

Online Fundraising

FUNDRAISING



the number of online shoppers in India has doubled in the last 5 years⁽¹⁾



bookmyshow

amazon

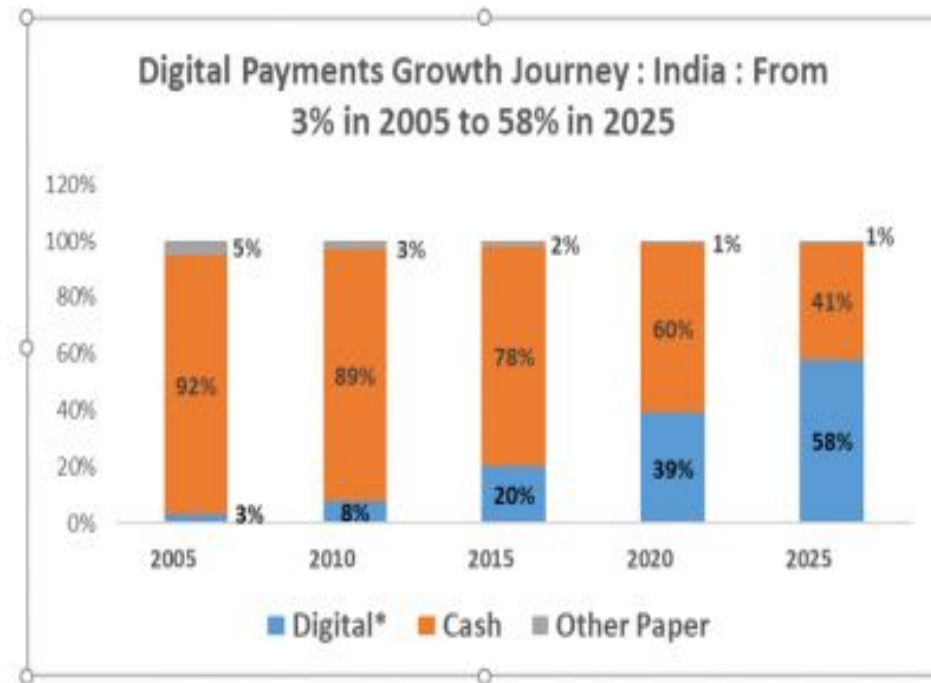
make my trip

more and more users who experience online shopping expect a smooth checkout process similar to the popular websites/ apps like Amazon, Bookmyshow etc

Source:

1. <https://digiperform.com/the-growth-of-digital-marketing-in-india/>

digital payments in India expected to overtake cash payments by 2025⁽¹⁾



an online payment option is today mandatory for organisations

Source:

1. <https://community.nasscom.in/communities/digital-transformation/fintech/india-digital-payments-2020-launching-the-first-adoption-index-time-is-now.html>

online channels for donations are growing at 30% year on year ⁽¹⁾

online donations lead to repeat donors

39% of donors come back to donate online⁽²⁾

shift of preference from offline to online

40% funds collected offline are now collected online⁽³⁾

online donations are on the rise

Online donations worldwide have increased by 23%⁽⁴⁾



Source:





1. <https://www.sattva.co.in/publication/research-everyday-giving-in-india-report/>
2. <https://360matchpro.com/fundraising-statistics/>
3. <https://philanthropyinfocus.org/2019/05/13/the-largest-study-on-indias-everyday-giving-market/>
4. <https://doublethedonation.com/tips/matching-grant-resources/nonprofit-fundraising-statistics/>

across age groups and gender, online channels are a preferred payment mode for donations⁽¹⁾

GLOBAL TRENDS IN GIVING BY GENERATION




MILLENNIAL DONORS WORLDWIDE

PREFER TO GIVE

 Online (credit/debit card)	55%
 Cash	14%
 Bank/Wire Transfer	11%
 PayPal	9%

GEN X DONORS WORLDWIDE

PREFER TO GIVE

 Online (credit/debit card)	55%
 Bank/Wire Transfer	12%
 Cash	10%
 PayPal	10%

BABY BOOMER DONORS WORLDWIDE





PREFER TO GIVE

 Online (credit/debit card)	54%
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GLOBAL TRENDS IN GIVING BY GENDER





FEMALE DONORS WORLDWIDE

PREFER TO GIVE

 Online (credit/debit card)	54%
 Direct Mail/Post	11%
 Bank/Wire Transfer	11%
 Cash	10%

MALE DONORS WORLDWIDE

PREFER TO GIVE

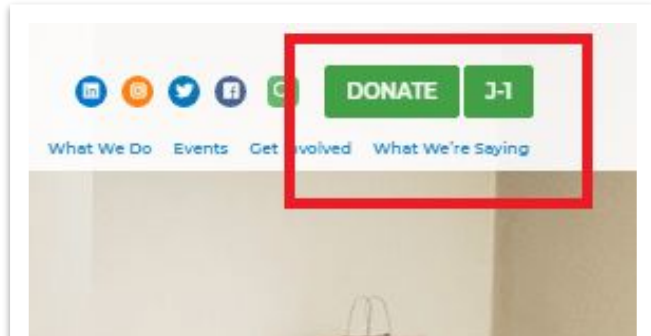
 Online (credit/debit card)	52%
 Cash	12%
 Bank/Wire Transfer	10%
 Direct Mail/Post	10%

a smooth payment experience by giving variety of payment options becomes imperative as more individuals across age groups and gender are donating online

Source:

1. <https://telelanguage.com/nonprofit-language-services-interpretation-translation-for-nonprofits/>

48% donors prefer to donate via a website⁽¹⁾



ensure your website has a 'Donate' button

donations increase by 190% when 'Donate' now button is easy to locate on the website⁽²⁾



ensure your website is mobile friendly

donations increase by 34% when the website is mobile friendly⁽²⁾



explain how the funds will be utilized

donations will increase by 54% if the cause of raising funds is specified⁽²⁾

Source:

1. <https://prasannaaidu.substack.com/p/2021givingexperience>
2. <https://360matchpro.com/fundraising-statistics/>

ensure your donation page is well tested and has only the minimum required number of fields

The screenshot shows a donation form titled "your information" with a "make a payment" button. The form contains 11 fields: full name*, address*, state*, id proof* (PAN), email*, nationality/citizenship* (select nationality), pincode / zipcode*, country* (India), city*, id #*, and mobile* (+ 91). The total amount is ₹12,000.00. The form is powered by danamojo.

optimize number of fields in the form

- forms have an average of 11 fields and convert at about 17%
- improve your conversion rate by reducing the number of fields to the minimum required⁽¹⁾

ensure form is properly tested

- inadequately tested donation page converts less than 15% of the visitors that reach it⁽²⁾





Sources:

1. <https://wpsimplepay.com/how-to-create-the-perfect-online-donation-experience-guide/>
2. <https://www.thebalancesmb.com/the-final-test-donor-pages-that-convert-2502430>





donors are also being acquired and inspired online via social media & email⁽¹⁾

GLOBAL TRENDS IN GIVING **BY GENERATION**





MILLENNIAL DONORS WORLDWIDE

MOST INSPIRED TO GIVE BY	
 Social Media	39%
 Email	23%
 Website	20%
 Direct Mail/Post	6%

GEN X DONORS WORLDWIDE





MOST INSPIRED TO GIVE BY	
 Social Media	33%
 Email	26%
 Website	19%
 Direct Mail/Post	9%

BABY BOOMER DONORS WORLDWIDE





MOST INSPIRED TO GIVE BY	
 Email	33%
 Social Media	19%
 Direct Mail/Post	18%
 Website	16%

GLOBAL TRENDS IN GIVING **BY GENDER**

FEMALE DONORS WORLDWIDE

MOST INSPIRED TO GIVE BY	
 Social Media	32%
 Email	26%
 Website	17%
 Direct Mail/Post	11%

MALE DONORS WORLDWIDE

MOST INSPIRED TO GIVE BY	
 Email	30%
 Social Media	24%
 Website	19%
 Direct Mail/Post	13%

Source:
1. <https://telelanguage.com/nonprofit-language-services-interpretation-translation-for-nonprofits/>

well-planned email marketing campaigns should be top priority to reach out to donors



update your donors about your work and impact via emails

69% donors will repeat their donations if they receive such communication regularly⁽¹⁾



Thank you

Dear Richard,

Donor ID: [REDACTED]

On behalf of all the people you've helped, we'd like to say thank you for attending a recent donation session.

Your continued support plays a big role in ensuring that we always have enough blood and platelets to save and improve the lives of everyone who needs them.



send 'Thank You' Emails instantaneously

68% donors prefer being thanked by email⁽¹⁾

retain donors with email marketing

55% non-profits have reported success with this strategy⁽²⁾

Source:

1. <https://www.ongood.ngo/uploads/2018-GivingReport-English.pdf>
2. <https://www.campaignmonitor.com/resources/guides/the-data-backed-guide-to-nonprofit-marketing/>

Case Study:



KARUNASHRAYA
Bangalore Hospice Trust

- Karunashraya: a joint project of Indian Cancer Society (Karnataka Chapter) and Rotary Bangalore Indiranagar
- Here free palliative care is provided to advanced-stage cancer patients, for whom there is no cure
- They have a 73 bed inpatient facility in Bangalore and also have a home care program
- Soon, they will come up with their 2nd centre in Bhubaneshwar

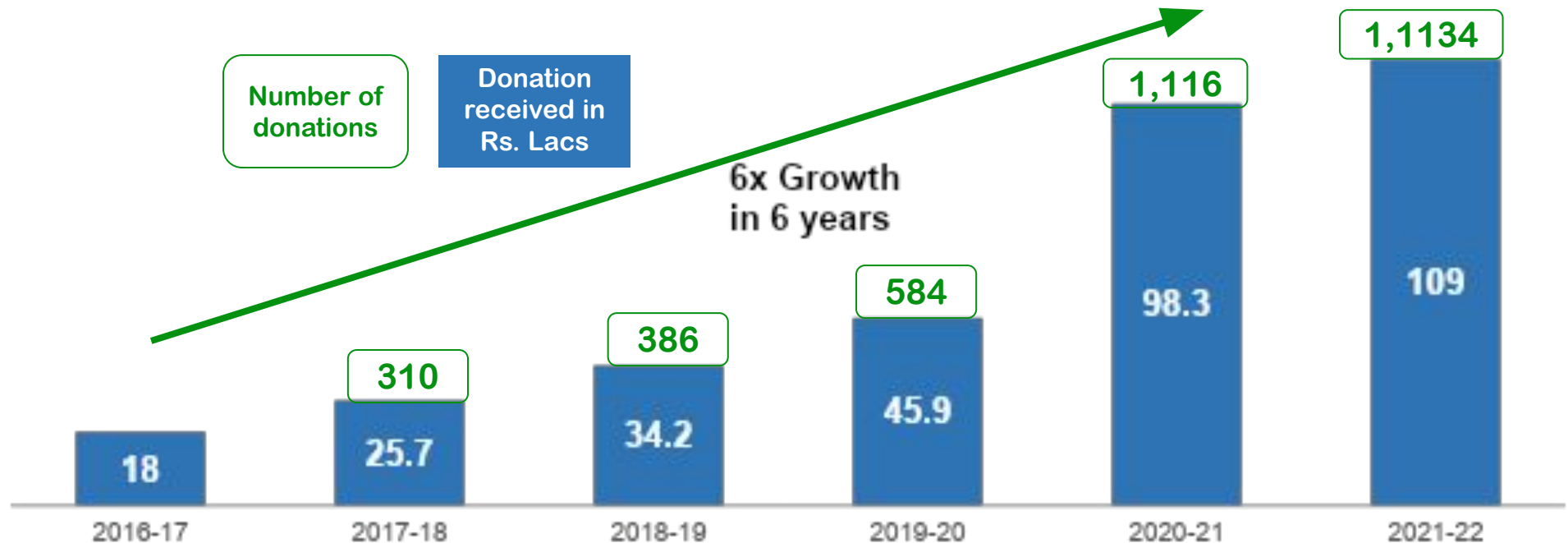


Case Study:



KARUNASHRAYA
Bangalore Hospice Trust

Donations Received Online (FY17-22)



Average donation received before collaborating with danamojo

Year on Year increase in Donations received via danamojo platform