

THE ONLINE GIVING EFFECT

Blackbaud Luminate Online™

Benchmark Report 2017

Online giving and email marketing power your mission. See the latest nonprofit giving trends and evaluate your program.

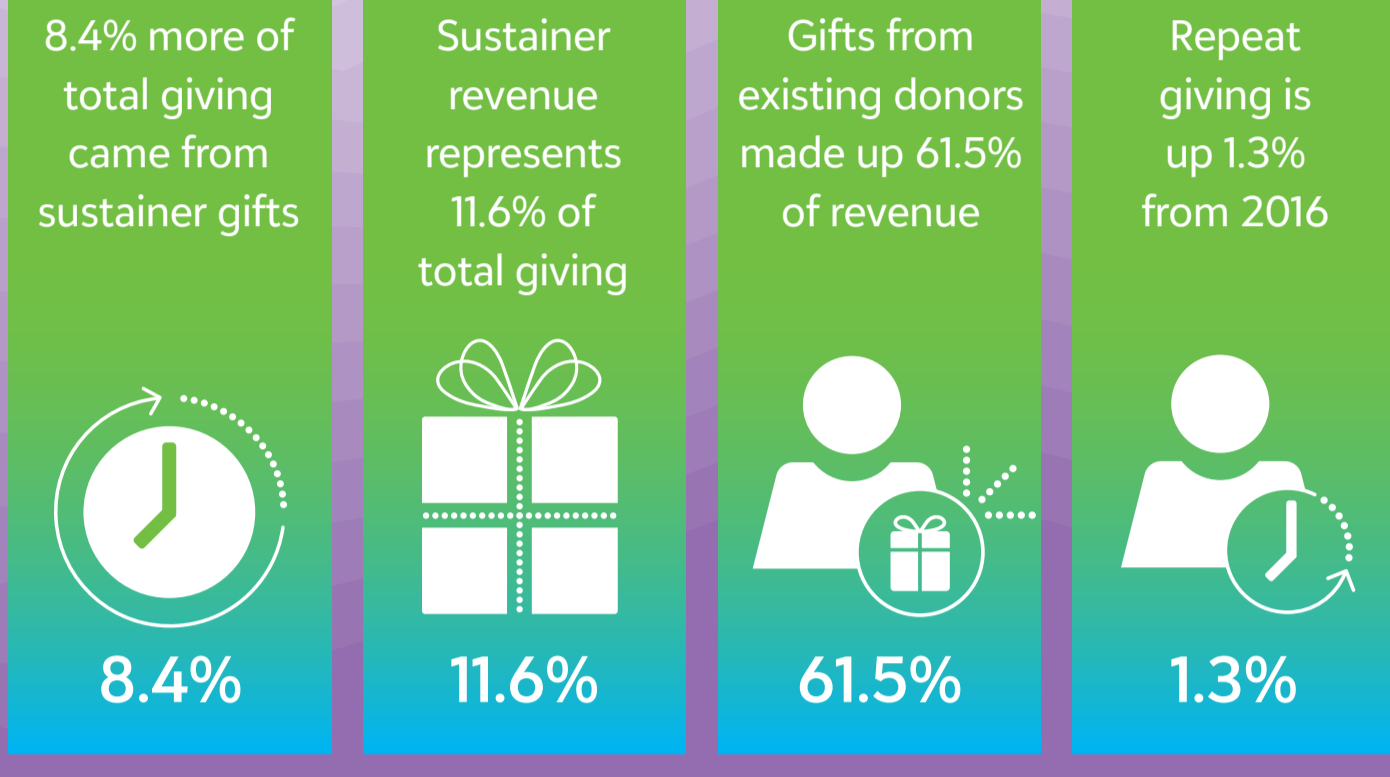
Fostering relationships with existing supporters is the name of the game



SUSTAINER REVENUE IS ON THE RISE



20.4%



DON'T WRITE OFF EMAIL



Email lists grew by **10.2%** and so did online revenue

Your email addresses are still extremely valuable

Each usable email address is worth **\$13.24** in donations



Average number of emails sent grew by

15.4%

Nonprofits are inspiring more people to donate via email

15% of email lists donated: **2% increase from 2016**



Some verticals had even more success with their email lists



42% of Health Services and Research supporters donated



Food Banks and Public Broadcasting secured gifts from **27%** of their lists



ARE SUPPORTERS REACHING EMAIL OVERLOAD?

Open and click rates went down, often by double digits—but donation email conversion rates stayed steady at .04%.

Email remains an extremely effective vehicle for fundraising. However, we see signs people are less inclined to open and read nonprofit emails.

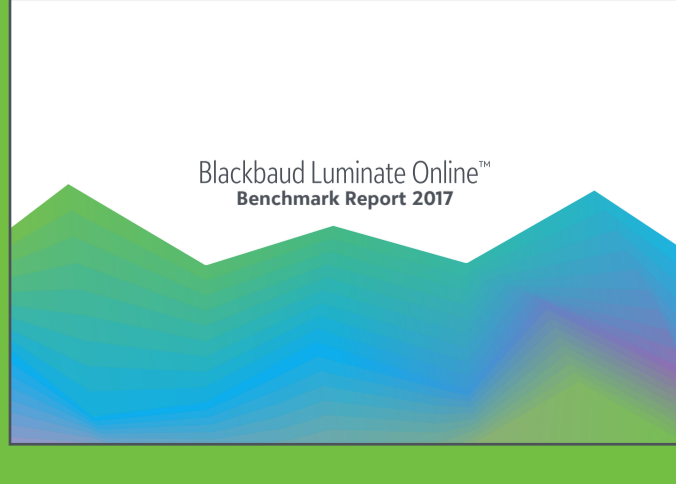


The bottom line:

If you see signs of decreasing email engagement, take a close look at your program. It may need an email tune-up to ensure strong performance from your email list.

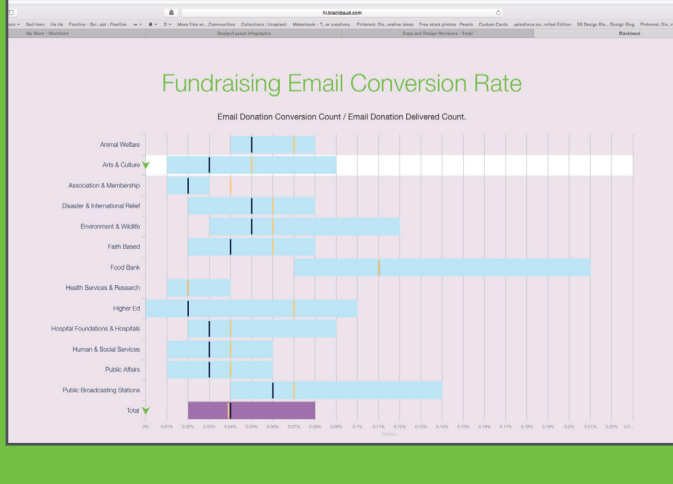
So, what are you waiting for?

INVEST IN YOUR EMAIL LIST TODAY FOR MAJOR ROI.



Get the full report to see trends in your nonprofit field.

[Download now](#)



See how your organization stacks up using our benchmark tool.

[Check it out](#)