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**CONTACT:**  
KATLYN CARTER, 202-478-6176  
[KCARTER@MRSS.COM](mailto:KCARTER@MRSS.COM)

## **NEW COMPREHENSIVE REPORT FINDS ONLINE FUNDRAISING SAW STEADY GROWTH**

*2011 eNonprofit Benchmarks Study Analyzes Data from 40 Nonprofits Across Sectors, Finds Fundraising Success, Growing Social Media Programs*

**WASHINGTON, D.C.** – A comprehensive new [analysis](#) of nonprofit online fundraising and advocacy out today found that online fundraising showed steady growth for participating groups in 2010 despite the current economic climate. Most groups saw a 10% increase in dollars raised online from 2009 to 2010, the same percentage increase those groups saw from 2008 to 2009, but slower than those nonprofits were seeing from 2006 to 2008, prior to the recession.

Findings also showed tremendous potential for growth in social media: for every 1,000 email list subscribers, participating nonprofits had just 110 Facebook users and 19 Twitter followers.

“Our side-by-side comparison of email, social media and mobile text programs shows that while the newer tools are growing faster, they still haven’t caught up with email.” says Sarah DiJulio, Executive Vice President for M+R Strategic Services.

The *2011 eNonprofit Benchmarks Study*, conducted by [M+R Strategic Services](#) and [NTEN](#), examines data from a record 40 nonprofits in sectors ranging from rights to environmental issues. The new high in participation rates in this, the study’s fifth year, allowed M+R and NTEN to add a new sector to the report’s analysis – Wildlife / Animal Welfare – and uncover some surprising sector-level findings.

In particular, nonprofit groups in the International sector saw explosive growth in online fundraising revenue with an enormous 163 percent increase in dollars raised from 2009 to 2010, spurred by response efforts to 2010’s crises in Haiti and Pakistan.

The *eNonprofits Benchmarks Study* is an industry-leading study that examines fundraising response rates, average gift amounts, advocacy response rates, and e-mail click-through rates, among other factors, to set benchmarks by which nonprofits can measure their online performance. The 2011 study – the fifth Benchmarks report – examines data collected throughout 2010.

To read the full study, please visit: <http://www.e-benchmarksstudy.com>.

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#### **ABOUT M+R STRATEGIC SERVICES**

M+R is dedicated to helping our clients advance their missions in order to bring about positive change. We do this by helping organizations and campaigns we believe in develop smart and effective strategies, hone their messages, mobilize their members, build grassroots support, raise money, and communicate effectively with the media, the public, and decision makers, both online and offline.

[www.mrss.com](http://www.mrss.com)

#### **ABOUT NTEN**

NTEN is a community transforming technology into social change. We aspire to a world where all nonprofit organizations skillfully and confidently use technology to meet community needs and fulfill their missions. We connect our members to each other, provide professional development opportunities, educate our constituency on issues of technology use in nonprofits, and spearhead groundbreaking research, advocacy, and education on technology issues affecting our entire community. [www.nten.org](http://www.nten.org)

**A look ahead:** We'll be releasing additional data and insights gleaned from the 2011 eNonprofit Benchmarks Study through our **Benchmarks Extras**—starting with Benchmarks Extras: Facebook in April! [Like](#) or [follow](#) M+R to be the first to know about the study's release.