

# Charitable Giving Report

Using 2019 Data to Transform Your Strategy



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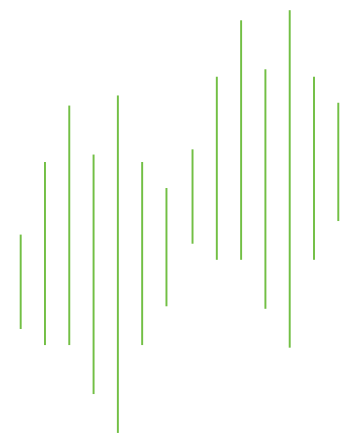
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# EXECUTIVE SUMMARY

Charitable giving is changing. The incentives and motivations are changing. The demographics are changing. The organizations are changing. The channels are changing. The world is changing too. This year's *Charitable Giving Report* offers deeper analysis of the largest data set of donations and more context around the numbers than ever before to help you meet the demands of these changes.

In 2019, charitable giving in the United States grew 1% based on meticulous analysis of \$36.3 billion in donations by the Blackbaud Institute. Online giving grew by 6.8% compared to 2018 after analysis of \$2.7 billion in online donations.

Of course, expressing charitable giving as a single number only paints a partial picture of our philanthropic landscape. It might make for easy headlines, but the real story is in the detailed analysis here. We see a three-year trend of overall giving up 5% and online donations up nearly 10%. We also see some subsectors of nonprofits like Environmental and Animal Welfare organizations with impressive giving growth trends. First-year donor retention continues to be a challenge among nonprofit organizations, but multiyear retention rates remain strong.

The percentage of total fundraising that came from online giving in 2019 was 8.7%. As a point of comparison, the U.S. Department of Commerce estimates that e-commerce sales in the third quarter of 2019 accounted for 11.2% of total sales. This gap is now widening after several years of parallel tracking—perhaps because most major gifts still do not come via online giving.

Every year, we check and double-check the data and findings to publish the *Charitable Giving Report*.

It matters to us because these tables and charts aren't just a report—they are an opportunity to see where giving is—and more importantly where it can go if leaders use this data to inform their approach.

For these numbers to be truly meaningful, you, the social good leaders, must consider the role your organization plays in shaping the trends.

To that end, this year's report offers insight into how you can use trend data to benchmark your own performance. You will find highlights on the practices all organizations should be using to ensure that you can continue to attract, engage, and retain donors to achieve greater success in 2020 and beyond.

You can make the most of the information shared here to reflect on your own performance and enhance your strategies. Change is the one constant. Your mission depends on your ability to learn from these changes, grow, and move forward with data-backed strategies for greater success.

...these tables and charts aren't just a report—they are an opportunity to see where giving is—and more importantly where it can go if leaders use this data to inform their approach.

# HOW TO USE A BENCHMARK

It's easy to lose sight of the ways you can shift your strategy to reach big picture goals. Benchmarking is a practice that gives you a higher-level view of your performance to achieve those goals. Using trend data from resources like the *Charitable Giving Report*, you can assess how your organization is performing compared to your peers and identify where your organization may have strengths and opportunities. As you launch into the new year and examine your approach, benchmarking is a powerful strategy that can help you target even more successful outcomes. To embrace this as a tool in your work, keep these tips in mind:

- **Stay focused on the macro level.** While short-term performance metrics may be tempting, you can benefit even more by taking a step back and examining long-term trends in your data. By reviewing your performance year-over-year, you can pinpoint shifts due to campaigns, events, seasonality, and more. All this data arms you with a greater understanding of the factors affecting your performance and how you can compare your metrics to a benchmark.
- **Work inclusively to identify shared benchmarking goals across your organization.** Incorporate diverse voices into your conversations. Benchmarking should not be limited to your fundraising team. By including leaders from finance, IT, program, and leadership teams, you can gain a holistic view of the shared goals across your organization and ensure that you are all tracking toward the same objectives.
- **Stick with a common set of metrics.** While your goals may vary from year to year, it's important that you remain consistent in the metrics that you measure. From looking at your annual retention rate to how much you raised through online giving, ensure that the metrics you select can be regularly and uniformly collected to easily compare trends across longer spans of time.
- **Listen to your data and let it guide you.** Benchmarking is only valuable if you understand your findings and tweak your strategy accordingly. Be prepared to accept where you are underperforming. Adjustments in strategy are often best facilitated with team buy-in, and leadership can play a key role in getting staff on board. Educate your team on the importance of data collection and benchmarking so they can support this effort from where they sit.



# OVERALL TRENDS

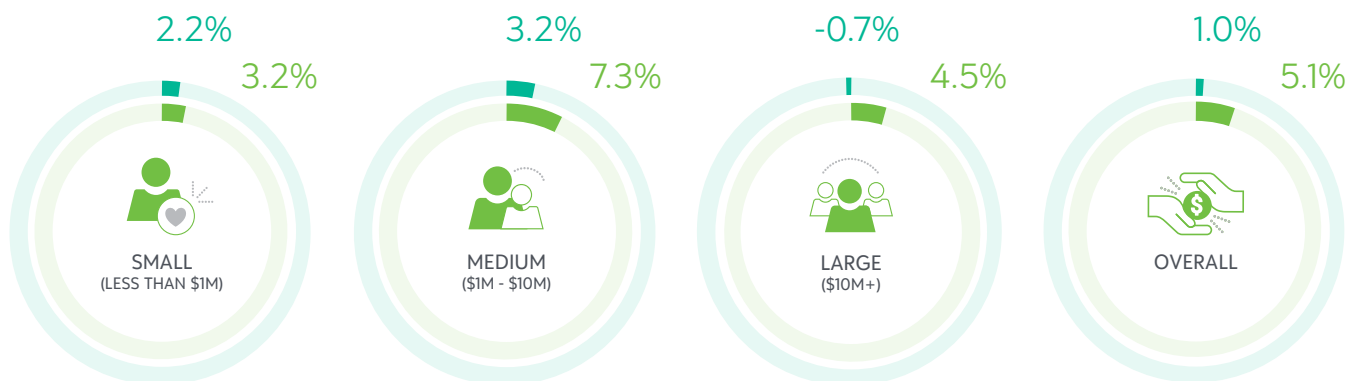


Overall giving in 2019 grew 1.0% on a year-over-year basis for the 8,210 nonprofit organizations in the analysis.

This is the eighth consecutive year where the *Charitable Giving Report* has found an increase in giving.

Fundraising by large organizations, with annual total fundraising more than \$10 million, was down 0.7%. Medium-sized organizations, with annual total fundraising between \$1 million and \$10 million, had an increase of 3.2% on a year-over-year basis. Small nonprofits, with annual total fundraising less than \$1 million, experienced a 2.2% increase in fundraising results compared to 2018.

A three-year view of fundraising from the same organizations revealed a 5.1% growth in overall giving. Taking a longitudinal view of giving trends helps provide a more representative perspective of what is happening with charitable giving in the United States.



■ 2019 Overall Giving Trends by Size    
 ■ Three-Year Rolling Trend



## Donor Profile

Blackbaud Target Analytics® is in a unique position to provide key insights into the U.S. nonprofit subsector using data science and data assets. These insights provide answers to some of the most common questions asked by fundraising and social good professionals.



### DONOR AGE

Average age of donor in the U.S.: **63**

Long recognized as one of the most reliable predictors of giving, age reflects life experience and correlates to earning capacity and relative debt reduction. More critically, age is just one of many demographic indicators that can provide a useful foundation to start identifying, connecting with, and stewarding your most valuable constituents.



### DONOR RETENTION

First-year, offline-only donor retention rate: **27%**

Multiyear, offline-only donor retention rate: **57%**

Your organization should annually calculate your overall donor retention rate to assess who is choosing to stay in your donor circle every year. While organizations with a high retention rate keep or renew many donors from year to year, those with a low rate must acquire new donors to keep their bottom lines above water. This reinforces the significance of calculating retention to benchmark your internal progress from year to year and over time.

Sustainer giving is a long-term strategy in which donors commit to regularly giving a set donation amount. Allowing donors to give an amount of their choosing, sustainer programs automatically support your retention while ensuring a dispersed revenue source. Returns on sustainer giving are long-term, and the success of your sustainer program relies on excellent retention strategies.



### DONATION AMOUNTS

Average donation amount: **\$617**

Median donation amount for gifts above \$1,000: **\$2,500**

Median donation amount for gifts below \$1,000: **\$20**

Average online donation amount: **\$148**

In addition to these figures, you can better target the right donors—those with capacity and a propensity to give to your cause—just by knowing more about their spending habits. Resources like Share of the American Wallet illuminate the trends in spending and demographic indicators that can support organizations in efficiently identifying top prospects.



# Overall Giving Trends by Subsector

Each organization in The Blackbaud Institute Index is categorized by 1 of 11 subsectors using its National Taxonomy of Exempt Entities—or NTEE code—as reported on its 990 tax return. These subsectors are Animal Welfare, Arts and Culture, Environment, Faith-Based, Healthcare, Higher Education, Human Services, International Affairs, K-12 Education, Medical Research, and Public and Society Benefit. Each subsector is weighted based on *Giving USA*® data to ensure that no individual organization or subsector is overrepresented in the analysis.

The Index also includes giving to Foundations, but this data is currently not used to calculate giving trends to avoid the potential of double-counting revenue.

Animal Welfare nonprofits grew by 11.6% in 2019 followed by Environmental organizations with an increase of 9.2%. Both Arts and Culture and International Affairs organizations had a decrease in overall giving in 2019 compared to 2018. Giving to Foundations was down 0.3% on a year-over-year basis compared to 2018.

## 2019 OVERALL GIVING TRENDS BY SUBSECTOR

SUBSECTOR	YOY % CHANGE	SUBSECTOR	YOY % CHANGE
Animal Welfare	11.6%	Human Services	2.0%
Arts and Culture	-9.4%	International Affairs	-11.5%
Environment	9.2%	K-12 Education	1.2%
Faith-Based	2.0%	Medical Research	1.7%
Healthcare	0.6%	Public and Society Benefit	3.8%
Higher Education	1.7%		



### THREE-YEAR ROLLING TREND

SUBSECTOR	YOY % CHANGE	SUBSECTOR	YOY % CHANGE
Animal Welfare	15.0%	Human Services	6.7%
Arts and Culture	-1.3%	International Affairs	9.0%
Environment	8.0%	K-12 Education	1.3%
Faith-Based	4.7%	Medical Research	2.3%
Healthcare	1.9%	Public and Society Benefit	8.0%
Higher Education	4.1%		

Taking a longer view of the trends by subsector, nonprofit organizations in the Environment, Animal Welfare, International, and Public and Society Benefit subsectors have the best three-year giving trend performance.



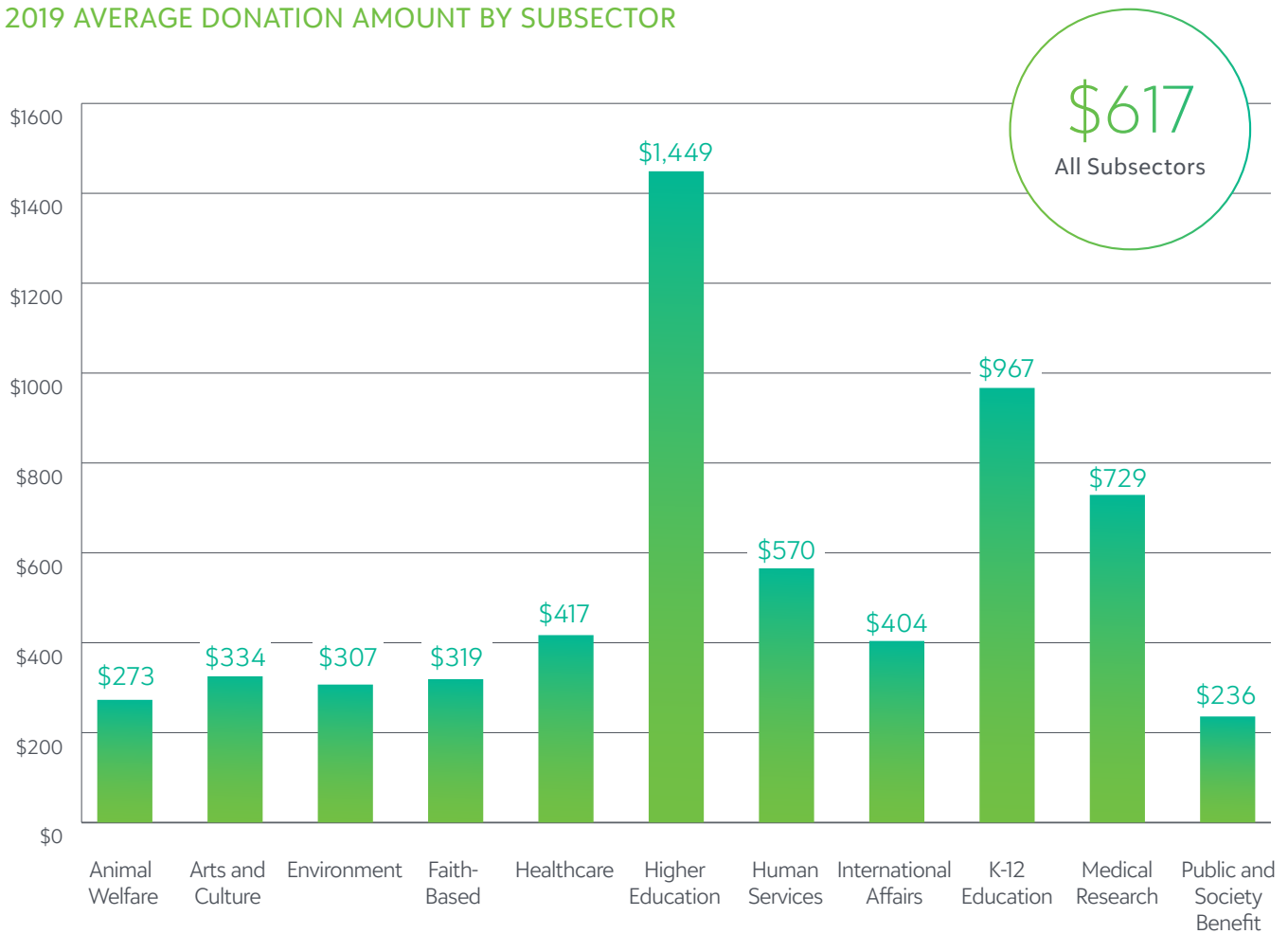


# Average Donation Amount by Subsector

New this year in the *Charitable Giving Report* is the measure of average donation size by subsector. Across all subsectors, the average donation amount is \$617. There is significant variance among different subsectors. This is attributable to organizations with a larger number of major and principal donations

from donors. For example, Higher Education organizations have an average donation of \$1,449 compared to \$273 for Animal Welfare nonprofits. This analysis includes all donations, including large major donations.

## 2019 AVERAGE DONATION AMOUNT BY SUBSECTOR



# Overall Giving Trends by Month

Last year was a continuation of multiyear trends in monthly giving patterns. October, November, and December continue to represent 33% of charitable giving and this has been true for many years now. While December remains the largest month as a percentage of giving, June continues to drive giving due to end of fiscal year fundraising campaigns. While a look at year-over-year change provides a glimpse into recent months, we must look at data from a multiyear perspective to understand the full scope of giving trends. Organizations should anticipate growth as they kick off giving days and end-of-year campaigns. Know which months yield the highest giving for your organization and ensure that you are prepared to use these opportunities and maximize your end-of-year campaign.

Your organization is likely one of many vying for the attention of supporters during the end of the year, and a thoughtful campaign approach can help you stand out from the asks your supporters are receiving. Most organizations target end-of-year communications at the supporters who have given in the last three years, and you'll want to be sure that your file and records are in order to execute a seamless campaign. Your message must resonate with your audience while inviting them to once again partner with you by renewing their support.

## 2019 OVERALL GIVING DISTRIBUTION BY MONTH BY SUBSECTOR

SUBSECTOR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Animal Welfare	6.1%	8.7%	7.6%	6.8%	7.7%	6.5%	6.5%	6.5%	7.5%	8.2%	7.1%	20.7%
Arts and Culture	7.6%	6.3%	7.9%	6.5%	8.5%	11.6%	6.3%	5.8%	7.6%	7.7%	6.7%	17.8%
Environment	6.2%	9.6%	6.7%	7.2%	8.6%	9.9%	6.4%	5.8%	4.4%	7.0%	8.6%	19.5%
Faith-Based	6.7%	6.7%	7.9%	8.1%	8.0%	8.9%	7.5%	7.3%	6.6%	8.0%	7.4%	17.2%
Healthcare	6.8%	6.8%	7.1%	7.6%	6.9%	8.2%	7.6%	6.6%	6.7%	7.9%	8.1%	19.6%
Higher Education	5.4%	5.4%	6.6%	6.4%	6.3%	23.1%	8.5%	5.0%	4.9%	6.7%	6.1%	15.6%
Human Services	6.8%	6.0%	7.1%	7.4%	8.5%	8.4%	7.2%	6.4%	7.4%	7.7%	9.1%	18.1%
International Affairs	7.6%	4.5%	8.5%	12.7%	5.8%	7.5%	5.8%	6.5%	8.2%	6.7%	6.9%	19.1%
K-12 Education	6.6%	5.4%	6.9%	7.8%	7.4%	10.6%	6.3%	5.7%	6.4%	7.6%	8.6%	20.7%
Medical Research	7.8%	6.8%	6.1%	10.2%	6.3%	6.6%	8.1%	5.9%	5.9%	8.7%	6.9%	20.7%
Public and Society Benefit	6.4%	5.4%	6.6%	7.0%	6.9%	6.5%	9.9%	7.0%	6.8%	8.3%	8.9%	20.2%
<b>ALL SUBSECTORS</b>	<b>6.3%</b>	<b>6.0%</b>	<b>6.9%</b>	<b>7.4%</b>	<b>7.1%</b>	<b>14.0%</b>	<b>7.6%</b>	<b>5.8%</b>	<b>6.1%</b>	<b>7.4%</b>	<b>7.4%</b>	<b>18.0%</b>

# ONLINE TRENDS



**Online giving in 2019 grew 6.8% year over year for the 5,204 nonprofit organizations in the analysis.**

Now more than ever, online engagement is a cohesive component of an overall stewardship strategy. The coming years will continue to bring tremendous digital transformation in the nonprofit sector, and it's important to focus on delivering strong, multichannel experiences for donors. In this section, we're providing a specific look at online engagement trends to help you understand how to keep pace with this transformation.

Online giving in 2019 grew 6.8% year over year for the 5,204 nonprofit organizations in the analysis.

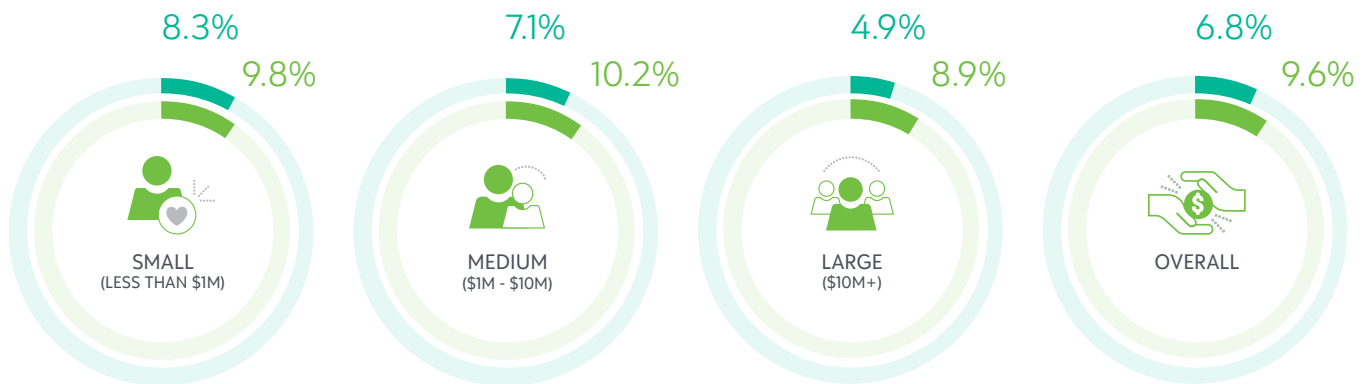
This was a return to strong online giving growth rates that was more in line with trends prior to 2018.

Nonprofit organizations of all sizes had positive online giving growth in 2019 compared to 2018. Large organizations, with annual total fundraising more than \$10 million, had an increase of 4.9% in their online fundraising in 2019.

Like the rise of today's subscription economy, sustainer programs reflect many of the trends seen in online giving. Providing supporters with even more control over how they engage with a cause and giving them the flexibility to donate in bite-sized increments, sustainer programs offer countless benefits to supporters and organizations. Ensure that your organization has the necessary backend supports and practices to implement a multichannel, sustained giving option throughout your next campaign.

Medium-sized nonprofits, with annual total fundraising between \$1 million and \$10 million, had an increase of 7.1% in their online fundraising. Small nonprofits, with annual total fundraising less than \$1 million, grew their online fundraising 8.3% compared to 2018.

Taking a more longitudinal three-year view of fundraising from the same organizations revealed a 9.6% increase in online giving.



2019 Online Giving Trends by Size

Three-Year Rolling Trend



# Online Giving Trends by Subsector

When examining online giving trends by nonprofit subsector, we see that Environment and Animal Welfare organizations had double-digit online giving growth in 2019. Only the Medical Research subsector experienced a decrease in online giving in 2019 compared to 2018.

The three-year analysis of online giving found that 7 of the 11 subsectors experienced double-digit growth in their digital fundraising programs.

## 2019 ONLINE GIVING TRENDS BY SUBSECTOR

SUBSECTOR	YOY % CHANGE	SUBSECTOR	YOY % CHANGE
Animal Welfare	10.1%	Human Services	5.1%
Arts and Culture	8.1%	International Affairs	4.0%
Environment	10.4%	K-12 Education	2.2%
Faith-Based	8.0%	Medical Research	-0.3%
Healthcare	7.1%	Public and Society Benefit	5.2%
Higher Education	7.0%		

## THREE-YEAR ROLLING TREND

SUBSECTOR	YOY % CHANGE	SUBSECTOR	YOY % CHANGE
Animal Welfare	10.4%	Human Services	7.5%
Arts and Culture	17.7%	International Affairs	5.0%
Environment	11.5%	K-12 Education	0.1%
Faith-Based	10.6%	Medical Research	-1.5%
Healthcare	12.1%	Public and Society Benefit	12.1%
Higher Education	10.1%		

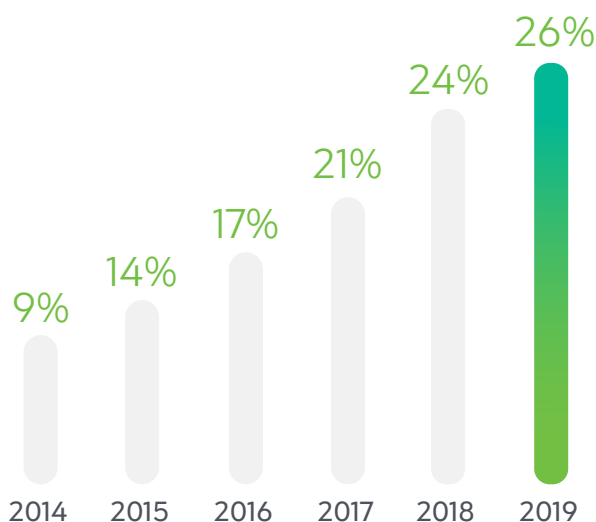
## Mobile Giving

The Blackbaud Institute has measured the growth in online donations made on mobile devices for many years now. In 2019, an estimated 26% of online donations were made using mobile devices. This has grown steadily since 2014 when it was just 9% of online donations.

In 2019, the peak month for mobile transactions was August with 31% of all online donations. The low for the year was in January and December with 22% of online transactions occurring on mobile devices. There is a clear pattern of seasonality with mobile device transactions as percentages fluctuate throughout the year.

With the age of mobile giving in full swing, organizations must not only be equipped to process mobile transactions but must readily optimize and test their platforms. Mobile-friendly websites, email, and donation forms should work together seamlessly to maximize the supporter's giving experience.

### PERCENTAGE OF ONLINE DONATIONS MADE USING A MOBILE DEVICE



## Online Retention

Donor retention reflects how you keep in contact with your donors and build a pathway for their continued support. It is a direct, quantifiable reflection of how you are engaging your donors and communicating your mission and your online presence can amplify these aims. As online giving continues to grow each year, calculate these figures at your own organization so you can benchmark growth of your giving channels from year to year.

24%

First-year, online-only donor retention rate

63%

Multiyear, online-only donor retention rate

As you welcome donors new and old, be sure that you maintain their personal and financial data in accordance with privacy best practices. Donors are more critical of how their data is being managed than ever before, and carefully stewarding their data is now an important part of stewarding the overall donor relationship.

# Percentage of Total Fundraising from Online Giving

8.7%

2019 Percentage of Total Fundraising from Online Giving

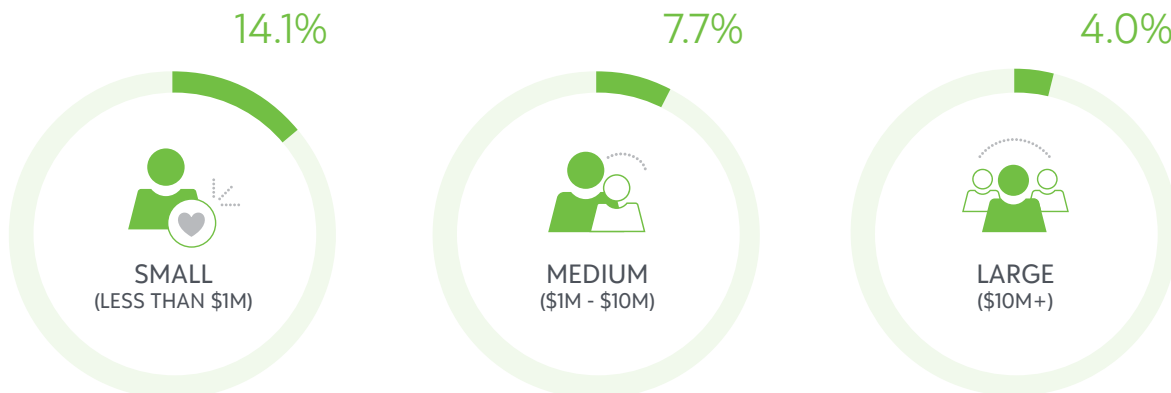
We have been measuring the growth of online giving for over 20 years. A key metric is the percentage of total fundraising that comes from online giving. This metric can be used by nonprofit organizations to benchmark their online giving performance against peer organizations within each subsector or of a similar size.

Last year once again saw an increase in the percentage of fundraising from online giving. In 2019, 8.7% of total fundraising came from online giving. As a point of comparison, the U.S. Department of Commerce estimates that e-commerce sales in the third quarter of 2019 accounted for 11.2% of total sales. This gap is now widening after several years of parallel tracking. In truth, if electronic transfers, especially those for larger major gifts, were included in this category, then digital giving is certainly greater than 10% of giving.



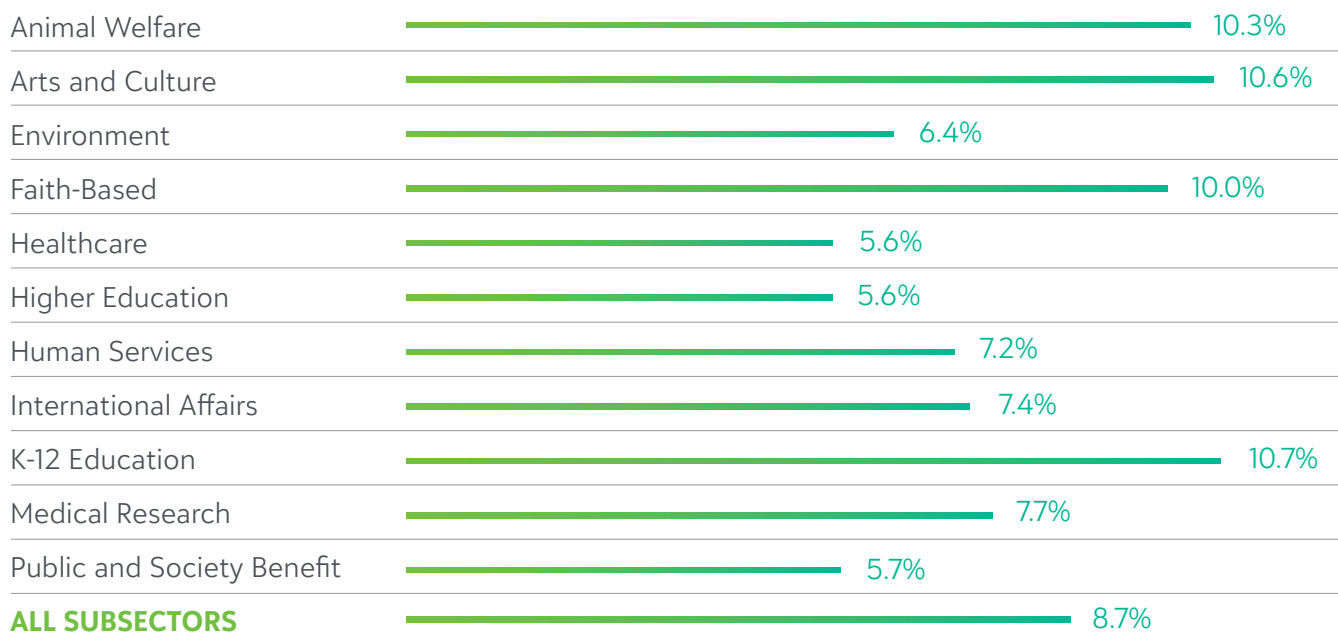
Small nonprofits continue to grow their digital fundraising programs with 14.1% of total fundraising coming from online giving. Medium-sized organizations were 7.7% and larger nonprofits remained at 4.0% in 2019.

## PERCENTAGE OF TOTAL FUNDRAISING FROM ONLINE GIVING BY SIZE



## PERCENTAGE OF TOTAL FUNDRAISING FROM ONLINE GIVING BY SUBSECTOR

### SUBSECTOR



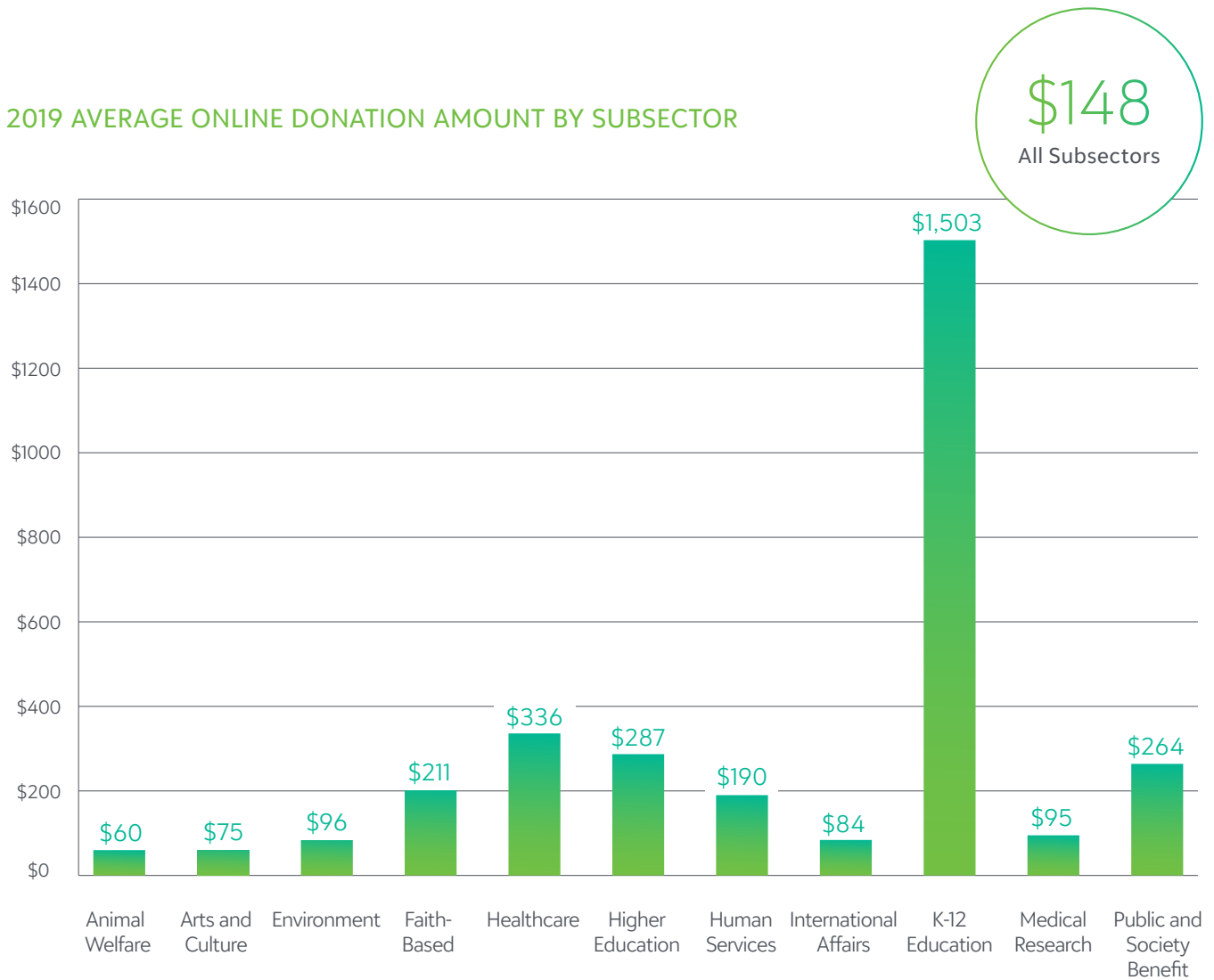
In terms of percentage of total fundraising that comes from online giving, Animal Welfare, Arts and Culture, Faith-Based, and K-12 Education organizations have all now crossed over the 10% threshold in their online giving programs. We should expect to see this trend increase across a broader set of subsectors.



# Average Online Donation Amount by Subsector

New this year in the *Charitable Giving Report* is a measure of average online donation size by subsector. Across all subsectors, the average online donation is \$148. Just like with overall giving, we see wide variance in average online donation amount among the subsectors. This analysis includes all donations, including large major donations, which could also account for the higher numbers in some subsectors.

2019 AVERAGE ONLINE DONATION AMOUNT BY SUBSECTOR





# Online Giving Trends by Month

## 2019 ONLINE GIVING DISTRIBUTION BY MONTH BY SUBSECTOR

SUBSECTOR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Animal Welfare	5.4%	6.3%	8.0%	8.3%	7.1%	6.8%	6.2%	6.4%	6.8%	6.2%	7.3%	25.0%
Arts and Culture	9.8%	7.9%	7.7%	7.8%	7.8%	6.5%	6.2%	6.4%	7.4%	7.3%	7.2%	17.9%
Environment	6.0%	5.7%	6.8%	7.7%	8.4%	6.7%	5.8%	7.3%	6.4%	7.3%	7.0%	24.8%
Faith-Based	5.8%	7.2%	9.1%	7.3%	7.4%	6.3%	6.2%	6.6%	7.1%	7.0%	8.2%	21.9%
Healthcare	6.5%	7.9%	7.9%	8.0%	7.6%	5.8%	5.6%	6.2%	8.8%	9.2%	6.9%	19.6%
Higher Education	5.2%	5.6%	8.2%	8.4%	7.0%	7.4%	4.5%	5.9%	7.8%	7.2%	7.8%	24.9%
Human Services	5.3%	4.9%	6.5%	7.0%	6.4%	5.6%	5.2%	5.4%	6.9%	7.2%	9.5%	30.0%
International Affairs	5.7%	5.7%	7.4%	6.8%	6.7%	6.1%	5.9%	6.5%	8.7%	7.1%	8.0%	25.3%
K-12 Education	7.5%	9.0%	9.2%	7.4%	8.0%	9.8%	3.1%	4.5%	5.9%	8.4%	7.2%	19.9%
Medical Research	4.8%	8.4%	9.8%	11.6%	9.9%	6.2%	5.1%	7.8%	13.1%	11.7%	4.0%	7.6%
Public and Society Benefit	6.8%	7.1%	8.8%	8.3%	7.9%	6.7%	6.5%	6.3%	7.3%	8.0%	7.9%	18.2%
<b>ALL SUBSECTORS</b>	<b>5.9%</b>	<b>7.0%</b>	<b>8.3%</b>	<b>8.5%</b>	<b>7.9%</b>	<b>6.6%</b>	<b>5.3%</b>	<b>6.4%</b>	<b>8.7%</b>	<b>8.6%</b>	<b>7.0%</b>	<b>19.8%</b>

In 2019, there was a spike in online giving during the month of December. Organizations in the analysis still drive a significant amount of online giving in the final month of the year. Additionally, 35% of all online giving happens in the final three months of the calendar year.

With spikes in giving often seen in November and December, be sure that your end-of-year campaigns translate well online and offline. Your campaign must convey a key message that resonates with supporters. Think about what you want to say and how you'll need to tweak it for every platform. Consider this an opportunity to try out new strategies, like a planned email series stretching throughout several weeks or months. Tap into practices like [automation](#) and [segmentation](#) to support your team's stamina.

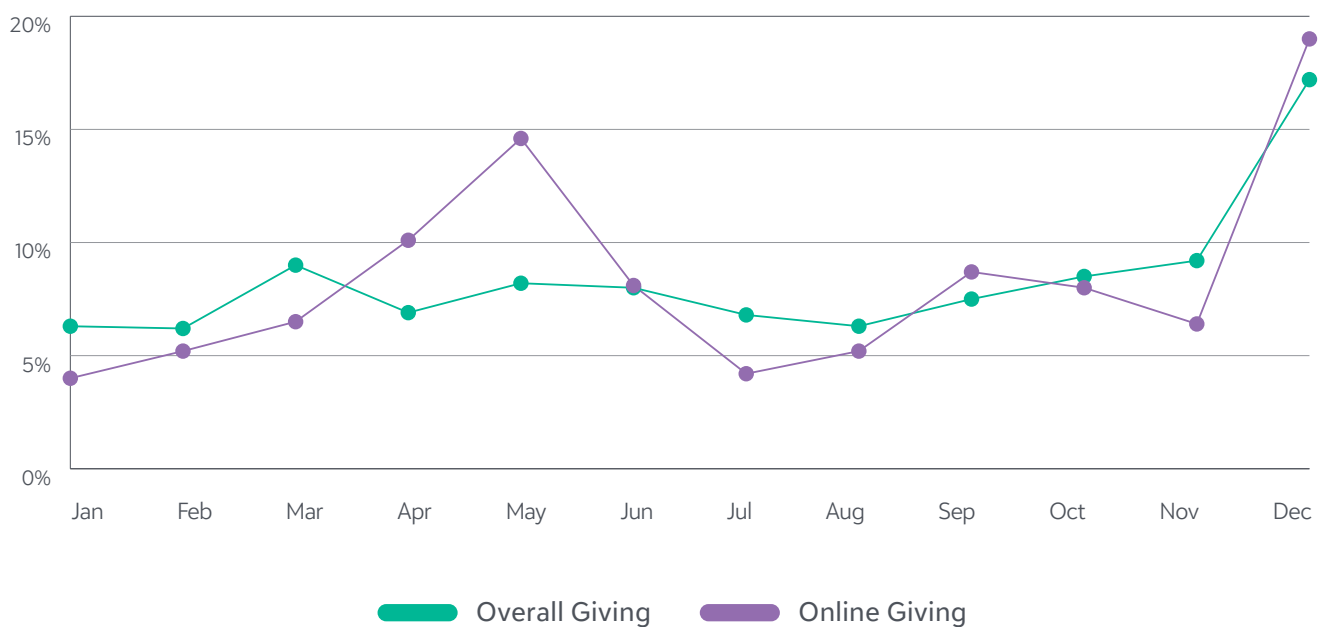
# INTERNATIONAL TRENDS

The *Charitable Giving Report* also offers a glimpse into international giving trends. We saw a rebound in giving in the United Kingdom in overall and online giving. Online giving in Canada grew nearly 12% year-over-year, while all giving in Australia faced some challenges. These are trends we'll need to watch carefully in 2020.

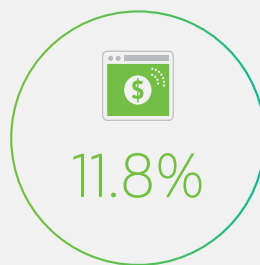
## Canada

For quarterly updates on Canadian giving trends, visit the [Blackbaud Institute Index—Canada](#).

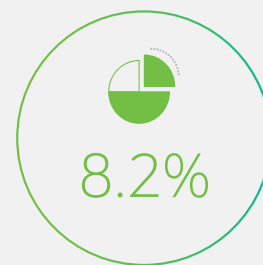
### OVERALL AND ONLINE GIVING DISTRIBUTION BY MONTH



Overall Giving



Online Giving

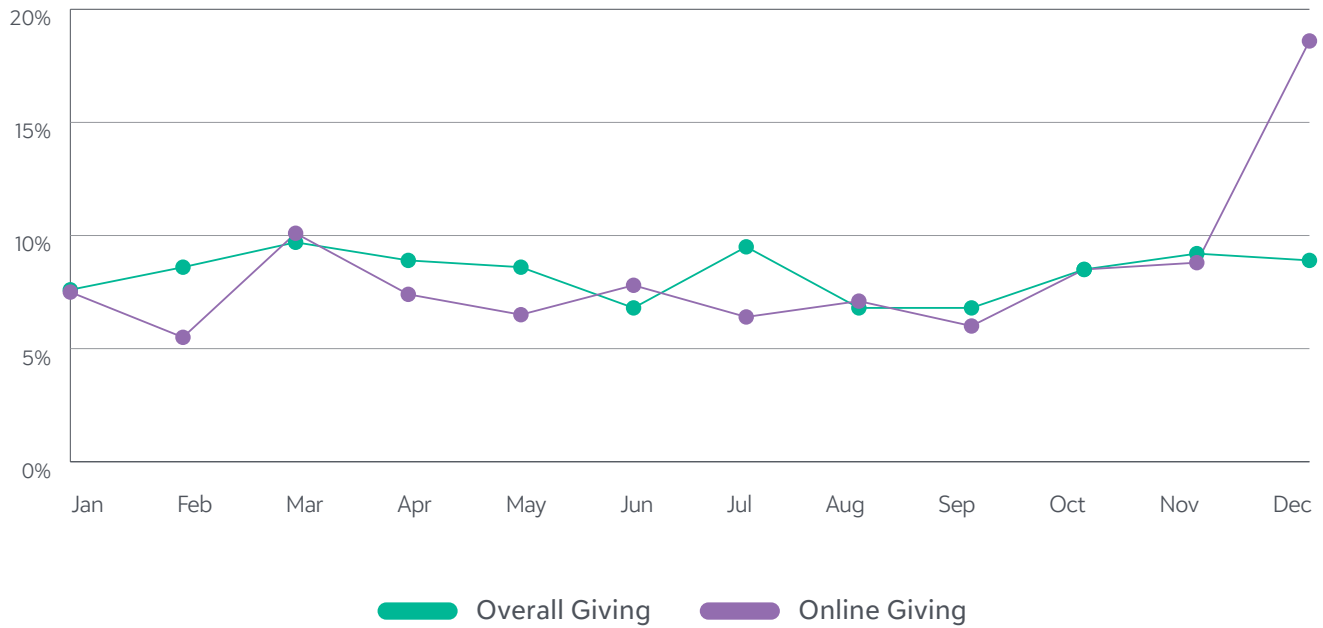


Percentage of Total Fundraising from Online Giving

## United Kingdom

For quarterly updates on giving trends in the United Kingdom, visit the [Blackbaud Institute Index-UK](#).

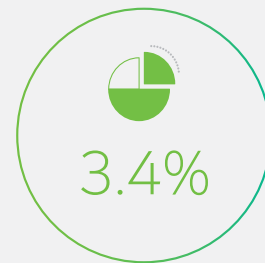
### OVERALL AND ONLINE GIVING DISTRIBUTION BY MONTH



Overall Giving



Online Giving



Percentage of Total Fundraising from Online Giving

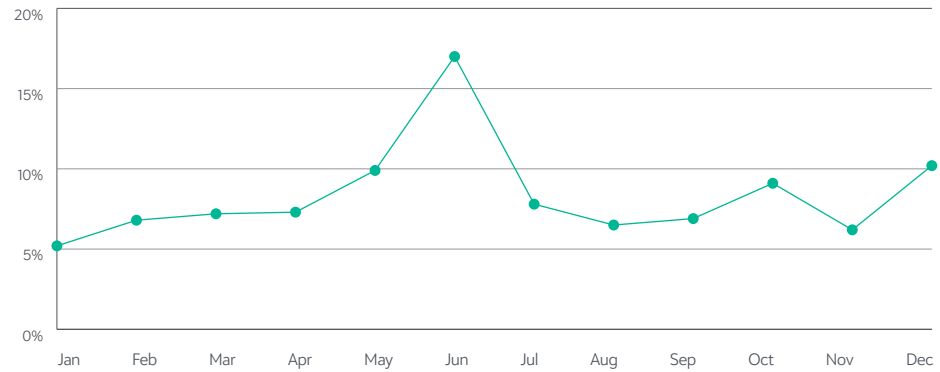
## Australia and New Zealand

For quarterly updates on these giving trends, visit the [Blackbaud Institute Index–Australia and New Zealand](#).



Overall Giving

### OVERALL GIVING DISTRIBUTION BY MONTH



## CONCLUSION

As we've shared in this report, the world of charitable giving is in a constant state of change. Detailed analysis gives us perspective on the long-term trends that are worth our attention. As social good leaders, we can shape the future of giving using this data. Your commitment to staying informed is a commitment to the success of your mission.

Use these findings to benchmark your organization's performance against your peers. Incorporate best practices like sustained giving programs, donor retention strategies, end-of-year campaigns, and more to ensure that your organization can sustainably evolve with the changing times. Stay informed about influences on charitable behavior like changes in tax legislation, newer giving vehicles like donor-advised funds, and issues that pull on heartstrings like natural disasters. Listen to your data to learn which factors move the needle for your supporters. Be hungry to continue discovering what you don't know and welcome successes and failures as opportunities to learn and improve.

## About the Charitable Giving Report

The findings in this report are based on giving data from 8,210 nonprofit organizations and \$36.3 billion in fundraising revenue. The online fundraising findings are based on data from 5,204 nonprofit organizations and \$2.7 billion in online fundraising revenue.

To be included in the analysis, these organizations needed to have at least 27 months of complete giving data without gaps or missing information. Each organization was then classified by subsector using its NTEE code, as reported on its 990 tax return. If you are not sure which subsector your organization is classified as, you may refer to your 990 to find your NTEE code. Visit [www.nccs.urban.org/publication/irs-activity-codes](http://www.nccs.urban.org/publication/irs-activity-codes) for a complete list of subsectors.

Organizations were then grouped into three size categories: total annual fundraising less than \$1 million (small), total annual fundraising between \$1 million and \$10 million (medium), and total annual fundraising exceeding \$10 million (large). This is based on recorded giving in each organization's fundraising system, reported fundraising in IRS Form 990 data, and matching completed through the National Center for Charitable Statistics.

Organizations without all the research criteria were not included in this analysis. Organizations based outside of the United States were excluded from this analysis. We do not include the unfulfilled portion of pledge gifts or recurring gifts that are processed offline in our analysis. Giving USA figures are used to weight the data to ensure that no individual organization or subsector is overrepresented in the analysis.

**THE EXPLORER**  
BY BLACKBAUD INSTITUTE

Now that you've read the charitable giving trends in this report, continue to reward your curiosity with The Explorer, the premier online knowledge base for information and statistics about social good. [Start exploring!](#)



## About The Blackbaud Institute Index

Economic conditions, natural disasters, and market fluctuations have made it extremely difficult for nonprofits to make fundraising decisions informed by the latest donor behavior. That is why we created the Blackbaud Institute Index—to provide insight into what happened in the prior few weeks and valuable analysis by leaders in the sector into what fundraisers can learn from it.

The Blackbaud Institute Index brings you the most up-to-date information on charitable giving today. Tracking approximately \$36.3 billion in U.S.-based charitable giving, the Index is updated each quarter and reports year-over-year percent changes as well as giving to date for the last 12 months. Featuring overall giving trends, the Index can be viewed by organization size and subsector.

Visit [www.blackbaudinstitute.com/the-blackbaud-institute-index](http://www.blackbaudinstitute.com/the-blackbaud-institute-index) to experience interactive Index charts you can easily compare by size or subsector.

## About The Blackbaud Institute

The Blackbaud Institute drives research and insight to accelerate the impact of the social good community. It convenes expert partners from across the philanthropic sector to foster diverse perspectives, collective thinking, and collaborative solutions to the world's greatest challenges. Using the most comprehensive data set in the social good community, the Blackbaud Institute and its partners conduct research, uncover strategic insight, and share results broadly to drive effective philanthropy at every stage, from fundraising to outcomes. Knowledge is powering the future of social good, and the Blackbaud Institute is an engine of that progress. Learn more, sign up for our [newsletter](#), explore our [knowledge base](#) of social good best practices and trends, see the [latest quarterly statistics on giving](#), and check out our most recent resources at [www.blackbaudinstitute.com](http://www.blackbaudinstitute.com).

## About Blackbaud

Blackbaud (NASDAQ: [BLKB](#)) is the world's leading cloud software company powering social good. Serving the entire social good community—nonprofits, foundations, corporations, education institutions, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through software, services, expertise, and data intelligence. The Blackbaud portfolio is tailored to the unique needs of vertical markets, with solutions for [fundraising and relationship management](#), [digital marketing](#), [advocacy](#), [accounting](#), [payments](#), [analytics](#), [school management](#), [grant management](#), [corporate social responsibility](#), and [volunteerism](#). Serving the industry for more than three decades, Blackbaud is headquartered in Charleston, South Carolina, and has operations in the United States, Australia, Canada, and the United Kingdom. For more information, visit [www.blackbaud.com](http://www.blackbaud.com), or follow us on [Twitter](#)®, [LinkedIn](#), and [Facebook](#)®.

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