

# PHILANTHROPY PLUGGED IN

# FUN FACTS

ABOUT THE DIGITAL TRANSFORMATION AND GIVING



In 2018, **64% of mobile donations** came from women.

(NP Source Ultimate List of Charitable Giving Statistics for 2018)

**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*)



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)

**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)



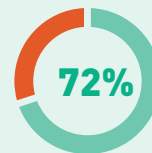
**Four out of five Americans own smartphones**, up from 35% in 2011.

(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)



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)



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