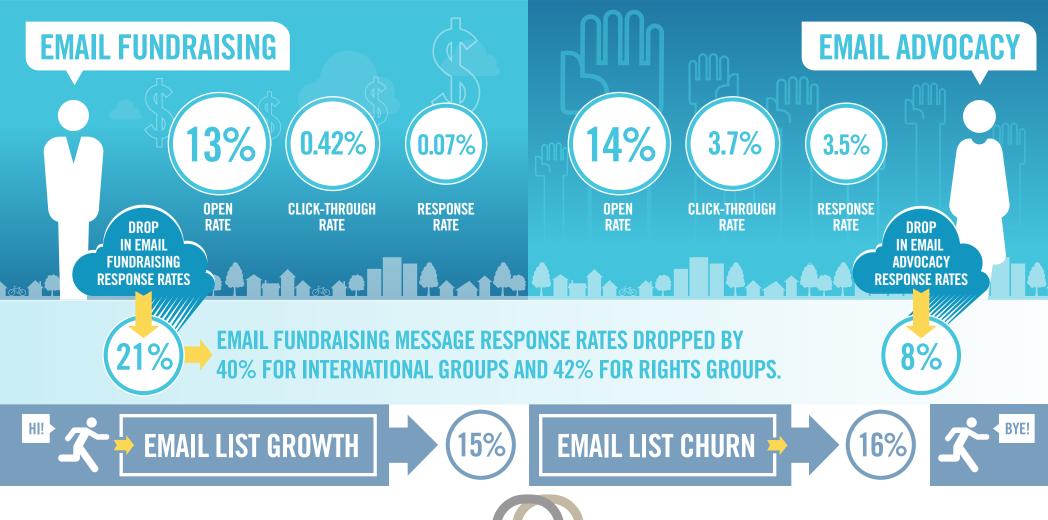
## 2013 eNonprofit Benchmarks Study

We analyzed the results of 1.6 billion email messages sent to over 45 million subscribers; 6.5 million online gifts totaling \$438 million raised; and 7.3 million advocacy actions.

That adds up to 122 bajillion data points and one awesome benchmarks study.



**ONLINE REVENUE INCREASED BY** (DRIVEN BY A INCREASE IN NUMBER OF GIFTS) **AVERAGE GIFT AMOUNT:** INTERNATIONAL GROUPS SAW A **DECLINE IN ONLINE REVENUE. ENVIRONMENTAL GROUPS SAW A** +34% INCREASE IN ONLINE REVENUE. **ONE-TIME: ALL GROUPS ONE-TIME: INTERNATIONAL GROUPS** 

**EMAILS SENT PER MONTH, PER SUBSCRIBER** 





FOR EVERY 1.000 EMAIL SUBSCRIBERS. **NONPROFITS HAVE...** 

**MONTHLY** 



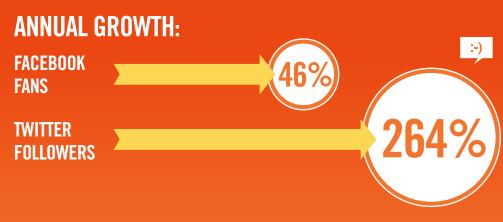


PHOTO POSTS HAD THE HIGHEST VIRALITY (GENERATING LIKES, SHARES, AND COMMENTS).

LINK AND SHARE POSTS RECEIVED THE MOST LINK CLICKS.

