

Digital Giving

Why Use Digital Giving?

- Increases the accessibility of an organization.
- Ability to expand donor base.
- Promote an ongoing, sustainable fundraising approach.

Trends in Digital Giving

- 9% increase in digital giving in 2021.
- 42% three-year increase in online giving.
- 12% of total fundraising from online sources.
- 28% of online contributions come from a mobile device.
- 23% first year, online-only donor retention rate.
- 64% multi-year, online-only donor retention rate.

**Source: Blackbaud Institute 2021 Charitable Giving Report*

Benefits of Leveraging Digital Giving

- Reduces donor checkout friction and provides flexibility through multiple payment options.
- Increases donation conversion rates as they are less likely to abandon a donation if a trusted digital wallet option is offered.
- Increases the likelihood of donors having a positive experience giving.
- Increases the likelihood of recurring gifts.

Digital Giving Modes

Digital Wallets

Digital wallets store bank account, credit, and/or debit card information directly on donor's phones, enabling faster and easier giving. Popular options for digital wallets include:

- PayPal
- Venmo
- Zelle
- Cash App
- Apple Pay
- Google Pay

Online Fundraising Platforms

A software or tool that allows for the secure collection and processing of donations made online. popular online fundraising platforms include:

- **GoFundMe:** Crowdfunding-focused platform that makes it easy to share your fundraiser and your fundraising goal. Write a 1-3 paragraph(s) statement on who you are and why you are raising funds. Easy to share your fundraiser link through text messages and emails.
- **OneCause:** Online fundraising platform that is best for event management and ticket sales. Offers four software plans at varying prices to best fit each individual event and need.
- **Donorbox:** Online fundraising platform that provides three pricing plans. Tools provided include customized donation forms, event ticketing software, customizable donation pages, crowdfunding pages, and peer-to-peer platforms.