M+R

Benchmarks

2016

Solve For X

Building an excellent online program isn't a science; it isn't an art. It is alchemy.

It involves pushing technology to produce magical results. Speaking in unfamiliar tongues, juggling with many hands, turning leads into gold. Explorers, we track data points like stars across unknown waters, we trace faint paths along mysterious shores. Sometimes we find treasure.

And this we certainly know: X marks the spot. But when our world and our industry change so quickly, our biggest challenge is often identifying which "X" to pay attention to. Which X says something real about our program or our audience? Which X will lead us to exceptional results, expanding revenue, explosive progress for our cause?

That's what the M+R Benchmarks Study has always been about: helping your nonprofit identify the X factor that will propel your program forward. Your X depends on your organization, your cause, your goals, and your audience. For you, it could be:

X: **A decline in email response rates — with email revenue growth spurred by strong list growth.**

X: **A trend toward more monthly giving.**

X: **Changes in how you and your competitors are using paid advertising.**

X: **Another exciting and unexpected possibility!**

This is our tenth Benchmarks Study — Benchmarks X — and thanks to 105 participants across eight sectors, it is the most expansive, exhaustive examination of online metrics we've ever produced.

We are immensely grateful to our participants for their extraordinary generosity in sharing their results, answering our questions, and working with us to ensure that the data underpinning our findings is as accurate and comprehensive as possible.

The full list of participants appears on page 60 — if your organization is on that list, please know how much we appreciate you, and give yourself a little high five from us. If you're not on that list — maybe you can join in the fun next year?

Because, rest assured, this is *fun*. We really do love this stuff — we love analyzing data, studying metrics, and thinking about what it all means. Most of all, we love finding ways to move our industry and the causes we care about forward, and sharing what we've learned with you.

Our amazing data team is led by Theresa Bugeaud and Jonathan Benton along with Karen Hopper and Joey Backer. Will Valverde is the primary writer. Sarah Vanderbilt is too talented to be tied down, and provided unlimited support to both the data analysis and writing. Emily Giorgione, Joe McClune, and Varun Rathi created the astonishing design and graphics. Lucy Midelfort worked with our (heroic, have we mentioned?) nonprofit participants to collect and confirm data. And Sarah DiJulio and Madeline Stanionis, as always, provided exceptional leadership and uncanny insight.

Special thanks also go out to our partners at the Nonprofit Technology Network (NTEN) for supporting the Study, helping recruit participants, and working year-round to help nonprofits excel.

Thank you for exploring the world of online fundraising, advocacy, and marketing with us. We're so excited to have you along. Now let's get started.

XOXO,

M+R

About M+R

M+R is 100 smart people who help nonprofits achieve real, lasting change. We mobilize supporters, raise money, and move the media, the public, and decision-makers. We only work with clients we believe in. We take risks. We work hard. We're leaders, we're organizers, and we don't stop until we win. **www.mrss.com**

About NTEN: The Nonprofit Technology Network

NTEN is a community transforming technology into social change. We connect our members to each other, provide professional development opportunities, educate our constituency on issues of technology use in nonprofits, and spearhead groundbreaking research, advocacy, and education on technology issues affecting our entire community. **www.nten.org**

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Exploring Trends

The Exceptional and the Unexpected: Overview

Perspective matters. Ten years is a very long time; ten years is the blink of an eye.

In the ten years since we published our first Benchmarks Study, Mt. Everest has grown about an inch and a half taller. The global economy has grown, collapsed, rebounded. Five *Fast and the Furious* films have been released. And the world of online fundraising, advocacy, and marketing has transformed in countless unexpected ways.

This Study isn't about the past — it's about how nonprofits and nonprofit supporters are behaving now, today, in this exact moment so you can prepare for what's next. But to understand the uniqueness of this moment, and the rapid pace of change, it's helpful to take a look back. Here are five key facts distilled from this year's Study that would have been unthinkable just ten years ago.

1. Overall, **13% of online gifts were made from mobile devices** — a number that likely reflects both user preference and increasing adoption of mobile optimization best practices by nonprofits.

2. **For every 1,000 email subscribers, nonprofits have 355 Facebook fans, 132 Twitter followers, and 19 Instagram followers.** In 2006, those numbers were basically zero, zero, and zero: Facebook was limited to .edu email addresses, Twitter was just about to launch, and Instagram's founders were still in college.

3. **Nonprofits invested $0.04 in digital advertising for every $1 of online revenue.** This might not seem like much, but considering that **overall online revenue grew by 19% in the last year**, digital advertising is an increasingly important market for acquisition, conversion, and retention.

4. The volume has been turned *way* up: **the average nonprofit in our study sent the average subscriber on its list 49 email messages in 2015**.

5. **Monthly giving accounts for 17% of all online revenue** – and as you'll see about six sentences from now, monthly giving is growing quite a bit faster than one-time revenue. In our first Benchmarks Study, only about half of the participants had a recurring giving program at all.

Each of these findings would have come as a surprise ten years ago. Some of them might be surprising to you now, even if you live and breathe online fundraising and advocacy the way we do. Because here's the thing: trends aren't universal, and your organization may be experiencing the present moment in a very different way.

Perspective matters. One of the most important stories of the past few years has been the rapid growth of monthly giving online — in 2015, monthly revenue grew by 24% across all sectors, compared to 18% growth in one-time revenue. But for groups in the International sector, things look very different: just a 10% increase in monthly revenue, and a whopping 47% growth in one-time revenue.

The difference? Giving to International groups can often be traced to high-profile humanitarian crises. People react to terrible news with a spirit of urgent generosity, and the heavy news coverage of the Syrian refugee crisis in 2015 as well as the April earthquake in Nepal likely led to a burst of one-time giving to groups dedicated to helping.

Similarly, while an average subscriber to an average organization received almost 50 email messages in 2015, 19 of them fundraising appeals, the numbers for Health groups are quite different: just 16 messages total, and only 4 of them fundraising. That speaks to different strategies, and a different sort of relationship between organization and supporter.

Of course, it's not just time that changes things; it's the decisions you make, and the ways your supporters respond. We hope that you will use this Study to identify the places where you're beating the odds, so you can double down. And to find the metrics where other nonprofits are exceeding your own results, so you can spot your program's weak spots and take steps to strengthen them.

This Study is meant to be a tool to help you compare your own results to your peers and competitors. It's up to you to find the opportunities that will mean the most for your organization. It's up to you to find your X factor — after all, the most important benchmarks are your own. Perspective matters! And that includes yours.

Examining Appeal:
Email Fundraising

On the surface it's a paradox: email metrics are down, email fundraising is up. Let's explore the complexities to see what's going on below the surface, and how it affects your strategy.

First, the harsh reality: open rates, click-through rates, and response rates were down in 2015 for all types of messages. The lone bright spot in our top-line metrics was email fundraising page completion rates, which managed to rise by a somewhat-less-than-earth-shattering 3%. (Unsubscribe rates also dropped, but that's a bit of a different story — see page 11 if you want to read it.)

And yet, **email revenue grew by 25% in 2015**, faster than the 19% rate of online revenue growth overall. Email giving accounted for 29% of all online revenue last year, and **nonprofits received $44 in donations for every 1,000 fundraising messages sent**.

With open rates, click-through rates, and response rates all declining, this increase comes down to volume. Volume, in two ways: more people, and more messages. Email lists grew by 14% in 2015, and nonprofits sent more fundraising messages. If we take a closer look at the best-performing nonprofits (which we do, on page 15), we see that they tended to send more fundraising messages than other groups in 2015.

Excuse us if this seems a little obvious, but it's worth saying: send a lot of fundraising messages to a lot of people, and you will raise money. Digging deeper reveals some far more subtle — and strategically intriguing — connections.

For many nonprofits, response rate is the single top-line metric to look at when judging a fundraising message's success. High response rate, celebrate! Low response rate, pull your hair out and wonder what went wrong. But response rate is influenced by three key factors: open rate, click-through rate, and landing page conversion rate — and those may not all carry equal weight.

As it turns out, we were unable to detect a correlation between fundraising response rate and open rate, or between response rate and click-through rate.

There was, however, a strong positive correlation between fundraising email response rate and landing page conversion rate.

This means that open rates and click-through rates could vary by quite a bit without response rates necessarily going along. But when landing page conversion rates were high, there's a very good chance that response rates were also high. By the same token, when response rates were low, you could expect to see low landing page conversion.

Don't take this to mean that click-through rates don't matter, and the landing page does. We can't say definitively that high landing page conversion rates were the cause of high response rates (just ask our data team's matching tattoos: *Correlation ≠ Causation*, tastefully written in an elegant script and three-inch-tall letters across their backs).

But if you are wondering why your response rates aren't as high as you would like, and you are looking for a place to start experimenting, you might want to take a closer look at your landing page content and performance.

Extending Hospitality: How We Welcome New Friends

They say you only get one chance to make a first impression. This is yet another cliché exposed as a lie by the M+R Benchmarks Study.

In reality, plenty of nonprofits make several attempts at a first impression, by sending new subscribers a welcome series that includes multiple email messages. We surveyed participants about their onboarding strategies, and found that **64% of respondents send at least one dedicated welcome message to new subscribers**. Of these, the majority send more than one message, with the most common welcome series comprising three messages.

Number of Messages Sent in Welcome Series

1 message	32%
2 messages	4%
3 messages	49%
4 messages	11%
5 messages	5%
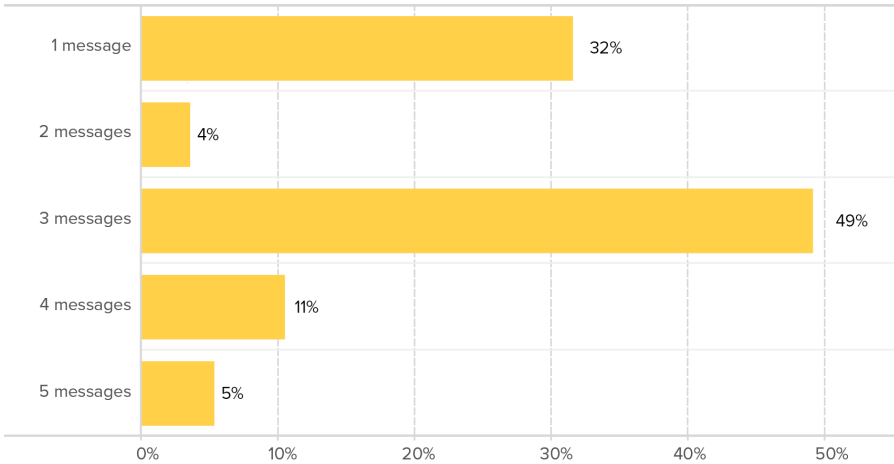
For nonprofits that send one or two messages, the welcome series generally consists of engagement messaging, with a fundraising message included just 11% of the time. Longer series of three or more messages are overwhelmingly likely to include at least one fundraising message, and also include advocacy messaging more than a third of the time.

Welcome Series Has at Least One Message Where Primary Ask is…

Fundraising	Advocacy	Other Engagement (Survey, Social Share, Etc.)
11% / 89%	0% / 38%	63% / 62%

■ Welcome series contains 1 or 2 messages
■ Welcome series contains 3+ messages
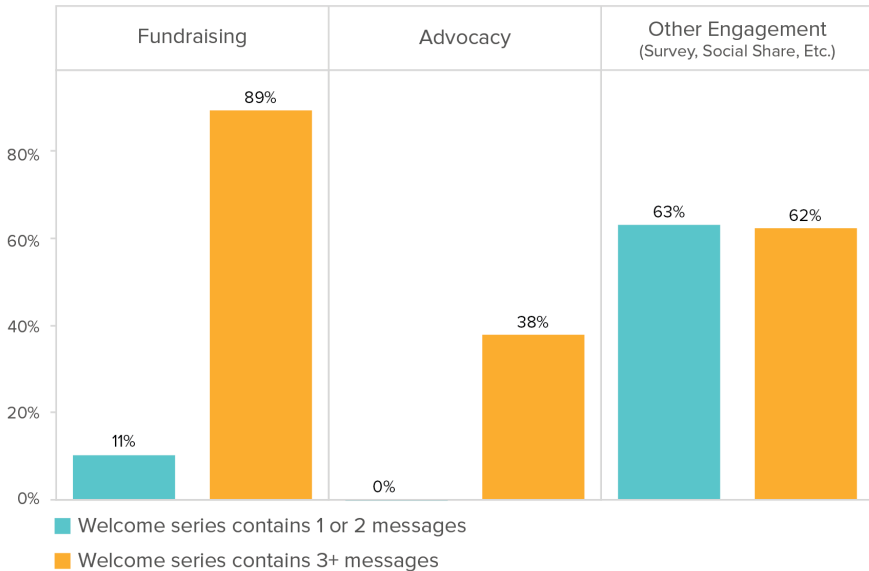
That's how we say hello. But what happens when it's time to say goodbye?
Read on to find out...

Exit Signs: The Truth About Email Churn

Your supporters are leaving you. Right now, as you read this, email subscribers are vanishing, poof, never to be heard from again. Some are making the conscious decision to unsubscribe from your list. Odds are, a similar number of email addresses are simply going bad, adding to your next email message's hard bounce count.

By the end of 2015, groups in our Study lost an average of 11.8% of the subscribers they had on January 1. That broke down to 6.2% due to unsubscribes, and an additional 5.6% from hard bounces.

Churn — the combined effect of unsubscribes and hard bounces — is inevitable, but that doesn't make it any less painful. It can also be a little scary, that constant attrition, that relentless bleed, the knowledge that no matter what you do, unsubscribes and hard bounces will continue to pile up.

Don't despair.

For one thing, churn isn't what it used to be. For organizations that tracked list changes in 2014 and 2015, **churn rates were down by more than 75% year-over-year**. In fact, every single group that was able to provide this data saw churn drop by at least 25% from 2014 to 2015.

Why the big change? We think it's partly due to shifts in how our email platforms function. With more sophisticated sorting tools available — the Promotions tab in Gmail, for example — it's easier for a subscriber to manage her incoming nonprofit messages without unsubscribing due to overload.

But the bigger story may be about more sophisticated targeting by nonprofits. As nonprofits seek to keep their response rates high and spam scores low, they are keeping closer tabs on which parts of their lists are inactive, and keeping them out of the bulk of their messaging. **On average, about 24% of subscribers are considered inactive** — sending fewer messages to this audience will tend to keep both hard bounces and unsubscribes low.

It's also crucial to look at churn in context. Attrition is unavoidable, that's an essential truth. So is this:

> Our job is not to block the exits; our job is to throw the doors open and welcome people in.

You should be paying more attention to growth than churn.

Lists grew by an average of 14%, with new joins more than offsetting losses due to churn. These are fresh subscribers, new donors, recent converts to our causes. This kind of growth is the mark of a healthy program, and our ability to attract new supporters faster than we lose the old ones defines what is possible.

Yes, actively managing our inactive subscribers is smart strategy, and we are always happy when we see low churn numbers. For the most part, that means we are reaching the right people with the right messaging. That matters, but it's not the whole story, and it doesn't need to be our focus.

Because churn is not just expected, it's inevitable. Growth isn't. Growth is up to us.

The Expense of Exposure: Investment in Digital Ads

You may not have noticed: there's a lot going on online. We live in a busy world, and we work in an increasingly crowded space. A potential supporter can find it nearly impossible to hear the signals she cares about over the sheer noise of life online. For our nonprofits to thrive, for our causes to get the response they deserve, we need to be heard.

Sometimes that means tweaking our message. Sometimes it means going out and getting a bigger megaphone.

We asked our Study participants to share some insight into how they are spending money to be heard online (and how much money they are spending).

Overall, nonprofits invested $0.04 in digital advertising for every dollar raised online. A nonprofit that saw online revenue of $1 million in 2015 spent an average of $40,000 on search, banners, branding, etc. This number varied widely by sector, with Wildlife/Animal Welfare groups spending $0.14 per dollar raised, and Health groups coming in under $0.01 per dollar raised.

As you might expect, nonprofits with Large email lists spent more on digital advertising than Small groups. Nonprofits with Large email lists (over 500,000 subscribers) spent $0.13 per dollar raised; Small groups (under 100,000) spent just $0.01 per dollar raised.

Investment in Digital Advertising Divided by Total Online Revenue

Category	Value
All	$0.04
Cultural	$0.01
Education	$0.03
Environmental	$0.09
Health	$0.004
International	$0.04
Rights	$0.08
Wildlife/Animal Welfare	$0.14
Large	$0.13
Medium	$0.02
Small	$0.01
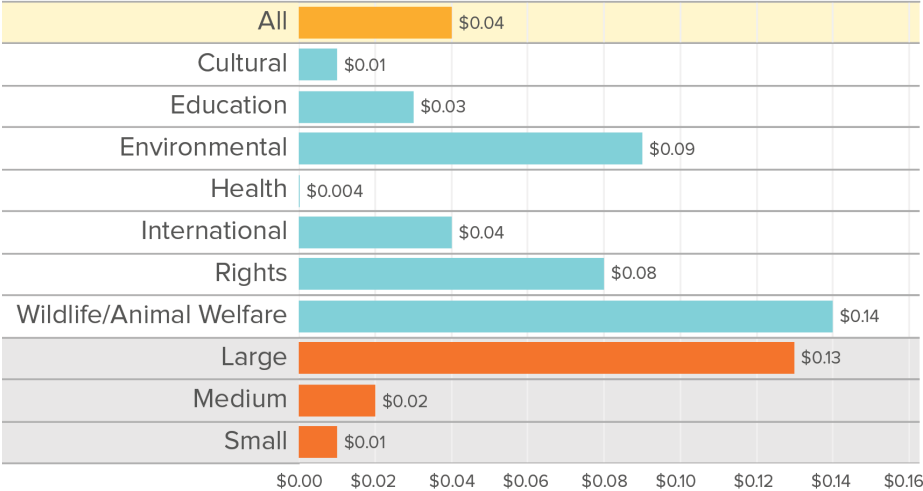
How much to spend is only the first decision a nonprofit must make. Just as important is the second question: what to spend that budget on. Digital advertising budgets are largely devoted to identifying, acquiring, and converting new donors, with lead generation and new donor acquisition together accounting for 69% of total investments.

Share of Digital Advertising Budget by Investment Type

Lead Generation Advertising	38%
New Donor Acquisition	31%
Paid Search Advertising	23%
Existing Supporter Conversion	4%
Branding	4%

Lead generation advertising: Advertising to acquire email addresses or phone numbers

Example: Petition promoted on Facebook, Change.org, or Care2

New donor acquisition: Display, social media, mobile, incentive, or video advertising to new audiences to convert new donors

Example: Banner ad with a donation ask

Existing supporter conversion: Display, social media, mobile, or video advertising targeting existing constituents to get them to donate or take action

Example: Banner ad with a donation ask targeted specifically to supporters on your list

Paid search advertising: Advertising in the sponsored listings of a search engine

Example: Ad appearing above search results for a certain term thanks to Google AdWords keyword bids

Branding: Display, social media, or video advertising with the main goal of visibility, not conversion

Example: Promoted informational/cultivation video on Facebook

It can be very difficult to gauge the full impact of advertising expenditures on fundraising results (our own experience in 2015 was quite positive, but the Benchmarks Study doesn't measure it — yet). However, there are a few dots we can connect. Higher spending on paid advertising was correlated with higher growth in the number of website visitors per month. We also found that groups that spent more on advertising also tended to send more messages per month per subscriber, possibly indicating a tendency toward more aggressive donor conversion strategies overall.

X-Factor: Secrets of the Top 25 Nonprofits

For most of this Study, we focus on the average. We want you to see your program in the context of what is "normal," what the majority of your peers are experiencing, what falls within the range of the expected. But for now, let's set aside the average. Let's explore the exceptional.

We took a look at the top 25 nonprofits among our participant pool to examine what set them apart from everyone else. Now, when we say "top 25," we are not just picking the nonprofits we like best – that's impossible! We love all of our 105 Study participants equally, like a proud papa seahorse.

For the purposes of this analysis, we are specifically looking at the **25 groups with the largest year-over-year growth in total dollars raised online**. So, what's so special about these top 25 groups?

1. **Email is an increasingly large piece of the online fundraising pie for top groups.** More than a third of all online revenue (34%) for Top 25 groups can be tracked directly to an email appeal. For the rest of our participants, the average is 27%.

    That disparity is not just the current state; it also reflects the trend over time. For groups in the Top 25, email revenue grew by 37% over 2014 levels; the average for all other groups was 18%. These top groups also saw a shift towards more email revenue as a portion of their overall fundraising mix. They are at the leading edge of a wave that continued to spread in 2015: email revenue grew faster than overall online revenue.

Remember this the next time someone tries to tell you that email is dead.

2. **Ask more, get more.** The Top 25 revenue growers averaged 27 fundraising appeals per subscriber last year. Everyone else averaged 16. That works out to just shy of one extra ask per month.

3. **Top groups invest heavily in digital advertising.** Have we mentioned yet that correlation doesn't necessarily imply causation? Now's a good time to remember that. But here's what we know:

Our Top 25 groups invested $0.12 in digital advertising for every dollar raised online in 2015. The rest of our participants: $0.02. In proportion to revenue, top-performing groups are spending about six time as much as other groups on advertising.

What these numbers *don't* say is that large-scale investments in paid ads led directly to faster growth. That may be the case, and as we saw on page 13, the majority of paid advertising budgets are directed at lead generation and donor conversion.

We may also be seeing the flipside: nonprofits that saw particularly strong revenue growth were able to invest more heavily in paid efforts. The hope for these groups would be that they can turn a spike in revenue now into increased support over the long term.

It's also entirely possible that increased online revenue, larger investments in digital advertising, higher fundraising message volume, and even the trend toward more email giving reflect an underlying trait of top-performing groups: a particularly aggressive approach to new donor acquisition and conversion.

4. **Fitzgerald was wrong: the rich aren't that different from you and me.** If you look at the metrics in this Study and are disappointed to find that your own results mostly fall in the middle of the pack, take heart. We did not find many large-scale differences between the Top 25 and their less-successful peers in how their emails performed (and believe us, we looked).

The truth is, top nonprofits are not the X-Men, they don't have superpowers. They aren't defying gravity to achieve dramatically higher email response rates; they are diligently sending more fundraising appeals. They aren't reaching new audiences telepathically; they are investing more in paid advertising.

There are no shortcuts here.

These leaders are for the most part doing just a little bit better in a lot of different places. They're pushing harder on the same sorts of tactics you are probably already using. That's all. And trying to move our programs forward one step at a time, piece by piece, day by day and dollar by dollar — that's something we can all do.

Axes and Analysis:
How to Use This Study

The data in this Study comes from a diverse mix of 105 nonprofits of various sizes and sectors, for whom we will continue to express our undying gratitude. Their extraordinary generosity included providing in-depth data on a range of topics: email fundraising and advocacy, web traffic, social media, paid advertising, and more. We are honestly so excited to get to share it all with you, and our hope is that it helps you gauge your organization's performance and guide your strategy.

How to Read the Charts

0.16%

The gray box indicates the median; the number shown is the median value.

0.15%

0.20%

The horizontal line indicates the range of normal values for the segment. The segment to the right of the gray box is the 75th percentile and the segment to the left is the 25th percentile.
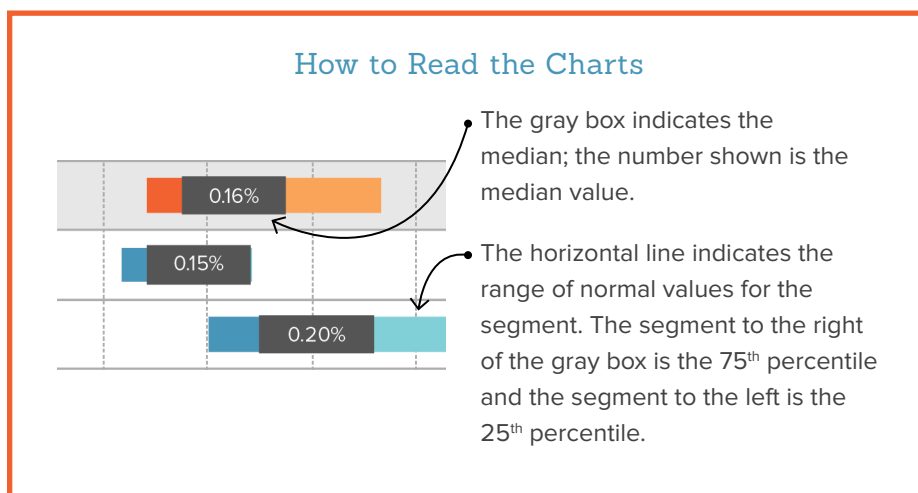
For email and web data, participating organizations are broken down by sector and by email list size. The median email list size for all participants in the Study was 186,623. Not all participants reported data for every metric. This means we were not able to break out sector-level results for some metrics — if you notice that a certain sector doesn't appear on a chart, that's why.

You will notice that organizations' results can vary widely based on sector and size — keep that in mind as you review the findings, and pay special attention to the numbers that match your closest peers. See page 59 for details on methodology, including size breakdowns, and page 60 for a complete list of participants by sector.

⚠ WARNING

MISUSE OF THIS STUDY MAY CAUSE

Errors in Extrapolation **(Yours)**

& Extreme Irritability **(Ours)**

Here's the thing. Not every participant in this year's Study was around for last year's (which is obvious, since this is our biggest pool ever). Our participants change with every edition.*

That means that you can't use this Study to make reliable comparisons to previous years' data sets. Year-over-year changes only make sense with a consistent underlying population. Which is fine, actually: we collected data for 2014 and 2015 from this year's participants where possible, so all year-over-year comparisons you'll see in the following pages are as complete and reliable as possible.

*EXCEPTION: One organization has participated in all TEN Benchmarks studies: Oxfam America. We'd like to extend our special thanks to Oxfam for your consistent generosity and general awesomeness. We hope you'll stick with us for another ten. Twenty. INFINITY.
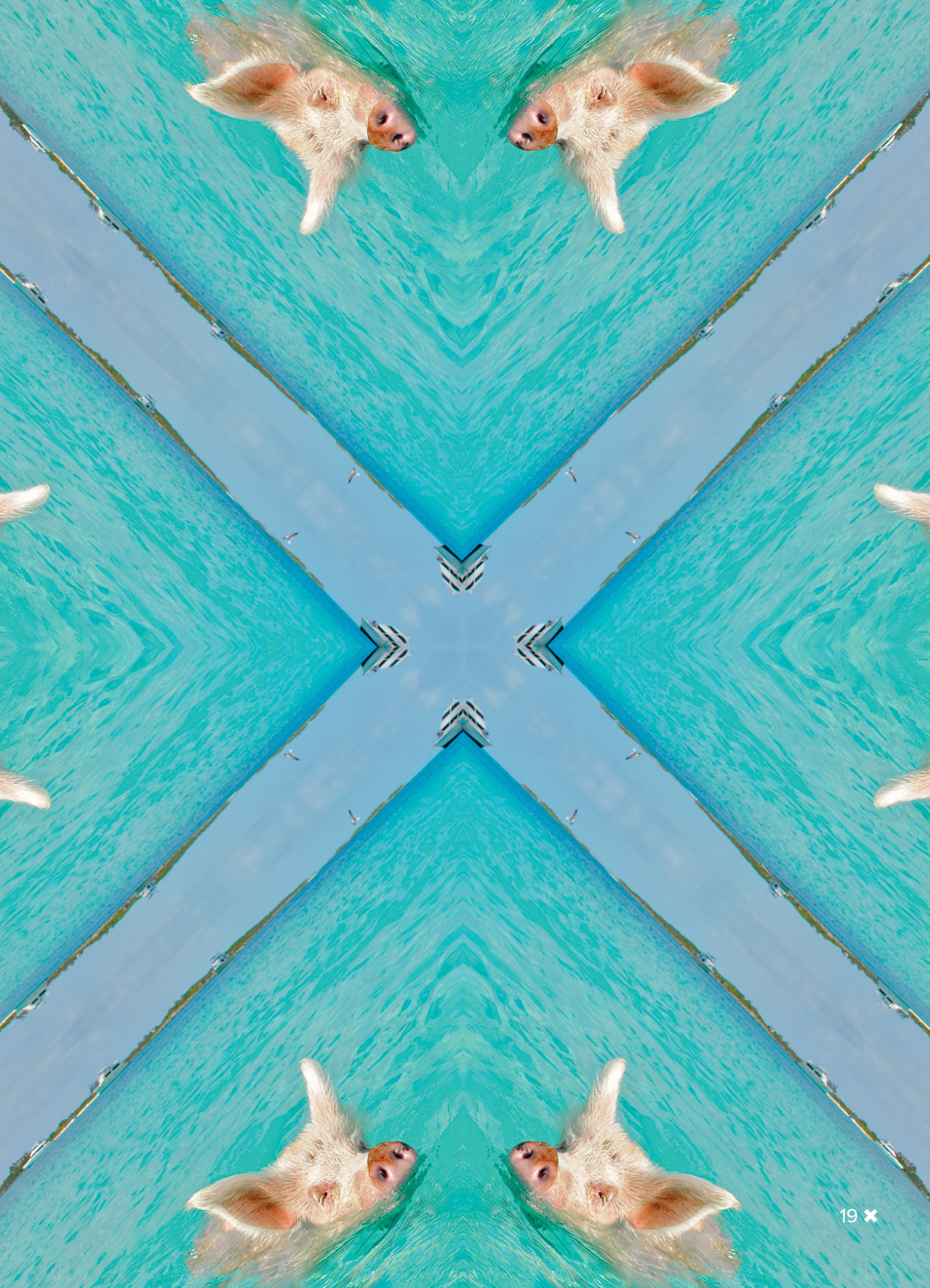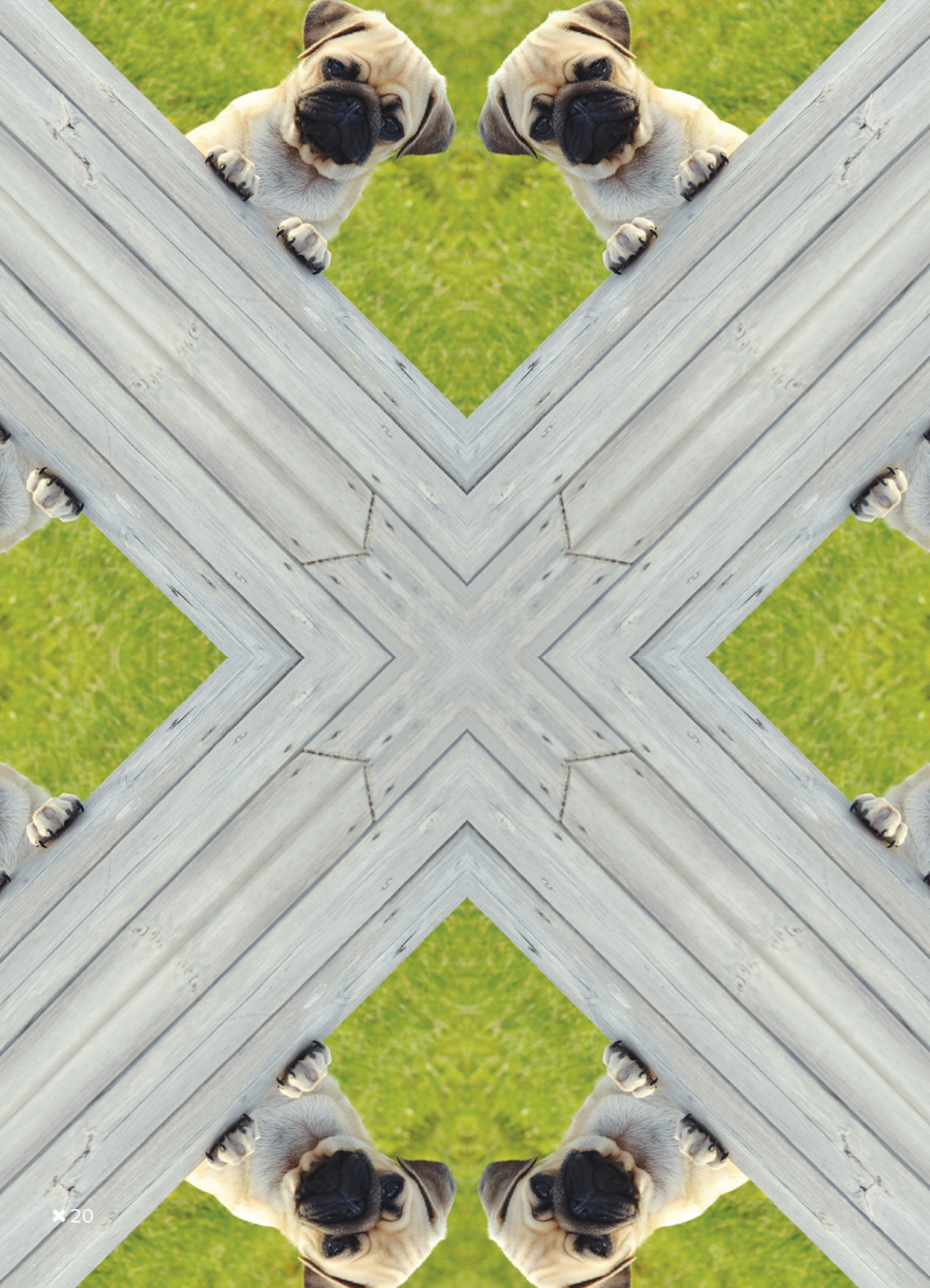
Examining Data

Email Messaging

X-Ray Vision

1. **Email list size for Study participants grew by 14%** in 2015. This growth was slightly slower than the 16% seen in each of the previous two years. List size was up for all sectors, with growth ranging from 4% (Rights) to 23% (Environmental).

2. **Response rates were down** for both advocacy and fundraising messages, driven by lower open and click-through rates across the board. The average advocacy response rate was 2.1% (down 11% from 2014), while the average fundraising response rate was 0.06% (down 8% from 2014).

3. **Page completion rates held nearly steady** compared to 2014. Advocacy pages had an 82% completion rate (down 1% from 2014), while fundraising pages saw a completion rate of 15% (up 3% from 2014). Fundraising page completion rate was the only email metric we track that grew year-over-year.

4. **Nonprofits sent more advocacy and fundraising emails** in 2015 than they did in 2014. The average group sent 49 messages overall in 2015, including 19 fundraising appeals, 12 advocacy messages, and 9 newsletters.

List Growth

Category	2013	2014	2015
All	16%	16%	14%
Cultural	19%	27%	11%
Environmental	21%	28%	23%
Health	4%	12%	9%
Hunger/Poverty	35%	29%	10%
International	8%	3%	6%
Rights	7%	5%	4%
Wildlife/Animal Welfare	28%	17%	14%
Large	14%	15%	15%
Medium	20%	16%	8%
Small	14%	28%	14%

■ 2013   ■ 2014   ■ 2015

Churn

	Bounces	Unsubscribes
All	5.6%	6.2%
Environmental	6.7%	7.8%
Health	3.9%	2.1%
International	6.8%	3.9%
Rights	4.6%	6.1%
Large	5.6%	8.7%
Medium	8.1%	5.4%
Small	5.2%	4.8%

■ Bounces   ■ Unsubscribes

Inactive Portion of Email List

All	24%
Environmental	24%
Health	19%
International	33%
Rights	27%
Wildlife/Animal Welfare	26%
Large	22%
Medium	25%
Small	23%

Messages per Subscriber per Year

Legend: Fundraising, Advocacy, Newsletter, Other

Category	Fundraising	Advocacy	Newsletter	Other
All	19	12	9	9
Cultural	15	7	11	17
Education	3		12	16
Environmental	23	19	7	8
Health	4	4	4	4
Hunger/Poverty	29	6	10	9
International	17	13	11	6
Rights	26	13	11	11
Wildlife/Animal Welfare	18	20	3	10
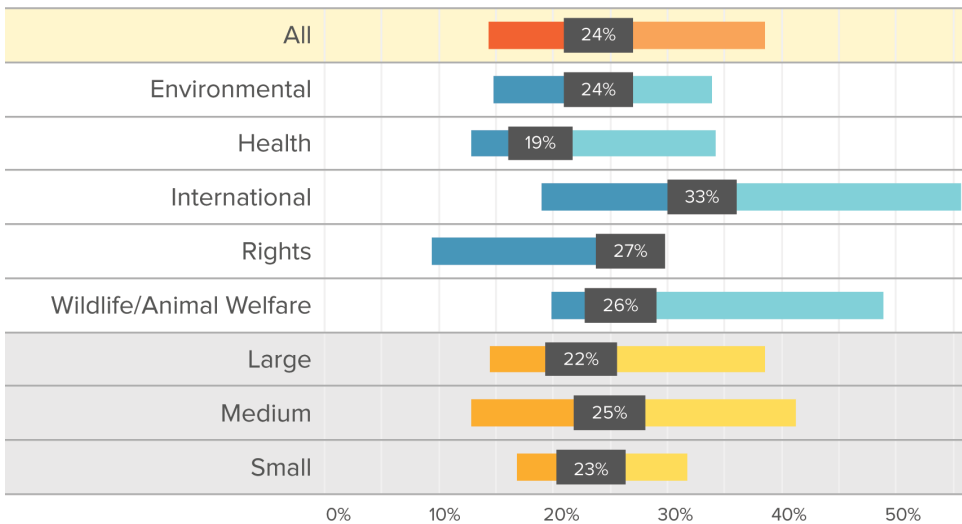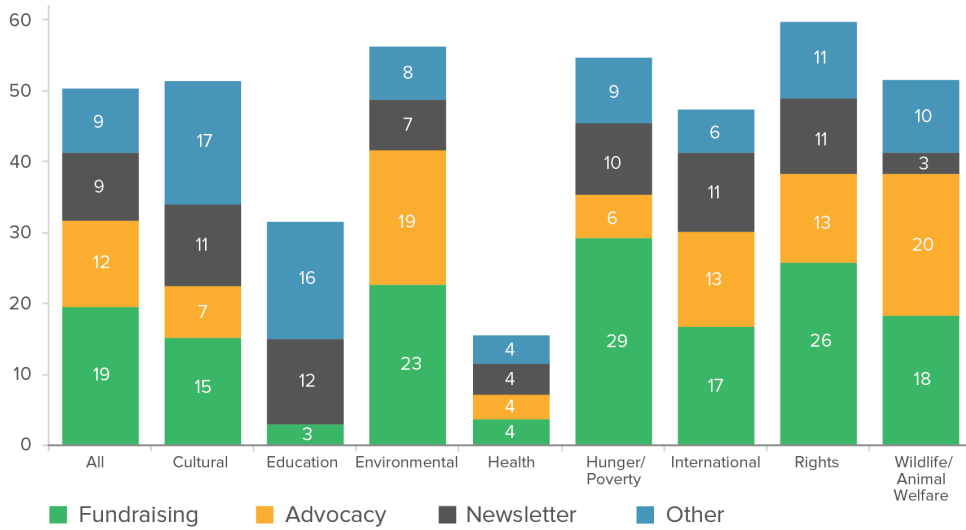
Messages per Subscriber per Month

Category	Value
All	4.0
Cultural	4.3
Education	2.8
Environmental	4.9
Health	1.5
Hunger/Poverty	4.9
International	3.2
Rights	4.4
Wildlife/Animal Welfare	5.0
Large	5.0
Medium	4.7
Small	2.9

Change in Messages per Subscriber 2014–2015

Category	Value
All Messages	6%
Fundraising	19%
Advocacy	16%
Newsletter	-9%
Other	9%

-10% -5% 0% 5% 10% 15% 20%
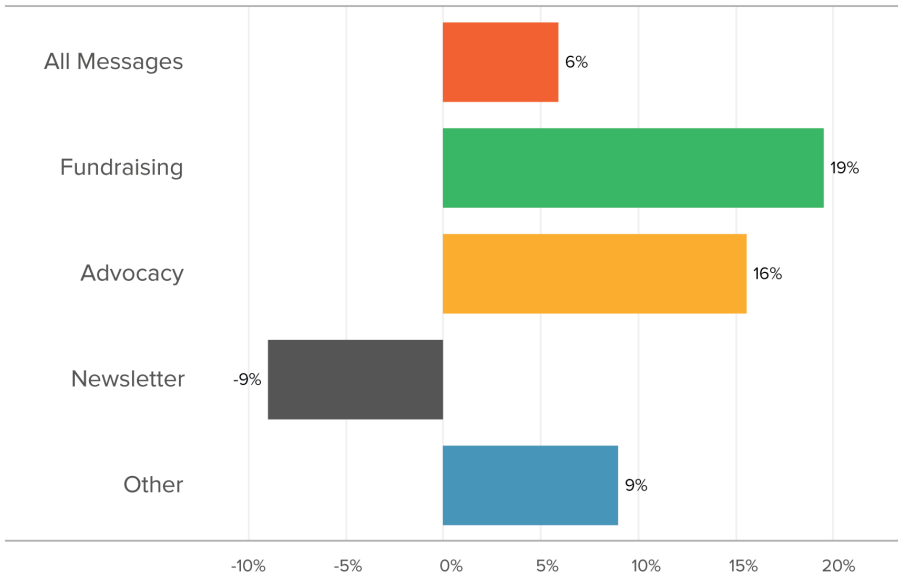
Email Rates by Message Type

	Open Rate	Click Through Rate	Page Completion Rate	Response Rate	Unsubscribe Rate
All	16% (-5%)	-	-	-	0.18% (-6%)
Fundraising	14% (-6%)	0.43% (-4%)	15% (+3%)	0.06% (-8%)	0.21% (-7%)
Advocacy	15% (-6%)	3.0% (-9%)	82% (-1%)	2.1% (-11%)	0.16% (-7%)
Newsletter	17% (-5%)	1.6% (-9%)	-	-	0.18% (-7%)

The numbers in parentheses represent the percentage change in rate since 2014.

Overall Open Rates

All	16%
Cultural	19%
Education	16%
Environmental	16%
Health	17%
Hunger/Poverty	13%
International	15%
Rights	13%
Wildlife/Animal Welfare	14%
Large	15%
Medium	15%
Small	17%

0%   5%   10%   15%   20%   25%

Overall Unsubscribe Rates

All	0.18%
Cultural	0.18%
Education	0.14%
Environmental	0.18%
Health	0.33%
Hunger/Poverty	0.21%
International	0.25%
Rights	0.18%
Wildlife/Animal Welfare	0.18%
Large	0.18%
Medium	0.20%
Small	0.24%

0.0%   0.1%   0.2%   0.3%   0.4%   0.5%

Fundraising Open Rates

Category	Rate
All	14%
Cultural	16%
Education	13%
Environmental	14%
Health	16%
Hunger/Poverty	13%
International	14%
Rights	13%
Wildlife/Animal Welfare	12%
Large	14%
Medium	13%
Small	17%

0% 2% 4% 6% 8% 10% 12% 14% 16% 18% 20% 22% 24% 26%

Fundraising Click-Through Rates

Category	Rate
All	0.43%
Cultural	0.50%
Education	0.21%
Environmental	0.42%
Health	0.73%
Hunger/Poverty	0.45%
International	0.38%
Rights	0.31%
Wildlife/Animal Welfare	0.66%
Large	0.38%
Medium	0.42%
Small	0.61%

0.0% 0.1% 0.2% 0.3% 0.4% 0.5% 0.6% 0.7% 0.8% 0.9%

Fundraising Page Completion Rates

Category	Rate
All	15%
Cultural	20%
Environmental	13%
Health	6%
Hunger/Poverty	17%
International	21%
Rights	15%
Wildlife/Animal Welfare	17%
Large	15%
Medium	15%
Small	14%

0% 5% 10% 15% 20% 25% 30%

Fundraising Response Rates

Category	Rate
All	0.06%
Cultural	0.11%
Environmental	0.05%
Health	0.05%
Hunger/Poverty	0.07%
International	0.07%
Rights	0.05%
Wildlife/Animal Welfare	0.10%
Large	0.05%
Medium	0.07%
Small	0.05%

0.00% 0.02% 0.04% 0.06% 0.08% 0.10% 0.12% 0.14% 0.16% 0.18%

Fundraising Unsubscribe Rates

Category	Rate
All	0.21%
Cultural	0.21%
Education	0.28%
Environmental	0.21%
Health	0.35%
Hunger/Poverty	0.21%
International	0.21%
Rights	0.17%
Wildlife/Animal Welfare	0.18%
Large	0.18%
Medium	0.22%
Small	0.24%

0.0% 0.1% 0.2% 0.3% 0.4% 0.5% 0.6%

Advocacy Open Rates

Category	Rate
All	15%
Environmental	15%
International	14%
Rights	12%
Wildlife/Animal Welfare	15%
Large	14%
Medium	18%
Small	14%

0% 2% 4% 6% 8% 10% 12% 14% 16% 18% 20%
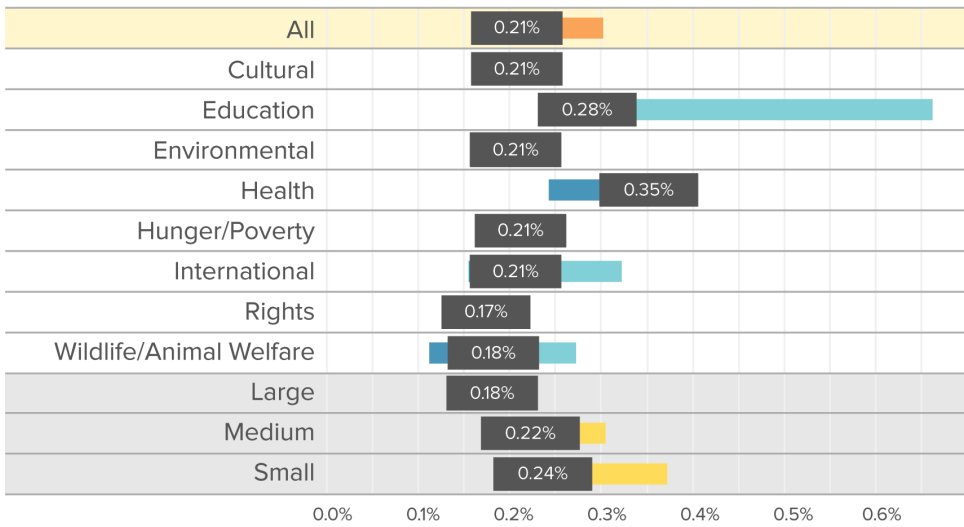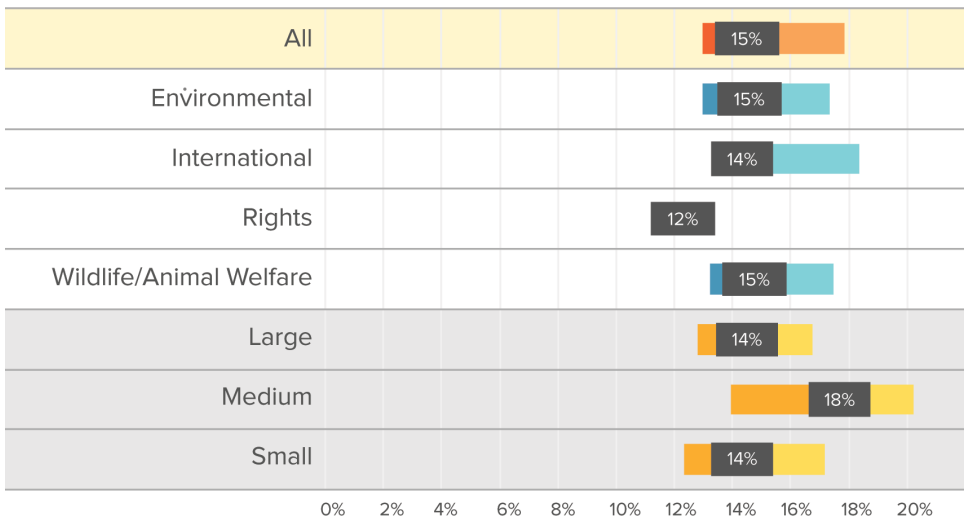
Advocacy Click-Through Rates

Category	Rate
All	3.0%
Environmental	3.4%
International	2.0%
Rights	3.0%
Wildlife/Animal Welfare	3.4%
Large	2.5%
Medium	3.4%
Small	3.5%

0% 1% 2% 3% 4% 5%
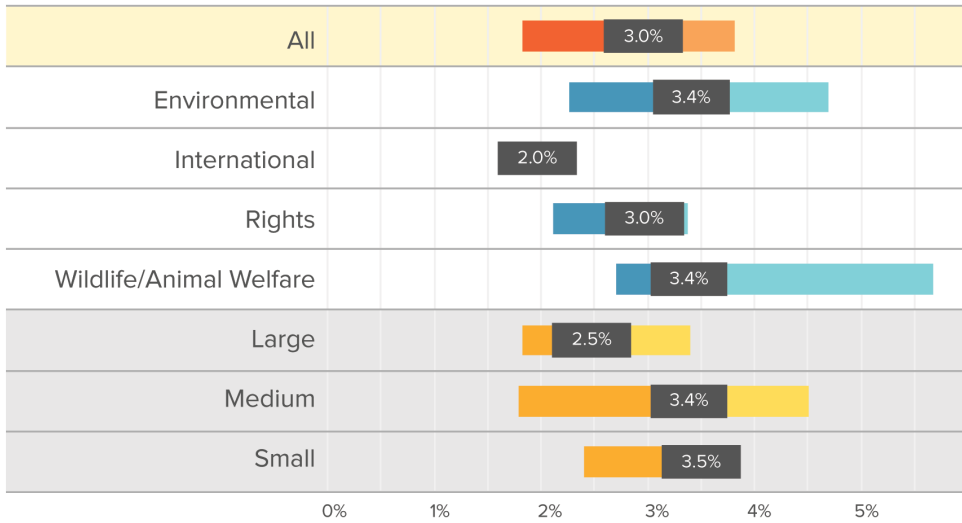
Advocacy Page Completion Rates

Category	Rate
All	82%
Environmental	84%
International	74%
Rights	84%
Wildlife/Animal Welfare	69%
Large	82%
Medium	84%
Small	77%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

Advocacy Response Rates

All	2.1%
Environmental	3.0%
International	1.7%
Rights	2.6%
Wildlife/Animal Welfare	2.0%
Large	1.9%
Medium	2.8%
Small	2.7%

0.0% 0.5% 1.0% 1.5% 2.0% 2.5% 3.0% 3.5% 4.0% 4.5%
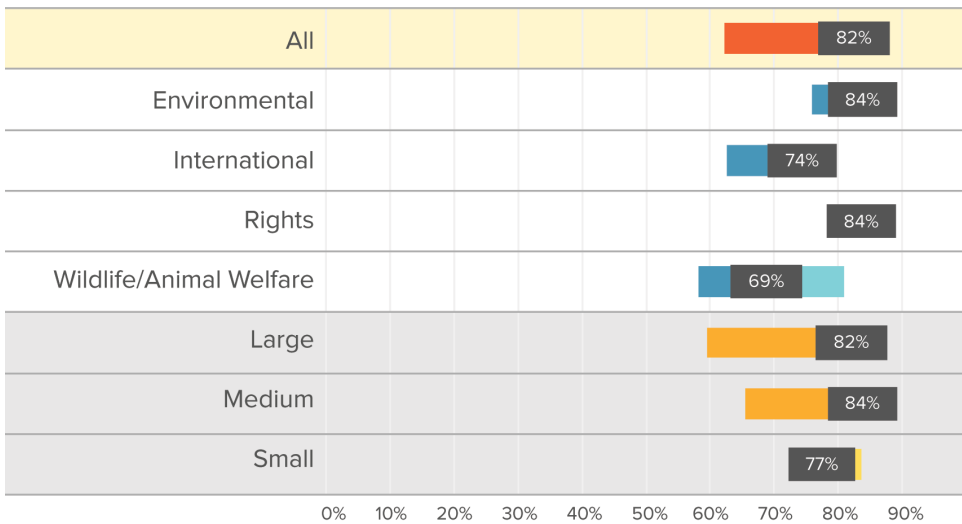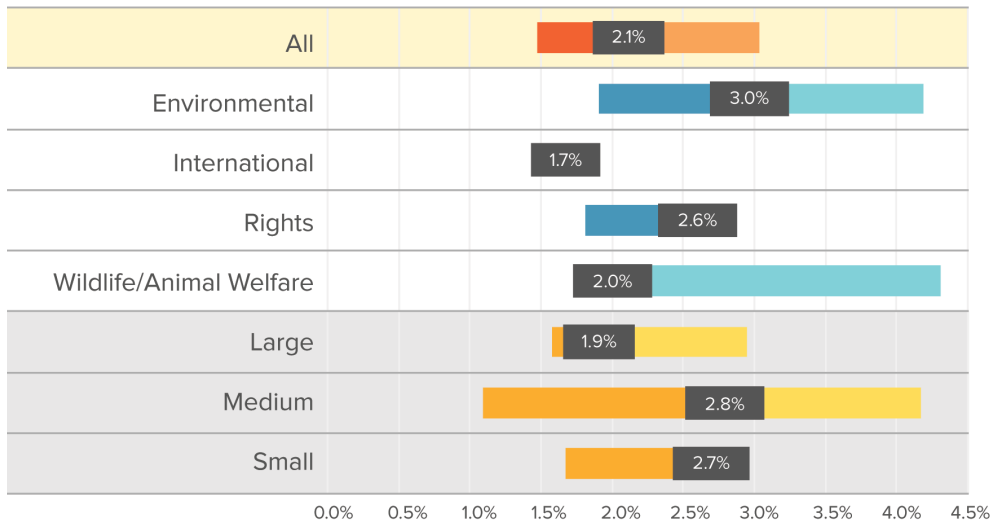
Advocacy Unsubscribe Rates

All	0.16%
Environmental	0.15%
International	0.20%
Rights	0.19%
Wildlife/Animal Welfare	0.17%
Large	0.16%
Medium	0.15%
Small	0.19%

0.00% 0.05% 0.10% 0.15% 0.20% 0.25% 0.30%

Newsletter Open Rates

Category	Rate
All	17%
Cultural	17%
Education	14%
Environmental	17%
Health	16%
International	17%
Rights	13%
Wildlife/Animal Welfare	15%
Large	15%
Medium	16%
Small	19%

0%   5%   10%   15%   20%   25%

Newsletter Click-Through Rates

Category	Rate
All	1.6%
Cultural	2.2%
Education	1.4%
Environmental	2.3%
Health	1.9%
International	0.8%
Rights	0.9%
Wildlife/Animal Welfare	2.0%
Large	1.5%
Medium	1.2%
Small	1.6%

0.0%   0.5%   1.0%   1.5%   2.0%   2.5%   3.0%

Newsletter Unsubscribe Rates

Category	Rate
All	0.18%
Cultural	0.15%
Education	0.13%
Environmental	0.17%
Health	0.28%
International	0.22%
Rights	0.18%
Wildlife/Animal Welfare	0.15%
Large	0.15%
Medium	0.16%
Small	0.19%

0.0%   0.1%   0.2%   0.3%   0.4%

Fundraising

X-Ray Vision

1. **Overall online revenue was up 19%** in 2015, with the strongest gains seen in the International and Rights sectors. Education was the only sector to see a small decline in online revenue (3% down from 2014).

2. **Email revenue was up 25%,** outpacing overall online revenue growth. Again, the strongest gains were in the International and Rights sectors.

3. **Monthly online revenue was up 24%,** compared to 18% growth for one-time giving. The International sector stood in stark contrast to the overall trend, with a whopping 47% increase in one-time giving compared to a 10% increase in monthly revenue. This exceptional spike in one-time revenue may be tied to disaster relief efforts in Nepal following the April earthquake, as well as the ongoing crisis in Syria.

4. **For every 1,000 fundraising messages delivered, the average organization raised $44.** The Cultural sector performed best here, with $149 raised per 1,000 fundraising emails delivered. Rights and International groups were next with $97 and $80 respectively.

Change in Online Revenue

Category	2013–14	2014–15
All	12%	19%
Cultural	7%	7%
Education	14%	-3%
Environmental	23%	19%
Health	12%	3%
Hunger/Poverty	3%	20%
International	-8%	33%
Rights	11%	35%
Wildlife/Animal Welfare	4%	26%
Large	9%	17%
Medium	9%	23%
Small	16%	20%

Legend: ▇ 2013–14 ▇ 2014–15

Change in Email Revenue

Category	2013–14	2014–15
All	12%	25%
Cultural	26%	16%
Environmental	18%	25%
Health	30%	-17%
Hunger/Poverty	16%	-4%
International	-19%	69%
Rights	-16%	40%
Wildlife/Animal Welfare	4%	27%
Large	6%	19%
Medium	18%	42%
Small	23%	20%

-20% -10% 0% 10% 20% 30% 40% 50% 60% 70%

■ 2013–14   ■ 2014–15

Monthly Giving as a Percentage of Total Online Revenue

Category	2014	2015
All	16%	17%
Cultural	1%	1%
Education	4%	5%
Environmental	16%	19%
Health	7%	3%
Hunger/Poverty	26%	31%
International	22%	17%
Rights	17%	13%
Wildlife/Animal Welfare	21%	23%
Large	19%	21%
Medium	13%	16%
Small	13%	14%
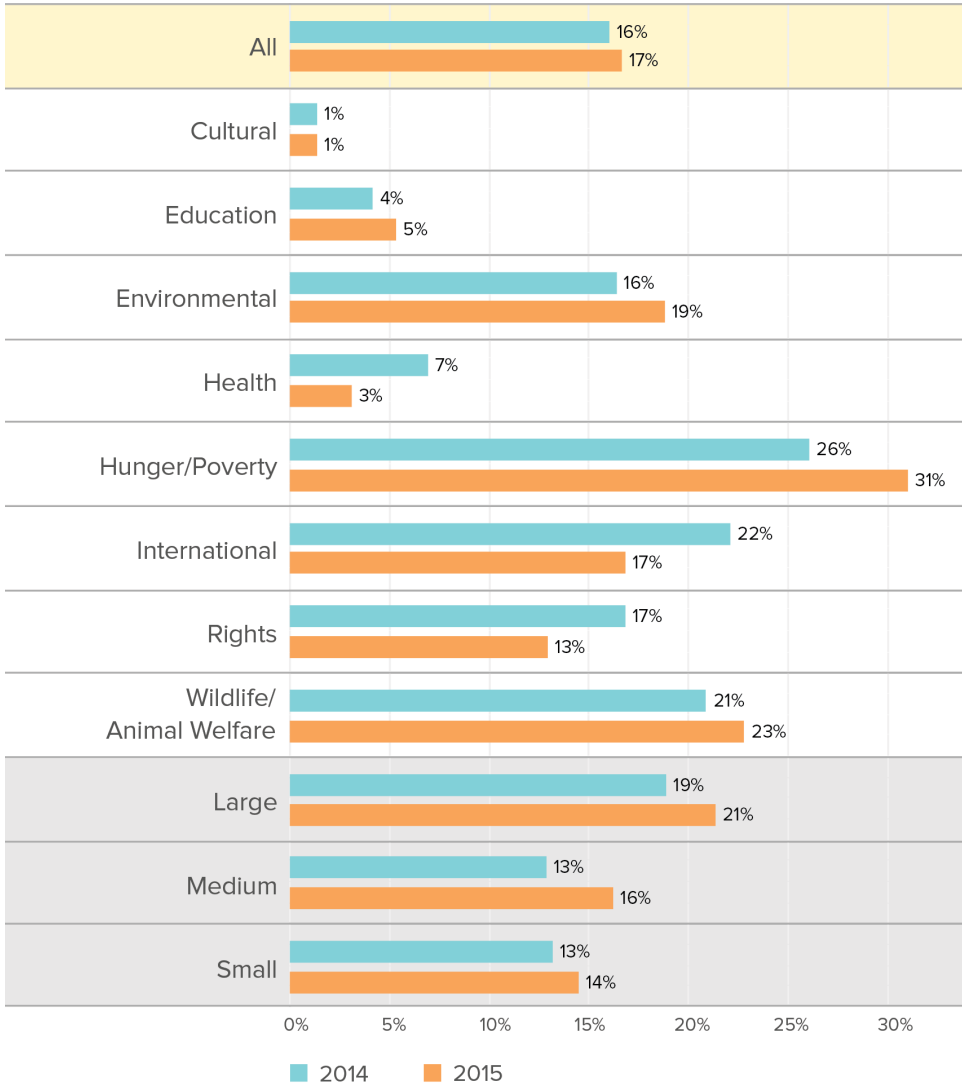
2014   2015

Change in Online Revenue by Type from 2014–2015

Type	One-time	Monthly
All	18%	24%
Cultural	7%	36%
Education	-9%	35%
Environmental	18%	32%
Health	2%	-4%
Hunger/Poverty	21%	23%
International	47%	10%
Rights	39%	27%
Wildlife/Animal Welfare	18%	31%
Large	16%	23%
Medium	26%	30%
Small	18%	26%

Legend: ■ One-time ■ Monthly
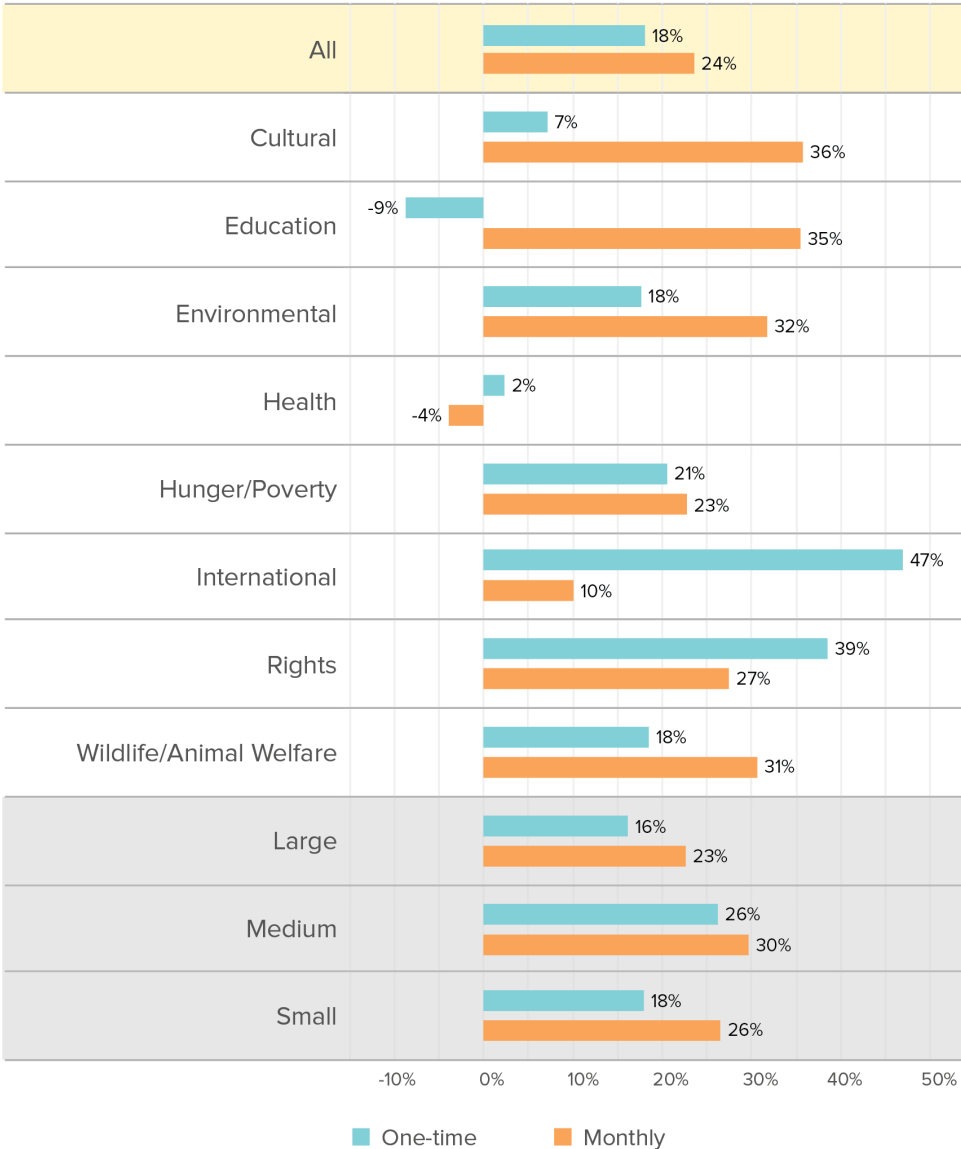
Change in Number of Online Gifts from 2014–2015

Category	Value
All	21%
Cultural	12%
Education	23%
Environmental	18%
Health	1%
Hunger/Poverty	15%
International	38%
Rights	23%
Wildlife/Animal Welfare	28%
Large	19%
Medium	28%
Small	22%

0% 5% 10% 15% 20% 25% 30% 35% 40% 50%
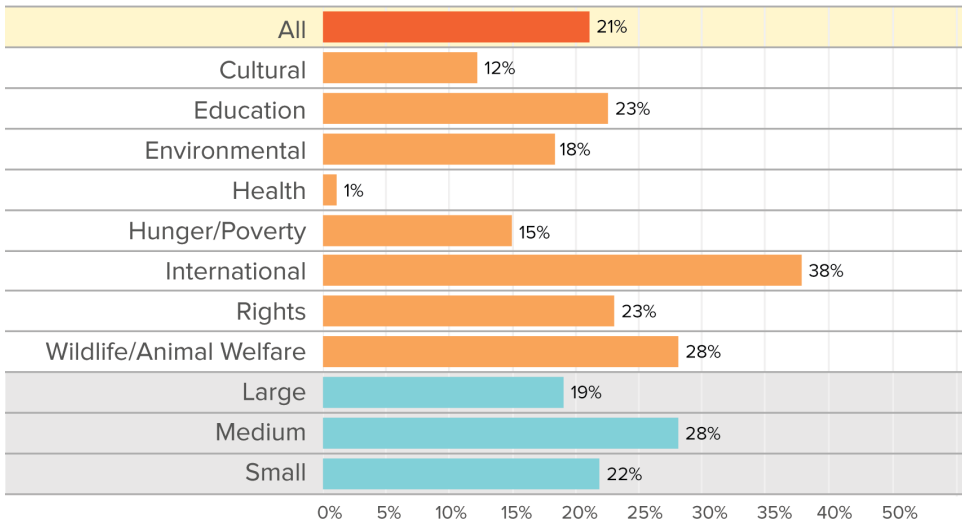
Change in Average Online Gift Size from 2014–2015

Category	Value
All	-1%
Cultural	7%
Education	-15%
Environmental	-3%
Health	4%
Hunger/Poverty	-6%
International	4%
Rights	6%
Wildlife/Animal Welfare	-3%
Large	-3%
Medium	6%
Small	-1%

-15% -10% -5% 0% 5% 10%

Average One-Time Gift

Category	Email	Other Online
All	$68	$102
Environmental	$53	$94
Hunger/Poverty	$72	$103
International	$108	$144
Rights	$112	$168
Wildlife/Animal Welfare	$55	$61
Large	$55	$78
Medium	$68	$139
Small	$97	$135

■ Email   ■ Other Online

Average Monthly Gift

Category	Email	Other Online
All	$18	$24
Environmental	$16	$22
Hunger/Poverty	$24	$25
International	$27	$31
Rights	$21	$27
Wildlife/Animal Welfare	$20	$22
Large	$19	$22
Medium	$18	$24
Small	$17	$32

■ Email   ■ Other Online

Share of Online Revenue from Email

Category	Value
All	29%
Cultural	31%
Environmental	37%
Health	5%
Hunger/Poverty	19%
International	12%
Rights	52%
Wildlife/Animal Welfare	26%
Large	34%
Medium	34%
Small	14%
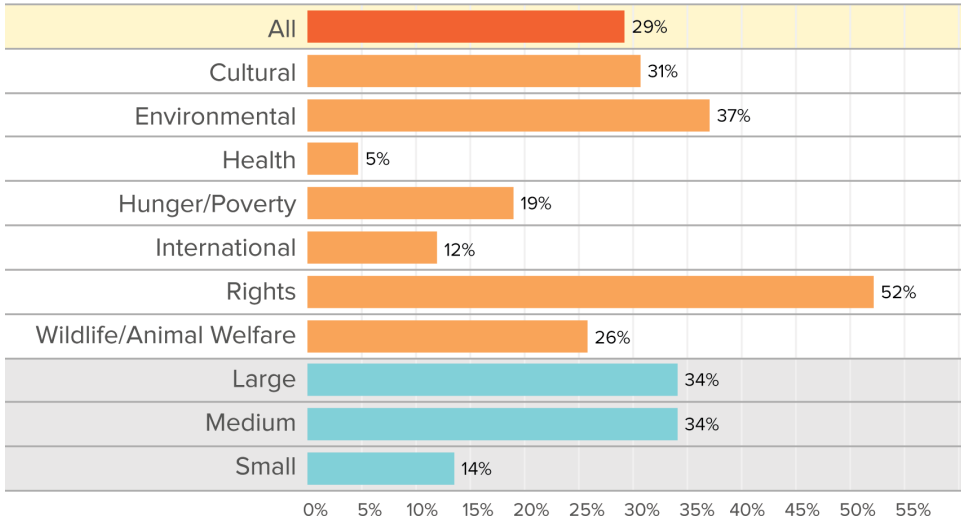
Email Revenue per 1,000 Fundraising Emails Delivered

Category	Value
All	$44
Cultural	$149
Environmental	$19
Hunger/Poverty	$34
International	$80
Rights	$97
Wildlife/Animal Welfare	$40
Large	$24
Medium	$56
Small	$61
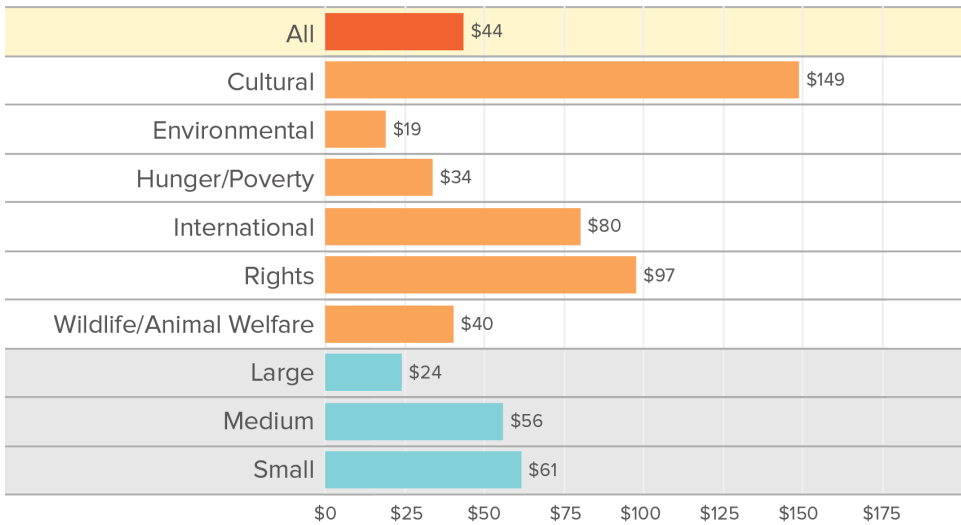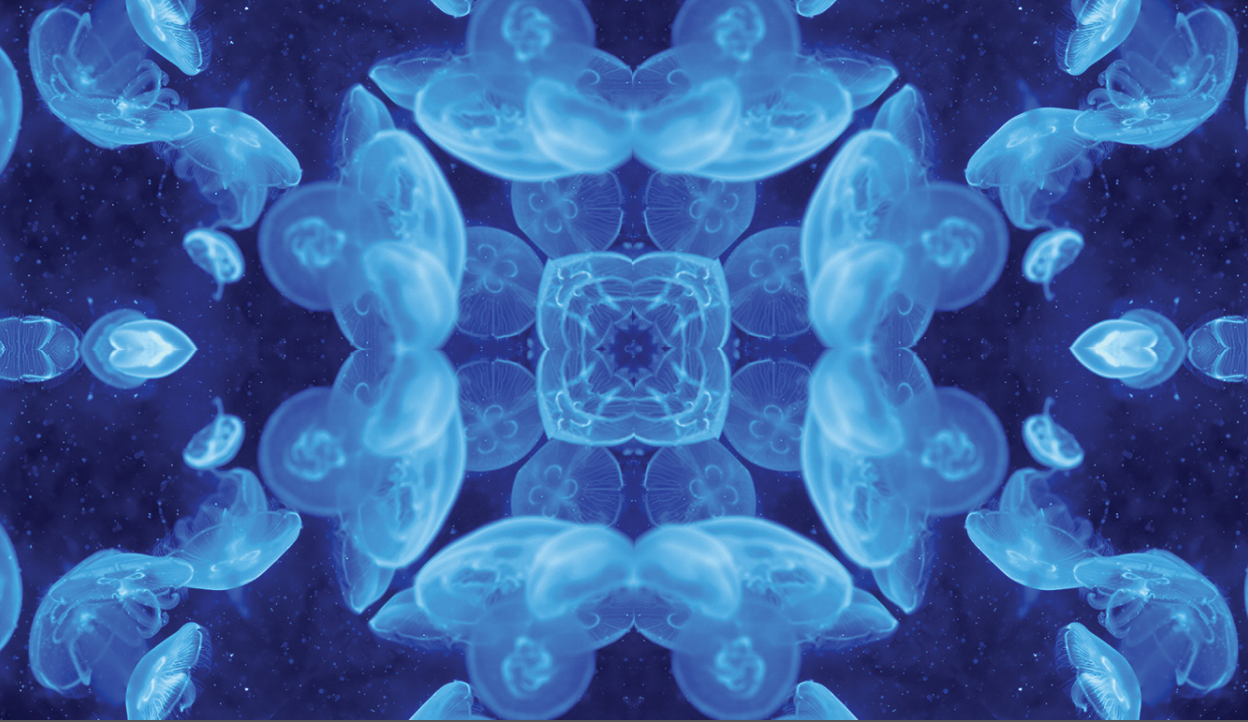
Website

X-Ray Vision

1. **Website visitors per month increased 8% in 2015.** Individual sectors saw wide variation, with 18% more visitors for Rights groups, and 17% fewer for the Education sector.

2. **On average, 1.1% of website visitors made a donation.** This conversion rate was highest for International groups (2.9%) and lowest for Environmental groups (0.6%).

3. **For a nonprofit's main donation page (as selected by each organization), the page conversion rate averaged 15%.** Sectors fell into a relatively narrow band for this metric. Large groups had the lowest average conversion rate at 13%, while Small groups led the pack with 16%.

Change in Number of Website Visitors per Month from 2014–2015

Category	Value
All	8%
Cultural	-4%
Education	-17%
Environmental	10%
Health	12%
International	-2%
Rights	18%
Wildlife/Animal Welfare	3%
Large	1%
Medium	15%
Small	9%

-20% -15% -10% -5% 0% 5% 10% 15% 20%

Website Donation Conversion Rate

Category	Value
All	1.1%
Cultural	0.7%
Environmental	0.6%
Health	2.3%
Hunger/Poverty	1.1%
International	2.9%
Rights	0.7%
Wildlife/Animal Welfare	1.9%
Large	0.9%
Medium	1.4%
Small	1.1%

0% 0.5% 1.0% 1.5% 2.0% 2.5% 3.0%

Revenue per Website Visitor

Category	Value
All	$0.65
Education	$0.52
Environmental	$0.42
Health	$5.09
International	$2.35
Rights	$0.53
Wildlife/Animal Welfare	$0.75
Large	$0.63
Medium	$0.73
Small	$0.54

What's this? Revenue per Website Visitor is calculated as the total revenue from one-time online gifts, plus the value of initial monthly gifts, divided by the total number of website visitors for the year. Depending on retention, the long-term value of monthly gifts may be substantially higher. This metric includes revenue from all online channels, including email revenue.

Website Main Donation Page Conversion Rate

Category	Value
All	15%
Environmental	14%
International	18%
Wildlife/Animal Welfare	13%
Large	13%
Medium	14%
Small	16%
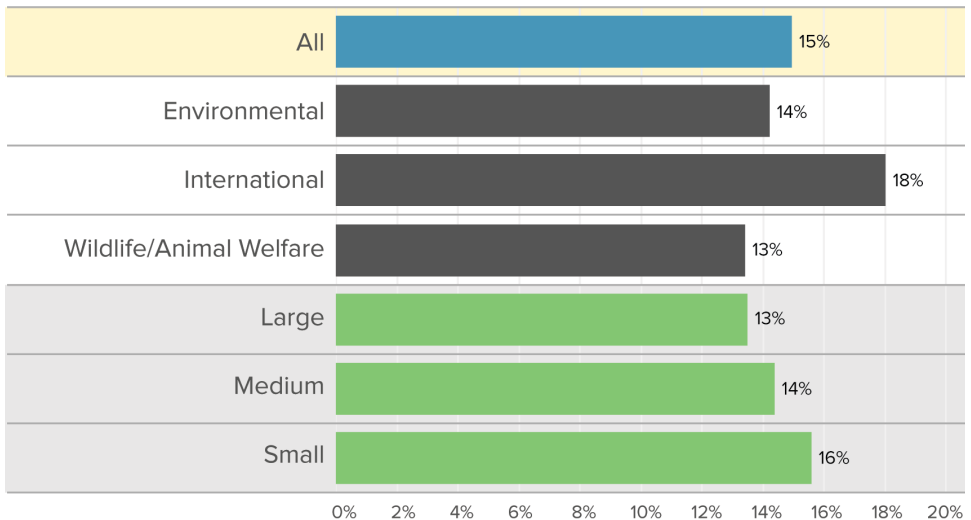
Social Media

X-Ray Vision

1. **For every 1,000 email subscribers, the average organization has 355 Facebook fans, 132 Twitter followers, and 19 Instagram followers.** Education was the only sector where Twitter followers outnumbered Facebook fans.

2. **Cultural groups were the only sector to have a larger audience in a single social media channel than on email.** For every 1,000 email subscribers, Cultural groups had 1,639 Facebook fans.

3. **Organizations posted to Facebook an average of 1.3 times per day and tweeted an average of 3.8 times per day.** Cultural groups were the most active on Twitter, with an average of 7.7 tweets per day, while Rights and Wildlife/Animal Welfare groups led the pack on Facebook with an average of 2.0 posts per day.

4. **Engagement with social media posts varied by sector**, with Wildlife/Animal Welfare groups seeing the highest rates of engagement on both Facebook and Twitter, while Hunger/Poverty organizations saw the lowest engagement levels. Average engagement rates were 5.4% for Facebook and 1.6% for Twitter, including clicks, comments, shares, retweets, likes, and other actions.

For Every 1,000 Email Subscribers, Nonprofits Have...

	Facebook Fans	Twitter Followers	Instagram Followers
All	355	132	19
Cultural	1,639	438	35
Education	408	917	14
Environmental	371	71	11
Health	141	70	4
Hunger/Poverty	217	136	17
International	354	149	13
Rights	514	93	54
Wildlife/Animal Welfare	838	166	55

Posts per Day

Category	Facebook	Twitter
All	1.3	3.8
Cultural	1.0	7.7
Education	1.1	4.6
Environmental	1.7	4.3
Health	0.8	3.1
Hunger/Poverty	1.1	2.3
International	1.1	4.0
Rights	2.0	3.8
Wildlife/Animal Welfare	2.0	5.4

■ Facebook ■ Twitter

Change in Number of Facebook Fans from 2014–2015

Category	Change
All	29%
Cultural	20%
Education	10%
Environmental	28%
Health	36%
Hunger/Poverty	5%
International	20%
Rights	44%
Wildlife/Animal Welfare	28%
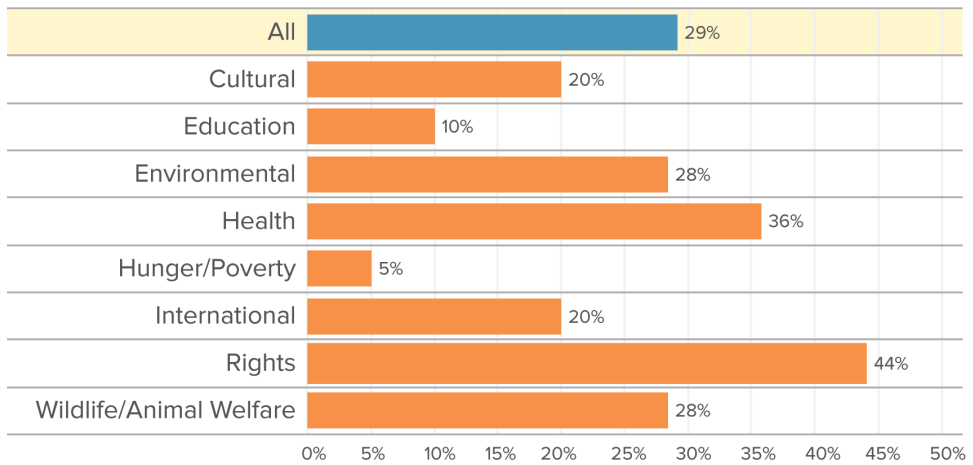
Change in Number of Twitter Followers from 2014–2015

Category	Change
All	25%
Environmental	27%
Health	16%
Hunger/Poverty	22%
International	22%
Rights	32%
Wildlife/Animal Welfare	30%
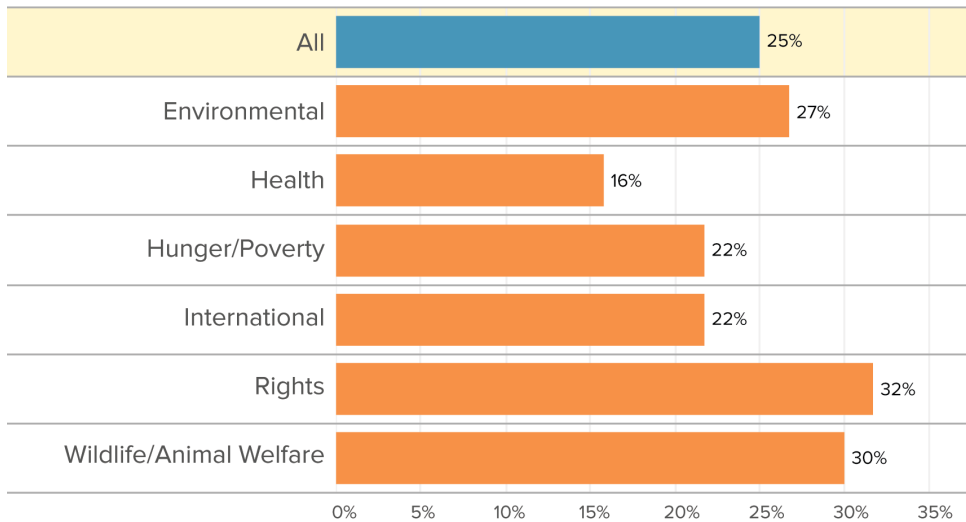
Average Number of Facebook Fans

Category	Value
All	76K
Cultural	37K
Education	35K
Environmental	114K
Health	52K
Hunger/Poverty	98K
International	47K
Rights	83K
Wildlife/Animal Welfare	688K

Scale: 0, 500K, 1M, 1.5M, 2M
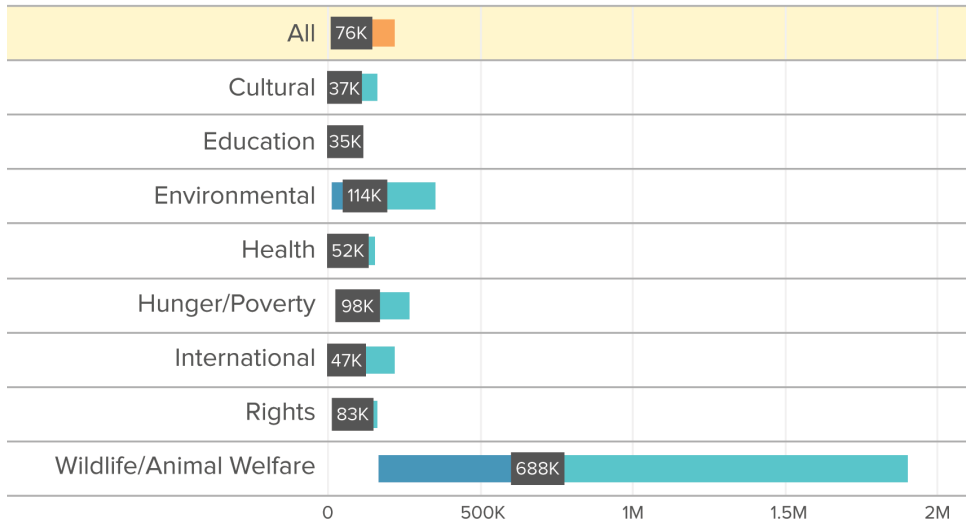
Average Number of Twitter Followers

Category	Value
All	21K
Cultural	21K
Education	14K
Environmental	31K
Health	21K
Hunger/Poverty	72K
International	17K
Rights	24K
Wildlife/Animal Welfare	99K

Scale: 0, 50K, 100K, 150K, 200K, 250K
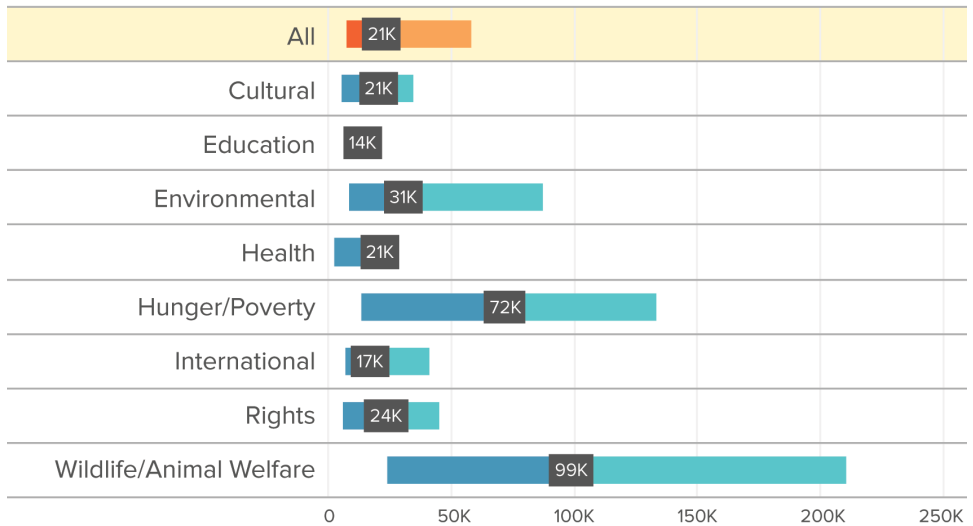
Average Number of Instagram Followers

Category	Value
All	4.4K
Cultural	3.0K
Education	0.3K
Environmental	4.9K
Health	4.0K
Hunger/Poverty	14.1K
International	2.3K
Rights	3.4K
Wildlife/Animal Welfare	48.9K

0K 20K 40K 60K 80K 100K
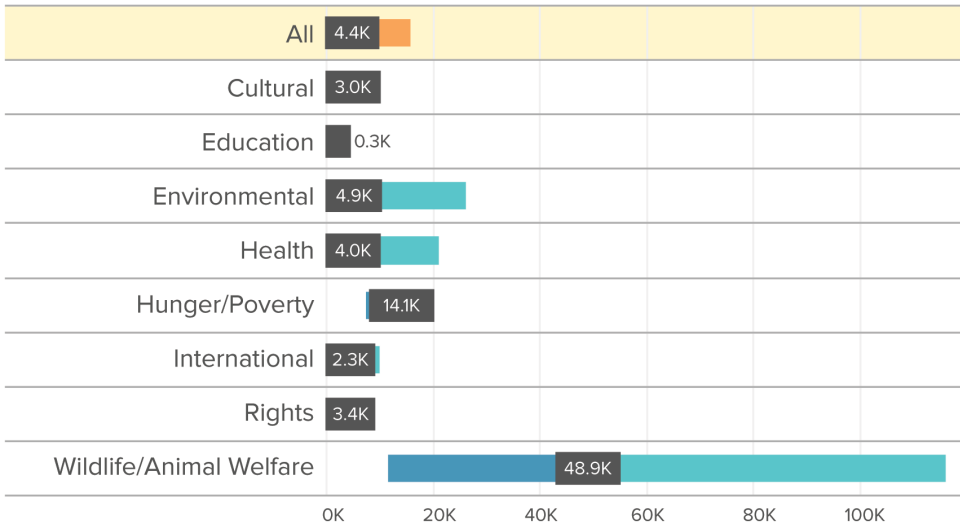
For Every 1,000 Facebook Fans, Content will Reach This Many People…

Category	Value
All	244
Cultural	333
Education	269
Environmental	296
Health	202
Hunger/Poverty	90
International	193
Rights	369
Wildlife/Animal Welfare	283

0 50 100 150 200 250 300 350 400
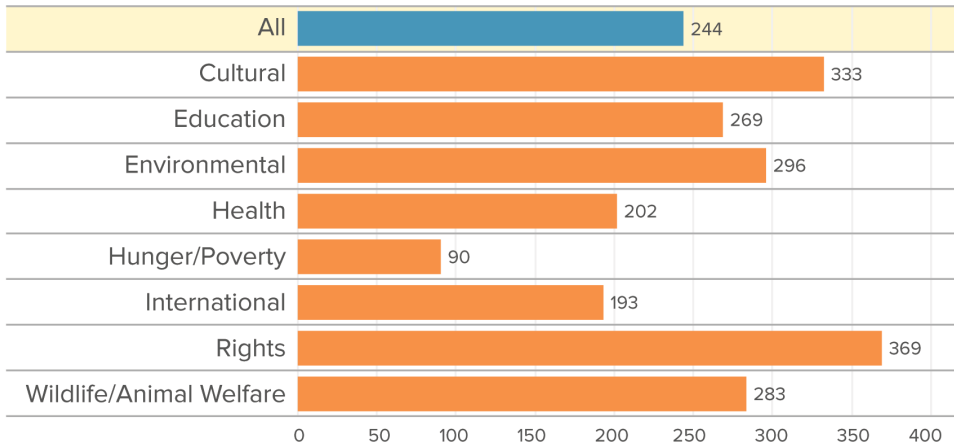
What's this? When you post to your Facebook page, not all of your fans see it. Some of the people who do see your post aren't fans, but might see it because their friends share or like your content. This metric shows how many people actually see your content relative to the size of your fan base. It is calculated as (Daily Total Reach / Total Likes on the Page) x 1,000.

Share of Facebook Fans Reached per Post

Category	Percentage
All	10%
Cultural	9%
Education	11%
Environmental	10%
Health	13%
Hunger/Poverty	4%
International	6%
Rights	11%
Wildlife/Animal Welfare	7%
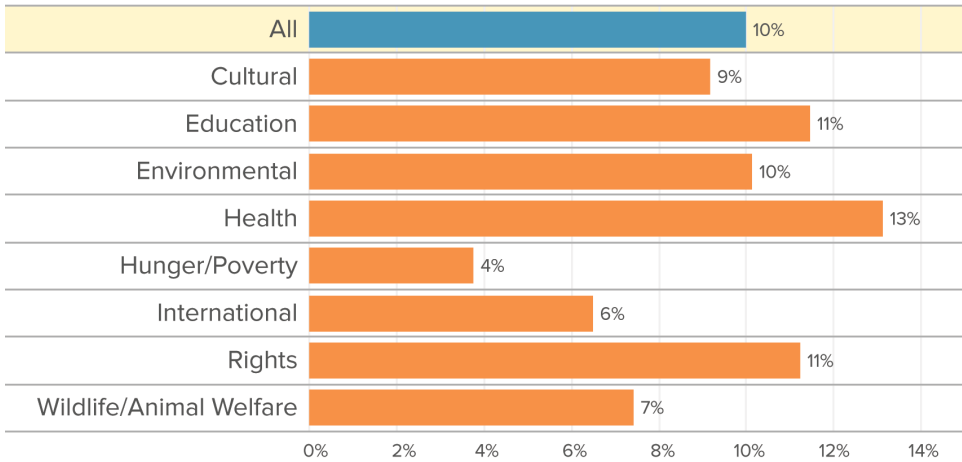
What's this? When you post to your Facebook page, not all of your fans see it. This is the percent that do.

Share of Facebook Reach Made Up of Non-Fans

Category	Percentage
All	51%
Cultural	47%
Education	50%
Environmental	50%
Health	55%
Hunger/Poverty	35%
International	47%
Rights	48%
Wildlife/Animal Welfare	62%
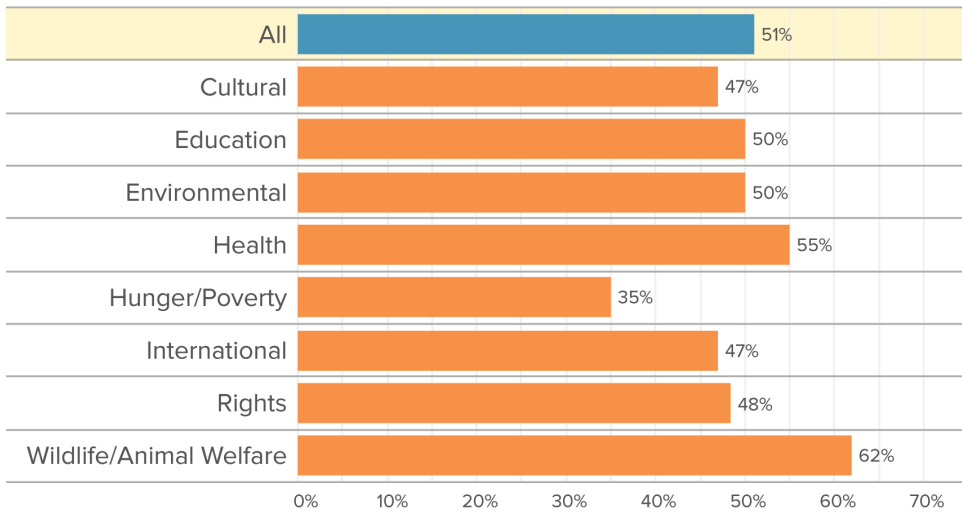
What's this? Some of the people who see your Facebook content aren't fans, but see it because other people share or like your posts. This is a way of measuring how viral your posts are.

Facebook Post Engagement Rates

Category	Rate
All	5.4%
Cultural	4.5%
Education	5.3%
Environmental	6.0%
Health	5.1%
Hunger/Poverty	3.8%
International	4.7%
Rights	6.1%
Wildlife/Animal Welfare	6.4%

0%   1%   2%   3%   4%   5%   6%
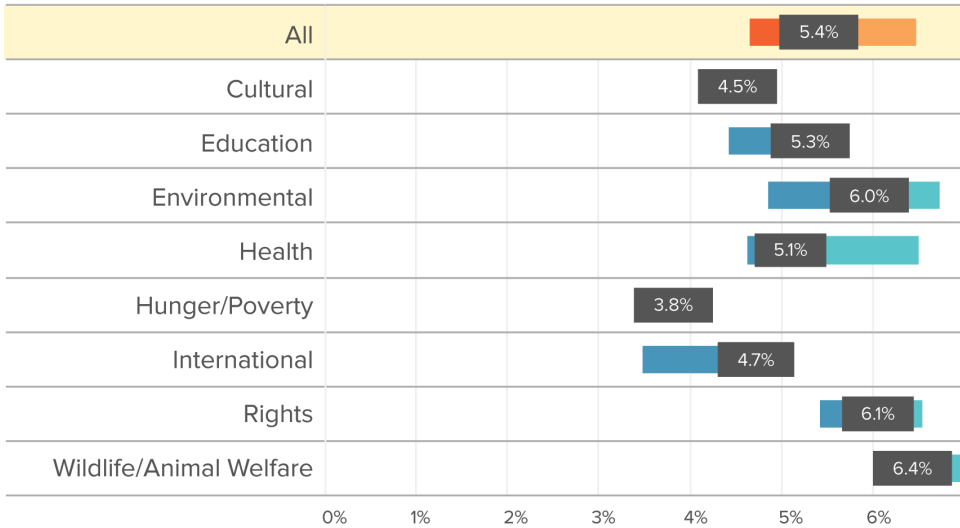
What's this? Any time someone clicks on your post somewhere (the like button, to comment, etc.), they're an engaged user. This metric counts how many people engage with your post as a percentage of people your post reached.

Tweet Engagement Rates

Category	Rate
All	1.6%
Cultural	1.3%
Education	2.0%
Environmental	1.6%
Health	1.6%
Hunger/Poverty	1.1%
International	1.4%
Rights	1.5%
Wildlife/Animal Welfare	2.2%

0.0%   0.5%   1.0%   1.5%   2.0%
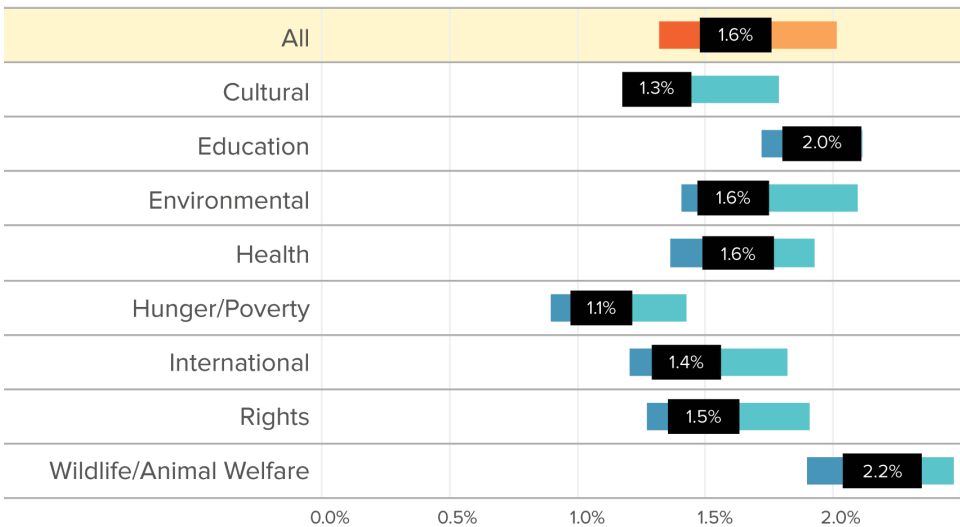
What's this? This measures how many retweets, replies, likes, and clicks your tweet gets as a percentage of the impressions on the tweet.

Appendix

Glossary of Terms

Advocacy Email: An email that asks recipients to sign an online petition, send an email to a decision-maker, or take a similar online action. For the purposes of this Study, advocacy email does not include higher-bar actions like making a phone call or attending an event, largely because tracking offline response is inconsistent across organizations. Advocacy email rates were calculated from advocacy emails with a simple action sent to either the full file or a random sample of the full file.

Click-Through Rate: Calculated as the number of people who clicked on any trackable link in an email message divided by the number of delivered emails. People who clicked multiple times in one email were only counted once.

Deliverable Emails: Only the emails that were delivered, not including the emails that were sent and bounced. "Delivered" email messages may land in a user's inbox, spam folder, promotions tab, or custom folder.

Excelsior!: Ever-upward (e.g. nonprofit online revenue). State motto of New York. Catchphrase of Stan Lee, co-creator of the X-Men. Very fun word to say.

Fans, Facebook: People who "like" a nonprofit's Facebook Fan page.

Followers, Twitter: People who subscribe to receive the tweets from a nonprofit's Twitter account.

Followers, Instagram: People who subscribe to see posts from a nonprofit's Instagram account.

Full File: All of an organization's deliverable email addresses, not including unsubscribed email addresses or email addresses to which an organization no longer sends email messages.

Fundraising Email: An email that only asks for a donation, as opposed to an email newsletter, which might ask for a donation and include other links. For the purposes of this Study, fundraising email only includes one-time donation asks; it does not include monthly gift asks. Fundraising email rates were calculated from all fundraising emails, regardless of whether the email went to the full file, a random sample of the file, or a targeted portion of the file.

List Churn: Calculated as the number of subscribers who became unreachable in a 12-month period divided by the sum of the number of deliverable email addresses at the end of that period plus the number of subscribers who became unreachable during that period. In order to contribute to the list churn metric, Study participants were required to track the number of subscribers who became unreachable each month to account for subscribers both joining and leaving an email list during the 12-month period who would otherwise go uncounted.

Monthly Gift: A donation where the donor signs up once to donate on a regular schedule, typically by pledging a regular gift amount on a credit card each month. Also known as a sustaining gift.

Newsletters, Email: An email with multiple links or asks, which can include fundraising or advocacy asks. Email newsletter rates were calculated from all email newsletters, regardless of whether the newsletter went to the full file, a random sample of the file, or a targeted portion of the file.

Open Rate: Calculated as the number of email messages opened divided by the number of delivered emails. Email messages that bounce are not included.

Page Completion Rate: Calculated as the number of people who completed a form divided by the number of people who clicked on the link to get to that form. For the purposes of this Study, it was not always possible to use the number of people who clicked on a link to a specific form, so we used the number of unique clicks in the message.

Percentile: The percentage of observed values below the named data point. 25% of the observations are below the 25th percentile; 75% of the observations are below the 75th percentile. The values between the 25th percentile and the 75th percentile are the middle 50% of the observed values and represent the normal range of values.

Random Sample: A segment of the full email file selected at random, such that there would be no reason to expect a different rate than for an email sent to the full file.

Response Rate: Calculated as the number of people who took the main action requested by an email message divided by the number of delivered emails. We only calculated response rates in this Study for fundraising emails and for advocacy emails with simple asks, such as signing a petition or sending an email to a decision maker.

Targeted Email: A segment of the full email file selected purposefully, such as by geography or past action. For example, emailing people in a city, emailing past donors, emailing past action takers, emailing people who have not taken an action, or emailing people who have not made a donation would all be examples of targeted email.

Unique Clicks: The number of people who clicked on any trackable link in an email message, as opposed to the number of times the links in an email were clicked. If a subscriber clicked on every link in a message 10 times, this is counted as 1 unique click.

Unsubscribe Rate: Calculated as the number of individuals who unsubscribed in response to an email message divided by the number of delivered emails.

Website Visitors per Month: The number of monthly unique visitors to a participant's main website.

Website Revenue per Visitor: Calculated as the total revenue from one-time online gifts, plus the value of initial monthly gifts, divided by the total number of website visitors for the year. Depending on retention, the long-term value of monthly gifts may be substantially higher. This metric includes revenue from all online channels, including email revenue.

Website Donation Conversion Rate: Calculated from the number of donations to a participant's main website, including donations from all traffic sources (email, paid ads, organic, search, etc.), divided by the number of unique website visitors.

Website Donation Page Conversion Rate: Calculated from the number of donations to a participant's main donation page, divided by the number of unique pageviews of that page. We included only unique pageviews for the one-time donation page, if a separate donation page existed for monthly gifts.

Xenarthra: A group of mammals including armadillos, anteaters, and sloths. Some, like the 20-foot-long, five-ton giant ground sloth, are totally awesome but extinct. Others, like this nine-banded armadillo, are extant and adorable:

Study Methodology

The 2016 M+R Benchmarks Study, which by now we all know and love by its superhero name Benchmarks X, collected data about email messaging, email list size, fundraising, online advocacy, web traffic, Facebook, Twitter, and mobile programs from 105 nonprofits for the calendar year of 2015. We analyzed the results of over 2.8 billion email messages sent to over 69 million list subscribers; more than $481 million of online donations from over 13 million online gifts; and 8.2 million advocacy actions.

The average given for a metric is the median. To calculate the benchmarks metrics reported in this Study, we first calculated a metric for each group and then calculated the median across groups, so that no single group had more weight than any other. Each benchmark aggregates data from at least three Study participants. Not all Study participants reported data for every metric.

Study participants provided data about individual email messages sent in 2014 and 2015. They coded their individual email messages by type (advocacy, fundraising, newsletter, or other). Advocacy rates were calculated from emails that promoted a simple online advocacy action to the full file or a random sample of the full file. Fundraising rates were calculated from one-time giving messages. Newsletter rates were calculated from all newsletter emails.

Calculating list churn for a year requires data snapshots at regular intervals over the course of the year. Looking at list size and new or lost email addresses only at the beginning and end of the year may not account for subscribers who join during the year and then unsubscribe or become undeliverable before the year ends. In order to contribute to the list churn metric, Study participants were required to track the number of subscribers who became undeliverable each month; 31 participants met this standard.

We want to emphasize that Benchmarks X represents just a single snapshot in time and that the make-up of the participating nonprofits varies from year to year. This means that every annual Benchmarks Study is unique, like the fingerprints of a snowflake playing a jazz solo. More importantly, it means we cannot confidently compare findings in different years by placing two Studies side-by-side. At any point in this Study where we refer to results from past years, we are using historical data provided by this year's participants to make the comparison.

Group sizes were determined by looking at the deliverable email list size at the end of 2015 and grouping nonprofit participants into three categories, as follows: Small – Under 100,000; Medium – 100,000-500,000; and Large – Over 500,000.

This year's study participants were grouped by sector as follows:

Cultural
- Central Park Conservancy
- Friends of the Smithsonian
- MASSCreative
- National Museum of the American Indian
- National Trust for Historic Preservation
- Ottawa Museum Network

Education
- City Year
- Educators 4 Excellence
- Facing History
- New Schools for Baton Rouge
- Perkins
- Scholarship America

Environmental
- Alliance for the Great Lakes
- Australian Conservation Foundation
- California League of Conservation Voters
- Ceres
- Chesapeake Bay Foundation
- Dogwood Initiative
- Earthjustice
- Environmental Defense Fund
- Environmental Working Group
- Food & Water Watch
- Friends of the Earth
- Greenpeace USA
- Gulf Restoration Network
- Institute for Transportation and Development Policy
- League of Conservation Voters
- Manomet Center for Conservation Sciences
- Michigan League of Conservation Voters
- National Audubon Society
- National Parks Conservation Association

- NC League of Conservation Voters
- Oceana
- Pesticide Action Network
- Rails-to-Trails Conservancy
- Sierra Club
- South River Federation
- The Nature Conservancy
- The Wilderness Society
- Union of Concerned Scientists
- Washington Trails Association

Health
- American Cancer Society
- American Lung Association
- Arthritis Foundation
- ChangeLab Solutions
- Children's Hospital Los Angeles
- Cystic Fibrosis Foundation
- Health in Harmony
- JDRF International
- Leukemia & Lymphoma Society
- Meals on Wheels San Antonio
- Parkinson Canada

Hunger/Poverty
- AARP Foundation
- Feeding America
- SF-Marin Food Bank
- Share Our Strength

International
- American Red Cross
- Bread for the World
- Ipas
- Mercy Corps
- ONE
- Operation Smile

- Oxfam America
- Pathfinder International
- U.S. Fund for UNICEF
- UNHCR Canada
- UNICEF Canada
- United to End Genocide
- USA for UNHCR
- UUSC
- Walk Free
- Women for Women
- World Bicycle Relief
- World Food Program USA
- Wycliffe Bible Translators

Rights
- Center for Reproductive Rights
- GLAD
- Global Fund for Women
- Innocence Project
- International Planned Parenthood Federation/Western Hemisphere Region
- Jobs with Justice
- NARAL Pro-Choice America
- National Partnership for Women & Families
- Planned Parenthood Federation of America & Planned Parenthood Action Fund
- Population Connection
- Presente.org
- Tell Them
- Workplace Fairness

Wildlife/Animal Welfare
- BC SPCA
- Best Friends Animal Society
- Endangered Species Coalition
- International Fund for Animal Welfare (IFAW)

- Mercy For Animals
- People for the Ethical Treatment of Animals
- The Humane Society of the United States
- Wildlife Conservation Society

Other
- AARP
- American Friends Service Committee
- American Nurses Association
- Boys and Girls Clubs of America
- Forward Together
- JVS Boston
- People For the American Way
- PeopleForBikes
- Westchester Children's Association

Thank You to Our Nonprofit Study Partners

AARP Real Possibilities · AARP FOUNDATION · ACF · American Cancer Society · American Friends Service Committee

Alliance for the Great Lakes — Ensuring a Living Resource for all Generations · ANA AMERICAN NURSES ASSOCIATION · AMERICAN LUNG ASSOCIATION · American Red Cross · Arthritis Foundation

Audubon · BCSPCA SPEAKING FOR ANIMALS · BOYS & GIRLS CLUBS OF AMERICA · Best Friends · bread for the world HAVE FAITH. END HUNGER. · CHESAPEAKE BAY FOUNDATION Saving a National Treasure

CYSTIC FIBROSIS FOUNDATION · Children's Hospital LOS ANGELES We Treat Kids Better · california league of conservation voters · CENTRAL PARK CONSERVANCY central to the park · CENTER FOR REPRODUCTIVE RIGHTS · Ceres Mobilizing Business Leadership for a Sustainable World

ChangeLab Solutions Law & policy innovation for the common good. · MEALS ON WHEELS SAN ANTONIO · CITY YEAR · DOGWOOD initiative · Educators 4 Excellence · EDF ENVIRONMENTAL DEFENSE FUND Finding the ways that work

ENDANGERED SPECIES COALITION · ewg · EARTHJUSTICE BECAUSE THE EARTH NEEDS A GOOD LAWYER · FEEDING AMERICA · Friends of the Earth · food & water watch

FACING HISTORY AND OURSELVES People make choices. Choices make history. · FORWARD TOGETHER · GLOBAL FUND FOR WOMEN Champions for Equality. · GLAD LEGAL ADVOCATES & DEFENDERS for the LGBTQ Community · GULF RESTORATION NETWORK healthygulf.org · GREENPEACE

HEALTH IN HARMONY SAVING FORESTS · SAVING LIVES · THE HUMANE SOCIETY OF THE UNITED STATES · IFAW International Fund for Animal Welfare · INNOCENCE PROJECT · IPPF International Planned Parenthood Federation Western Hemisphere Region

ITDP Institute for Transportation & Development Policy · ipas Health. Access. Rights. · JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES. · JVS SKILLS . JOBS . CAREERS · JOBS WITH JUSTICE · LEAGUE OF CONSERVATION VOTERS

LEUKEMIA & LYMPHOMA SOCIETY fighting blood cancers · MASSCREATIVE Advocate Creativity. · MERCY FOR ANIMALS · michigan league of conservation voters · manomet Soaring Solutions. Grounded Science. · MERCY CORPS

NARAL Pro-Choice America

North Carolina League of CONSERVATION VOTERS

NATIONAL MUSEUM OF THE AMERICAN INDIAN

NATIONAL PARKS CONSERVATION ASSOCIATION

national partnership for women & families

NEW SCHOOLS for BATON ROUGE

National Trust for Historic Preservation

RÉSEAU DES MUSÉES D'OTTAWA MUSEUM NETWORK
Faites le tour de notre histoire.
Ottawa's history. Up close.

OCEANA Protecting the World's Oceans

ONE

Operation Smile

OXFAM America

PAN Pesticide Action Network • North America

Parkinson Canada

PeTA

PEOPLE FOR THE AMERICAN WAY

Planned Parenthood Act. No matter what.
Planned Parenthood Action Fund

Planned Parenthood Care. No matter what.

PATHFINDER INTERNATIONAL
Sexual and reproductive health without fear or boundary

Perkins SCHOOL FOR THE BLIND

peopleforbikes

POPULATION CONNECTION

presente.org

rails-to-trails conservancy

SF-MARIN FOOD BANK

NO KID HUNGRY
SHARE OUR STRENGTH

Scholarship AMERICA

SIERRA CLUB

Smithsonian

south river federation

The Nature Conservancy

THE WILDERNESS SOCIETY

tell them

Union of Concerned Scientists
Science for a Healthy Planet and Safer World

UNITED TO END GENOCIDE

UNHCR The UN Refugee Agency

unicef UNITED STATES FUND

unicef canada

USA for UNHCR The UN Refugee Agency

UUSC

WORLD BICYCLE RELIEF

WESTCHESTER CHILDREN'S ASSOCIATION
Children's Champions Since 1914

WCS

WFP wfpusa.org

WOMEN for WOMEN International

50TH ANNIVERSARY WASHINGTON TRAILS ASSOCIATION

WALK FREE
THE MOVEMENT TO END MODERN SLAVERY

workplace fairness
IT'S EVERYONE'S JOB

Wycliffe BibleTranslators

The Spot Marked "X"

The last 63 pages were all about facts and figures. Before you go, let's have just one devoted to hopes and dreams.

We hope you found Benchmarks X exceptionally informative and exceedingly useful. We hope you were able to extract meaningful lessons and identify the metrics that matter most to you. We hope that you followed the charts, step by step, down unexpected paths to find a new vantage point on your program.

If you did, then we've done our job. But we hate to break it to you: yours is just beginning.

Because the truth is, Benchmarks is a starting place, not an endpoint. Now you get to make detailed comparisons to your own results. Now you have a clearer view of how your peers are addressing email volume, online advertising, and more. Now you know exactly how fast things are changing in our world and what kind of progress is possible for your program.

Now you know where you stand: on that spot marked "X." Where you go next is up to you. We hope it's extraordinary.

Exeunt

2015 Email Metrics

All Sectors

Metric	Type of Message	All Sectors	Cultural	Education	Environmental	Health	Hunger/Poverty	International	Rights	Wildlife/Animal Welfare
Open Rate	Advocacy	15%			15%			14%	12%	15%
Open Rate	Fundraising	14%	16%	13%	14%	16%	13%	14%	13%	12%
Open Rate	Newsletter	17%	17%	14%	17%	16%		17%	13%	15%
Click-through Rate	Advocacy	3.0%			3.4%			2.0%	3.0%	3.4%
Click-through Rate	Fundraising	0.43%	0.50%	0.21%	0.42%	0.73%	0.45%	0.38%	0.31%	0.66%
Click-through Rate	Newsletter	1.6%	2.2%	1.4%	2.3%	1.9%		0.8%	0.9%	2.0%
Page Completion Rate	Advocacy	82%	20%		84%			74%	84%	69%
Response Rate	Fundraising	0.06%	0.11%		0.05%	0.05%	0.07%	0.07%	0.05%	0.10%
Response Rate	Advocacy	2.1%			3.0%			1.7%	2.6%	2.0%
Unsubscribe Rate	Fundraising	0.21%	0.21%	0.28%	0.21%	0.35%	0.21%	0.21%	0.17%	0.18%
Unsubscribe Rate	Advocacy	0.16%			0.15%			0.20%	0.19%	0.17%
Unsubscribe Rate	Newsletter	0.18%	0.15%	0.13%	0.17%	0.28%		0.22%	0.18%	0.15%
Average Gift (One-Time)	Fundraising	$92	$118	$266	$68	$122	$102	$137	$81	$62
Average Gift (Monthly)		$23	$18	$44	$18	$34	$26	$30	$23	$20

xoxo

M+R