Wealth Screening



Take a tour!

👉 colby@funraise.org

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Website Best Practices



Website Communications

**80% of NGOs worldwide
have a website.**

Mobile compatibility	88%
Privacy policy	71%
SSL certificate	70%
Blog	55%
Event registration	54%
Accessible to people with disabilities	18%
Online store	18%
Live chat	12%

TAKE ACTION

Ensure that your nonprofit's website has an [SSL certificate](#).

As of July 1, 2019 Google began classifying websites without <https://> as unsafe.



How to Launch a Website for Your NGO

1. Use a low-cost, do-it-yourself website builder, such as [Squarespace](#) or [Wix](#). Fees average \$30 a month plus a 3% donation transaction fee (in addition to your PayPal or Stripe fees).
2. Use a specialized platform for nonprofits, such as [Wired Impact](#). Fees range from \$69-\$329 a month.
3. [WordPress.org](#) is a content management system for websites and blogs. There are hundreds of responsively-designed, low-cost [WordPress.org templates](#) for nonprofits and freelancers available for hire at [UpWork](#).



Website Design Best Practices

1. Prioritize images over text, provide ample white space, use a large font for title and body content, and use large, tapable buttons for calls-to-action: [nature.org](https://www.nature.org)
2. Prominently feature your “Donate” button, social network icons, and e-newsletter opt-in on every page of your website: [globalfundforwomen.org](https://www.globalfundforwomen.org)
3. Provide simple navigation: [survivalinternational.org](https://www.survivalinternational.org)



Email Marketing Best Practices

Email Communications

54% of NGOs worldwide send email fundraising appeals.

Quarterly	48%
Monthly	25%
Twice monthly	8%
Weekly	8%
Daily	7%
Twice weekly	4%

TAKE ACTION

Send email fundraising appeals more often – at least once monthly.

To be successful at online fundraising, [grow your email list](#) ([Journity](#), [MailMunch](#)).

In the U.S. email raised 13% of all online revenue in 2018 ([Benchmarks 2019](#)).



How to Launch an Email Strategy for Your NGO

1. Never send email newsletters BCC as a PDF attachment (8% of nonprofits do). Your nonprofit must invest in an [email marketing service](#).
2. To begin, send e-newsletters twice per month and fundraising appeals, on average, once per month with [increased frequency during the holidays](#).
3. Never communicate with supporters and donors using a third-party domain, such as *gmail.com*. .ORG is the most trusted domain by donors.



Email Design Best Practices

1. Focus on 1-5 stories and/or calls-to action and keep text to a minimum.
2. Prominently feature social network icons and a “Donate” button in your e-newsletter template.
3. Write short subject lines (50 characters or less) and use emojis to maximize open rates.



Online Fundraising Best Practices

Online Fundraising

64% of NGOs worldwide accept online donations on their website.

Credit card	79%
Direct debit	50%
PayPal	46%
Digital wallet	10%
Cryptocurrency	2%

TAKE ACTION

Study and copy the donation process of the largest NGOs worldwide.

Donors will drop out of giving on complicated donation pages.

Sign up for PayPal, Stripe, or WorldPay to accept credit card payments.

54% of donors worldwide prefer to give online ([Global Trends in Giving Report](#)).



Monthly Giving

**68% of NGOs worldwide
utilize monthly giving.**

In the United States, monthly giving increased by 17% in 2018 and accounted for 16% of all online revenue (up from 13% in 2017).

TAKE ACTION

PayPal allows monthly payments for those donors that have a PayPal account.

Apply to become [a project on for GlobalGiving.](#)

***The average monthly gift in the U.S. is \$35 USD per month – that's \$425 USD per year.
([Blackbaud Luminate Report](#)).***

Tribute Giving

34% of NGOs worldwide utilize tribute giving.

Memorials	43%
Birthdays	25%
Religious holidays	10%
Wedding	3%
New Baby	2%
Other	17%

TAKE ACTION

Create a [tribute giving page](#) on your website and then promote the page via email and on social media. Tribute gifts are especially popular during the [holiday season](#).

***33% of donors worldwide give tribute gifts to friends and family
([Global Trends in Giving Report](#)).***



Crowdfunding

31% of NGOs worldwide utilize crowdfunding.

For many NGOs in Africa, Asia, Latin America, and the Middle East, [crowdfunding](#) is their first experience with online fundraising.

TAKE ACTION

Find a [crowdfunding platform](#) in your country and create 1-3 crowdfunding campaigns. Promote in your e-newsletter and on social media.

31% of donors worldwide give to NGOs located outside of their country of residence ([Global Trends in Giving Report](#)).



Peer-to-Peer Fundraising

**30% of NGOs worldwide
utilize peer-to-peer
fundraising.**

Peer-to-peer fundraising enables supporters to create and promote their own online fundraising campaigns on your organization's behalf.

TAKE ACTION

Select a fundraising platform that offers custom peer-to-peer fundraising campaigns, such as Funraise and QGiv.

***14% of donors worldwide have created a peer-to-peer fundraising campaign
(Global Trends in Giving Report).***

#GivingTuesday

27% of NGOs worldwide participate in #GivingTuesday.

Africa	22%
Asia	19%
Australia & New Zealand	7%
Europe	25%
Latin America/Caribbean	20%
United States & Canada	58%

TAKE ACTION

Download the official [#GivingTuesday Toolkit](#) and [logo](#) and create your first campaign.

14% of donors worldwide give to NGOs on #GivingTuesday ([Global Trends in Giving Report](#)).



Social Media Best Practices

Facebook

84% of NGOs worldwide regularly use Facebook.

Have a Facebook Page	97%
Share Facebook Stories	54%
Purchase Facebook Ads	47%
Have a Facebook Group	44%
Use Facebook Live	43%
Utilize Messenger bots	36%

TAKE ACTION

Grow your Facebook Following, experiment with advertising and [Messenger bots](#), and sign up for [Facebook's Charitable Giving Tools](#).

Average Number of Facebook Followers: 20,606

Twitter

46% of NGOs worldwide regularly use Twitter.

Regularly tweet hashtags	76%
Participate in Tweet Chats	30%
Use Twitter Live	20%
Purchase Twitter Ads	17%

TAKE ACTION

If your nonprofit regularly uses Twitter, experiment with [Twitter Ads](#).

Average Number of Twitter Followers: 8,033



Instagram

**42% of NGOs worldwide
regularly use Instagram.**

Share Instagram Stories	66%
Use Instagram Live	41%
Purchase Instagram Ads	34%

TAKE ACTION

Grow your Instagram Following
and become a [visual storyteller](#).

Average Number of Instagram Followers: 3,322

LinkedIn

28% of NGOs worldwide regularly use LinkedIn.

Have a LinkedIn Page	91%
Encourage staff to use LinkedIn Profiles	29%
Purchase Linked Ads	22%

TAKE ACTION

Create a [LinkedIn Page](#) for your NGO and a profile for your [executive director](#).


Average Number of LinkedIn Followers: 1,424



*44% of NGOs worldwide
have a written social
media strategy.*

The header features a dark blue background with several geometric elements: a 2x4 grid of white dots on the left, an orange triangle, a green triangle with yellow dots, a blue triangle with yellow dots, and a yellow triangle. A solid orange horizontal line runs across the middle of the header.

42% of NGOs worldwide utilize an editorial calendar for their social media campaigns.



27% have a system in place to track and report return on investment (ROI) on social media campaigns.



*78% of NGOs worldwide agree that
social media is effective for
creating social change.*



*75% of NGOs worldwide agree
that social media is effective
for inspiring people to
take political action.*



*72% of NGOs worldwide agree
that social media is effective
for online fundraising.*



Thank You!

- Download the 2019 Global NGO Technology Report at: funraise.org/techreport
- We are currently seeking partners for the 2020 Global Trends in Giving Report. [Please apply by November 15, 2019.](#)
- A link to a recording of this webinar – as well as the slides – will be emailed within the next 24-48 hours.



Q&A