MISSION 501(c)(3):
Driving Donations, Digitally

September 2013
How do donors use digital to research and select to which non-profits and charitable organizations to donate?
Google partnered with Millward Brown Digital to conduct an online survey using panelists who researched a non-profit within the past 12 months. Surveys were fielded between May 21 through June 7, 2013 (n=982).

Using a panel of 2M U.S. consumers, Millward Brown Digital measured consumer behavior within the industry in Q4 2012 and Q1 2013. The industry was defined by 15 non-profit organizations.

We **tracked** consumers online to understand their researching habits and searching patterns.

We **analyzed** the behavior of those donating to non-profits, tracking their behavior backward from the point of conversion.

We **surveyed** non-profit researchers to understand their purchase behavior.
Start early.
30% increase in donation-related searches from August to September

Donors are going digital.
75% of donors turn to online resources to look for information

Digital ads drive action.
76% of donors go online to research in less than a week from viewing an ad

Mobile is a must.
25% of donors made a donation on their mobile device

Google Internal Search Data, August-September 2012; Compete/Google Non-profits Study, July 2013
THE PATH TO DONATION
Donor influence starts early for **holiday season gifting**.

There is a **30% increase** in donation-related searches from August to September.

Google Internal Search Data, August-September 2012
Donors take **time** to research.

More than **1 in 3 donors** spend **over 2 weeks** researching.

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Compete/Google Non-profits Study, July 2013
Q12 How much time passed from when you first started interacting to when you actually donated to a non-profit / charitable organization? N=827
Donors research **across non-profits.**

47% of donors visited multiple non-profit websites before donating.

 Compete/Google Non-profits Study, July 2013
 SPEND2A. Which of the following best describes the amount of the donation you recently made of the non-profit/charitable organization you recently donated to? N=827
As they research and make donations, your digital presence is vital for capturing donors.
Most donors go online to research.

75% of donors use online resources to look for information.

Compete/Google Non-profits Study, July 2013
RT 1: Which of the following sources, if any, did you use to look for information on non-profit / charitable organizations?
More so than traditional sources.

Sources used when researching non-profits

- **Non-profits' Websites**: 54%
- **Search Engines**: 48%
- **Social Action Network Sites**: 48%
- **Consumer Review Sites**: 46%
- **Video**: 42%
- **Email From Non-profit**: 37%
- **Third Party Evaluator Sites**: 37%
- **Family, Friends & Colleagues**: 35%
- **Non-profit Events**: 44%
- **Flyers Or Brochures in the Mail**: 38%
- **Radio**: 29%
- **TV**: 28%
- **Magazines**: 22%

Source: Compete/Google Non-profits Study, July 2013

RT 8: When did you use each of these sources to interact with non-profit/charitable organizations? Please select all responses that apply for each source. N=varies by source; selected "used throughout my research."
Digital resources are the **most useful** for donors.

**Most useful sources for researching non-profits**

- Nonprofits’ Websites: 82%
- Search Engines: 79%
- Consumer-generated Online Reviews: 72%
- Social Action Network Sites: 70%
- Third-Party Evaluator Sites: 69%
- Social Networking Websites: 66%
- Email from Nonprofit: 65%
- Video Sharing Websites: 64%
- Family & Friends: 73%
- Flyers or Brochures in the Mail: 60%
- Radio: 55%
- Newspapers: 54%
- TV: 50%
- Magazines: 48%
- Nonprofit Events: 30%

Source: Compete/Google Non-profits Study, July 2013

RT 7: Please indicate how useful each of the following sources were while you interacted with non-profit/charitable organizations? Please select the one response that best applies to each type of source. Top-2 Box N=varies by source.
Particularly in researching an organization’s impact.

3 of the top 4 sources donors use to understand the impact of a non-profit are digital.
Because **impact** drives donations.

On deciding whether they were going to donate, **81%** said impact was the most important factor.

Compete/Google Non-profits Study, July 2013
B11. How important were each of the following to you when interacting with non-profit / charitable organizations?
Digital advertising drives action.

76% of donors went online to research in less than one week after viewing an online ad.

58% of donors went online to research in less than one week after viewing a direct mail ad.

80% of respondents agreed online video ads were extremely useful in the research process.

72% of respondents agreed direct mail ads were a useful resource.

Compete/Google Non-profits Study, July 2013

M15. How soon after the last time you saw or heard each of the following types of non-profit / charitable organizations ads did you look up the advertisers online to get more information?:

M12: How useful were each of the following types of non-profit / charitable organization advertisements in helping you decide whether to donate to a non-profit / charitable organization?
Video ads drive high engagement, quickly.

M15. How soon after the last time you saw or heard each of the following types of non-profit / charitable ads did you look up the advertiser online to get more information? N=varies by source

- Billboard: 16%
- Magazine Ad: 20%
- Brochures & Pamphlets: 24%
- Search Engine Listing: 24%
- Newspaper Ad: 29%
- Radio Ad: 33%
- TV Ad: 36%
- Online Website Ad: 37%
- ONLINE VIDEO AD: 39%
- Email Ad: 40%

Researched non-profit within 24 hours
And drives researchers to donate.

57% made a donation after watching an online video

YouTube is the #1 site where donors watch videos about non-profits

Compete/Google Non-profits Study, July 2013
V17. As a result of watching videos about non-profit / charitable organizations online, which of the following actions, if any, did you perform?
V12. Which of the following websites did you visit to watch videos about non-profit / charitable organizations while interacting with non-profit / charitable organizations?
Mobile is a key companion for donors.

1 in 4 use mobile to **discover non-profits** they were not previously aware of.

40% **compared reviews** on mobile devices.

Over 1/3 **contacted non-profits** via mobile devices.

25% **completed donation** on mobile devices.

Compete/Google Non-profits Study, July 2013

M4. How did each of the following sources help you while you interacted with non-profit/charitable organizations on your mobile device?

M5. Which of the following, if any, did you do on your mobile device while interacting with non-profit/charitable organizations? N=214
Mobile researchers most commonly donate through their **mobile web browsers**.

45% used a **mobile browser**

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Compete/Google Non-profits Study, July 2013
C1: How did you make a donation on your mobile device? N = 36
THANK YOU.