



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

September 2013

WHAT WE WANTED TO KNOW

How do donors use digital
to research and select to which
non-profits and charitable
organizations to donate?

WHAT WE DID

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.

WHAT WE FOUND



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



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



Compete/Google Non-profits Study, July 2013
O12 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.

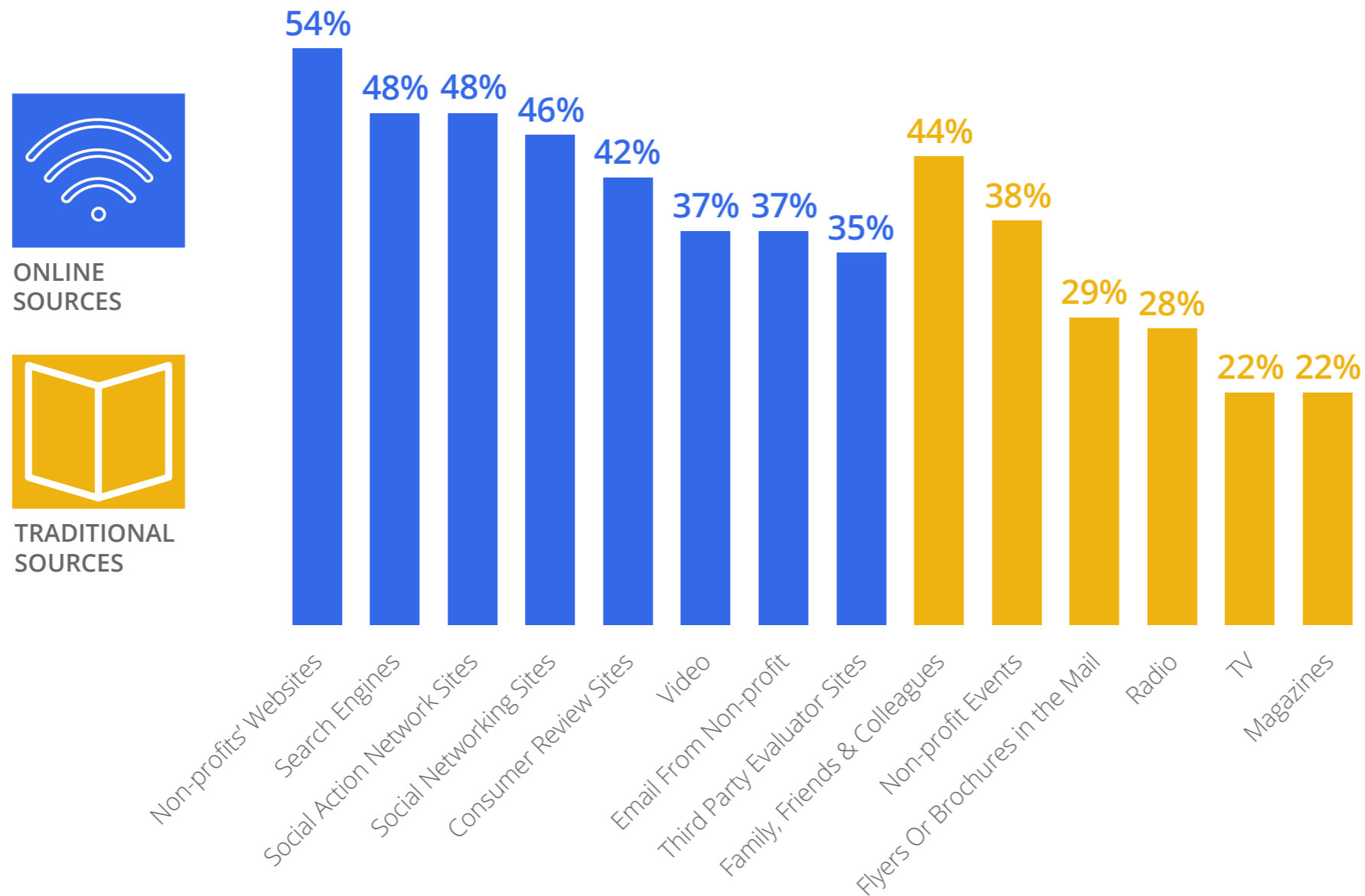
75% of donors use online resources to look for information



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



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.

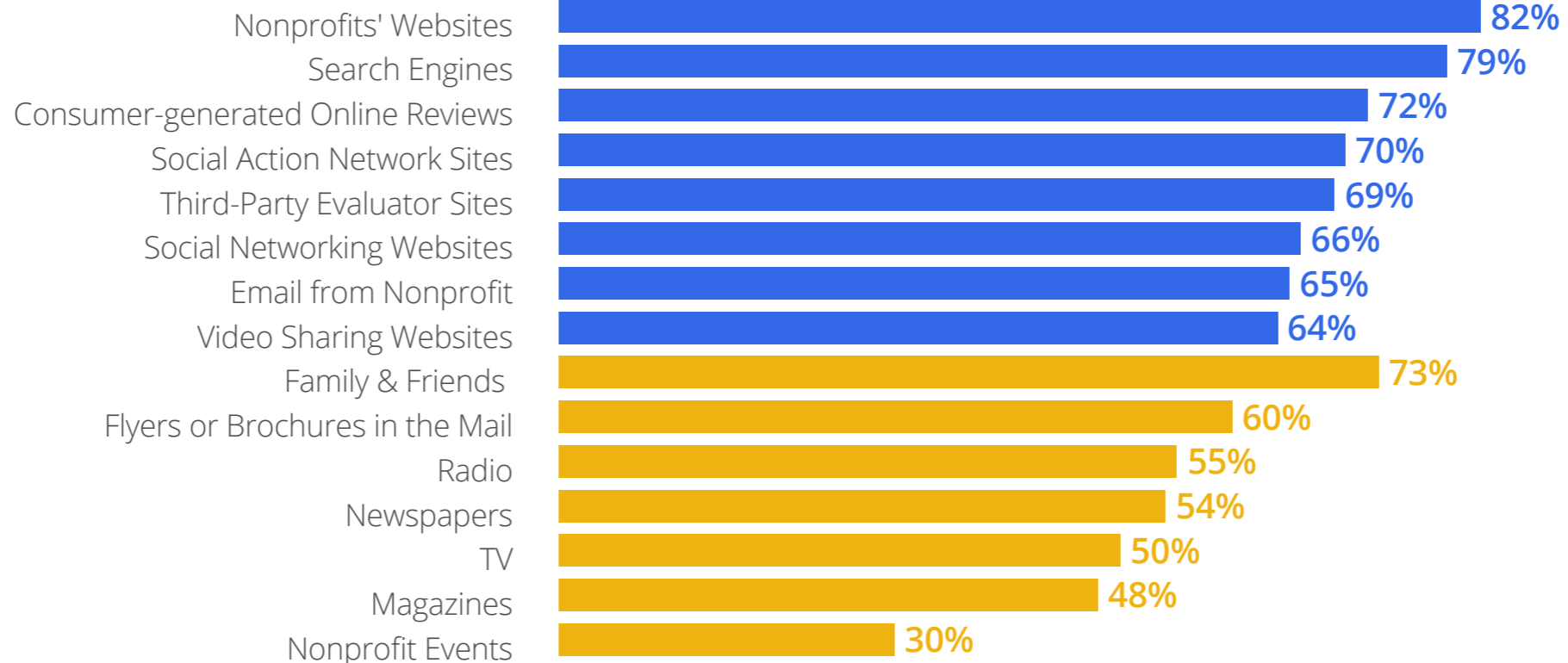
Most useful sources for researching non-profits



ONLINE
SOURCES



TRADITIONAL
SOURCES

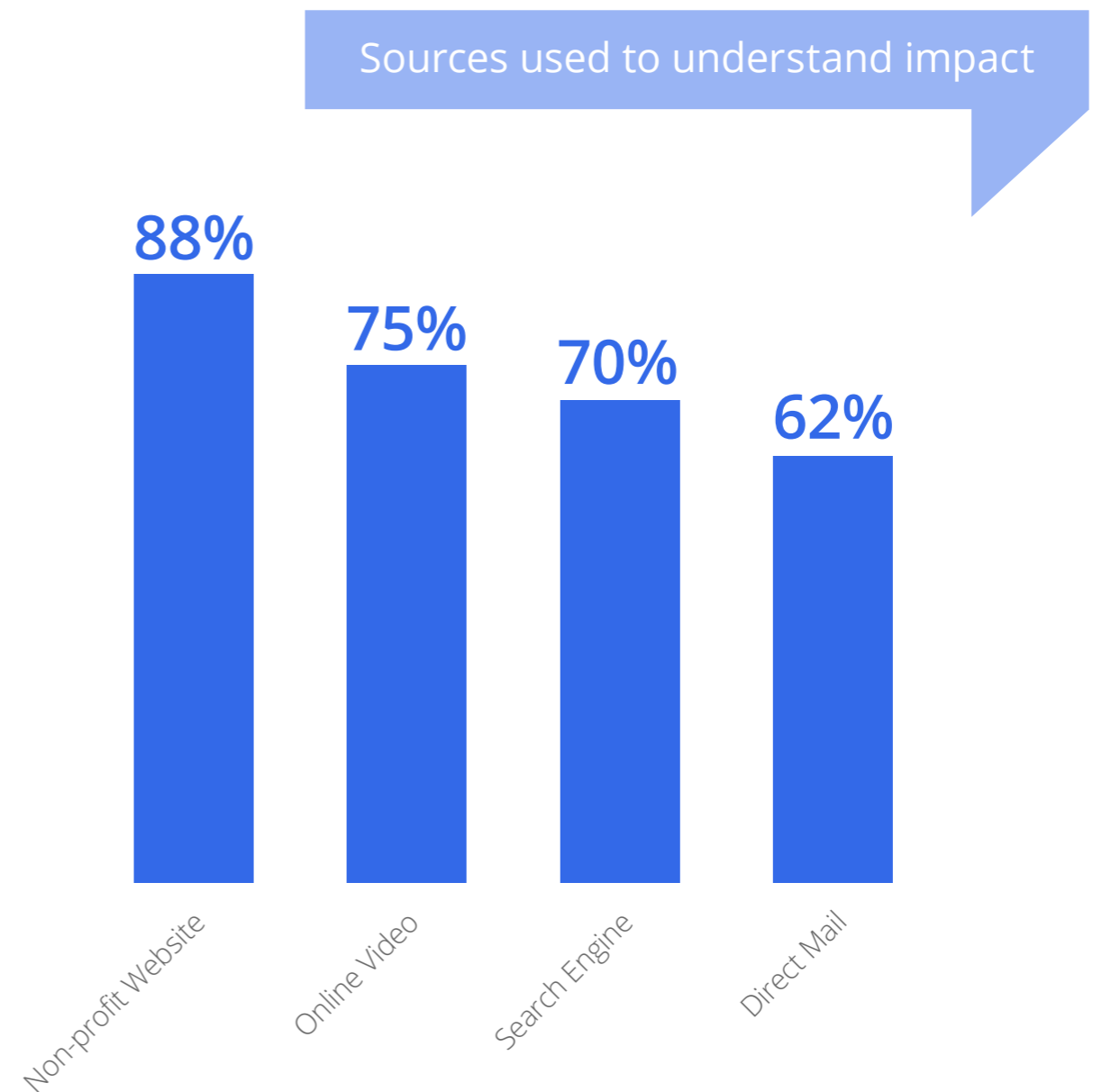


Source: Compete/Google Non-profits Study, July 2013

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**.

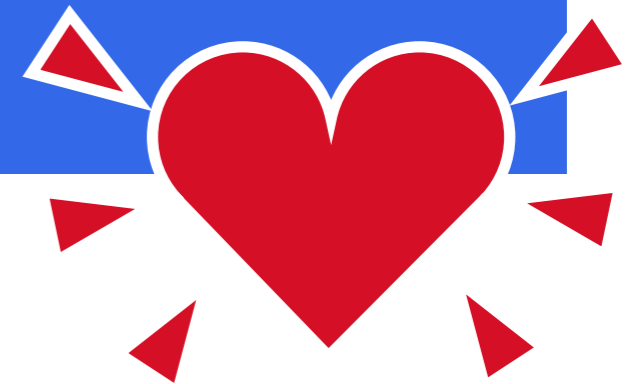
3 of the top 4 sources donors use to understand the impact of a non-profit are digital



Compete/Google Non-profits Study, July 2013
RT9. How did each of the following sources help you while you interacted with non-profit / charitable organizations?

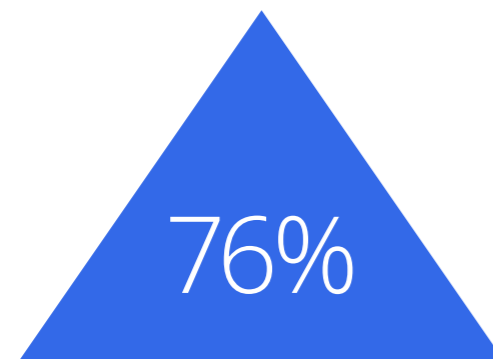
Because **impact** drives donations.

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?

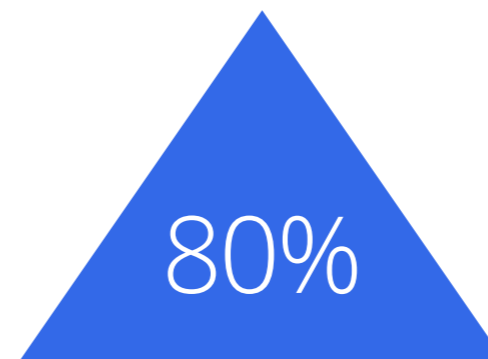
Digital advertising drives **action**.



of donors went online to research in less than one week after viewing **an online ad**



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



of respondents agreed **online video ads** were extremely useful in the research process



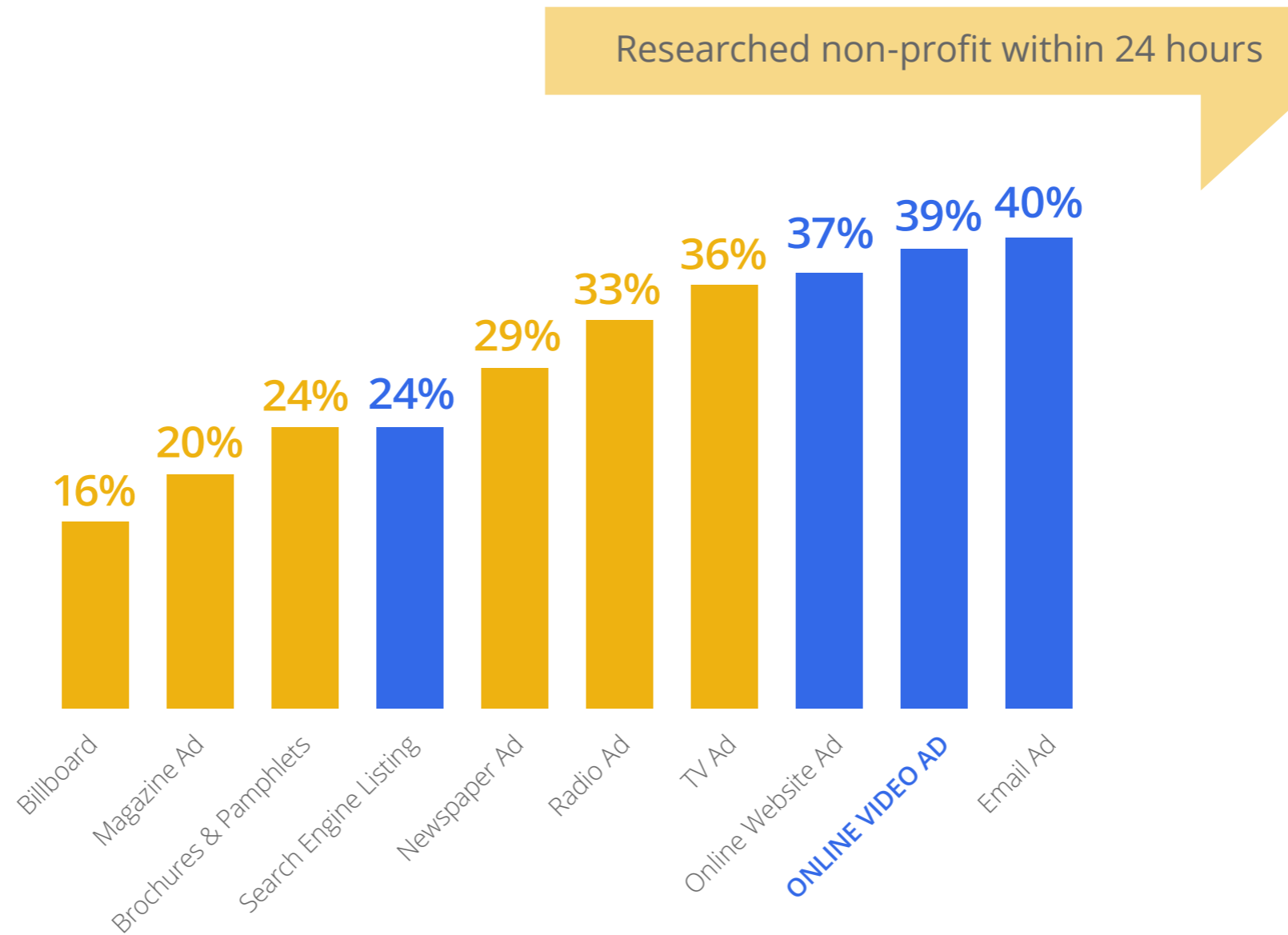
of respondents agreed **direct mail ads** were a useful resource

Compete/Google Non-profits Study, July 2013

MI5: 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?:

MI2: 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.



Compete/Google Non-profits Study, July 2013

MI5. 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

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

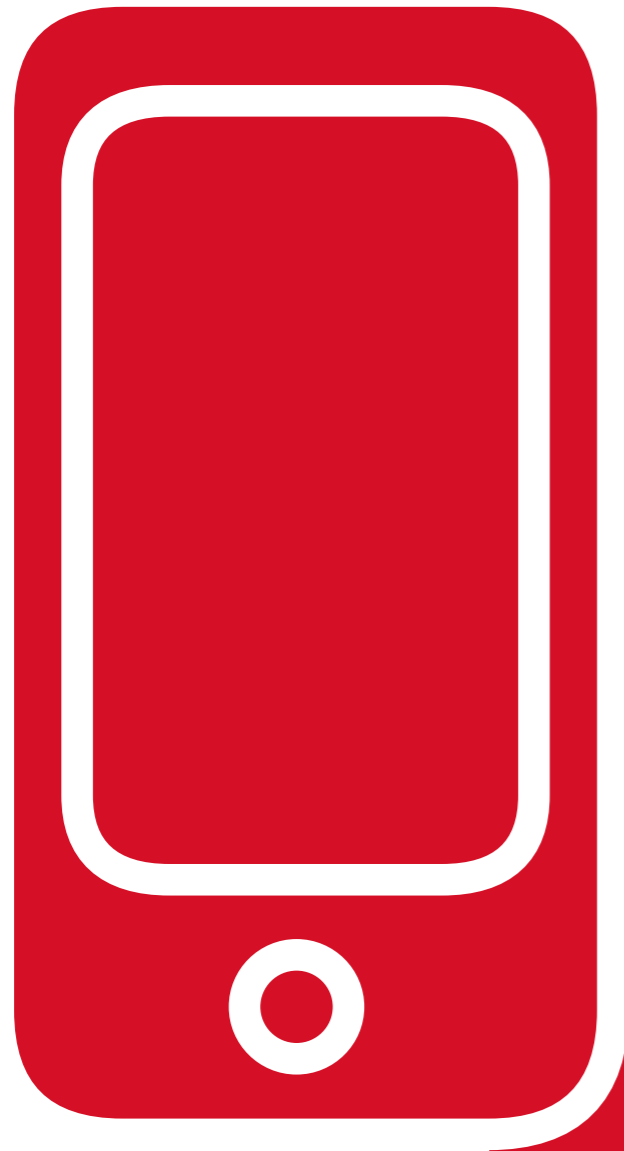


Compete/Google Non-profits Study, July 2013

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

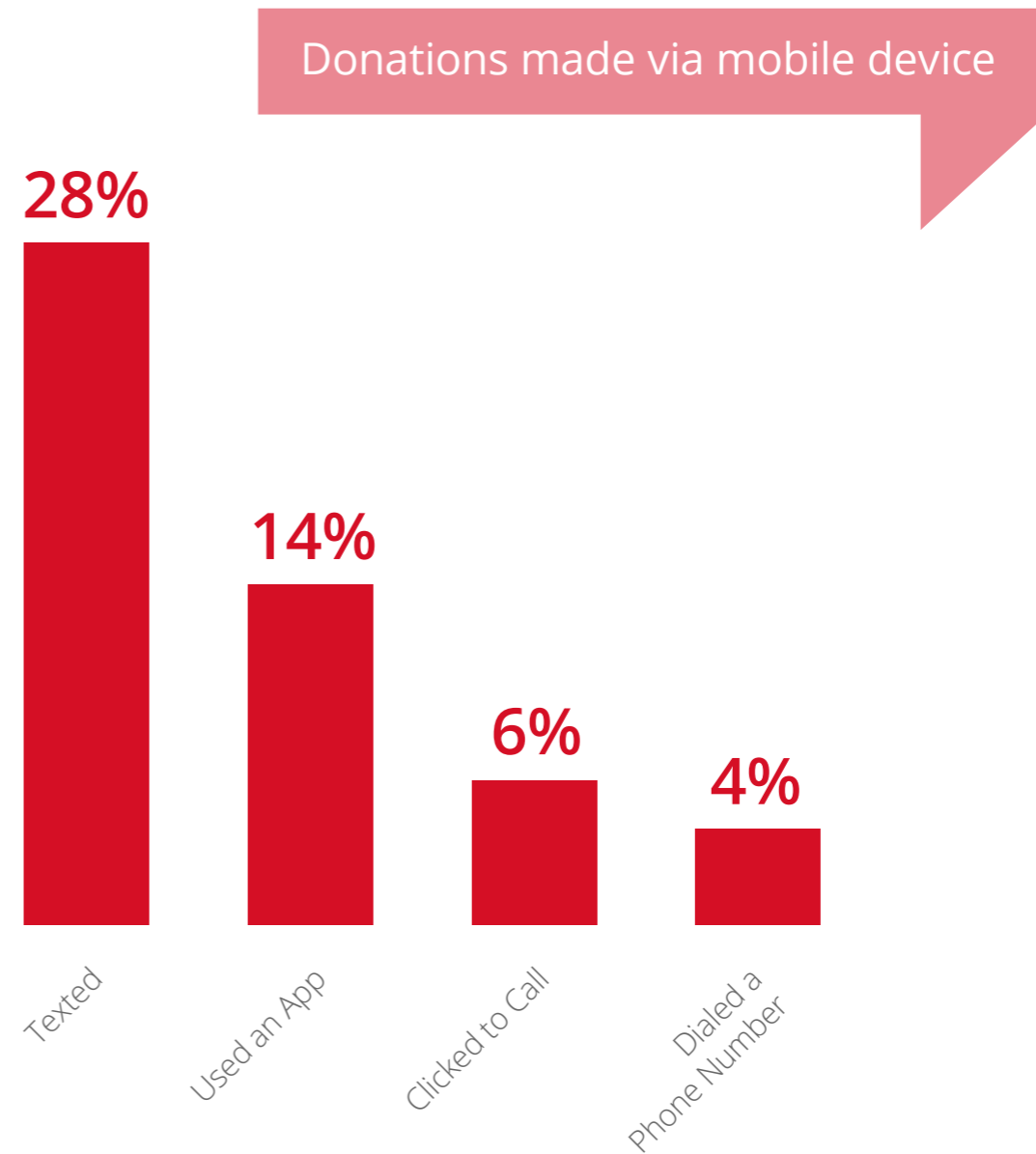
Compete/Google Non-profits Study, July 2013

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**



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

Google

THANK YOU.