



2016 Global NGO Online Technology Report

Research by

 **Nonprofit Tech for Good**

#NGOTECH17

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About the Report

The 2017 Global NGO Online Technology Report (techreport.ngo) is a research project that seeks to gain a better understanding of how non-governmental organizations (NGOs) worldwide use online technology to engage their supporters and donors. Sponsored by the Public Interest Registry (pir.org) and researched by Nonprofit Tech for Good (nptechforgood.com), the report summarizes how NGOs worldwide use web and email communications, online and mobile fundraising tools, and social and mobile media. The report is

groundbreaking in that it is the only annual research project dedicated to studying how NGOs use online technology on a global scale. Due to regional discrepancies in the global Internet infrastructure, how effectively NGOs utilize online technology to inspire philanthropy and create social change varies greatly depending upon their location. Each year as more NGOs participate in the research, the report becomes more precise in its findings and useful to the global NGO sector.

Methodology

The 2017 Global NGO Online Technology Report is based upon the survey results of 4,908 NGOs from Africa, Asia, Australia & Oceania, Europe, North America, and South America. The survey was conducted and promoted entirely online from August 1, 2016 through October 31, 2016. To reach a diverse global audience, the survey was published in English, French, and Spanish. We also partnered with seven organizations that helped promote the survey to their NGO communities: AsianNGO (asiannngo.org), Infoxchange (infoxchange.org), NASSCOM Foundation (nasscomfoundation.org), Réseau des Plates-Formes d'ONG d'Afrique de l'Ouest

(repaoc.org), Nigeria Network of NGOs (nnngo.org), Uganda National NGO Forum (ngoforum.or.ug), and the Aid and International Development Forum (aidforum.org). For the 2018 Global NGO Online Technology Report we plan to add more partners with a goal of reaching 10,000 respondents. Finally, it's worth noting that due to the methodology used, the results represent the views of respondents that (1) read English, French or Spanish; (2) have access to the Internet; and (3) use email and/or social media.

Outcomes

The primary goal of the 2017 Global NGO Online Technology Report was to provide an updated set of benchmarks for success in online technology for NGOs by continent. A concerted effort was made to promote the survey in various time zones in English, French and Spanish to reach NGOs worldwide, but for a second year in a row the report is low on respondents from Latin America and Australia & Oceania. In 2018, the survey

will again be published in English, French, and Spanish, but also in Portuguese to increase its reach into South America. Our partnership model will also be expanded which will ensure a greater reach to NGOs worldwide. That said, this year's report has nearly double the number of survey respondents from last year – 4,908 for 2017 compared to 2,780 for 2016 – and the findings do make for a solid foundation to assert benchmarks for success.



About the Public Interest Registry pir.org

Based in Reston, Virginia, the Public Interest Registry is a non-profit organization created by the Internet Society (internetsociety.org) in 2003 to manage the domains for the social good sector, namely .org, .ngo, and .ong.



Nonprofit Tech for Good

About Nonprofit Tech for Good nptechforgood.com

With 100,000 monthly visitors and more than one million followers, Nonprofit Tech for Good provides easy to understand news and resources about nonprofit technology, social media, online fundraising, and mobile communications.

Online Technology in the Global NGO Sector

4,908 NGOs from 153 countries across six continents

About the Participants

There are diverse regional differences in how NGOs worldwide use online technology. The benchmarks for success by continent are summarized on pages 5-12, however, the data gathered from all 4,908 participating NGOs is averaged and summarized below and on page 4. The top 10 countries represented in the data are those with fairly stable and developed Internet infrastructure,

thus the findings do reflect NGOs that are more advanced in their use of online technology. That said, as Internet infrastructure continues to improve worldwide, it's conceivable that by 2025 regional differences will lessen significantly and NGOs throughout the globe will become more equally empowered to use the Internet to inspire philanthropy and create social change.

CONTINENTS

8.8%	AFRICA
27.8%	ASIA
3.7%	AUSTRALIA & OCEANIA
13%	EUROPE
44.1%	NORTH AMERICA
2.6%	SOUTH AMERICA

COUNTRIES

36%	UNITED STATES
19.9%	INDIA
6.2%	CANADA
3.4%	NIGERIA
3.3%	UNITED KINGDOM
2.8%	AUSTRALIA
1.9%	PHILIPPINES
1.6%	SOUTH AFRICA
1.1%	NETHERLANDS
1.1%	SWITZERLAND
27.7%	OTHER

SIZE*

56.1%	SMALL
34.7%	MEDIUM
9.2%	LARGE

CAUSES

2.2%	ANIMALS
3.4%	ARTS & CULTURE
14%	CHILDREN & YOUTH
13.5%	COMMUNITY DEVELOPMENT
17.2%	EDUCATION
5.4%	ENVIRONMENT
11.2%	HEALTH & SAFETY
4.9%	HUMAN & CIVIL RIGHTS
8.8%	HUMAN SERVICES
3.7%	INTERNATIONAL DEVELOPMENT
1.6%	PEACE & NONVIOLENCE
2.9%	RELIGIOUS SERVICES & FAITH
4%	RESEARCH & PUBLIC POLICY
7.2%	WOMEN & GIRLS

TERMINOLOGY

49.7%	NON-PROFIT ORGANIZATION (NPO)
29.3%	NON-GOVERNMENTAL ORGANIZATION (NGO)
8.6%	CHARITY
5%	CIVIL SOCIETY ORGANIZATION (CSO)
2.8%	PUBLIC BENEFIT ORGANIZATION (PBO)
4.6%	OTHER

DOMAINS

68.3%	.ORG (ORGANIZATION)
2.2%	.NGO (NON-GOVERNMENTAL ORGANIZATION)
9.2%	.COM (COMMERCIAL)
1.8%	.NET (NETWORK)
18.5%	OTHER

*There is not an international standard of what defines an NGO as small, medium, or large, so participants were asked to self-identify their NGO as small, medium, or large.

Online Technology in the Global NGO Sector

Online Technology Benchmarks & Summary of Findings

- **92%** of global NGOs have a website. Of those, **78%** are mobile-compatible.
- **38%** regularly publish a blog.
- **71%** regularly send email updates to donors and supporters. Small NGOs have an average of 6,203 subscribers. Medium NGOs have 44,768. Large NGOs have 169,339.
- **67%** accept online donations. Payment methods accepted include credit cards (**78%**), PayPal (**50%**), direct debit (**42%**), and digital wallets (**6%**).
- **15%** regularly send text messages to donors and supporters. Of those, **40%** also accept text donations. Small NGOs have an average of 2,451 text subscribers. Medium NGOs have 19,415. Large NGOs have 160,433.
- **92%** of global NGOs have a Facebook Page. Small NGOs have an average of 4,246 likes. Medium NGOs have 30,133. Large NGOs have 172,132.
- **72%** have a Twitter Profile. Small NGOs have an average of 3,755 followers. Medium NGOs have 12,815. Large NGOs have 80,371. **17%** have participated in or hosted a Tweet Chat.
- **39%** have an Instagram Profile. Small NGOs have an average of 1,465 followers. Medium NGOs have 2,999. Large NGOs have 28,392.
- Other social networks used by global NGOs are YouTube (**55%**), LinkedIn (**51%**), Google+ (**28%**), and WhatsApp (**16%**).
- **52%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**79%**), Twitter (**56%**), and YouTube (**23%**).
- **30%** of global NGOs assign the responsibility of social media management to a communications staff person. **6%** to a fundraising staff person. **15%** to an executive staff person. **18%** depend solely upon volunteers and **11%** have a full-time or part-time social media manager. The remaining **20%** assign the responsibility to program, administrative, and other staff.
- **28%** have been using social media for two years or less. **37%** for 3-4 years. **30%** for 5-9 years. Only **5%** have been using social more for 10 years or more.
- **32%** of global NGOs have a written social media strategy.
- **34%** have paid for advertising on social media.
- **95%** agree that social media is effective for online brand awareness.
- **71%** agree that social media is effective for online fundraising.
- **80%** agree that social media is effective for recruiting volunteers.
- **78%** agree that social media is effective for recruiting event attendees.
- **88%** agree that social media is effective for creating social change.
- **66%** say that executive staff support prioritizing social media in their online communications and fundraising strategy. Of those who say that executive staff do not prioritize social media, the reasons cited are (1) that executive staff have insufficient knowledge about social media (**49%**); (2) that executive staff do not want to invest financial and staff resources in social media (**26%**); (3) that executive staff do not think social media is useful to the organization (**16%**); and (4) that executive staff are fearful of legal problems resulting from using social media (**9%**).

2017 Global NGO Online Technology Benchmarks

	% THAT USE	SMALL NGOs	MEDIUM NGOs	LARGE NGOs
EMAIL UPDATES	71%	6,203 SUBSCRIBERS	44,768 SUBSCRIBERS	169,339 SUBSCRIBERS
TEXT MESSAGING	15%	2,451 SUBSCRIBERS	19,415 SUBSCRIBERS	160,433 SUBSCRIBERS
FACEBOOK	92%	4,246 LIKES	30,133 LIKES	172,132 LIKES
TWITTER	72%	3,755 FOLLOWERS	12,815 FOLLOWERS	80,371 FOLLOWERS
INSTAGRAM	39%	1,465 FOLLOWERS	2,999 FOLLOWERS	28,392 FOLLOWERS

Africa

Online Technology Benchmarks & Summary of Findings

- **74%** of NGOs in Africa have a website. Of those, **85%** are mobile-compatible.
- **66%** use the .ORG domain. **3%** use .NGO. **12%** use .COM. **22%** use other domains, predominately country code domains.
- **38%** regularly publish a blog.
- **69%** regularly send email updates to donors and supporters. Small NGOs have an average of 1,469 subscribers. Medium NGOs have 23,714. Large NGOs have 143,840.
- **49%** accept online donations. Payment methods accepted include credit cards (**54%**), PayPal (**48%**), direct debit (**45%**), and digital wallets (**10%**).
- **39%** regularly send text messages to donors and supporters. Of those, **54%** also accept text donations. Small NGOs have an average of 961 text subscribers. Medium NGOs have 3,219. Large NGOs have 7,162.
- **85%** of NGOs in Africa have a Facebook Page. Small NGOs have an average of 2,528 likes. Medium NGOs have 5,043. Large NGOs have 113,113.
- **65%** have a Twitter Profile. Small NGOs have an average of 1,370 followers. Medium NGOs have 4,295. Large NGOs have 12,714. **28%** have participated in or hosted a Tweet Chat.
- **31%** have an Instagram Profile. Small NGOs have an average of 691 followers. Medium NGOs have 975. Large NGOs have 1,207.
- Other social networks used by NGOs in Africa are LinkedIn (**40%**), YouTube (**38%**), WhatsApp (**36%**), and Google+ (**31%**).
- **55%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**81%**), Twitter (**52%**), and YouTube (**15%**).
- **25%** of NGOs in Africa assign the responsibility of social media management to a communications staff person. **4%** to a fundraising staff person. **24%** to an executive staff person. **23%** depend solely upon volunteers and only **7%** have a full-time or part-time social media manager. The remaining **17%** assign the responsibility to program, administrative, and other staff.
- **39%** have been using social media for two years or less. **36%** for 3-4 years. **19%** for 5-9 years. Only **6%** have been using social more for 10 years or more.
- **28%** of NGOs in Africa have a written social media strategy.
- **28%** have paid for advertising on social media.
- **95%** agree that social media is effective for online brand awareness.
- **71%** agree that social media is effective for online fundraising.
- **80%** agree that social media is effective for recruiting volunteers.
- **78%** agree that social media is effective for recruiting event attendees.
- **88%** agree that social media is effective for creating social change.
- **69%** say that executive staff support prioritizing social media in their online communications and fundraising strategy.

About the Respondents

434 NGOs from 39 countries in Africa participated in the 2016 Global NGO Online Technology Survey. **52%** defined themselves as a small NGO. **38%** as medium-sized. **10%** as a large NGO.

TYPE OF ORGANIZATION

52%	NON-GOVERNMENTAL ORGANIZATION (NGO)
26%	NON-PROFIT ORGANIZATION (NPO)
9%	PUBLIC BENEFIT ORGANIZATION (PBO)
8%	CIVIL SOCIETY ORGANIZATION (CSO)
2%	CHARITY

TOP 5 COUNTRIES

38%	NIGERIA
18%	SOUTH AFRICA
5%	KENYA
5%	GHANA
4%	UGANDA

TOP 5 CAUSES

21%	COMMUNITY DEVELOPMENT
16%	CHILDREN & YOUTH
15%	EDUCATION
10%	WOMEN & GIRLS
9%	HEALTH & SAFETY

Asia

Online Technology Benchmarks & Summary of Findings

- **84%** of NGOs in Asia have a website. Of those, 76% are mobile-compatible.
- **66%** use the .ORG domain. **5%** use .NGO. **10%** use .COM. **19%** use other domains, predominately country code domains.
- **35%** regularly publish a blog.
- **71%** regularly send email updates to donors and supporters. Small NGOs have an average of 6,314 subscribers. Medium NGOs have 18,644. Large NGOs have 27,038.
- **47%** accept online donations. Payment methods accepted include credit cards (**59%**), direct debit (**59%**), PayPal (**33%**), and digital wallets (**14%**).
- **31%** regularly send mobile text messages to donors and supporters. Of those, **38%** also accept text donations. Small NGOs have an average of 2,966 text subscribers. Medium NGOs have 11,170. Large NGOs have 230,770.
- **86%** of NGOs in Asia have a Facebook Page. Small NGOs have an average of 5,828 likes. Medium NGOs have 19,480. Large NGOs have 170,302.
- **53%** have a Twitter Profile. Small NGOs have an average of 3,902 followers. Medium NGOs have 9,360. Large NGOs have 29,060. **22%** have participated in or hosted a Tweet Chat.
- **22%** have an Instagram Profile. Small NGOs have an average of 904 followers. Medium NGOs have 1,339. Large NGOs have 6,474.
- Other social networks used by NGOs in Asia are LinkedIn (**43%**), YouTube (**42%**), Google+ (**38%**), and WhatsApp (**35%**).
- **51%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**86%**), Twitter (**36%**), and YouTube (**34%**).
- **18%** of NGOs in Asia assign the responsibility of social media management to a communications staff person. **8%** to a fundraising staff person. **16%** to an executive staff person. **25%** depend solely upon volunteers and only **9%** have a full-time or part-time social media manager. The remaining **24%** assign the responsibility to program, administrative, and other staff.
- **34%** have been using social media for two years or less. **36%** for 3-4 years. **22%** for 5-9 years. Only **8%** have been using social more for 10 years or more.
- **25%** of NGOs in Asia have a written social media strategy.
- **20%** have paid for advertising on social media.
- **92%** agree that social media is effective for online brand awareness.
- **71%** agree that social media is effective for online fundraising.
- **76%** agree that social media is effective for recruiting volunteers.
- **74%** agree that social media is effective for recruiting event attendees.
- **78%** agree that social media is effective for creating social change.
- **67%** say that executive staff support prioritizing social media in their online communications and fundraising strategy.

About the Respondents

1,365 NGOs from 40 countries in Asia participated in the 2016 Global NGO Online Technology Survey. **45%** defined themselves as a small NGO. **44%** as medium-sized. **11%** as a large NGO.

TYPE OF ORGANIZATION

56%	NON-GOVERNMENTAL ORGANIZATION (NGO)
27%	NON-PROFIT ORGANIZATION (NPO)
5%	CIVIL SOCIETY ORGANIZATION (CSO)
5%	CHARITY
3%	PUBLIC BENEFIT ORGANIZATION (PBO)

TOP 5 COUNTRIES

71%	INDIA
7%	PHILIPPINES
3%	PAKISTAN
2%	BANGLADESH
2%	INDONESIA

TOP 5 CAUSES

22%	EDUCATION
17%	COMMUNITY DEVELOPMENT
15%	CHILDREN & YOUTH
12%	WOMEN & GIRLS
11%	HEALTH & SAFETY

Australia & Oceania

Online Technology Benchmarks & Summary of Findings

- **98%** of NGOs in Australia & Oceania have a website. Of those, 78% are mobile-compatible.
- **45%** use the .ORG domain. **2%** use .NGO. **11%** use .COM. **42%** use other domains, predominately country code domains.
- **32%** regularly publish a blog.
- **79%** regularly send email updates to donors and supporters. Small NGOs have an average of 3,186 subscribers. Medium NGOs have 18,546. Large NGOs have 154,775.
- **66%** accept online donations. Payment methods accepted include credit cards (**86%**), PayPal (**40%**), direct debit (**36%**), and digital wallets (**1%**).
- **6%** regularly send mobile text messages to donors and supporters. Of those, **20%** also accept text donations. Small NGOs have an average of 134 text subscribers. Medium NGOs have 22,267.
- **92%** of NGOs in Australia & Oceania have a Facebook Page. Small NGOs have an average of 3,014 likes. Medium NGOs have 17,328. Large NGOs have 63,432.
- **75%** have a Twitter Profile. Small NGOs have an average of 1,506 followers. Medium NGOs have 3,555. Large NGOs have 12,758. Only **7%** have participated in or hosted a Tweet Chat.
- **38%** have an Instagram Profile. Small NGOs have an average of 820 followers. Medium NGOs have 2,227. Large NGOs have 7,329.
- Other social networks used by NGOs in Australia & Oceania are YouTube (**60%**), LinkedIn (**58%**), Google+ (**21%**), and Pinterest (**8%**).
- **51%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**68%**), Twitter (**65%**), and Instagram (**23%**).
- **44%** of NGOs in Australia & Oceania assign the responsibility of social media management to a communications staff person. **4%** to a fundraising staff person. **11%** to an executive staff person. **15%** depend solely upon volunteers and only **7%** have a full-time or part-time social media manager. The remaining **19%** assign the responsibility to program, administrative, and other staff.
- **27%** have been using social media for two years or less. **41%** for 3-4 years. **29%** for 5-9 years. Only **3%** have been using social more for 10 years or more.
- **39%** of NGOs in Australia & Oceania have a written social media strategy.
- **49%** have paid for advertising on social media.
- **94%** agree that social media is effective for online brand awareness.
- **55%** agree that social media is effective for online fundraising.
- **60%** agree that social media is effective for recruiting volunteers.
- **75%** agree that social media is effective for recruiting event attendees.
- **76%** agree that social media is effective for creating social change.
- **69%** say that executive staff support prioritizing social media in their online communications and fundraising strategy.

About the Respondents

183 NGOs from 5 countries in Australia & Oceania participated in the 2016 Global NGO Online Technology Survey. **55%** defined themselves as a small NGO. **38%** as medium-sized. **7%** as a large NGO.

TYPE OF ORGANIZATION

49%	NON-PROFIT ORGANIZATION (NPO)
25%	CHARITY
16%	NON-GOVERNMENTAL ORGANIZATION (NGO)
3%	PUBLIC BENEFIT ORGANIZATION (PBO)
1%	CIVIL SOCIETY ORGANIZATION (CSO)

TOP 5 COUNTRIES

75%	AUSTRALIA
22%	NEW ZEALAND
1%	AMERICAN SAMOA
1%	COOK ISLANDS
1%	PAPUA NEW GUINEA

TOP 5 CAUSES

16%	COMMUNITY DEVELOPMENT
15%	HUMAN SERVICES
15%	CHILDREN & YOUTH
15%	HEALTH & SAFETY
9%	EDUCATION

Europe

Online Technology Benchmarks & Summary of Findings

- **98%** of NGOs in Europe have a website. Of those, **76%** are mobile-compatible.
- **47%** use the .ORG domain. **2%** use .NGO. **7%** use .COM. **44%** use other domains, predominately country code domains.
- **44%** regularly publish a blog.
- **74%** regularly send email updates to donors and supporters. Small NGOs have an average of 5,718 subscribers. Medium NGOs have 21,666. Large NGOs have 221,313.
- **61%** accept online donations. Payment methods accepted include credit cards (**73%**), PayPal (**61%**), direct debit (**57%**), and digital wallets (**8%**).
- **8%** regularly send mobile text messages to donors and supporters. Of those, **50%** also accept text donations. Small NGOs have an average of 2,993 text subscribers. Medium NGOs have 3,338. Large NGOs have 57,500.
- **96%** of NGOs in Europe have a Facebook Page. Small NGOs have an average of 5,819 likes. Medium NGOs have 59,674. Large NGOs have 146,251.
- **82%** have a Twitter Profile. Small NGOs have an average of 1,993 followers. Medium NGOs have 10,910. Large NGOs have 187,001. **13%** have participated in or hosted a Tweet Chat.
- **39%** have an Instagram Profile. Small NGOs have an average of 529 followers. Medium NGOs have 1,940. Large NGOs have 32,228.
- Other social networks used by NGOs in Europe are YouTube (**68%**), LinkedIn (**58%**), Google+ (**28%**), and Pinterest (**17%**).
- **56%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**74%**), Twitter (**70%**), and YouTube (**23%**).
- **38%** of NGOs in Europe assign the responsibility of social media management to a communications staff person. **3%** to a fundraising staff person. **9%** to an executive staff person. **19%** depend solely upon volunteers and only **11%** have a full-time or part-time social media manager. The remaining **20%** assign the responsibility to program, administrative, and other staff.
- **22%** have been using social media for two years or less. **38%** for 3-4 years. **37%** for 5-9 years. Only **3%** have been using social more for 10 years or more.
- **37%** of NGOs in Europe have a written social media strategy.
- **43%** have paid for advertising on social media.
- **94%** agree that social media is effective for online brand awareness.
- **60%** agree that social media is effective for online fundraising.
- **71%** agree that social media is effective for recruiting volunteers.
- **76%** agree that social media is effective for recruiting event attendees.
- **73%** agree that social media is effective for creating social change.
- **63%** say that executive staff support prioritizing social media in their online communications and fundraising strategy.

About the Respondents

636 NGOs from 40 countries in Europe participated in the 2016 Global NGO Online Technology Survey. **54%** defined themselves as a small NGO. **35%** as medium-sized. **11%** as a large NGO.

TYPE OF ORGANIZATION

31%	NON-GOVERNMENTAL ORGANIZATION (NGO)
26%	NON-PROFIT ORGANIZATION (NPO)
23%	CHARITY
10%	CIVIL SOCIETY ORGANIZATION (CSO)
3%	PUBLIC BENEFIT ORGANIZATION (PBO)

TOP 5 COUNTRIES

26%	UNITED KINGDOM
9%	NETHERLANDS
9%	SWITZERLAND
8%	GERMANY
6%	SPAIN

TOP 5 CAUSES

14%	CHILDREN & YOUTH
12%	EDUCATION
11%	HEALTH & SAFETY
10%	INTERNATIONAL DEVELOPMENT
10%	HUMAN & CIVIL RIGHTS

North America

Online Technology Benchmarks & Summary of Findings

- **98%** of NGOs in North America have a website. Of those, **80%** are mobile-compatible.
- **77%** use the .ORG domain. **1%** use .NGO. **9%** use .COM. **13%** use other domains, predominately country code domains.
- **40%** regularly publish a blog.
- **73%** regularly send email updates to donors and supporters. Small NGOs have an average of 7,115 subscribers. Medium NGOs have 64,695. Large NGOs have 277,421.
- **85%** accept online donations. Payment methods accepted include credit cards (**86%**), PayPal (**54%**), direct debit (**36%**), and digital wallets (**3%**).
- **3%** regularly send mobile text messages to donors and supporters. Of those, **32%** also accept text donations. Small NGOs have an average of 1,550 text subscribers. Medium NGOs have 7,763. Large NGOs have 56,500.
- **95%** of NGOs in North America have a Facebook Page. Small NGOs have an average of 8,375 likes. Medium NGOs have 44,902. Large NGOs have 412,212.
- **82%** have a Twitter Profile. Small NGOs have an average of 2,815 followers. Medium NGOs have 12,498. Large NGOs have 83,102. **17%** have participated in or hosted a Tweet Chat.
- **51%** have an Instagram Profile. Small NGOs have an average of 1,738 followers. Medium NGOs have 3,998. Large NGOs have 45,952.
- Other social networks used by NGOs in North America are YouTube (**60%**), LinkedIn (**58%**), Google+ (**21%**), and Pinterest (**21%**).
- **50%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**77%**), Twitter (**67%**), and Instagram (**26%**).
- **33%** of NGOs in North America assign the responsibility of social media management to a communications staff person. **7%** to a fundraising staff person. **15%** to an executive staff person. **13%** depend solely upon volunteers and only **13%** have a full-time or part-time social media manager. The remaining **19%** assign the responsibility to program, administrative, and other staff.
- **22%** have been using social media for two years or less. **38%** for 3-4 years. **36%** for 5-9 years. Only **4%** have been using social more for 10 years or more.
- **34%** of NGOs in North America have a written social media strategy.
- **40%** have paid for advertising on social media.
- **95%** agree that social media is effective for online brand awareness.
- **63%** agree that social media is effective for online fundraising.
- **66%** agree that social media is effective for recruiting volunteers.
- **77%** agree that social media is effective for recruiting event attendees.
- **76%** agree that social media is effective for creating social change.
- **64%** say that executive staff support prioritizing social media in their online communications and fundraising strategy.

About the Respondents

2,164 NGOs from 19 countries in North America participated in the 2016 Global NGO Online Technology Survey. 65% defined themselves as a small NGO. 28% as medium-sized. 7% as a large NGO.

TYPE OF ORGANIZATION

79%	NON-PROFIT ORGANIZATION (NPO)
8%	CHARITY
7%	NON-GOVERNMENTAL ORGANIZATION (NGO)
1%	CIVIL SOCIETY ORGANIZATION (CSO)
1%	PUBLIC BENEFIT ORGANIZATION (PBO)

TOP 5 COUNTRIES

82%	UNITED STATES
14%	CANADA
2%	MEXICO
1%	GUATEMALA
1%	PUERTO RICO

TOP 5 CAUSES

16%	EDUCATION
15%	HUMAN SERVICES
13%	CHILDREN & YOUTH
12%	HEALTH & SAFETY
10%	HUMAN & CIVIL RIGHTS

South America

Online Technology Benchmarks & Summary of Findings

- **90%** of NGOs in South America have a website. Of those, **63%** are mobile-compatible.
- **68%** use the .ORG domain. **11%** use .COM. **29%** use other domains, predominately country code domains.
- **33%** regularly publish a blog.
- **54%** regularly send email updates to donors and supporters. Small NGOs have an average of 2,330 subscribers. Medium NGOs have 24,999. Large NGOs have 50,650.
- **48%** accept online donations. Payment methods accepted include credit cards (**67%**), PayPal (**52%**), direct debit (**19%**), and digital wallets (**10%**).
- **4%** regularly send mobile text messages to donors and supporters. Of those, **50%** also accept text donations. Small NGOs have an average of 419 text subscribers.
- **94%** of NGOs in South America have a Facebook Page. Small NGOs have an average of 5,668 likes. Medium NGOs have 30,268. Large NGOs have 116,339.
- **67%** have a Twitter Profile. Small NGOs have an average of 2,166 followers. Medium NGOs have 29,181. Large NGOs have 68,449. Only **9%** have participated in or hosted a Tweet Chat.
- **54%** have an Instagram Profile. Small NGOs have an average of 1,786 followers. Medium NGOs have 29,764. Large NGOs have 44,193.
- Other social networks used by NGOs in Europe are YouTube (**62%**), LinkedIn (**32%**), Google+ (**23%**), and WhatsApp (**23%**).
- **53%** have used social media to report live. Of those, the top three live reporting tools are Facebook (**73%**), Twitter (**46%**), and YouTube (**27%**).
- **45%** of NGOs in South America assign the responsibility of social media management to a communications staff person. **18%** to an executive staff person. **18%** depend solely upon volunteers and only **6%** have a full-time or part-time social media manager. The remaining **13%** assign the responsibility to program, administrative, and other staff.
- **31%** have been using social media for two years or less. **42%** for 3-4 years. **23%** for 5-9 years. Only **4%** have been using social more for 10 years or more.
- **27%** of NGOs in South America have a written social media strategy.
- **37%** have paid for advertising on social media.
- **94%** agree that social media is effective for online brand awareness.
- **80%** agree that social media is effective for online fundraising.
- **88%** agree that social media is effective for recruiting volunteers.
- **92%** agree that social media is effective for recruiting event attendees.
- **88%** agree that social media is effective for creating social change.
- **63%** say that executive staff support prioritizing social media in their online communications and fundraising strategy.

About the Respondents

126 NGOs from 10 countries in South America participated in the 2016 Global NGO Online Technology Survey. **65%** defined themselves as a small NGO. **20%** as medium-sized. **15%** as a large NGO.

TYPE OF ORGANIZATION

35%	NON-GOVERNMENTAL ORGANIZATION (NGO)
29%	CIVIL SOCIETY ORGANIZATION (CSO)
24%	NON-PROFIT ORGANIZATION (NPO)
6%	PUBLIC BENEFIT ORGANIZATION (PBO)
2%	CHARITY

TOP 5 COUNTRIES

32%	BRAZIL
19%	ARGENTINA
18%	COLOMBIA
9%	TRINIDAD & TOBAGO
5%	VENEZUELA

TOP 5 CAUSES

21%	EDUCATION
15%	CHILDREN & YOUTH
14%	COMMUNITY DEVELOPMENT
14%	HUMAN & CIVIL RIGHTS
6%	ENVIRONMENT

Online Technology Effectiveness Ratings

Whether NGOs find a specific online or mobile communication tool effective provides valuable insight into why the global NGO sector uses certain communication tools. When asked whether a specific communication tool was

(1) Very Effective; (2) Somewhat Effective; (3) Not Very Effective; or (4) Ineffective for their communications and fundraising strategy, their responses were as follows:

Email Updates

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	28%	52%	18%	2%
AFRICA	45%	36%	17%	2%
ASIA	45%	40%	14%	1%
AUSTRALIA & OCEANIA	18%	64%	17%	1%
EUROPE	19%	58%	21%	2%
NORTH AMERICA	20%	63%	16%	1%
SOUTH AMERICA	11%	63%	22%	4%

Text Messaging

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	35%	39%	22%	4%
AFRICA	38%	39%	20%	3%
ASIA	39%	39%	19%	3%
AUSTRALIA & OCEANIA	22%	56%	11%	11%
EUROPE	27%	44%	29%	0%
NORTH AMERICA	29%	48%	12%	11%
SOUTH AMERICA	9%	27%	55%	9%

Blogging

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	23%	54%	21%	2%
AFRICA	35%	46%	16%	3%
ASIA	36%	47%	15%	2%
AUSTRALIA & OCEANIA	17%	66%	15%	2%
EUROPE	20%	55%	24%	1%
NORTH AMERICA	16%	59%	23%	2%
SOUTH AMERICA	6%	55%	34%	5%

Online Technology Effectiveness Ratings

Facebook

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	26%	48%	22%	4%
AFRICA	36%	40%	21%	3%
ASIA	36%	40%	20%	4%
AUSTRALIA & OCEANIA	22%	57%	19%	2%
EUROPE	24%	53%	19%	4%
NORTH AMERICA	20%	54%	22%	4%
SOUTH AMERICA	35%	39%	17%	9%

Twitter

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	12%	39%	38%	11%
AFRICA	25%	38%	26%	11%
ASIA	20%	34%	35%	11%
AUSTRALIA & OCEANIA	9%	43%	39%	9%
EUROPE	14%	44%	32%	10%
NORTH AMERICA	7%	42%	40%	11%
SOUTH AMERICA	18%	31%	48%	3%

Instagram

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	8%	34%	43%	15%
AFRICA	16%	40%	34%	10%
ASIA	20%	35%	35%	10%
AUSTRALIA & OCEANIA	1%	41%	40%	18%
EUROPE	6%	31%	44%	19%
NORTH AMERICA	5%	35%	44%	16%
SOUTH AMERICA	14%	31%	41%	14%

Online Technology Effectiveness Ratings

Social media is effective for online brand awareness

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	69%	24%	5%	2%
AFRICA	74%	21%	3%	2%
ASIA	67%	25%	6%	2%
AUSTRALIA & OCEANIA	64%	30%	4%	2%
EUROPE	68%	26%	4%	2%
NORTH AMERICA	70%	25%	4%	1%
SOUTH AMERICA	71%	22%	4%	3%

Social media is effective for online fundraising

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	30%	35%	28%	7%
AFRICA	41%	30%	22%	7%
ASIA	38%	33%	23%	6%
AUSTRALIA & OCEANIA	21%	34%	37%	8%
EUROPE	25%	35%	33%	7%
NORTH AMERICA	25%	37%	31%	7%
SOUTH AMERICA	39%	41%	18%	2%

Social media is effective for recruiting volunteers

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	32%	38%	25%	5%
AFRICA	46%	34%	16%	4%
ASIA	39%	37%	20%	4%
AUSTRALIA & OCEANIA	22%	37%	35%	6%
EUROPE	30%	41%	25%	4%
NORTH AMERICA	26%	41%	28%	5%
SOUTH AMERICA	55%	33%	8%	4%

Online Technology Effectiveness Ratings

Social media is effective for recruiting event attendees

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	36%	40%	20%	4%
AFRICA	45%	33%	17%	5%
ASIA	37%	37%	20%	6%
AUSTRALIA & OCEANIA	25%	50%	22%	3%
EUROPE	19%	58%	21%	2%
NORTH AMERICA	33%	43%	21%	4%
SOUTH AMERICA	55%	37%	8%	0%

Social media is effective for creating social change

	Very Effective	Somewhat Effective	Not Very Effective	Ineffective
GLOBAL	40%	39%	17%	4%
AFRICA	59%	29%	9%	3%
ASIA	45%	35%	15%	5%
AUSTRALIA & OCEANIA	36%	41%	19%	4%
EUROPE	31%	42%	22%	5%
NORTH AMERICA	35%	41%	20%	4%
SOUTH AMERICA	51%	35%	12%	2%

**Thank you to the 4,908 NGOs worldwide that participated
in the 2016 Global NGO Online Technology Survey.**

Your contribution is greatly appreciated.

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SAVE THE DATES

The survey for the 2017 Trends in
Global Giving Report will be
released May 1, 2017.

The survey for the 2018 Global NGO
Online Technology Report will be
released August 1, 2017.

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