



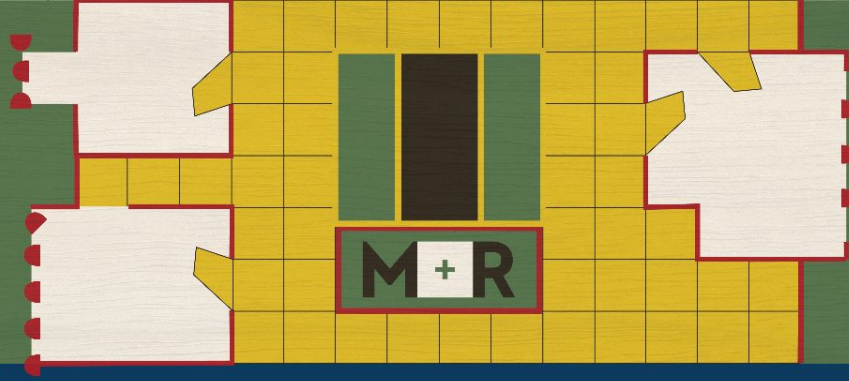
BENCHMARKS

May 29, 2024

mrbenchmarks.com



2024 EDITION



THE GAME IS AFOOT

WE ARE M+R

AND WE ARE NOT PLAYING AROUND

We believe that the nonprofits we work for are essential to advancing the cause of justice, alleviating suffering, and solving the greatest challenges we face.

We bring experience, talent, and unshakeable dedication to our clients through fundraising and supporter engagement, movement building and issue advocacy, and message and brand development.

We have more resources, advice, tools, and other fun stuff waiting for you at www.mrсс.com.

Find out more about working at M+R and join our crew at mrсс.com/careers.

**WIN!**

Thank you to our 225 players!



Cultural



Disaster/
International Aid



Environmental



Health



Hunger/
Poverty



Public Media



Rights



Wildlife/
Animal Welfare



Other

Benchmarks Terminology

SECTOR: Participants self-identify by sector. In cases where a chart does not report a given sector, it's because we lacked sufficient data to report a reliable average.

SIZE: We use these definitions for nonprofit size:

- **Small:** Nonprofits with annual online revenue less than \$500,000
- **Medium:** Nonprofits with annual online revenue between \$500,000 and \$3,000,000
- **Large:** Nonprofits with annual online revenue greater than \$3,000,000

AVERAGE: We use the median figure when we calculate averages, to avoid swings based on outliers.

YEAR-OVER-YEAR CHANGE: We base all YOY comparisons using historical data from this year's participants, rather than referencing previous editions of Benchmarks.

PASS GO



FUNDRAISING



SCORE CARD

-1%

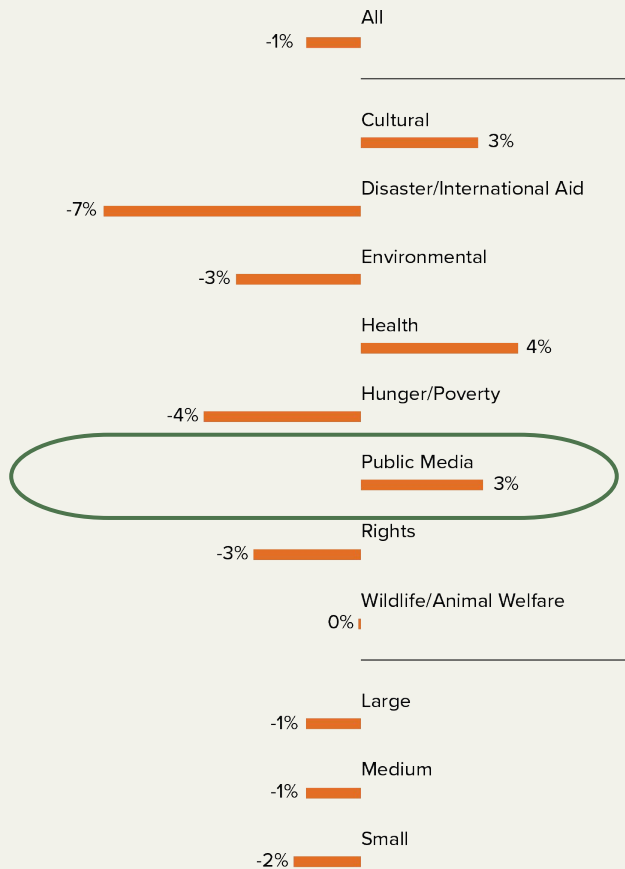
Average year-over-year change in online
revenue.



Change in online revenue 2022 to 2023

SCORE CARD

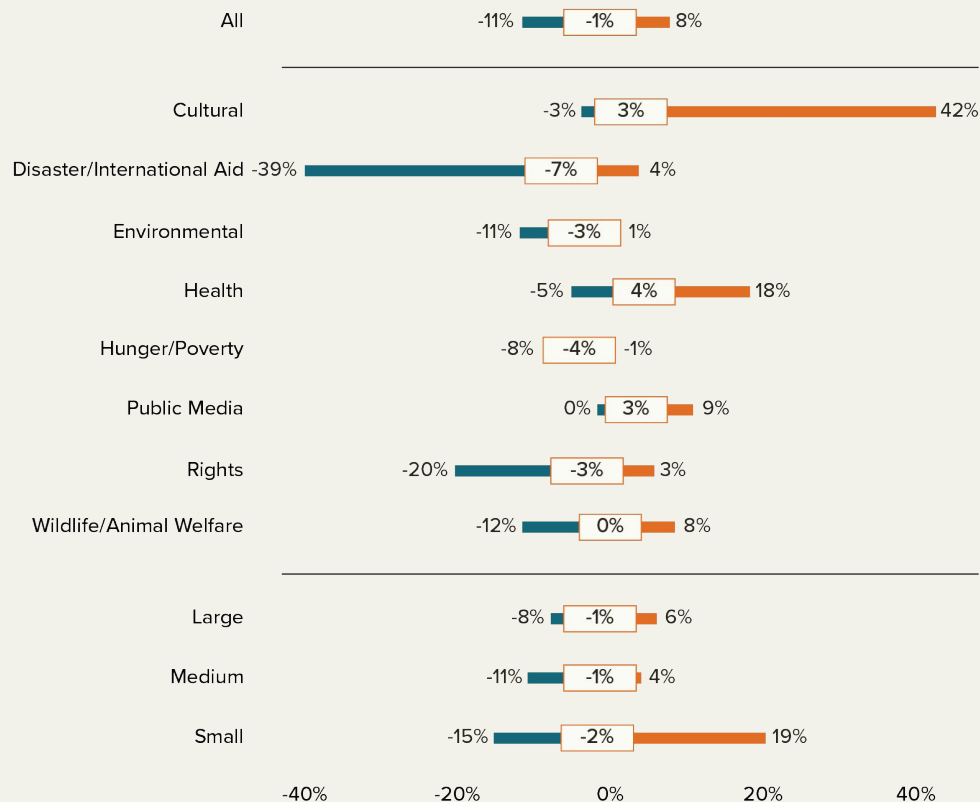
Change in revenue varied by sector, but was similar across Small, Medium, and Large nonprofits.



Change in online revenue 2022-23

SCORE CARD

“Normal” results for Disaster/International Aid nonprofits ranged from a 39% drop in revenue to 4% growth!





SCORE CARD

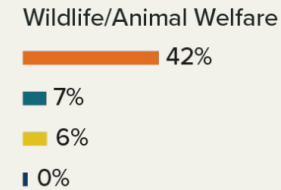
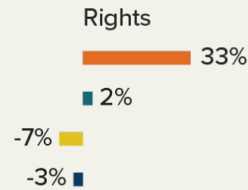
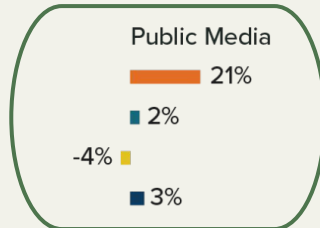
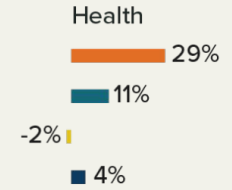
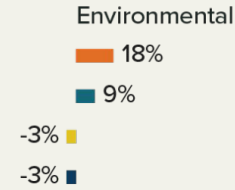
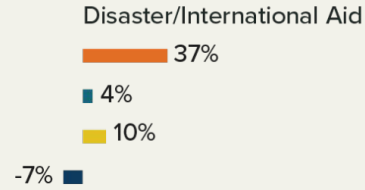
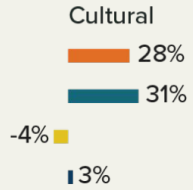
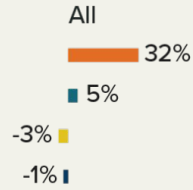
We are still largely operating in a context set by the first year of the COVID pandemic.

In that year, online revenue spiked by 32% — and much more in some sectors.



Online revenue change year over year

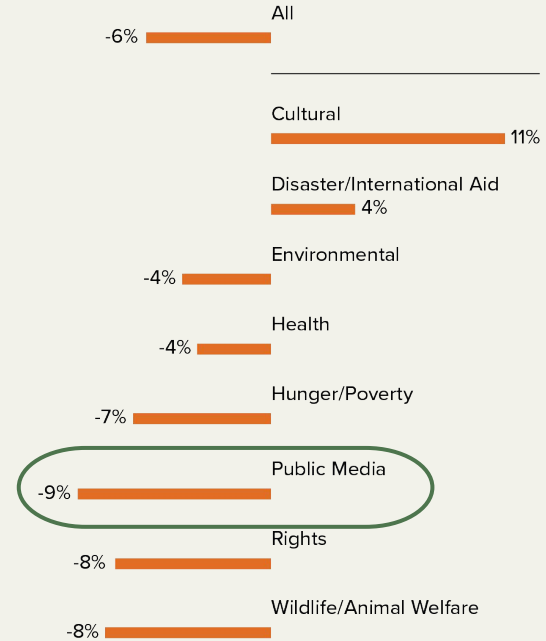
- 2019-2020
- 2020-2021
- 2021-2022
- 2022-2023



For every dollar raised online,
organizations raised this through direct mail

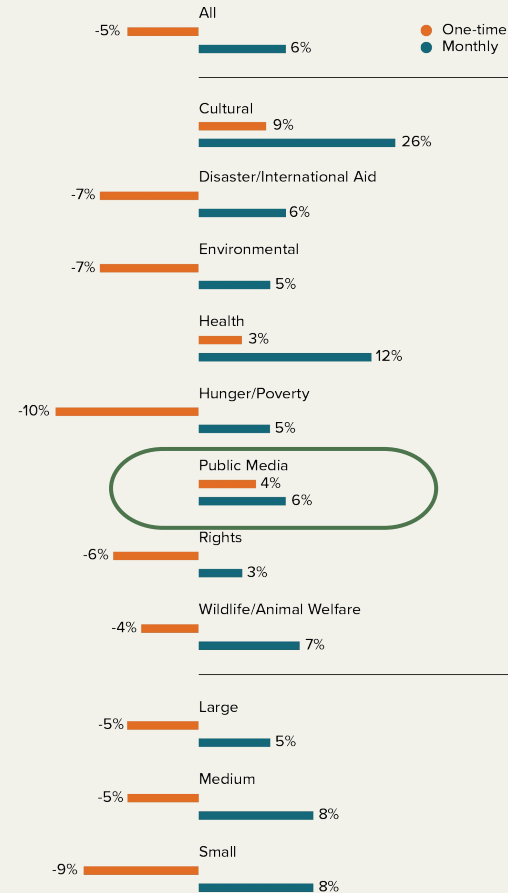


Change in revenue from direct mail 2022 to 2023



SCORE CARD

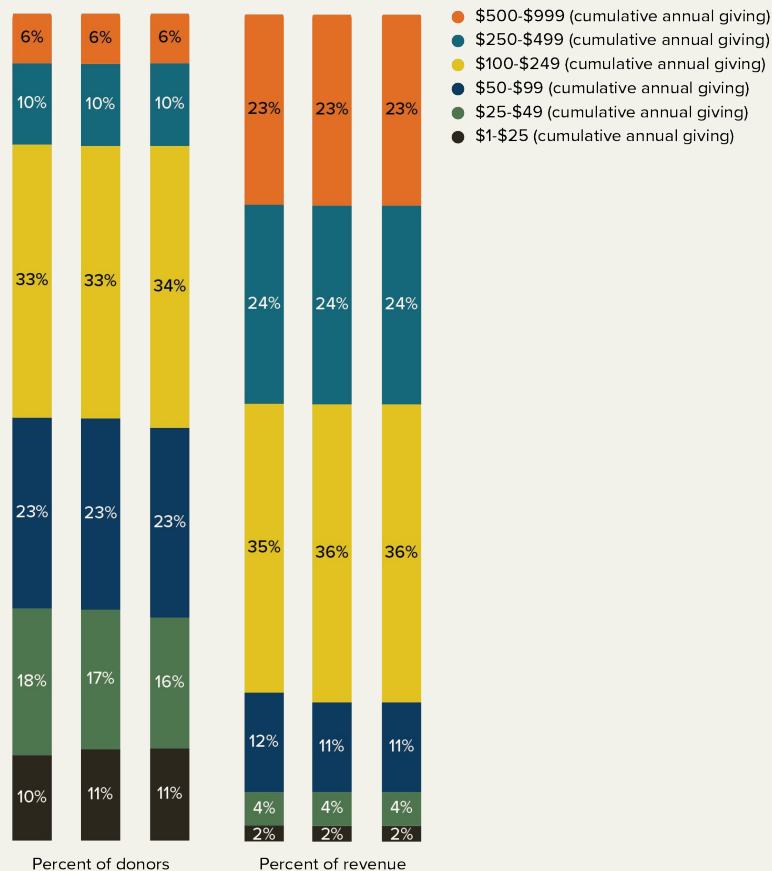
Monthly giving accounted for 48% of online revenue for Public Media nonprofits. The overall average was 31%.



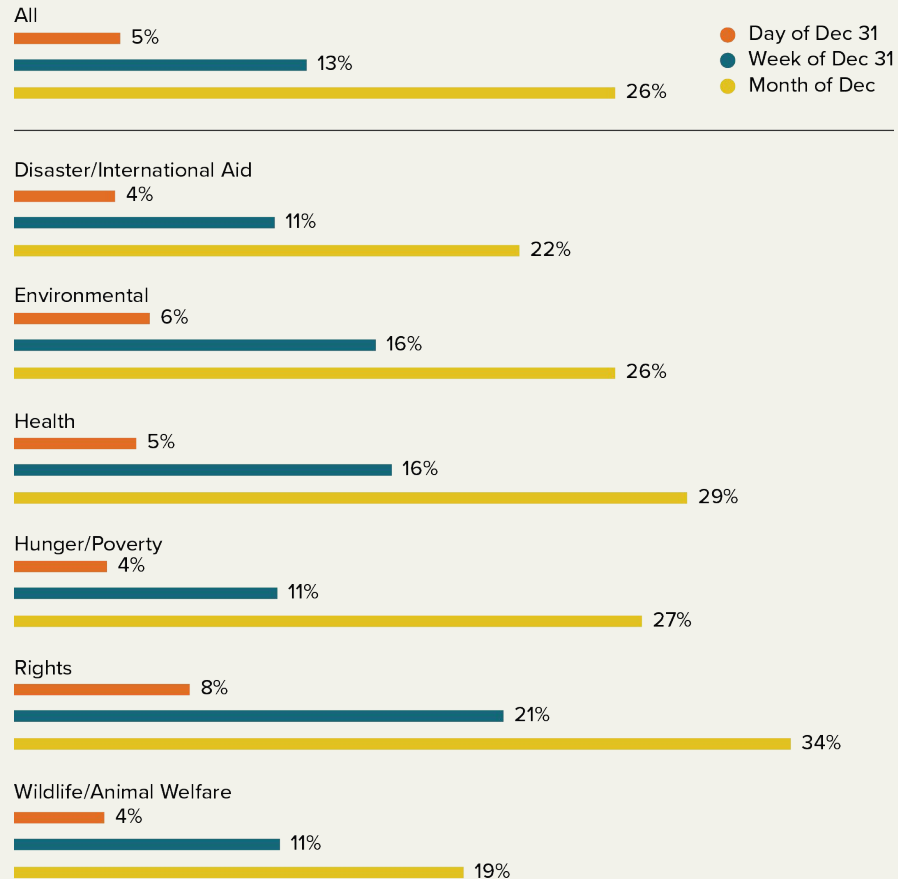
SCORE CARD

Half of one-time donors gave \$100 or more, making up 82% of revenue. Year, after year, after year....

Proportion of donors & revenue by donor level (one-time gifts only)



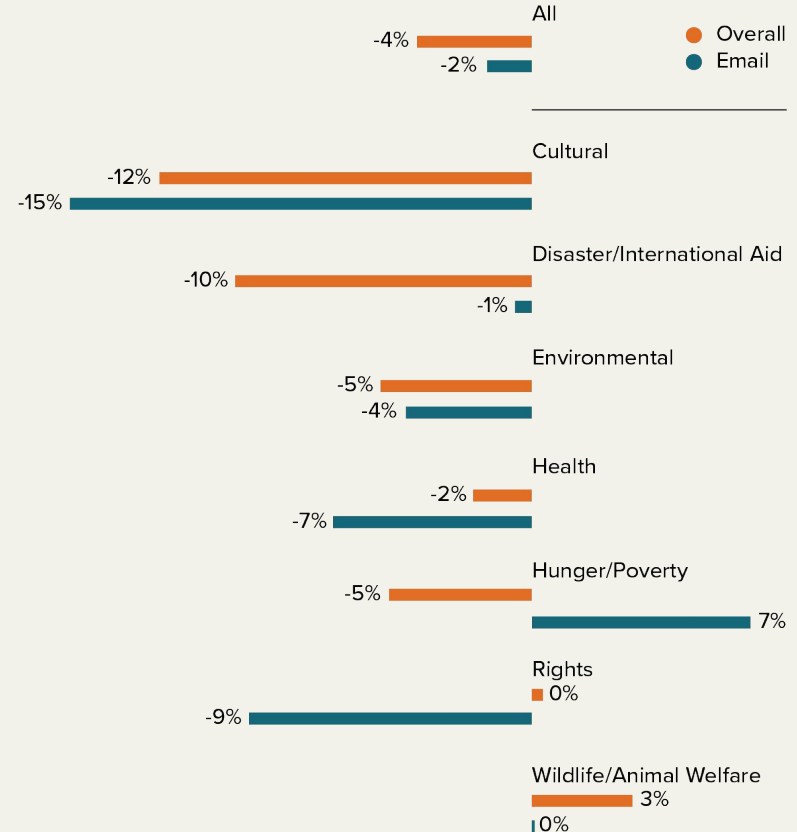
Share of annual online revenue raised in the time period



Change in revenue from 2022 to 2023 for the month of December

SCORE CARD

December revenue declined by 4%,
compared to a 1% drop for the full year.

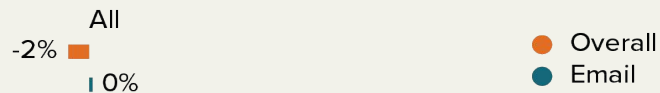


SCORE CARD

December 31 revenue dropped sharply.

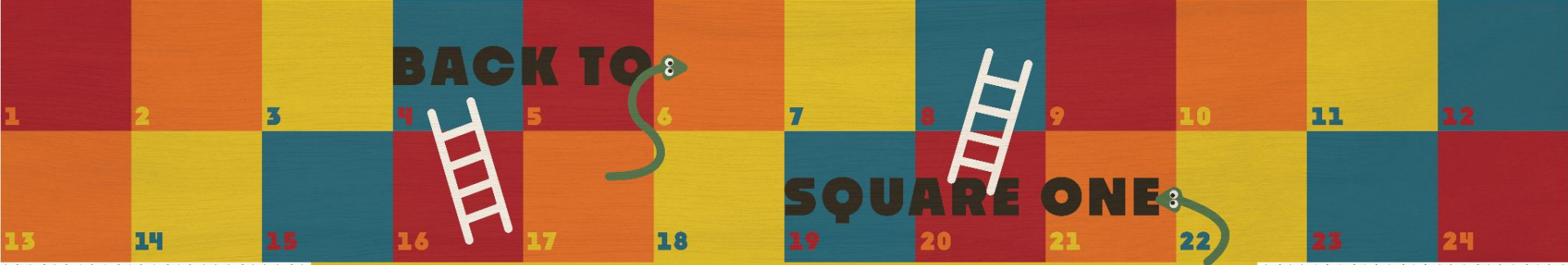
Some email revenue may have shifted to a few days earlier to account for a Sunday 12/31.

Change in revenue from 2022 to 2023 for the week of December 31st



Change in revenue from 2022 to 2023 on December 31st





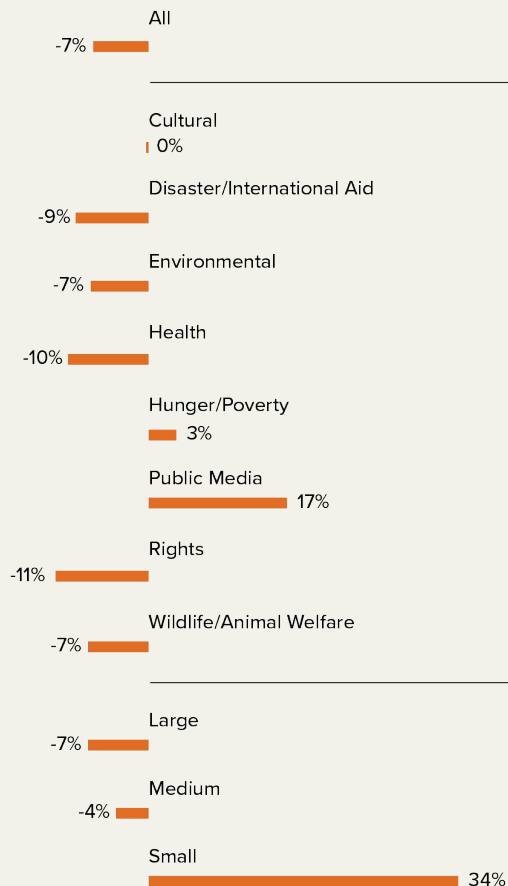
EMAIL MESSAGING

SCORE CARD

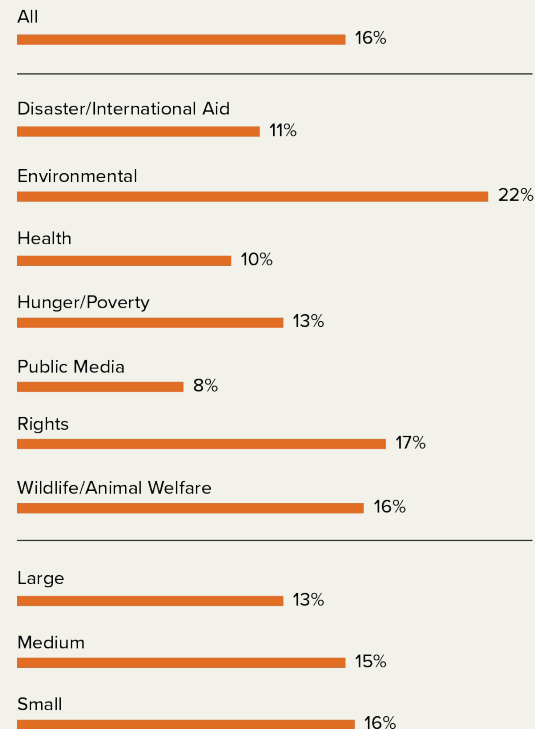
Email revenue is down overall, but increased for Public Media.



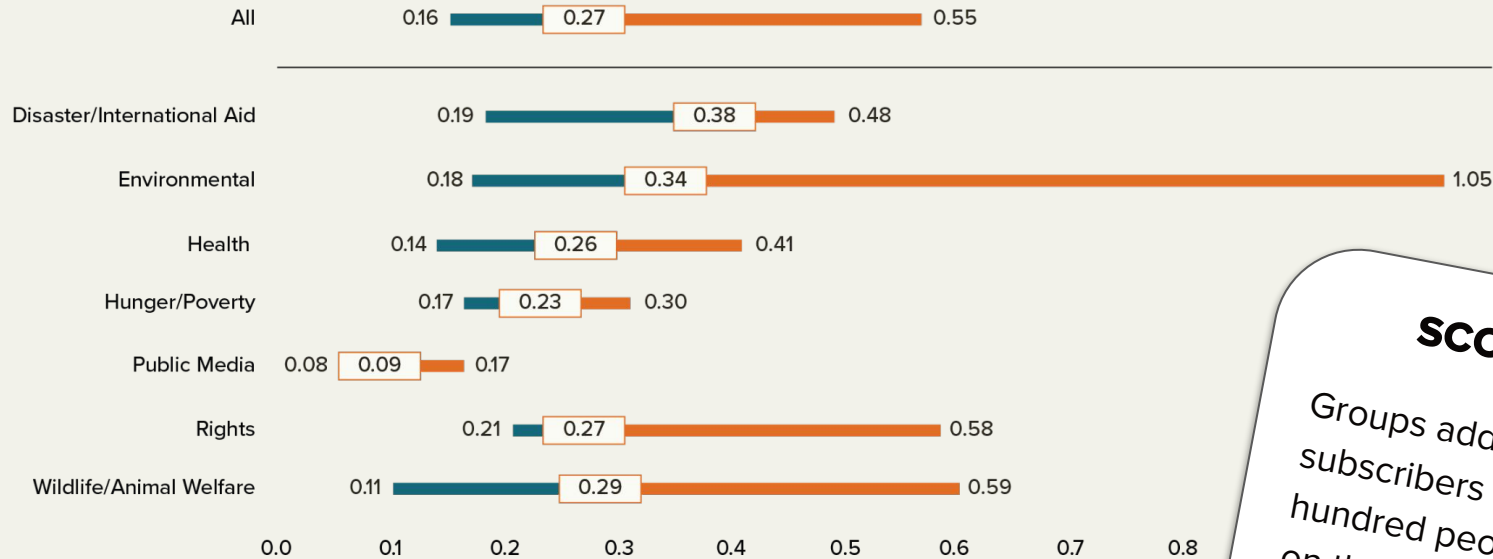
Change in email revenue 2022 to 2023



Share of online revenue from email



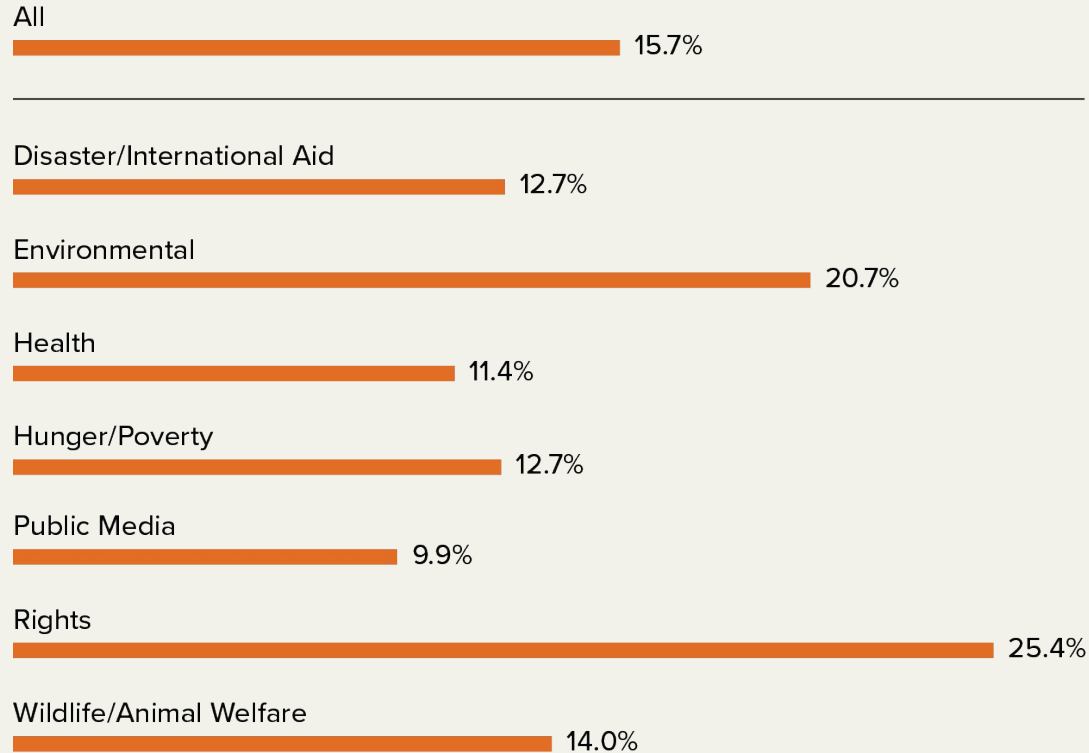
Ratio of new joins to start of year email list size



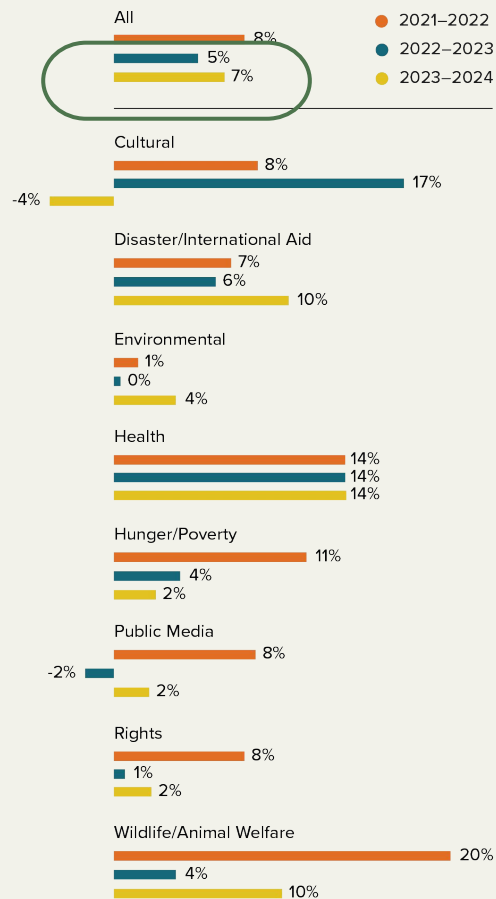
SCORE CARD

Groups added 27 new subscribers for every hundred people they had on the list at the start of the year.

Total churn



List growth



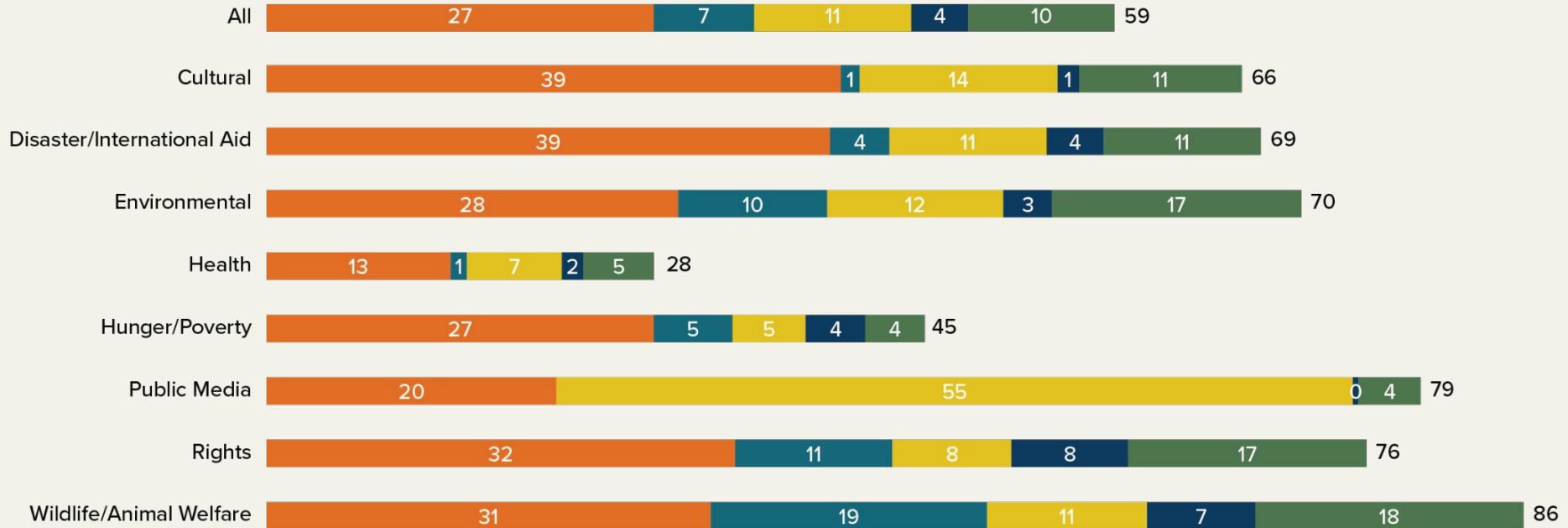
SCORE CARD

More people added to lists
than churned =

7% net growth.

Messages per year per subscriber

● Fundraising ● Advocacy ● Newsletter ● Engagement ● Other



Email messaging rates

Click Through Rate Page Completion Rate Response Rate Unsubscribe Rate

Fundraising	0.54% (-5%)	15% (-12%)	0.07% (-16%)	0.19% (-10%)
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Advocacy	2.1% (-6%)	72% (-2%)	1.4% (-10%)	0.14% (-10%)
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Newsletter	1.3% (-1%)			0.18% (-3%)
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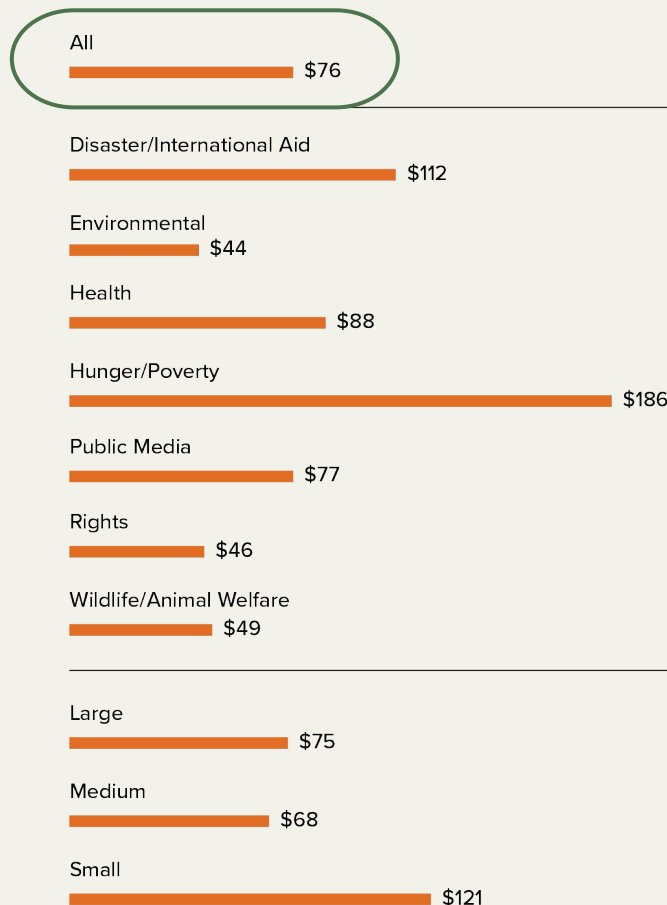
Welcome Series	3.1% (-11%)			1.09% (+18%)
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Engagement	1.6% (+11%)			0.18% (-3%)
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SCORE CARD

Nearly every benchmark email messaging rate went down from 2022 to 2023.

Email revenue per 1,000 fundraising emails sent

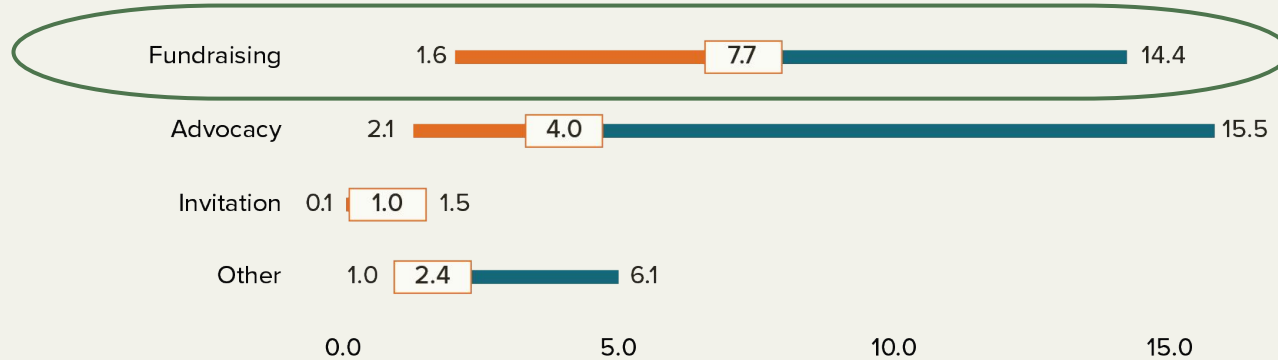


SCORE CARD

Email revenue per 1,000 emails sent **declined by 20% year over year.**



Mobile messages per year per subscriber



SCORE CARD

Nonprofits sent only 7.7 mobile fundraising messages per subscriber per year, compared to 27 fundraising emails per subscriber per year.

Mobile revenue per 1,000 fundraising messages sent

All

 \$92

Disaster/International Aid

 \$84

Environmental

 \$29


Health

 \$308

Hunger/Poverty

 \$769

Rights

 \$15

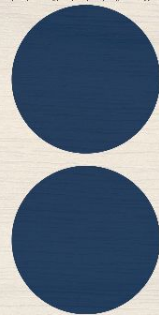
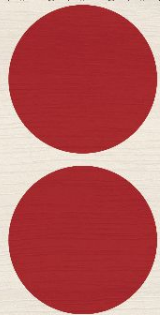
Wildlife/Animal Welfare

 \$230

SCORE CARD

For every 1,000 mobile fundraising messages sent, nonprofits generated \$92 in revenue.

TWISTS



& TURNS



ADVERTISING



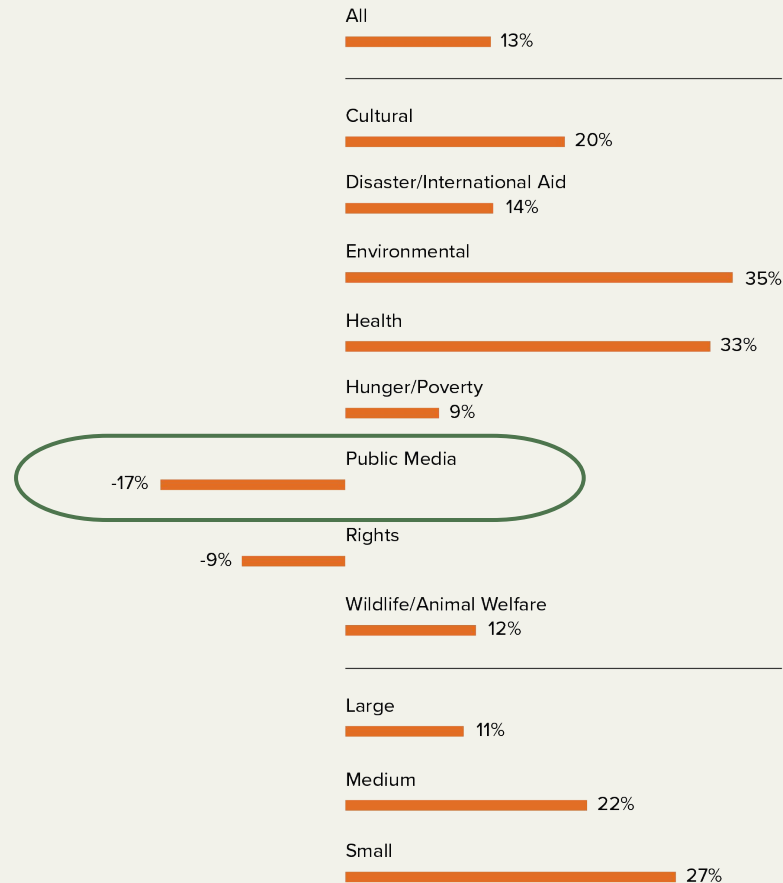
SCORE CARD

13%

Average year-over-year change in
advertising investments



Change in investment in advertising 2022 to 2023





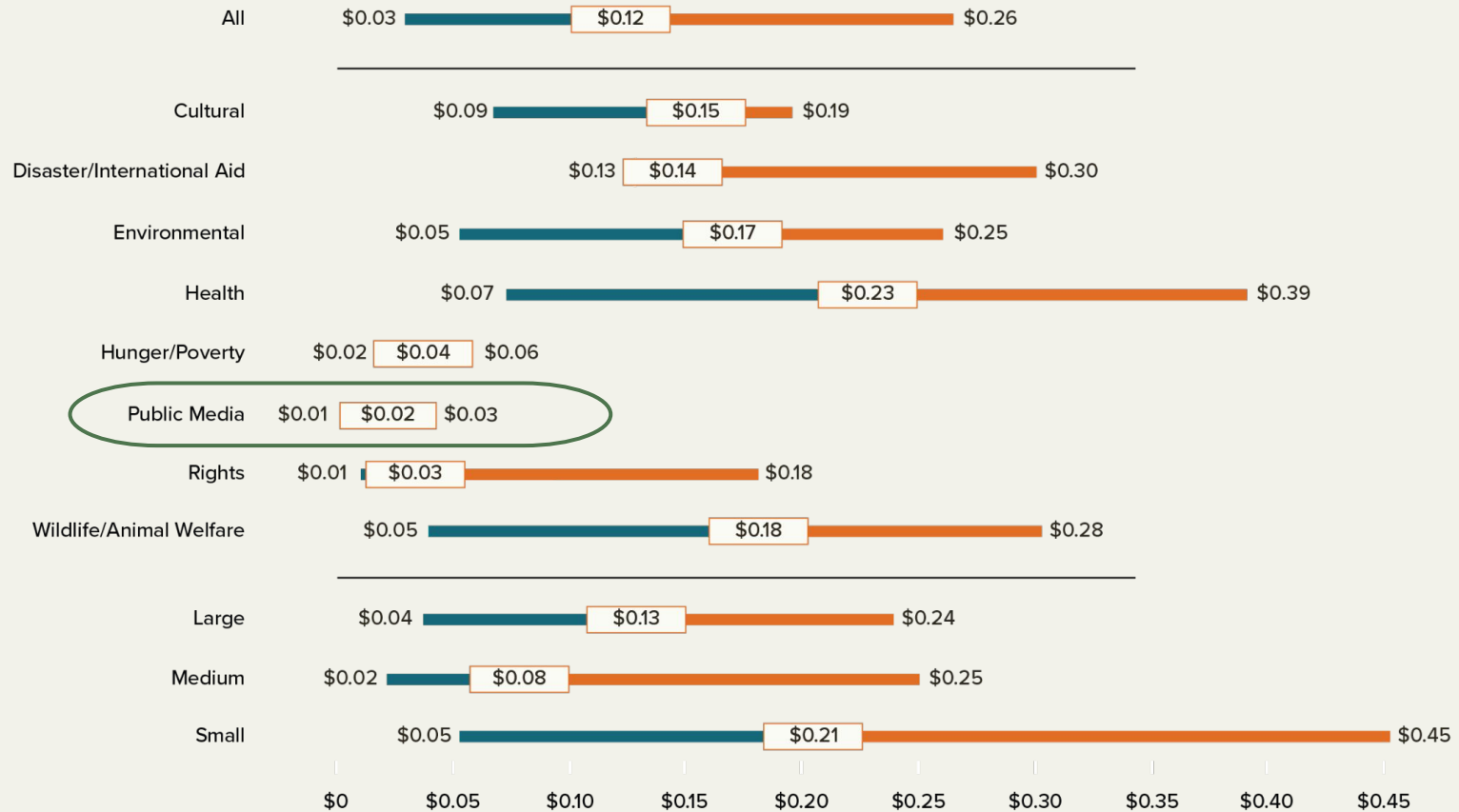
SCORE CARD

\$0.12

For every dollar that organizations raised online, they reinvested this in digital ads.



Investment in digital advertising divided by total online revenue



Share of advertising budget by goal

	All	Large	Medium	Small
Direct Fundraising	61%	58%	66%	89%
Lead Generation	10%	9%	18%	8%
Awareness	25%	27%	14%	3%
Non Lead-Gen Advocacy	3%	4%	0%	0%
Other	2%	2%	1%	0%

Share of direct fundraising budget by digital channel

	All	Large	Medium	Small
Social	38%	37%	46%	39%
Display	12%	12%	14%	10%
Search	42%	41%	34%	51%
Digital Video	4%	4%	3%	0%
Connected TV	3%	3%	2%	0%
Digital Audio	2%	2%	0%	0%

Connected TV

Digital television delivered to a smart television or "over-the-top" device like Roku or Fire stick. Does not include streaming on a PC or mobile phone.

Digital Audio

Streaming music or podcast service, delivered via a website or app. Not traditional or satellite radio.

Digital advertising: ROAS

Search



Display



Digital Audio



Meta



Digital Video



TikTok



Connected TV



SCORE CARD

We really expected display results to look worse, given the slow death of cookie-based reporting.

So what's going on? We have a couple theories: (a) **organizations are getting savvier with cookieless reporting**, and (b) **organizations are reporting blended campaign formats** (such as Performance Max) under "display", slightly inflating results.

Cost per advertising lead by platform

	CPA Buys	Meta	TikTok	Google Youtube
All	\$1.31	\$4.44	\$49.28	\$14.07
Cultural	—	\$2.09	—	—
Disaster/International Aid	\$1.44	\$4.92	—	\$12.01
Environmental	\$1.20	\$3.61	\$8.28	\$37.67
Health	—	\$7.89	—	\$12.83
Hunger/Poverty	—	\$9.13	—	—
Public Media	—	\$0.49	—	—
Rights	\$1.23	\$5.08	—	\$9.44
Wildlife/Animal Welfare	\$1.25	\$2.07	—	\$18.88
Large	\$1.08	\$4.42	\$15.93	\$37.33
Medium	\$1.34	\$3.77	—	\$20.43
Small	\$1.27	\$6.44	—	\$9.92

CPA Buys

These platforms often host advocacy actions that reach a large audience, and allow nonprofits to negotiate a set cost per new subscriber. Common options are Care2, Daily Kos, Civic Shout, and Juggernaut.

Google grants: ROAS



SCORE CARD

Instead of ROAS, you can think about search in terms of net profit: the Grant nets \$0.13 for every credit spent.

By contrast, paid search nets \$1.70 for every dollar spent.



In other words: **paying for search will produce much more revenue, even if you have to put in more up-front!**

Google Grants

A distinct Google Ads account where nonprofits can buy up to \$10,000/mo in search ads using free credits. (Monopoly money?) Subject to restrictions (such as caps on certain bidding strategies): think of it as a giant coupon with a lot of fine print!



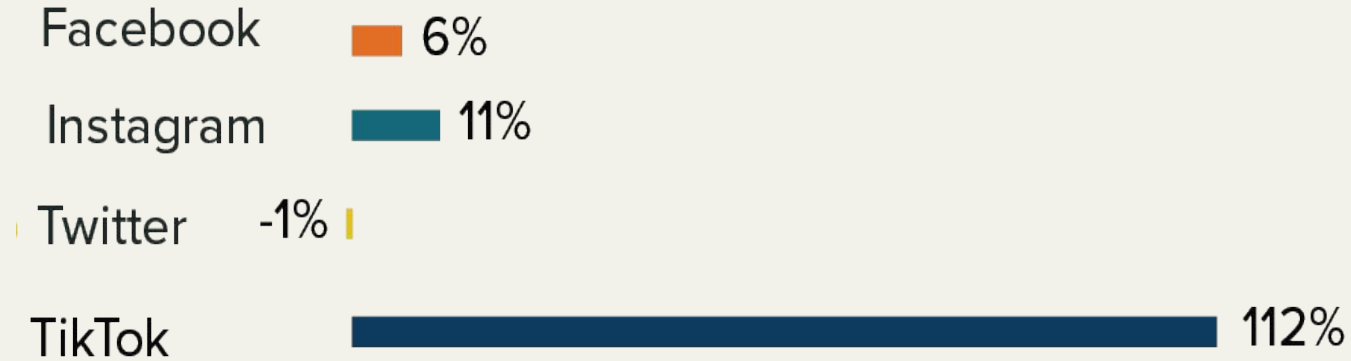
SCORE CARD

- Ads investments overall grew (+13%) but Public Media groups invested less year over year
 - Organizations reinvested \$0.12 into digital ads for every \$1 of online revenue
 - Search remains king for fundraising (ROAS of \$2.70), with display a surprise second (\$1.26)
 - There's a lot of experimentation with new channels and awareness tactics, including connected TV, digital audio, and digital video.
- 
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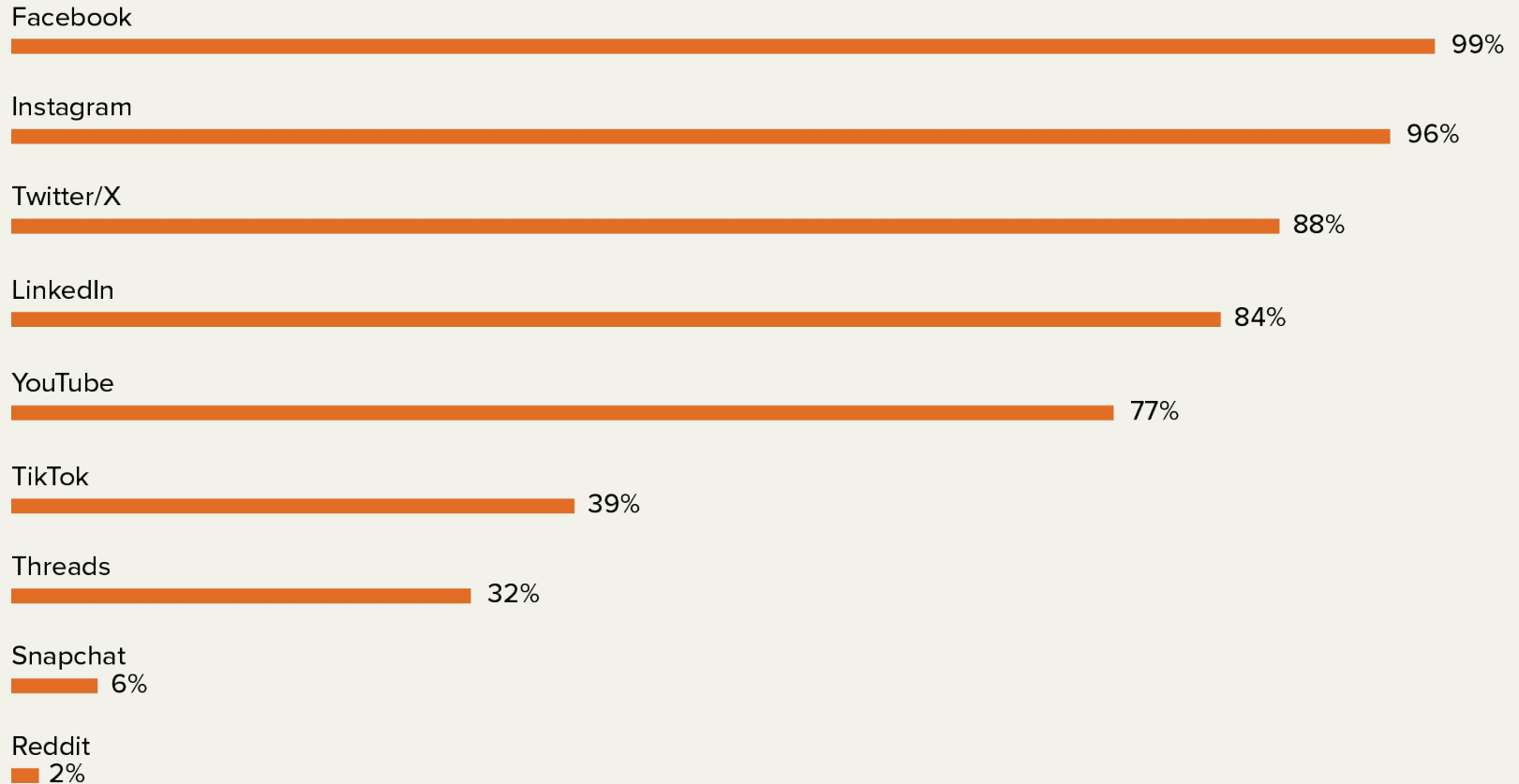


SOCIAL MEDIA

Change in fans/followers 2022 to 2023



Percentage of nonprofits using social media platforms



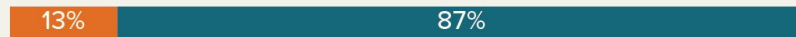
The future of Twitter/X

● Yes ● No

Is your organization still active on Twitter/X?



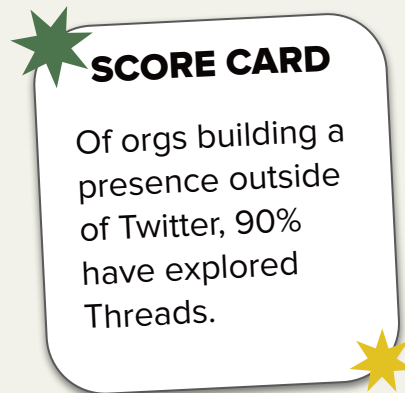
Are you planning to leave or sunset the account in some way?

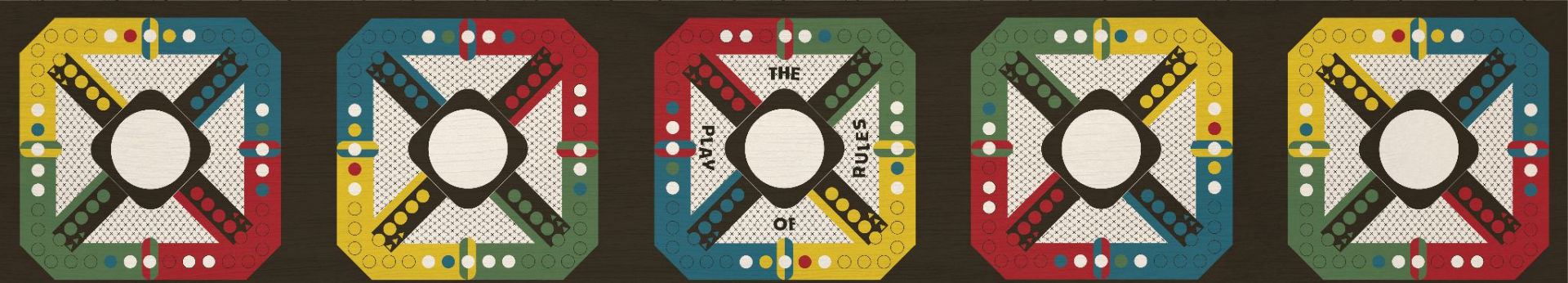


Have you started building a presence on any emerging platforms?



If you have started building a presence elsewhere, which of these emerging platforms have you explored?







WEBSITE PERFORMANCE



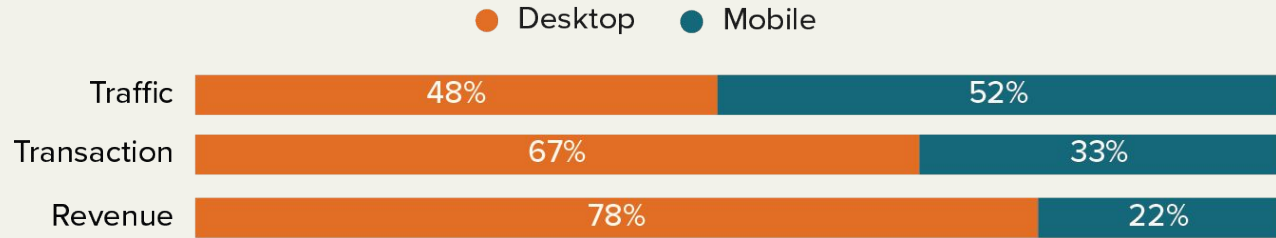
SCORE CARD

- Starting the week of July 1, 2024: Users will lose access to Universal Analytics properties and APIs, **and all data will be deleted.** The full Universal Analytics shutdown will happen within a week. We recommend that you export important UA data before this date.
 - Ensure recommended events or custom events are fully set up in GA4.
 - We recommend updating your GA4 data retention settings (from 2 months to 14 months).
 - See M+R Labs post “Google Analytics and Benchmarks”
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SCORE CARD

While the majority of organization's web traffic comes from Mobile users (phone and tablets), the majority of donations and revenue is still coming from Desktop users.

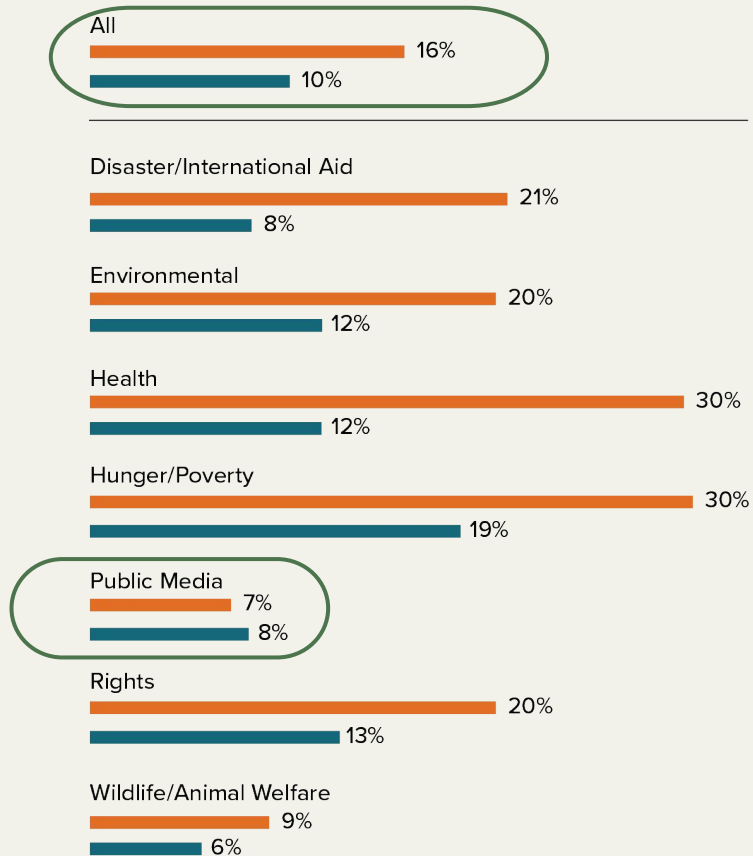
Website share by device



Device data is only for Nov-Dec 2023 because many groups were not able to get complete data from GA4.

Main donation page conversion rate by device

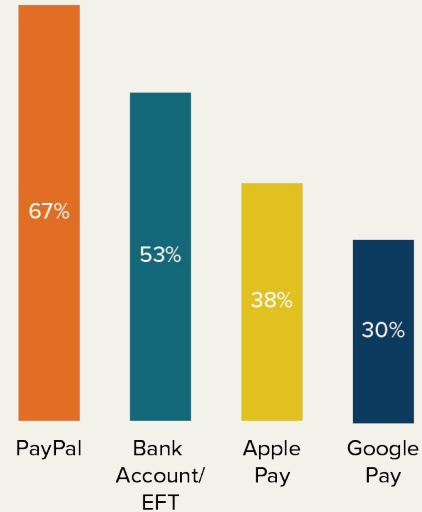
● Desktop ● Mobile



SCORE CARD

Offering alternative payment options like PayPal, Apple Pay and Google Pay is a popular way for nonprofits to attempt to increase conversions among Mobile users.

Percentage of nonprofits accepting payment types on main donation page



START

Questions?

mrbenchmarks.com

WIN!