In 2018, 64% of mobile donations came from women. (NP Source Ultimate List of Charitable Giving Statistics for 2018)

Four out of five Americans own smartphones, up from 35% in 2011. (Pew Research Center Internet & Technology)

$75 MILLION
From telethons to gaming for good: Twitch, the leading live-streaming platform for gamers which is owned by Amazon, raised more than $75 million for charities between 2012 and 2017. (Elise Favis, Washington Post, 12/24/2019)

By the end of December 2019, Facebook users raised $3 billion for charities via peer-to-peer fundraising. (Kaitlyn Jankowski, 2020 symposium speaker)

NP Source reports that 25% of donors complete their donations on mobile devices and in the past year, giving this way has increased 205%. (NP Source Mobile Giving Statistics for Nonprofits)

Today, 72% of the public uses some type of social media. (Pew Research Center Internet & Technology)

The percentage of online donations made using a mobile device is increasing. In 2017, 21% of all online donations were made using a mobile device with Gen Z, Millennials and GenXers leading the way. (Blackbaud, Next Generation of American Giving 2018)

338 NONPROFITS accept contributions through Alexa. As of 2/20/2020 (Amazon, Alexa Donations)

Different generations of donors search for information differently. Boomers and pre-boomers prefer an organization’s website and annual report; GenXers rely on the organization’s website and google searches; Millennials depend on the organization’s website, google searches, and social media; and Gen Z focuses on google searches and social media. (Blackbaud, Next Generation of American Giving 2018)

Female donors are more likely to make a donation because of social media marketing, while male donors are more likely to give because of email messages. (Double the Donation Stats updated for 2019)