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About the Report

The Global NGO Technology Report is a biennial research project that seeks to gain a better understanding of how non-governmental organizations (NGOs) worldwide use technology. Sponsored by Funraise and produced by Nonprofit Tech for Good, the report examines how NGOs use web and email communications, online fundraising tools, social media, mobile technology, and productivity software.

Now in its fourth edition, this year’s report provides technology benchmarks for Africa, Asia, Australia and New Zealand, Europe, Latin America and the Caribbean, and the United States and Canada. A global average of the benchmark data—as well as Global NGO Technology Ratings—is also provided.

The Global NGO Technology Report is a sister report to the Global Trends in Giving Report. The findings from both reports are meant to help NGOs determine if they are effectively using technology to inspire philanthropy and achieve their mission and programs.

Methodology

The 2019 Global NGO Technology Report is based upon the survey results of 5,721 NGOs worldwide. The survey was promoted online from March 1, 2019 through May 31, 2019 and to reach a global audience, the survey was published in English, French, Portuguese, and Spanish. Due to the methodology used, it’s important to note that the results only represent the views of respondents that (1) read English, French, Portuguese, or Spanish; (2) have access to the Internet; and (3) use email and/or social media. Each year as more NGOs worldwide participate in the survey, the report becomes more accurate in its findings and useful to the NGO community.

Funraise

FUNRAISE.ORG

Funraise provides innovative and friendly fundraising technology built on a foundation of nonprofit experience. Our platform was built for fundraisers by fundraisers, helping you raise the funds and the fun.

Nonprofit Tech for Good

NPTECHFORGOOD.COM

With nearly 50,000 monthly visitors and more than one million followers on social networks, Nonprofit Tech for Good is a leading online fundraising and social media blog for nonprofit professionals worldwide.
NGO TECHNOLOGY IN AFRICA

About the Survey Respondents

Top 5 Countries
- 14% South Africa
- 14% Nigeria
- 3% Zambia
- 5% Ghana

Top 10 Causes
- Children & youth 20%
- Community development 15%
- Education 12%
- Health & wellness 11%
- Women & girls 7%
- Human & civil rights 4%
- Human & social services 4%
- Research & public policy 4%
- Environment 3%
- Peace & non-violence 3%

Type of Organization
- Non-governmental organization (NGO) 44%
- Non-profit organization (NPO) 27%
- Charity 9%
- Civil society organization (CSO) 7%
- Religious organization 5%
- Membership association 4%
- Institution of higher education 3%
- Grantmaking foundation 1%

Top 5 Key Findings
1. 64% of NGOs in Africa accept credit card payments on their website, up from 50% in 2018. 28% accept mobile money and 5% accept cryptocurrency—both are higher rates than any other region.

2. #GivingTuesday is growing in Africa. 22% of NGOs participated in #GivingTuesday 2018, up from 17% in 2017. 64% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

3. 44% use WhatsApp to communicate with supporters and donors—16% above the global average. Of those, 81% find WhatsApp effective, 16% higher than the global average.

4. 87% use social media regularly and their strategy is advanced. 68% share Instagram Stories, 54% participate in Tweet Chats, 48% utilize Messenger bots, and 43% use YouTube Live.

5. African NGOs are embracing social advertising. Of those that use social media, 45% purchase Facebook Ads, 38% LinkedIn Ads, 37% Instagram Ads, 36% YouTube Ads, and 27% Twitter Ads.

Size of Organization*
- Large 16%
- Small 46%
- Medium 38%

“NGOs should be paying close attention to advancements in machine learning and artificial intelligence. Both technologies will continue to transform how organizations communicate with their beneficiaries and funders—and in the process transform the workplace of the Third Sector.”

OYEBISI BABATUNDE OLUSEYI, EXECUTIVE DIRECTOR
NIGERIA NETWORK OF NGOs

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.
AFRICA

Web & Email Communications

61% of NGOs in Africa have a website.

WEBSITE FEATURES

- Mobile compatibility: 89%
- SSL certificate: 73%
- Privacy policy: 72%
- Blog: 55%
- Event registration: 50%
- Online store: 26%
- Live chat: 24%
- Accessible to people with disabilities: 19%

66% send email updates to their supporters.

- Monthly: 28%
- Weekly: 13%
- Twice weekly: 8%
- Twice monthly: 8%
- Daily: 16%
- Quarterly: 27%

57% also send email fundraising appeals.

- Quarterly: 36%
- Monthly: 26%
- Weekly: 12%

5,298 Average number of email subscribers**

WEBSITE FEATURES

- Mobile compatibility: 89%
- SSL certificate: 73%
- Privacy policy: 72%
- Blog: 55%
- Event registration: 50%
- Online store: 26%
- Live chat: 24%
- Accessible to people with disabilities: 19%

33% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

33% use encryption technology to protect their data and communications.**

Fundraising

63% accept online donations on their website.

TYPES OF PAYMENTS

- Credit card: 64%
- Direct debit: 64%
- Paypal: 37%
- Digital wallet: 10%
- Cryptocurrency: 5%

FUNDRAISING TOOLS USED

- Recurring/monthly giving: 47%
- Crowdfunding: 32%
- Mobile money: 28%
- Peer-to-peer fundraising: 28%
- Tribute giving: 17%
- Text-to-give: 10%
- Mobile card reader: 8%
- Smart speaker giving: 4%
- Giving through gaming: 3%

#GivingTuesday

22% of NGOs in Africa participated in #GivingTuesday 2018. Of those, 45% participated for the first time.

64% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

70% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NGOs in Africa use technology? Please share articles and blog posts with your analysis of the data for Africa using #NGOtech19 on social media.

Download Africa Data Separately
AFRICA

Social Media

72% use Facebook.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a Facebook Page</td>
<td>94%</td>
</tr>
<tr>
<td>Share Facebook Stories</td>
<td>69%</td>
</tr>
<tr>
<td>Have a Facebook Group</td>
<td>51%</td>
</tr>
<tr>
<td>Utilize Messenger bots</td>
<td>48%</td>
</tr>
<tr>
<td>Purchase Facebook Ads</td>
<td>45%</td>
</tr>
<tr>
<td>Use Facebook Live</td>
<td>43%</td>
</tr>
<tr>
<td>Use Facebook Charitable Giving Tools</td>
<td>24%</td>
</tr>
</tbody>
</table>

87% of NGOs in Africa regularly use social media to engage their supporters and donors.

8,404 Average number of Facebook followers**

29% use Instagram.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Instagram Stories</td>
<td>68%</td>
</tr>
<tr>
<td>Use Instagram Live</td>
<td>42%</td>
</tr>
<tr>
<td>Purchase Instagram Ads</td>
<td>37%</td>
</tr>
</tbody>
</table>

1,327 Average number of Instagram followers**

37% use Twitter.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly tweet hashtags</td>
<td>74%</td>
</tr>
<tr>
<td>Participate in Tweet Chats</td>
<td>54%</td>
</tr>
<tr>
<td>Purchase Twitter Ads</td>
<td>27%</td>
</tr>
<tr>
<td>Use Twitter Live via Periscope App</td>
<td>27%</td>
</tr>
</tbody>
</table>

5,630 Average number of Twitter followers**

16% use LinkedIn.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a LinkedIn Page</td>
<td>84%</td>
</tr>
<tr>
<td>Encourage staff to use LinkedIn Profiles</td>
<td>48%</td>
</tr>
<tr>
<td>Have a LinkedIn Group</td>
<td>41%</td>
</tr>
<tr>
<td>Purchase Linked Ads</td>
<td>38%</td>
</tr>
</tbody>
</table>

1,261 Average number of LinkedIn followers**

14% use YouTube.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use YouTube Live</td>
<td>43%</td>
</tr>
<tr>
<td>Purchase YouTube Ads</td>
<td>36%</td>
</tr>
<tr>
<td>Use YouTube Giving Tools</td>
<td>28%</td>
</tr>
</tbody>
</table>

44% use WhatsApp and have an average of 1,300 contacts**

48% of NGOs in Africa have a written social media strategy.

45% utilize an editorial calendar for their social media campaigns.

33% have a system in place to track and report return on investment (ROI) on social media campaigns.

84% say that their board helps, rather than hinders, their use of social media.

93% agree that social media is effective for online brand awareness.

85% agree that social media is effective for creating social change.

79% agree that social media is effective for online fundraising.

81% agree that social media is effective for recruiting volunteers.

80% agree that social media is effective for recruiting event attendees.

79% agree that social media is effective for inspiring people to take political action.
## Productivity & Emerging Technology

<table>
<thead>
<tr>
<th>HOW WELL NGOs UNDERSTAND</th>
<th>VERY WELL</th>
<th>SOMEWHAT WELL</th>
<th>NOT VERY WELL</th>
<th>NOT AT ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial intelligence</td>
<td>37%</td>
<td>30%</td>
<td>23%</td>
<td>10%</td>
</tr>
<tr>
<td>Augmented reality</td>
<td>18%</td>
<td>29%</td>
<td>30%</td>
<td>23%</td>
</tr>
<tr>
<td>Blockchain technology</td>
<td>17%</td>
<td>22%</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>Cloud computing</td>
<td>32%</td>
<td>29%</td>
<td>26%</td>
<td>13%</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>42%</td>
<td>26%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Machine learning</td>
<td>28%</td>
<td>27%</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>20%</td>
<td>28%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Virtual reality</td>
<td>31%</td>
<td>31%</td>
<td>22%</td>
<td>16%</td>
</tr>
</tbody>
</table>

54% of NGOs in Africa increased spending on technology in 2019.

13% decreased spending.

33% made no change in their technology budget from 2018.

### Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NGOs in Africa:

- Social media: 85%
- Website: 85%
- Case studies: 80%
- Annual reports: 79%
- Email updates: 79%
- Social media ads: 74%
- Email fundraising appeals: 73%
- Messaging apps: 73%
- Peer-to-peer fundraising: 73%
- Photo slideshows/essays: 72%

20% use an internal communications tool, such as Slack.

19% use an online project management tool, such as Asana.

35% purchase Google Ads; 46% have a Google Ad Grant.
NGO TECHNOLOGY IN ASIA

About the Survey Respondents

Top 5 Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>67%</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>6%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>6%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>4%</td>
</tr>
<tr>
<td>Philippines</td>
<td>4%</td>
</tr>
</tbody>
</table>

Top 10 Causes

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>17%</td>
</tr>
<tr>
<td>Community development</td>
<td>16%</td>
</tr>
<tr>
<td>Children &amp; youth</td>
<td>15%</td>
</tr>
<tr>
<td>Health &amp; wellness</td>
<td>9%</td>
</tr>
<tr>
<td>Women &amp; girls</td>
<td>9%</td>
</tr>
<tr>
<td>Environment &amp; conservation</td>
<td>8%</td>
</tr>
<tr>
<td>Human &amp; social services</td>
<td>5%</td>
</tr>
<tr>
<td>Animals &amp; wildlife</td>
<td>4%</td>
</tr>
<tr>
<td>Disability rights</td>
<td>3%</td>
</tr>
<tr>
<td>Research &amp; public policy</td>
<td>3%</td>
</tr>
</tbody>
</table>

Type of Organization

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-governmental organization (NGO)</td>
<td>51%</td>
</tr>
<tr>
<td>Non-profit organization (NPO)</td>
<td>26%</td>
</tr>
<tr>
<td>Civil society organization (CSO)</td>
<td>7%</td>
</tr>
<tr>
<td>Charity</td>
<td>5%</td>
</tr>
<tr>
<td>Religious organization</td>
<td>4%</td>
</tr>
<tr>
<td>Institution of higher education</td>
<td>3%</td>
</tr>
<tr>
<td>Grantmaking foundation</td>
<td>2%</td>
</tr>
<tr>
<td>Membership organization</td>
<td>2%</td>
</tr>
</tbody>
</table>

Size of Organization*

<table>
<thead>
<tr>
<th>Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>45%</td>
</tr>
<tr>
<td>Medium</td>
<td>40%</td>
</tr>
<tr>
<td>Large</td>
<td>15%</td>
</tr>
</tbody>
</table>

Top 5 Key Findings

1. 67% of NGOs in Asia send email updates to supporters and donors, up from 55% in 2018. At 30%, most send email updates monthly. 56% also regularly send email fundraising appeals, 32% quarterly.

2. Compared to the global average, NGOs in Asia are leading in the use of new fundraising technology. 7% utilize smart speaker giving, 5% giving through gaming, and 4% cryptocurrency.

3. 57% accept online donations on their website. 72% accept direct debit, up from 61% in 2018. 24% accept digital wallet payments, up from 11% in 2018. 31% accept PayPal, down from 36% in 2018.

4. 95% agree that social media is effective, yet all use social media at rates lower than the global average. 72% use Facebook, 32% Twitter, 28% Instagram, 26% YouTube, and 25% LinkedIn.

5. 56% increased their spending on technology in 2019, the highest rate worldwide. NGOs are embracing and investing in the digital revolution rapidly spreading throughout the Asian continent.

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

“As of 2019, India has 500 million mobile users and the largest youth population worldwide. Digital and demographic trends indicate that Indian NGOs will play key leadership roles in ushering in the next era of online engagement, fundraising, and mobile technology.”

BHOMIK SHAH, FOUNDER & CEO
NGOBOX & CSRBOX (INDIA)
**Web & Email Communications**

70% of NGOs in Asia have a website.

**WEBSITE FEATURES**

- Mobile compatibility: 84%
- Privacy policy: 68%
- SSL certificate: 58%
- Event registration: 53%
- Blog: 50%
- Online store: 25%
- Live chat: 20%
- Accessible to people with disabilities: 19%

- 67% send email updates to their supporters.
  - 4% Twice weekly
  - 7% Twice monthly
  - 14% Weekly
  - 16% Daily
  - Monthly: 30%
  - Quarterly: 29%

- 56% also send email fundraising appeals.
  - Monthly: 27%
  - Daily: 15%
  - Quarterly: 32%

- 10,460 Average number of email subscribers**

**TYPES OF PAYMENTS**

- Direct debit: 72%
- Credit card: 65%
- Paypal: 31%
- Digital wallet: 24%
- Cryptocurrency: 4%

**FUNDRAISING TOOLS USED**

- Recurring/monthly giving: 54%
- Crowdfunding: 35%
- Peer-to-peer fundraising: 28%
- Tribute giving: 21%
- Text-to-give: 13%
- Mobile money: 11%
- Mobile card reader: 9%
- Smart speaker giving: 7%
- Giving through gaming: 5%

**Fundraising**

57% accept online donations on their website.

**#GivingTuesday**

19% of NGOs in Asia participated in #GivingTuesday 2018. Of those, 36% participated for the first time.

62% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

62% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

**SHARE & FOLLOW**

Are you an expert on how NGOs in Asia use technology? Please share articles and blog posts with your analysis of the data for Asia using #NGOtech19 on social media.

Download Asia Data Separately
### Social Media

82% of NGOs in Asia regularly use social media to engage their supporters and donors.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>74%</td>
</tr>
<tr>
<td>Instagram</td>
<td>28%</td>
</tr>
<tr>
<td>Twitter</td>
<td>32%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>25%</td>
</tr>
<tr>
<td>YouTube</td>
<td>26%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>46%</td>
</tr>
</tbody>
</table>

#### Facebook
- 92% have a Facebook Page
- 67% share Facebook Stories
- 53% have a Facebook Group
- 50% use Facebook Live
- 49% utilize Messenger bots
- 40% purchase Facebook Ads
- 26% use Facebook Charitable Giving Tools

#### Average number of followers:
- Facebook: 33,824
- Instagram: 4,877
- Twitter: 9,703

#### Instagram
- 68% share Instagram Stories
- 51% use Instagram Live
- 32% purchase Instagram Ads

#### Twitter
- 66% regularly tweet hashtags
- 44% participate in Tweet Chats
- 35% use Twitter Live via Periscope App
- 23% purchase Twitter Ads

#### LinkedIn
- 84% have a LinkedIn Page
- 42% have a LinkedIn Group
- 40% encourage staff to use LinkedIn Profiles
- 28% purchase LinkedIn Ads

#### Average number of LinkedIn followers: 931

#### YouTube
- 55% use YouTube Live
- 30% use YouTube Giving Tools
- 28% purchase YouTube Ads

#### Average number of YouTube followers: 4,877

#### WhatsApp
- 42% use WhatsApp and have an average of 1,471 contacts.

#### Insights:
- 46% of NGOs in Asia have a written social media strategy.
- 37% utilize an editorial calendar for their social media campaigns.
- 81% say that their board helps, rather than hinders, their use of social media.
- 91% agree that social media is effective for online brand awareness.
- 80% agree that social media is effective for creating social change.
- 76% agree that social media is effective for online fundraising.
- 80% agree that social media is effective for recruiting volunteers.
- 80% agree that social media is effective for recruiting event attendees.
- 74% agree that social media is effective for inspiring people to take political action.
- 81% say that their board helps, rather than hinders, their use of social media.
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## Productivity & Emerging Technology

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<th>NOT VERY WELL</th>
<th>NOT AT ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial intelligence</td>
<td>31%</td>
<td>36%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Augmented reality</td>
<td>19%</td>
<td>29%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Blockchain technology</td>
<td>16%</td>
<td>23%</td>
<td>33%</td>
<td>28%</td>
</tr>
<tr>
<td>Cloud computing</td>
<td>26%</td>
<td>31%</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>33%</td>
<td>32%</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Machine learning</td>
<td>25%</td>
<td>30%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>20%</td>
<td>28%</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>Virtual reality</td>
<td>28%</td>
<td>33%</td>
<td>21%</td>
<td>18%</td>
</tr>
</tbody>
</table>

56% of NGOs in Asia increased spending on technology in 2019. 10% decreased spending. 34% made no change in their technology budget from 2018.

### Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NGOs in Asia:

- **Website** 87%
- **Social media** 85%
- **Case studies** 83%
- **Email updates** 83%
- **Video** 81%
- **Annual reports** 79%
- **Photo slideshows/essays** 78%
- **Crowdfunding** 75%
- **Email fundraising appeals** 75%
- **Social media ads** 74%
NPO TECHNOLOGY IN
AUSTRALIA & NEW ZEALAND

About the Survey Respondents

Top 10 Causes

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human &amp; social services</td>
<td>18%</td>
</tr>
<tr>
<td>Health &amp; wellness</td>
<td>17%</td>
</tr>
<tr>
<td>Children &amp; youth</td>
<td>14%</td>
</tr>
<tr>
<td>Community development</td>
<td>11%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
</tr>
<tr>
<td>Hunger &amp; homelessness</td>
<td>4%</td>
</tr>
<tr>
<td>Arts &amp; culture</td>
<td>3%</td>
</tr>
<tr>
<td>International development &amp; relief</td>
<td>3%</td>
</tr>
<tr>
<td>Research &amp; public policy</td>
<td>3%</td>
</tr>
<tr>
<td>Women &amp; girls</td>
<td>3%</td>
</tr>
</tbody>
</table>

Type of Organization

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-profit organization (NPO)</td>
<td>55%</td>
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<tr>
<td>Charity</td>
<td>21%</td>
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<td>Non-governmental organization (NGO)</td>
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<td>Grantmaking foundation</td>
<td>1%</td>
</tr>
<tr>
<td>Institution of higher education</td>
<td>1%</td>
</tr>
</tbody>
</table>

Size of Organization*

- Large: 47%
- Medium: 39%
- Small: 14%

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

Top 5 Key Findings

1. Compared to the global average, NPOs in Australia & New Zealand have an exceptionally high adoption of recurring/monthly giving at 84%, tribute giving at 49%, and peer-to-peer fundraising at 37%.

2. 95% have a website. Of those, 25% are accessible to people with disabilities, the highest rate worldwide. The global average is 18%.

3. NPOs in Australia & New Zealand have the lowest participation rate in #GivingTuesday worldwide at 7%. Of those, only 20% plan to participate in 2019 despite raising 50% more in 2018 than in 2017.

4. The use of messaging apps dropped from 8% in 2018 to 3% in 2019. This decline reflects a drop in the effectiveness rating for messaging apps by NPOs worldwide from 88% in 2018 to 66% in 2019.

5. Australia & New Zealand is the only region where print newsletters and print fundraising appeals make the top 10 list of the most effective communication and fundraising tools used by NPOs.

“Nearly all Australian NPOs identify social media as a key tool for communication and fundraising, yet less than half have a written strategy. This reinforces the need to upskill NPOs in order to harness the full potential of social media platforms.”

KAREN MAHLAB AM, CEO & FOUNDER PRO BONO AUSTRALIA
Web & Email Communications

95% of NPOs in Australia & New Zealand have a website.

WEBSITE FEATURES

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile compatibility</td>
<td>84%</td>
</tr>
<tr>
<td>Privacy policy</td>
<td>78%</td>
</tr>
<tr>
<td>SSL certificate</td>
<td>76%</td>
</tr>
<tr>
<td>Event registration</td>
<td>44%</td>
</tr>
<tr>
<td>Blog</td>
<td>36%</td>
</tr>
<tr>
<td>Online store</td>
<td>21%</td>
</tr>
<tr>
<td>Accessible to people with disabilities</td>
<td>25%</td>
</tr>
<tr>
<td>Live chat</td>
<td>8%</td>
</tr>
</tbody>
</table>

77% send email updates to their supporters.

43% also send email fundraising appeals.

WEBSITE FEATURES USAGE

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>1%</td>
</tr>
<tr>
<td>Twice weekly</td>
<td>2%</td>
</tr>
<tr>
<td>Weekly</td>
<td>9%</td>
</tr>
<tr>
<td>Monthly</td>
<td>34%</td>
</tr>
<tr>
<td>Twice monthly</td>
<td>10%</td>
</tr>
<tr>
<td>Quarterly</td>
<td>44%</td>
</tr>
<tr>
<td>65%</td>
<td>6%</td>
</tr>
<tr>
<td>23%</td>
<td>6%</td>
</tr>
</tbody>
</table>

13,625 Average number of email subscribers**

47% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

38% use encryption technology to protect their data and communications.**

Fundraising

62% accept online donations on their website.

TYPES OF PAYMENTS

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit card</td>
<td>90%</td>
</tr>
<tr>
<td>Direct debit</td>
<td>53%</td>
</tr>
<tr>
<td>Paypal</td>
<td>37%</td>
</tr>
<tr>
<td>Digital wallet</td>
<td>3%</td>
</tr>
<tr>
<td>Cryptocurrency</td>
<td>2%</td>
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</tbody>
</table>

FUNDRAISING TOOLS USED

<table>
<thead>
<tr>
<th>Tool</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Recurring/monthly giving</td>
<td>84%</td>
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<tr>
<td>Tribute giving</td>
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<td>Peer-to-peer fundraising</td>
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<td>Mobile money</td>
<td>3%</td>
</tr>
<tr>
<td>Smart speaker giving</td>
<td>2%</td>
</tr>
</tbody>
</table>

#GivingTuesday

7% of NPOs in Australia & New Zealand participated in #GivingTuesday 2018. Of those, 74% participated for the first time.

50% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

20% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NPOs in Australia & New Zealand use technology? Please share articles and blog posts with your analysis of the data for Australia & New Zealand using #NGOtech19 on social media.

Download Australia & New Zealand Data Separately
Of NPOs in Australia & New Zealand regularly use social media to engage their supporters and donors.

93% use Facebook.
- Have a Facebook Page: 99%
- Share Facebook Stories: 56%
- Purchase Facebook Ads: 49%
- Have a Facebook Group: 45%
- Use Facebook Live: 34%
- Utilize Messenger bots: 27%
- Use Facebook Charitable Giving Tools: 17%

**Average number of Facebook followers**: 14,079

40% use Instagram.
- Share Instagram Stories: 61%
- Purchase Instagram Ads: 31%
- Use Instagram Live: 27%

**Average number of Instagram followers**: 1,656

41% use Twitter.
- Regularly tweet hashtags: 74%
- Participate in Tweet Chats: 23%
- Use Twitter Live via Periscope App: 17%
- Purchase Twitter Ads: 13%

**Average number of Twitter followers**: 3,021

36% use LinkedIn.
- Have a LinkedIn Page: 92%
- Purchase Linked Ads: 24%
- Have a LinkedIn Group: 21%
- Encourage staff to use LinkedIn Profiles: 20%

**Average number of LinkedIn followers**: 987

20% use YouTube.
- Use YouTube Live: 50%
- Purchase YouTube Ads: 10%
- Use YouTube Giving Tools: 6%

3% use WhatsApp and have an average of 384 contacts.

49% of NPOs in Australia & New Zealand have a written social media strategy.

33% utilize an editorial calendar for their social media campaigns.

25% have a system in place to track and report return on investment (ROI) on social media campaigns.

76% say that their board helps, rather than hinders, their use of social media.

94% agree that social media is effective for online brand awareness.

76% agree that social media is effective for creating social change.

61% agree that social media is effective for online fundraising.

64% agree that social media is effective for recruiting volunteers.

76% agree that social media is effective for recruiting event attendees.

75% agree that social media is effective for inspiring people to take political action.
Productivity & Emerging Technology

<table>
<thead>
<tr>
<th>HOW WELL NGOs UNDERSTAND</th>
<th>VERY WELL</th>
<th>SOMEWHAT WELL</th>
<th>NOT VERY WELL</th>
<th>NOT AT ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial intelligence</td>
<td>28%</td>
<td>49%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Augmented reality</td>
<td>20%</td>
<td>33%</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
<td>Blockchain technology</td>
<td>8%</td>
<td>23%</td>
<td>38%</td>
<td>31%</td>
</tr>
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<td>Cloud computing</td>
<td>44%</td>
<td>35%</td>
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</tr>
<tr>
<td>Internet of Things</td>
<td>21%</td>
<td>29%</td>
<td>28%</td>
<td>22%</td>
</tr>
<tr>
<td>Machine learning</td>
<td>16%</td>
<td>26%</td>
<td>33%</td>
<td>25%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>15%</td>
<td>34%</td>
<td>35%</td>
<td>16%</td>
</tr>
<tr>
<td>Virtual reality</td>
<td>30%</td>
<td>42%</td>
<td>21%</td>
<td>7%</td>
</tr>
</tbody>
</table>

56% of NPOs in Australia & New Zealand increased spending on technology in 2019.
7% decreased spending.
37% made no change in their technology budget from 2018.

21% use an internal communications tool, such as Slack.
22% use an online project management tool, such as Asana.
30% purchase Google Ads; 72% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in Australia & New Zealand:

- Website: 83%
- Email updates: 82%
- Social media: 78%
- Case studies: 77%
- Video: 74%
- Infographics: 68%
- Email fundraising appeals: 61%
- Social media ads: 61%
- Print newsletters: 58%
- Print fundraising appeals: 57%
## NPO Technology in Europe

### About the Survey Respondents

<table>
<thead>
<tr>
<th>Type of Organization</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-profit organization (NPO)</td>
<td>37%</td>
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<td>2%</td>
</tr>
<tr>
<td>Institution of higher education</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Top 5 Countries

- **16%** Ireland
- **12%** England
- **8%** France
- **17%** Spain
- **20%** Greece

### Top 10 Causes

- Children & youth | 13%
- Health & wellness | 13%
- Human & social services | 10%
- Community development | 9%
- Education | 9%
- Human & civil rights | 7%
- International development & relief | 6%
- Disability rights | 5%
- Environment | 5%
- Research & public policy | 4%

### Top 5 Key Findings

1. **95%** of NPOs in Europe have a website, yet only **56%** accept online donations on their website—8% below the global average. Interestingly, **26%** have an online store, the highest rate worldwide.

2. **86%** have a privacy policy on their website, more than any other region. **40%** use encryption technology to protect their data. These high rates of data protection likely reflect the impact of GDPR.

3. European NPOs are embracing email marketing. **80%** send email updates to supporters and donors, up from **57%** in 2018. Of those, **39%** send email updates monthly, **29%** quarterly, and **13%** weekly.

4. **23%** utilize text-to-give, more than any other region. Of those that use text-to-give, **55%** find the technology effective for fundraising—9% higher than NPOs in other regions that use text-to-give.

5. **42%** of NPOs in Europe purchase Google Ads, the highest rate worldwide. They also exceed the global average for investing in advertising on Facebook at **54%**, Instagram **38%**, and Twitter **18%**.

### Size of Organization*

- **13%** Large
- **49%** Small
- **38%** Medium

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

“A decade ago, NPOs in Europe that had a mobile website and a Facebook Page were at the forefront of technology. Today, those tools are standard practice. Early-adopter NPOs are now shifting their focus to mastering the tools of the AI Revolution—chatbots, voice commands, and machine learning.”

**Aris Souras, Manager Higgs (Greece)**
**EUROPE**

**Web & Email Communications**

95% of NPOs in Europe have a website.

**WEBSITE FEATURES**

- Mobile compatibility: 87%
- Privacy policy: 86%
- SSL certificate: 76%
- Event registration: 52%
- Blog: 51%
- Online store: 26%
- Accessible to people with disabilities: 22%
- Live chat: 7%

**80%** send email updates to their supporters.

- 3% Twice weekly
- 4% Daily
- 12% Twice monthly
- 13% Weekly
- Monthly: 39%
- Quarterly: 29%

**49%** also send email fundraising appeals.

- Quarterly: 54%
- Monthly: 27%
- Twice Monthly: 8%

**23,181** Average number of email subscribers**

**WEBSITE FEATURES**

- **Mobile compatibility**: 87%
- **Privacy policy**: 86%
- **SSL certificate**: 76%
- **Event registration**: 52%
- **Blog**: 51%
- **Online store**: 26%
- **Accessible to people with disabilities**: 22%
- **Live chat**: 7%

**Fundraising**

56% accept online donations on their website.

**TYPES OF PAYMENTS**

- Credit card: 84%
- Paypal: 57%
- Direct debit: 54%
- Digital wallet: 6%
- Cryptocurrency: 2%

**Fundraising Tools Used**

- Recurring/monthly giving: 77%
- Tribute giving: 40%
- Crowdfunding: 37%
- Peer-to-peer fundraising: 34%
- Text-to-give: 23%
- Mobile card reader: 8%
- Mobile money: 4%
- Giving through gaming: 3%
- Smart speaker giving: 2%

**#GivingTuesday**

25% of NPOs in Europe participated in #GivingTuesday 2018. Of those, 49% participated for the first time.

41% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

42% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

**SHARE & FOLLOW**

Are you an expert on how NPOs in Europe use technology? Please share articles and blog posts with your analysis of the data for Europe using #NGOtech19 on social media.

**2018 Global NGO Technology Report**

**Download Europe Data Separately**
Social Media

92% use Facebook.

- Have a Facebook Page: 99%
- Purchase Facebook Ads: 54%
- Share Facebook Stories: 41%
- Have a Facebook Group: 39%
- Use Facebook Live: 34%
- Use Facebook Charitable Giving Tools: 32%
- Utilize Messenger bots: 31%

27,204 Average number of Facebook followers**

95% of NPOs in Europe regularly use social media to engage their supporters and donors.

51% use Instagram.

- Share Instagram Stories: 70%
- Use Instagram Live: 41%
- Purchase Instagram Ads: 38%

4,032 Average number of Instagram followers**

68% use Twitter.

- Regularly tweet hashtags: 85%
- Participate in Tweet Chats: 20%
- Purchase Twitter Ads: 18%
- Use Twitter Live via Periscope App: 16%

9,077 Average number of Twitter followers**

39% use LinkedIn.

- Have a LinkedIn Page: 96%
- Have a LinkedIn Group: 25%
- Encourage staff to use LinkedIn Profiles: 19%
- Purchase Linked Ads: 19%

2,118 Average number of LinkedIn followers**

39% use YouTube.

- Use YouTube Live: 37%
- Purchase YouTube Ads: 17%
- Use YouTube Giving Tools: 10%

81% use YouTube and have an average of 738 contacts.**

44% of NPOs in Europe have a written social media strategy.

46% utilize an editorial calendar for their social media campaigns.

27% have a system in place to track and report return on investment (ROI) on social media campaigns.

84% say that their board helps, rather than hinders, their use of social media.

95% agree that social media is effective for online brand awareness.

74% agree that social media is effective for creating social change.

66% agree that social media is effective for online fundraising.

72% agree that social media is effective for recruiting volunteers.

81% agree that social media is effective for recruiting event attendees.

75% agree that social media is effective for inspiring people to take political action.
Productivity & Emerging Technology

50% of NPOs in Europe increased spending on technology in 2019.

8% decreased spending.

42% made no change in their technology budget from 2018.

22% use an internal communications tool, such as Slack.

23% use an online project management tool, such as Asana.

42% purchase Google Ads; 73% have a Google Ad Grant.

### HOW WELL NGOs UNDERSTAND

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</tbody>
</table>

### 50%

### 8%

### 42%

### Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in Europe:

- Website: 87%
- Social media: 85%
- Email updates: 79%
- Case studies: 74%
- Infographics: 74%
- Social media ads: 69%
- Email fundraising appeals: 64%
- Photo slideshows/essays: 63%
- Peer-to-peer fundraising: 61%
- Search engine ads: 57%
NPO TECHNOLOGY IN
LATIN AMERICA & THE CARIBBEAN

About the Survey Respondents

**Top 5 Countries**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>32%</td>
</tr>
<tr>
<td>Dominican Republic</td>
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</tr>
<tr>
<td>Brazil</td>
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</tr>
<tr>
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</tr>
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<td>Argentina</td>
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</table>

**Top 10 Causes**

<table>
<thead>
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<th>Cause</th>
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<tbody>
<tr>
<td>Children &amp; youth</td>
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<td>Education</td>
<td>10%</td>
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<td>Health &amp; wellness</td>
<td>9%</td>
</tr>
<tr>
<td>Human &amp; social services</td>
<td>8%</td>
</tr>
<tr>
<td>Environment</td>
<td>6%</td>
</tr>
<tr>
<td>Human &amp; civil rights</td>
<td>6%</td>
</tr>
<tr>
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**Size of Organization**

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<tr>
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</tr>
<tr>
<td>Small</td>
<td>51%</td>
</tr>
</tbody>
</table>

**Top 5 Key Findings**

1. NPOs in Latin America & the Caribbean lag behind other NPOs worldwide in their adoption of emerging fundraising tools. Only 3% utilize digital wallets, 1% cryptocurrency, and 1% smart speaker giving.

2. 47% use WhatsApp to communicate with supporters and donors, the highest rate worldwide. Of those, 72% find WhatsApp effective, 16% higher than the global average.

3. NPOs are advanced in their use of Instagram with 53% regularly using Instagram to engage their supporters and donors. Of those, 73% publish Stories, the highest rate worldwide, and 45% go live.

4. Latin American & Caribbean NPOs embrace online advocacy. 81% agree that social media is effective for inspiring political action and 68% find online petitions effective, the highest rates worldwide.

5. 58% send email updates to supporters and donors, up from 45% in 2018. Of those, 41% send email updates monthly, 33% quarterly, and 9% weekly.

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

"The mobile revolution occurring throughout Latin America & the Caribbean has empowered NPOs to inspire a new generation of activists and donors that will transform the business sector and government institutions for generations to come."

HEATHER MANSFIELD, FOUNDER & EDITOR-IN-CHIEF
NONPROFIT TECH FOR GOOD
**Web & Email Communications**

- **81%** of NPOs in Latin America & the Caribbean have a website.

  **WEBSITE FEATURES**
  - Mobile compatibility: 88%
  - SSL certificate: 61%
  - Privacy policy: 60%
  - Event registration: 48%
  - Blog: 38%
  - Online store: 14%
  - Live chat: 10%
  - Accessible to people with disabilities: 7%

- **58%** send email updates to their supporters.
  - 3% Twice weekly
  - 5% Daily
  - 9% Weekly
  - 33% Quarterly
  - Monthly 41%
  - Twice monthly 9%

- **39%** also send email fundraising appeals.
  - Quarterly 45%
  - Monthly 32%
  - Twice Monthly 9%
  - 9,725 Average number of email subscribers**

**Website Features**

- Mobile compatibility: 88%
- SSL certificate: 61%
- Privacy policy: 60%
- Event registration: 48%
- Blog: 38%
- Online store: 14%
- Live chat: 10%
- Accessible to people with disabilities: 7%

**Fundraising**

- **56%** accept online donations on their website.

**TYPES OF PAYMENTS**

- Credit card: 67%
- Paypal: 61%
- Direct debit: 41%
- Digital wallet: 3%
- Cryptocurrency: 1%

**FUNDRAISING TOOLS USED**

- Recurring/monthly giving: 81%
- Crowdfunding: 27%
- Peer-to-peer fundraising: 20%
- Tribute giving: 20%
- Mobile card reader: 6%
- Mobile money: 3%
- Text-to-give: 1%
- Smart Speaker giving: 1%
- Giving through gaming: 0%

**#GivingTuesday**

- **20%** of NPOs in Latin America and the Caribbean participated in #GivingTuesday 2018. Of those, 36% participated for the first time.
- **50%** raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.
- **73%** of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

**SHARE & FOLLOW**

Are you an expert on how NPOs in Latin America and the Caribbean use technology? Please share articles and blog posts with your analysis of the data for Latin America and the Caribbean using #NGOtech19 on social media.

**2018 Global NGO Technology Report**
# Social Media

94% of NPOs in Latin America & the Caribbean regularly use social media to engage their supporters and donors.

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Percentage</th>
<th>Average Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>90%</td>
<td>13,360</td>
</tr>
<tr>
<td>Instagram</td>
<td>53%</td>
<td>1,777</td>
</tr>
<tr>
<td>Twitter</td>
<td>40%</td>
<td>5,593</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>15%</td>
<td>573</td>
</tr>
<tr>
<td>YouTube</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td>47%</td>
<td></td>
</tr>
</tbody>
</table>

94% of NPOs in Latin America & the Caribbean regularly use social media to engage their supporters and donors.

**Average number of followers:**
- Facebook: 13,360
- Instagram: 1,777
- Twitter: 5,593
- LinkedIn: 573
- YouTube: (not provided)
- WhatsApp: (not provided)

**Use Facebook:**
- Use Facebook Page: 98%
- Share Facebook Stories: 56%
- Use Facebook Live: 46%
- Purchase Facebook Ads: 42%
- Have a Facebook Group: 39%
- Utilize Messenger bots: 33%
- Use Facebook Charitable Giving Tools: 19%

**Use Instagram:**
- Share Instagram Stories: 73%
- Use Instagram Live: 45%
- Purchase Instagram Ads: 34%

**Use Twitter:**
- Regularly tweet hashtags: 68%
- Participate in Tweet Chats: 24%
- Use Twitter Live via Periscope App: 19%
- Purchase Twitter Ads: 12%

**Use LinkedIn:**
- Have a LinkedIn Page: 88%
- Have a LinkedIn Group: 20%
- Encourage staff to use LinkedIn Profiles: 20%
- Purchase Linked Ads: 15%

**Use YouTube:**
- Use YouTube Live: 44%
- Use YouTube Giving Tools: 16%
- Purchase YouTube Ads: 14%

**Use WhatsApp:**
- 41% of NPOs have an average of 374 contacts.

**Have a written social media strategy:**
- 41%

**Utilize an editorial calendar:**
- 40%

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- 40%

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Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND

<table>
<thead>
<tr>
<th>HOW WELL NGOs UNDERSTAND</th>
<th>VERY WELL</th>
<th>SOMEWHAT WELL</th>
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<th>NOT AT ALL</th>
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<tbody>
<tr>
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<td>36%</td>
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<td>16%</td>
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<td>Augmented reality</td>
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<td>33%</td>
<td>24%</td>
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</tr>
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<td>Cloud computing</td>
<td>47%</td>
<td>30%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>33%</td>
<td>31%</td>
<td>22%</td>
<td>14%</td>
</tr>
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<td>Machine learning</td>
<td>26%</td>
<td>32%</td>
<td>27%</td>
<td>15%</td>
</tr>
<tr>
<td>Predictive analytics</td>
<td>20%</td>
<td>30%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Virtual reality</td>
<td>39%</td>
<td>36%</td>
<td>18%</td>
<td>7%</td>
</tr>
</tbody>
</table>

10% use an internal communications tool, such as Slack.

13% use an online project management tool, such as Asana.

24% purchase Google Ads; 60% have a Google Ad Grant.

40% of NPOs in Latin America & the Caribbean increased spending on technology in 2019.

14% decreased spending.

46% made no change in their technology budget from 2018.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in Latin America & the Caribbean:

- Social media: 87%
- Video: 86%
- Website: 85%
- Social media ads: 80%
- Email updates: 79%
- Infographics: 79%
- Case studies: 77%
- Photo slideshows/essays: 75%
- Crowdfunding: 72%
- Online Petitions: 68%
Type of Organization

- Non-profit organization (NPO) 72%
- Charity 8%
- Non-governmental organization (NGO) 6%
- Religious organization 6%
- Membership organization 3%
- Grantmaking foundation 2%
- Institution of higher education 2%
- Civil Society Organization (CSO) 1%

Size of Organization*

- Large 8%
- Medium 33%
- Small 59%

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

Top 10 Causes

- Children & youth 13%
- Human & social services 13%
- Education 12%
- Health & wellness 11%
- Community development 9%
- Arts & culture 6%
- Faith & spirituality 5%
- Environment & conservation 4%
- Women & girls 4%
- Human & civil rights 3%

Top 5 Key Findings

1. 97% of NPOs in the United States & Canada have a website. Of those, 85% accept online donations on their website, the highest rate worldwide. However, only 6% offer live chat, the lowest rate worldwide.

2. 39% use a peer-to-peer fundraising tool, up from 31% in 2018 and the highest rate worldwide. The adoption of crowdfunding, however, remains low at 24%–7% below the global average.

3. The use of mobile card readers is high at 34%, but the adoption of other emerging fundraising tools, such as cryptocurrency, giving through gaming, and smart speaker giving is below the global average.

4. 58% participate in #GivingTuesday, the highest rate worldwide. Of those, 62% raised more money on #GivingTuesday 2018 than they did in 2017. 70% plan to participate in #GivingTuesday 2019.

5. The understanding of emerging technology by NPO staff is higher than the global average. 79% say they understand Artificial Intelligence, 75% cloud computing, and 58% predictive analytics.

"As the 1.6 million US and Canadian NPOs fully embrace online funding streams—crowdfunding, peer-to-peer, text-to-give—the impact of nonprofit organizations worldwide will increase exponentially. It's our responsibility to ensure all NPOs are included in this wave of future funding."

JUSTIN WHEELER, CEO & CO-FOUNDER FUNRAISE
**UNITED STATES & CANADA**

Web & Email Communications

97% of NPOs in the United States & Canada have a website.

**WEBSITE FEATURES**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile compatibility</td>
<td>92%</td>
</tr>
<tr>
<td>SSL certificate</td>
<td>81%</td>
</tr>
<tr>
<td>Event registration</td>
<td>67%</td>
</tr>
<tr>
<td>Privacy policy</td>
<td>66%</td>
</tr>
<tr>
<td>Blog</td>
<td>52%</td>
</tr>
<tr>
<td>Accessible to people with disabilities</td>
<td>21%</td>
</tr>
<tr>
<td>Online store</td>
<td>21%</td>
</tr>
<tr>
<td>Live chat</td>
<td>6%</td>
</tr>
</tbody>
</table>

- 82% send email updates to their supporters.
- 2% Daily
- 2% Twice weekly
- 11% Weekly
- 26% Quarterly
- Monthly 46%
- Twice monthly 13%

66% also send email fundraising appeals.

**TYPES OF PAYMENTS**

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit card</td>
<td>92%</td>
</tr>
<tr>
<td>Paypal</td>
<td>50%</td>
</tr>
<tr>
<td>Direct debit</td>
<td>32%</td>
</tr>
<tr>
<td>Digital wallet</td>
<td>7%</td>
</tr>
<tr>
<td>Cryptocurrency</td>
<td>2%</td>
</tr>
</tbody>
</table>

- 85% accept online donations on their website.
- 64% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.
- 46% use encryption technology to protect their data and communications.

21,839 Average number of email subscribers**

**FUNDRAISING TOOLS USED**

<table>
<thead>
<tr>
<th>Tool</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recurring/monthly giving</td>
<td>84%</td>
</tr>
<tr>
<td>Tribute giving</td>
<td>68%</td>
</tr>
<tr>
<td>Peer-to-peer fundraising</td>
<td>39%</td>
</tr>
<tr>
<td>Mobile card reader</td>
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</tr>
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<td>24%</td>
</tr>
<tr>
<td>Text-to-give</td>
<td>13%</td>
</tr>
<tr>
<td>Smart speaker giving</td>
<td>2%</td>
</tr>
<tr>
<td>Giving through gaming</td>
<td>1%</td>
</tr>
<tr>
<td>Mobile money</td>
<td>1%</td>
</tr>
</tbody>
</table>

**#GivingTuesday**

58% of NPOs in the United States & Canada participated in #GivingTuesday 2018. Of those, 15% participated for the first time.

62% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

70% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

**SHARE & FOLLOW**

Are you an expert on how NPOs in United States & Canada use technology? Please share articles and blog posts with your analysis of the data for United States & Canada using #NGOtech19 on social media.

Download United States & Canada Data Separately
# Social Media

97% of NPOs in the United States & Canada regularly use social media to engage their supporters and donors.

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>95%</td>
</tr>
<tr>
<td>Use Facebook Charitable Giving Tools</td>
<td>45%</td>
</tr>
<tr>
<td>Use Facebook Live</td>
<td>43%</td>
</tr>
<tr>
<td>Share Facebook Stories</td>
<td>41%</td>
</tr>
<tr>
<td>Have a Facebook Group</td>
<td>37%</td>
</tr>
<tr>
<td>Utilize Messenger bots</td>
<td>25%</td>
</tr>
<tr>
<td>Instagram</td>
<td>56%</td>
</tr>
<tr>
<td>Share Instagram Stories</td>
<td>56%</td>
</tr>
<tr>
<td>Use Instagram Live</td>
<td>34%</td>
</tr>
<tr>
<td>Purchase Instagram Ads</td>
<td>29%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>37%</td>
</tr>
<tr>
<td>Have a LinkedIn Page</td>
<td>95%</td>
</tr>
<tr>
<td>Have a LinkedIn Group</td>
<td>22%</td>
</tr>
<tr>
<td>Encourage staff to use LinkedIn Profiles</td>
<td>20%</td>
</tr>
<tr>
<td>Purchase LinkedIn Ads</td>
<td>16%</td>
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<tr>
<td>YouTube</td>
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<td>Use YouTube Live</td>
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</tr>
<tr>
<td>Use YouTube Giving Tools</td>
<td>10%</td>
</tr>
<tr>
<td>Purchase YouTube Ads</td>
<td>9%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>3%</td>
</tr>
<tr>
<td>Use WhatsApp</td>
<td>3%</td>
</tr>
<tr>
<td>Average number of Facebook followers**</td>
<td>26,766</td>
</tr>
<tr>
<td>Average number of Instagram followers**</td>
<td>7,862</td>
</tr>
<tr>
<td>Average number of Twitter followers**</td>
<td>15,172</td>
</tr>
<tr>
<td>Average number of LinkedIn followers**</td>
<td>2,676</td>
</tr>
<tr>
<td>Average number of YouTube followers**</td>
<td>15,172</td>
</tr>
<tr>
<td>Average number of WhatsApp followers**</td>
<td>662</td>
</tr>
</tbody>
</table>

40% of NPOs in the United States & Canada have a written social media strategy.

48% utilize an editorial calendar for their social media campaigns.

29% have a system in place to track and report return on investment (ROI) on social media campaigns.

74% say that their board helps, rather than hinders, their use of social media.

96% agree that social media is effective for online brand awareness.

71% agree that social media is effective for creating social change.

69% agree that social media is effective for online fundraising.

65% agree that social media is effective for recruiting volunteers.

79% agree that social media is effective for recruiting event attendees.

70% agree that social media is effective for inspiring people to take political action.
Productivity & Emerging Technology

48% of NPOs in the United States & Canada increased spending on technology in 2019.

8% decreased spending.

44% made no change in their technology budget from 2018.

22% use an internal communications tool, such as Slack.

29% use an online project management tool, such as Asana.

33% purchase Google Ads; 73% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in the United States & Canada:

<table>
<thead>
<tr>
<th>Tool</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>87%</td>
</tr>
<tr>
<td>Case studies</td>
<td>86%</td>
</tr>
<tr>
<td>Email updates</td>
<td>84%</td>
</tr>
<tr>
<td>Social media</td>
<td>83%</td>
</tr>
<tr>
<td>Video</td>
<td>81%</td>
</tr>
<tr>
<td>Email fundraising appeals</td>
<td>72%</td>
</tr>
<tr>
<td>Infographics</td>
<td>72%</td>
</tr>
<tr>
<td>Print fundraising appeals</td>
<td>67%</td>
</tr>
<tr>
<td>Online petitions</td>
<td>65%</td>
</tr>
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<td>Photo slideshows/essays</td>
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HOW WELL NGOs UNDERSTAND

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<td>30%</td>
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<td>35%</td>
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<td>20%</td>
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<td>Predictive analytics</td>
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<td>38%</td>
<td>28%</td>
<td>14%</td>
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<tr>
<td>Virtual reality</td>
<td>36%</td>
<td>41%</td>
<td>18%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Global NGO Technology Benchmarks

Top 5 Countries

- United States: 16%
- Mexico: 5%
- Nigeria: 6%
- India: 20%
- Australia: 5%

Size of Organization*

- Large: 13%
- Medium: 38%
- Small: 49%

Fundraising

- 64% of NGOs worldwide accept online donations on their website.
  - Of those, 79% accept credit card payments, 50% direct debit, 46% PayPal, 10% accept digital wallet payments, and 2% Bitcoin.

- 40% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors. Of those, 24% are unsatisfied with their current CRM software because it’s difficult to use (29%), legacy and lacking in modern capabilities (28%), incompatible with many third-party apps (21%), too expensive (12%), and not cloud-based (10%).

- 41% use encryption technology to protect their data and communications.**

- 68% utilize recurring/monthly giving, 34% tribute giving, 31% crowdfunding, 30% peer-to-peer fundraising, 14% a mobile card reader, 12% text-to-give, 9% mobile money, 3% smart speaker giving, and 2% giving through gaming.

- 27% participated in #GivingTuesday 2018. Of those, 30% participated for the first time. 59% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017. 60% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

Top 5 Causes

- Children & youth: 16%
- Community development: 13%
- Education: 12%
- Health & wellness: 11%
- Human & social services: 8%

* There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

** 2018 Global NGO Technology Report
Web & Email Communications

80% of NGOs worldwide have a website. Of those, 88% are mobile compatible, 71% have a privacy policy, 70% have an SSL certificate, 54% have event registration, 48% have a blog, 23% have an online store, 18% are accessible to people with disabilities, and 12% have live chat.

71% regularly send email updates to supporters and donors and have an average of 14,021 email subscribers.** Of those, 35% send monthly, 30% quarterly, 13% weekly, 10% twice monthly, 8% daily, and 4% twice weekly. 54% also send email fundraising appeals. Of those, 48% send quarterly, 25% monthly, 8% weekly and twice monthly, 7% daily, and 4% twice weekly.

Social Media

90% of NGOs worldwide regularly use social media to engage their supporters and donors. 94% agree that social media is effective for online brand awareness, 80% for recruiting event attendees, 78% for creating social change, 75% for recruiting volunteers and inspiring people to take political action, and 72% for online fundraising.

84% use Facebook and have an average of 20,606 followers**. Of those, 97% have a Facebook Page, 54% share Facebook Stories, 47% purchase Facebook Ads, 44% have a Facebook Group, 43% use Facebook Live, 36% utilize Messenger bots, and 29% use Facebook Charitable Giving Tools.

46% use Twitter and have an average of 8,033 followers**. Of those, 76% regularly tweet hashtags, 30% participate in Tweet Chats, 20% use Twitter Live via Periscope App, and 17% purchase Twitter Ads.

42% use Instagram and have an average of 3,322 followers**. Of those, 66% share Instagram Stories, 41% use Instagram Live, and 34% purchase Instagram Ads.

28% use LinkedIn. Of those, 91% have a LinkedIn Page and have an average of 1,424 followers**, 29% have an organizational policy that encourages staff to use their personal LinkedIn Profiles during work hours, and 22% purchase LinkedIn Ads.

28% use WhatsApp and have an average of 909 contacts**.

26% use YouTube. Of those, 42% use YouTube Live, 19% purchase YouTube Ads, and 17% use YouTube Giving Tools.

Productivity & Emerging Technology

19% of NGOs worldwide use an internal communications tool, such as Slack.

22% use an online project management tool, such as Asana.

51% increased spending on technology in 2019. 10% decreased spending. 39% made no change in their technology budget from 2018.

33% purchase Google Ads; 62% have a Google Ad Grant.

74% understand artificial intelligence, 70% virtual reality, 69% cloud computing, 69% Internet of Things, 54% augmented reality, 53% machine learning, 51% predictive analytics, and 34% blockchain technology.

* There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

** 2018 Global NGO Technology Report
### Effectiveness Ratings

Which are the most effective communication and fundraising tools for NGOs?

Survey respondents were asked to rate the tools listed below as either (1) Very Effective; (2) Somewhat Effective; (3) Not Very Effective; or (4) Ineffective. Their answers provide valuable insight into which tools NGOs should prioritize in their communications and fundraising strategy.

<table>
<thead>
<tr>
<th>HOW WELL NGOs UNDERSTAND</th>
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<th>SOMEWHAT EFFECTIVE</th>
<th>NOT VERY EFFECTIVE</th>
<th>INEFFECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>51%</td>
<td>35%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Email updates</td>
<td>41%</td>
<td>41%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Email fundraising appeals</td>
<td>30%</td>
<td>40%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>Text messaging</td>
<td>23%</td>
<td>29%</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>Text-to-give</td>
<td>17%</td>
<td>29%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Peer-to-peer fundraising</td>
<td>30%</td>
<td>37%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Crowdfunding</td>
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Our Partnership Model

Our partnership model is simple and innovative: in exchange for promoting the Global NGO Technology Survey to organizations in their country, our partners receive the anonymized survey data for their country. By crowdsourcing our research, we’re able to increase the participation of NGOs throughout the globe thus providing a more accurate understanding of how NGOs worldwide use technology.

Call for Partners

The survey for the 2021 Global NGO Technology Report goes live March 1, 2021. If your organization is interested in becoming a partner and located outside of the United States or Canada, learn more about eligibility and apply at funraise.org/techreport-apply.
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**ANALYZE**
- Donor CRM
- Donation Management
- Wealth Screening
- Donation Analytics
- Donation Pledges
Thank you to the 5,721 NGOs worldwide that participated in the 2019 Global NGO Technology Survey.

Your contribution is greatly appreciated.

SAVE THE DATES

The 2021 Global NGO Technology Survey will be released March 1, 2021.

The 2021 Global NGO Technology Report will be released September 15, 2021.

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