



First Descents

Classy

The State of Modern Philanthropy 2021

Future-Proofing Your Fundraising

The Power of Diversified Fundraising Tactics

The events of 2020 accelerated the steady shift to online fundraising. The past year forced nonprofits to diversify their fundraising portfolios and engage with their communities in new and creative ways to maintain engagement and meet the rapidly evolving needs of their constituencies. Those that didn't have robust online strategies had to adapt immediately to sustain their programs, and a vast majority of nonprofits across sectors had to increase their online fundraising activity to respond to the immense needs caused by the COVID-19 pandemic and the broader social climate.

Online fundraising is the cornerstone of a diversified strategy that helps you both safeguard and scale your organization. Nonprofits that offer supporters multiple ways to engage—be it through different online campaign types or flexible payment options—and who prioritize nurturing these relationships will see continued success in the years to come.

That's why for *The State of Modern Philanthropy 2021*, we've focused on the subject of future-proofing your fundraising. We don't pretend to know what the future holds, but with the right planning, we can continue to design solutions that that will keep your nonprofit mission moving forward.

The three sections of this report go through supporter acquisition and conversion, retention, and the importance of the giving experience in maximizing donor lifetime value. At the end of every section, we've included some prompts to help you apply the data to your own circumstances.

We hope that the findings in this report inspire and inform your work. It is through your dedication, sacrifice, and determination that we will move the world forward in the years to come.



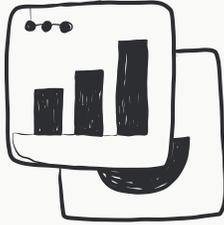
Soraya Alexander

SVP, Marketing and Customer Growth

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How to Use This Report

[Classy](#) is a Certified B Corp and social enterprise that helps nonprofit organizations maximize their impact through a suite of world-class, online fundraising tools to accelerate social impact around the world. Since 2011, we've helped thousands of nonprofits raise over \$3 billion in the name of social impact.

Now in its fourth year, our annual report *The State of Modern Philanthropy* seeks to provide wider insights from across Classy's platform and highlight key learnings, best practices, and important industry trends. In this year's report, we examine how organizations can future-proof their fundraising through strategic focus on supporter acquisition, retention, and the giving experience.

The following sections provide broader recommendations around how to design a fundraising strategy that can weather any storm, and build meaningful relationships through whatever circumstances—be they ordinary or extraordinary.

About the Data

The insights in this report are garnered from 2020 Classy platform data. This reflects over 4,800 organizations, 46,000 active campaigns, and \$1 billion raised from over 9.4 million donations—of which, nearly 4 million were recurring gifts.

Certain sections may also use 2019 platform data in order to provide information on year-over-year performance or retention.

A Note on Medians

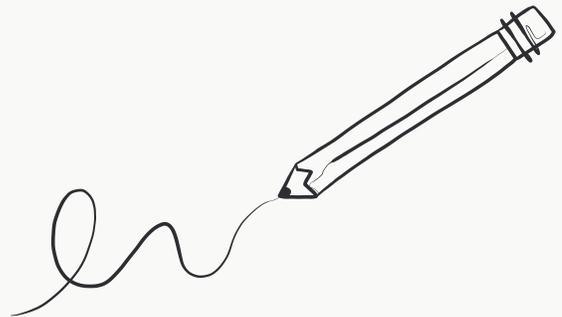
You'll notice that we report medians wherever possible, in addition to averages. This is intentional as we recognize medians more accurately reflect typical donor behavior and [averages are often skewed](#). In a few sections, we also report data from the top 10% of particular subject areas. This is in an effort to demonstrate the full breadth of what's possible—from typical behavior to highest performers.

Helpful Definitions

Please refer to the [back of this report](#) for how we detail and define Classy campaign types, campaign actions, and more throughout our analyses.

Application

Data analysis and reporting are only half of the battle. The other half is taking thoughtful care and consideration to apply findings to an organization's unique circumstances and the larger climate. At the end of each section, we've included thought starters to help your team consider how to apply the results in this report.





Executive Summary

The State of Modern Philanthropy 2021 seeks to showcase the strategies that were not only effective for nonprofits as they navigated 2020, but that we believe will be essential for organizational success moving forward.

Here are a few of the key findings we're excited to share from this year's report.



Campaigns that leverage donation matching raise 3 to 5 times more money than those that do not.

Donation matching proved a powerful strategy for campaigns throughout 2020. While many might think they need a corporate partner to host a match, organizations can also simply structure one large gift or a group of gifts as a match challenge to create a greater sense of urgency for donors and encourage them to stretch their impact. Supporters will be more likely to take action and may even increase the amount of their contribution when they know their dollar will go further.



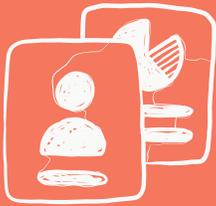
The average monthly recurring gift made through ACH is 55% larger than recurring gifts made with credit cards.

ACH, or Automated Clearing House processing, is available to Classy customers through Classy Pay, our seamless integration with Stripe. ACH fees are lower than credit card processing fees for the nonprofit, so savvy donors might sometimes prefer giving this way to ensure more money goes toward the cause. Another possible reason could be that different generations with larger giving capacities prefer to use ACH/echeck over credit cards.



The median amount raised by events that empower attendees to fundraise is over four times greater than events that do not.

Classy's registration with fundraising campaigns, which activate event attendees to raise money on behalf of the organization through peer-to-peer fundraising pages, typically raise a median amount 4.5 times greater than ticketed events. As organizations pivoted their event strategies in 2020 to incorporate online and virtual engagement opportunities, the ability to fundraise proved a meaningful way for supporters to not only feel a sense of participation and involvement, but also make a significant financial impact in challenging times.



Section 1: Supporter Conversion and Acquisition

Key Data Snapshot



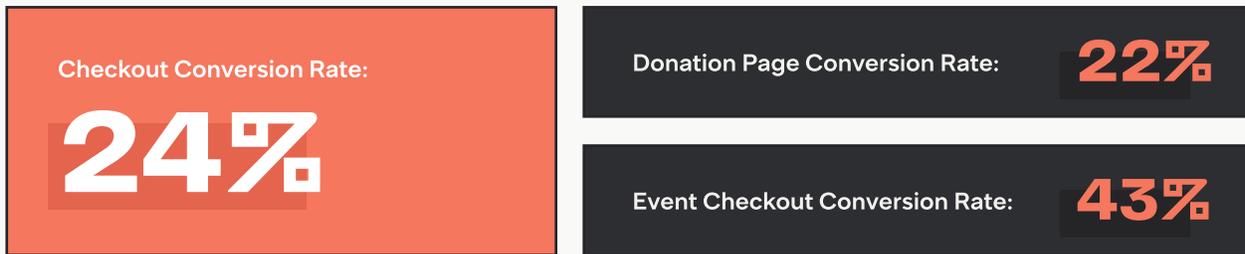
An event typically **raises 4.5 times more** when attendees are activated as fundraisers in registration with fundraising campaigns



4 out of 5 donors who donate to a fundraiser (defined as an individual fundraising on behalf of a nonprofit) are **brand new to the organization**

Online giving has been on the rise for years, but the events of 2020 accelerated its growth. Online fundraising campaigns and virtual events enable organizations to increase their reach and dollars raised when thoughtfully executed. In order to optimize your investment in online giving, you need to ensure you have the right strategies in place to convert and acquire donors. Otherwise, you are leaving fundraising dollars on the table.

Conversion Rates



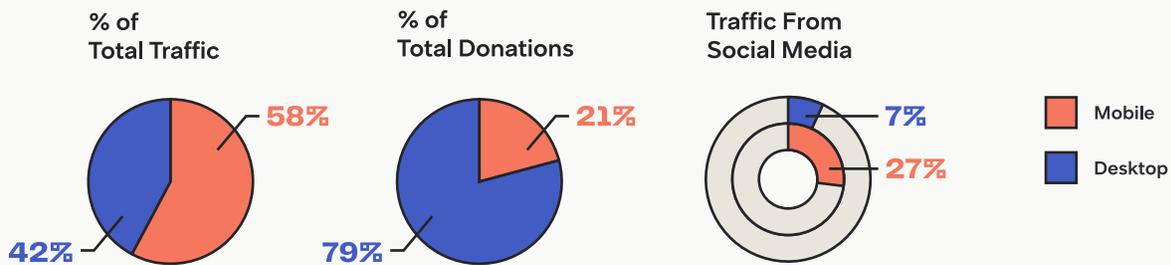
*Checkout conversion rate is the percentage of visitors who land on a donation page or initiate the event checkout process and complete a donation or ticket purchase.

The following table illustrates key metrics for each campaign type on Classy. Traditional donation pages, peer-to-peer, and registration with fundraising campaigns top the median and average amounts raised. It's worth noting the power of fundraiser activation. Registration with fundraising campaigns, for example—which activate event attendees to fundraise—typically raise a median amount 4.5 times greater than ticketed events.

Campaign Type	Median / Average Raised by Campaign
Donation Page	\$4,488 / \$23,824
Ticketed Event	\$1,775 / \$8,545
Peer-to-Peer	\$7,973 / \$22,026
Registration with Fundraising	\$7,919 / \$23,196
Crowdfunding	\$4,475 / \$14,805

Mobile and Social Traffic and Conversion Rates

It's also important to note where your supporters are arriving from when they land on your campaign pages. For example, it's possible that a larger percentage of donations come from desktop because desktop visitors might be more familiar with your cause and arrive from avenues such as your website or email communications. However, a greater percentage of traffic comes from mobile devices than desktop (58% vs. 42%, respectively)—especially traffic coming from social media—so your website and campaigns must be mobile-optimized to capture these potential donations.



Improving Conversion

A potential supporter who arrives on your fundraising pages is likely already interested in making a contribution or purchasing a ticket. But you can still miss out on these opportunities if your campaign pages are not fully optimized. Consider the following to improve your own conversion rates.

Form Sophistication

In [The State of Modern Philanthropy 2020](#), we reported that **60% of people who make a gift on a Classy donation page do so in less than one minute**. The sophistication of your donation pages to maximize donations and their ability to quickly move someone through the checkout process should be of paramount importance to your organization.

Donation Sizes and Suggested Gift Amounts

One important way to optimize your donation form is to provide gift size recommendations for your visitors. Classy donation pages allow organizations to offer four gift size recommendations and an “other” option. Additionally, you can also set a default, prefilled donation amount on the form, providing a clear suggested gift amount.

An analysis of lowest and highest recommended gift sizes and overall form conversion rates reveals some interesting findings. Of checkout forms whose highest gift size suggestion was \$200, 41% of visitors went on to convert and make a donation. The same can be said for forms that displayed \$10 as their lowest gift size suggestion. However, it’s worth noting that of forms whose lowest suggestion was \$250, 37% still went on to convert.

This doesn't necessarily mean donors gave these suggested amounts (they are free to donate a custom amount), but it still raises the power of suggestion to influence donors' gift sizes. It's also possible these results may reflect custom donation pages that were tailored for segmented audiences, which only emphasizes the importance of customizing suggested amounts in a way that makes sense for each of your donor segments.

<u>Highest</u> Gift Size Suggestion and Overall Form Conversion Rate	
\$200	41%
\$1,000	38%
\$500	36%
\$50	35%
\$100	34%
\$250	31%
\$10,000	30%
\$150	29%
\$5,000	27%
\$2,500	25%

<u>Lowest</u> Gift Size Suggestion and Overall Form Conversion Rate	
\$10	41%
\$30	39%
\$250	37%
\$35	35%
\$25	35%
\$50	34%
\$20	34%
\$15	34%
\$5	28%
\$100	23%

You need to understand your donor base and their giving behavior in order to optimize your forms. Identify your median donation size and build your donation page around this information. You might experiment with testing your gift range from highest to lowest, placing your median donation size near the lower end of the range. This could increase your chances of positively influencing your donors' gift sizes.

Also test setting the prefilled donation amount as the second gift size to the left—slightly higher than your median gift size—in order to potentially encourage donors to consider a larger gift than they might have on their own.

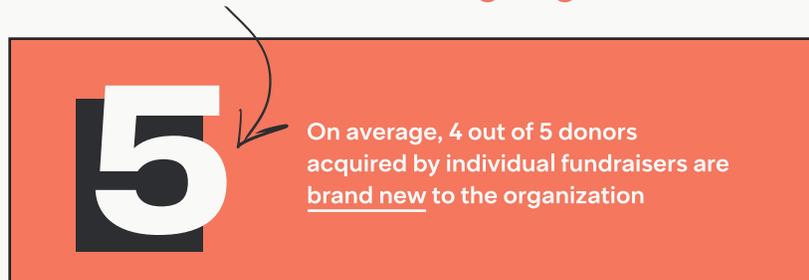
As mentioned, it's also important to segment your supporters and provide each group with a custom donation form in order to best influence their behavior. For example, you should direct mid-level or larger donors to pages that display higher gift size recommendations than that reserved for your smaller contributors. Organizations on Classy can create as many custom donation pages as needed in order to optimize the donor experience.

Peer-to-Peer Fundraising

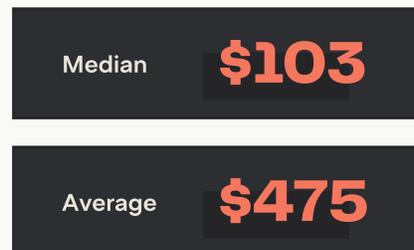
Peer-to-peer fundraising empowers your supporters to raise more money for your organization than they could give out of their own pockets, which is especially helpful during times of uncertainty or economic hardship. This powerful form of fundraising gives your supporters the flexibility to do more for your nonprofit, while introducing new donors to your organization from a trusted source.

On average, four out of five donors who donate to an individual's fundraising page will be new to your organization. The power of peer-to-peer to increase your reach cannot be overstated.

Average Number of Donors to an Individual Fundraising Page



Amount Raised by Individual Fundraiser



The Power of Registration With Fundraising

Year-round peer-to-peer fundraising campaigns and frequent registration with fundraising opportunities regularly introduce new donors to your organization whom you can nurture and steward into lifelong supporters.

Event Type	Total # of Campaigns Created	Total # of Fundraiser Pages	Median # of Fundraiser Pages Created Per Campaign	Average # of Fundraiser Pages Created Per Campaign
Peer-to-Peer	4,460	78,603	3	18
Registration with Fundraising	2,602	306,900	20	118

Customer Callout:



Classy customer Feeding San Diego doubled down on online fundraising in 2020 and **grew their peer-to-peer revenue by 132% year over year.**



Feeding San Diego

Giving Tuesday

Giving Tuesday is a global philanthropic event that takes place annually on the Tuesday following Thanksgiving, and this giving day provides an avalanche of both new and returning donors for many.

The Classy platform sees **8x more new donors** on Giving Tuesday compared to a typical day

The Classy platform sees **8x more returning donors** on Giving Tuesday compared to a typical day

28% of Classy's annual donation volume takes place from Giving Tuesday through December 31

The State of Modern Philanthropy 2020 also found that, of Giving Tuesday donors who return to give again to an organization, 31% do so within the first six months. This indicates an opportunity to develop a thoughtful re-engagement strategy specific to this cohort.



Livestrong

Thought Starters

How are you optimizing and engaging supporters through both desktop and mobile?

Test sending appeals during the week versus the weekend, and at different times of day to improve the odds of supporters opening your asks from either type of device.

Do you use unique, segmented donation pages that provide appropriate gift size recommendations for different cohorts of donors?

Be sure to understand your supporters' typical giving behavior, and leverage both Classy's prefilled default donation amount feature and capability to offer suggested gift sizes to tailor your forms and suggest strategic amounts.

Do you track your top acquisition days across the calendar?

Track your results year over year to further explore opportunities for acquisition and conversion optimization. Do you have specific re-engagement tracks for each of these cohorts? Develop segmented stewardship tracks to ensure your hard work isn't a flash in the pan.



Section 2: Supporter Retention and Recurring Giving

Key Data Snapshot



Of organizations who raise more than \$50 million online annually, the percent of total revenue from recurring gifts **increased by 10 percentage points** year over year from 2019



Health organizations had the **largest percentage of recurring donors** (25%) across cause categories

Supporter acquisition is key, but a strong retention and recurring giving strategy to keep donors within the fold—and to maximize their lifetime value—is absolutely critical to the long-term health and scalability of your organization. Recurring donors are over five times more valuable than one-time donors, as previously found in Classy platform analysis. Recurring donors and the steady income they provide are the lifeblood of nonprofits.

Of one-time donors who start a recurring gift subscription, **23%** go on to make an **additional one-time gift** on top of their regular donation.



WaterAid

The pandemic has only reinforced the need to establish and grow a recurring giving program that provides a predictable stream of revenue. In the face of uncertainty, this income stream not only keeps the lights on, but positions nonprofits for continued growth and scalability.

Median / Average
Monthly Recurring Gift

\$23 / \$42

Median / Average
Length of Recurring Gift

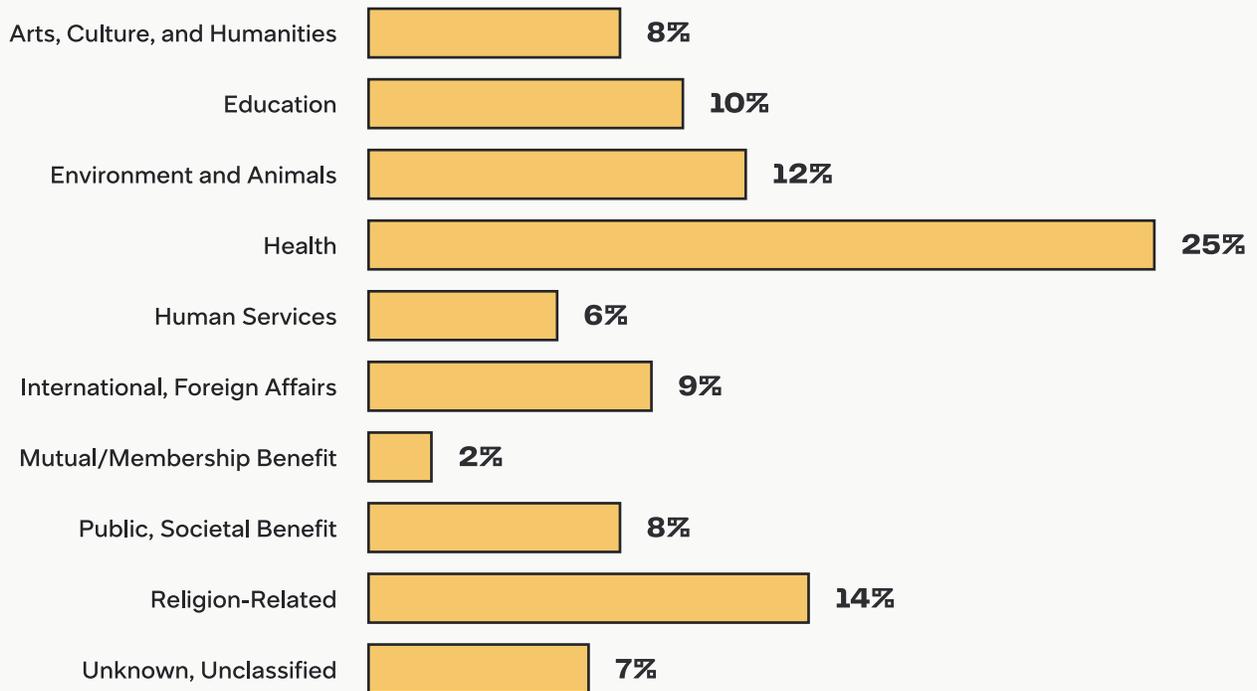
11 months / 13 months

As you optimize for conversion rates, it's helpful to think of a recurring gift as essentially a conversion event that occurs multiple times from a single visit (though in our data, and as is standard, this only shows as a single conversion event). Framing it in this way underscores the significance of a recurring donation.



Girls Who Code

Recurring Donations by Cause Category

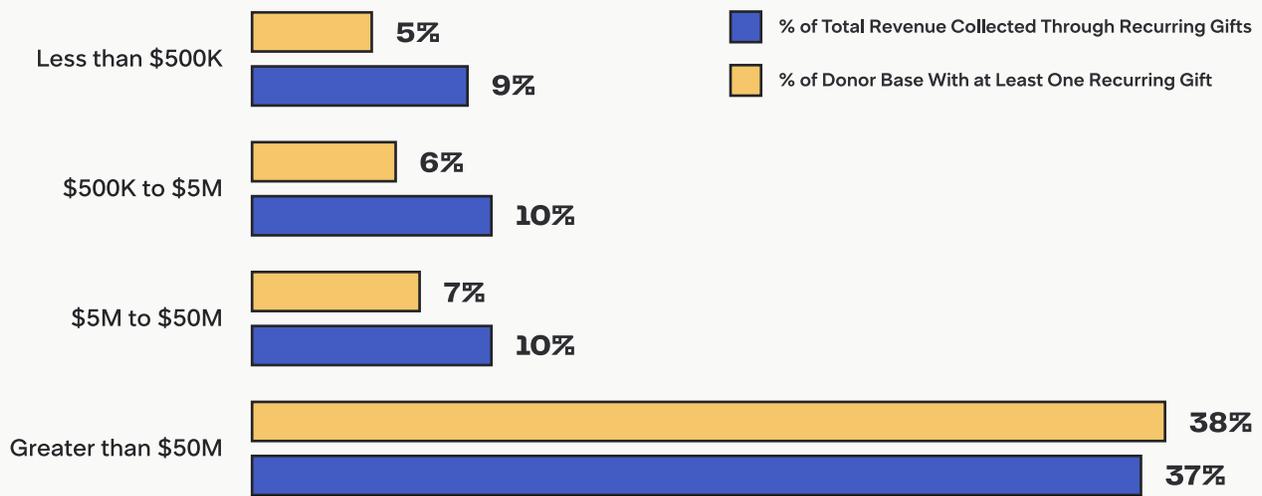


For health organizations, recurring donors made up 25% of their online donors in 2020. This could be attributed to the health sector taking center stage during the pandemic, and more people potentially starting recurring gifts during that time frame. Many health organizations also offer grateful giving programs, which give patients and their families the opportunity to support the organizations that served them. This high participation rate indicates the opportunity to further grow recurring giving in this sector, as is the case for all cause categories having considerable room to increase recurring giving revenue.

Health organizations often activate individuals with personal experiences with their organizations, and your nonprofit can similarly seek to create meaningful moments

for your supporters and steward them to become recurring donors. Consider creating a special experience, such as an event or volunteering opportunity, that serves as a foundational touchpoint and then design an engagement experience from there that prompts them to join an exclusive, branded recurring giving program.

Recurring Donations by Organizational Revenue



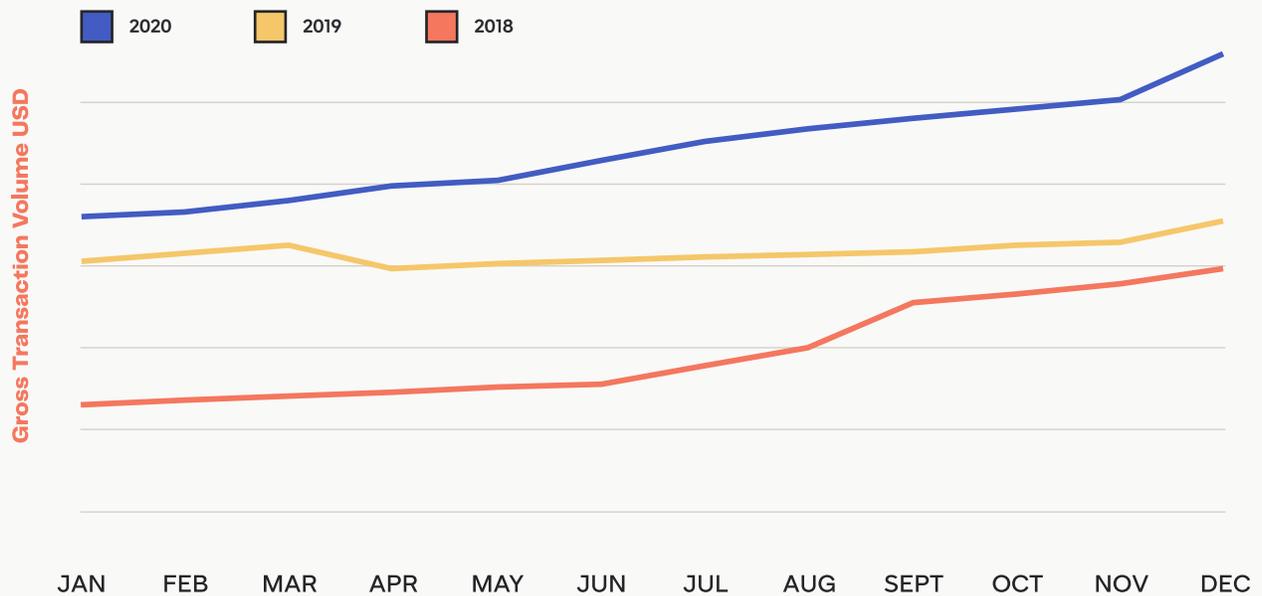
Organizations with revenue greater than \$50 million grew their percent of total revenue collected through recurring gifts from 26% in 2019¹ to 37% in 2020. This only further emphasizes the importance of recurring giving in an organization's continued ability to scale.

It's possible the discrepancy observed across organization sizes is in part due to the established nature of large institutions. Perhaps donors feel a greater sense of trust with large organizations and are more willing to set up a recurring gift because of the nonprofit's size and clout. Whatever the reason, it's clear that smaller organizations

¹ Classy, *The State of Modern Philanthropy 2020*. <https://learn.classy.org/the-state-of-modern-philanthropy-2020>

have considerable opportunity to expand their own recurring giving programs and invest in this strategy to grow and scale their work.

Seasonality



Recurring donation volume across the platform is constantly climbing and has seen remarkable growth year over year from 2019 to 2020. There is a slight increase in the rate of recurring growth during the end of the year, which falls in line with the general increase we see in giving during the holiday season.



Customer Callout:

Classy customer Savory Institute saw a 4,277% increase in recurring gifts since launching their program through Classy in 2017. With over 600 recurring donors, **the organization’s recurring donation volume grew by 69% year over year in 2020**, and their number of recurring donors continues to grow by 10% monthly.



Savory

Improving Retention

There are a number of reasons donors might cancel their donations. Address churn causes by asking yourself how you are communicating with recurring donors, how you are optimizing their giving experience, and what you’re doing to make them feel valued and aware of the impact they are driving.

Payment Processing

Expiring credit card information is a common cause of churn. Make sure your organization regularly reviews credit card data for your recurring donors so you can reach out ahead of time and prompt them to update their credit card information.

Classy Pay, our seamless integration with Stripe, addresses this pain point with its automatic credit card updating feature; if a donor's credit card expires or is canceled, the integration works with card networks behind the scenes to update the donor's information and profile, ensuring recurring gifts continue uninterrupted.

Offering additional methods of giving, such as ACH (Automated Clearing House), not only optimizes the giving experience but can also help your organization avoid churn due to credit card expirations entirely. We discuss key stats around ACH in section 3.

Offer Flexibility in Recurring Gift Frequencies

While recurring gifts are often monthly, organizations with more sophisticated sustainer programs know that offering a variety of giving options can make donors' budgeting more manageable and align with your cause's needs. Classy provides multiple recurring frequencies to provide supporters with even more customization options, including:



Design creative recurring giving campaigns that encourage various giving frequencies suited to donor behavior and your mission. For example, museums, zoos, or arts organizations that rely on membership programs might leverage quarterly recurring donations.

Offering more giving frequencies can also help your organization improve its recurring revenue retention rates, especially during uncertain times. In the face of the pandemic or other economically difficult periods, you can ask recurring donors to change their gift frequency from monthly to quarterly or semi-annually rather than end their recurring gift altogether.

Thought Starters

How do you incentivize and maintain recurring gifts?

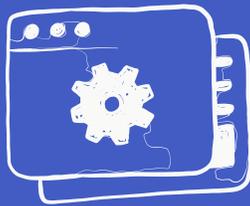
Is your recurring giving program a branded community? Benefits like exclusive communications, impact updates, swag, and subscription-based incentives can help recurring donors continue to feel valued and invested over time.

Do you cultivate recurring donors as a dedicated revenue source?

Rather than just offering it as an option on your checkout form, focus on acquiring recurring donors through a thoughtfully planned and executed campaign and steward this cohort over time. Doubling down on this revenue stream will fuel your organization's growth and stability for years to come.

How are you optimizing the donor experience to encourage recurring gifts?

Do you regularly review credit card information? Do you offer payments through ACH? Do you offer multiple giving frequencies? These items all enable you to maximize recurring donor lifetime value.



Section 3: Supporter Experience

Key Data Snapshot



Campaigns that leverage donation matching on Classy **raise 3 to 5 times more money** than those that do not



When digital wallets are enabled, organizations see an **11-14% lift in mobile conversion rates**

A frictionless supporter experience maximizes revenue and helps increase conversions at all times. Classy is proud to provide a fundraising solution for our customers centered around a remarkable supporter experience. When you allow donors to give in the way they want to give today, you not only increase their likelihood to convert, but also to come back again and again.

Payment Options

A supporter's impression of the checkout process can make or break their decision to support you in the future. That's why we set out to build [Classy Pay](#), our seamless integration with Stripe, which keeps the donor experience at the forefront and offers different types of payment options—like ACH and digital wallets, in addition to credit cards—so organizations can meet donors where they are. Classy Pay also offers industry-leading fraud prevention tools, automatic credit card updating for recurring gifts, and payout reconciliation right inside your Classy account.

Automatic Credit Card Updating

A recent study by NextAfter and Salesforce revealed that **47% of nonprofits do not make an attempt to re-secure a recurring gift after a donor churns due to a failed payment method.**² Classy Pay uses automatic credit card updating to secure the donor's new payment information so that recurring gifts may continue uninterrupted.

ACH Payments

An ACH payment option allows a donor to make a donation straight from their bank account, avoiding the risk of an expired credit card and giving donors another way to give.

² NextAfter, "3 Things I Learned About Recurring Giving From 115 Nonprofits." <https://www.classy.org/blog/recurring-giving-lessons-from-115-nonprofits>

ACH improves recurring payment retention rates. On average, recurring donors using ACH are retained for 20% longer.³ On Classy, the average monthly recurring gift made through ACH is **55% larger** than recurring gifts made with credit cards.

Digital Wallets

Digital wallets have gained prominence as an easy way to support payments. Classy supports digital wallets like Apple Pay, Microsoft Pay, and Google Pay.

11-14%

Lift in mobile conversion rates when digital wallets are enabled

Fraud Protection

With Stripe's global payments network, we're able to offer a system that results in an average **25% reduction in fraud** and fewer false positives (legitimate donations falsely blocked as fraud).

Classy Mode

Classy Mode allows supporters to increase their gifts to help cover the costs of the transaction. Organizations can choose a customizable percentage (from 0% to 15% of the donation) that donors can add to their final gift amount.

65

% of donors who volunteer to cover the Classy Mode percentage when they are given the opportunity

85

% of donors who cover the Classy Mode percentage when the opportunity is auto-selected and enabled by default in the checkout flow

³ NACHA, "A Public Radio Station Uses ACH to Build One of the Nation's Top Sustaining Donor Programs." <https://www.epcor.org/docs/NACHA-NonProfit-CaseStudy-Final-Updated.pdf>

It's always the supporter's decision to increase their gift, but the data shows that people often do so when given the choice. This can also allow donors to feel assured that your organization receives their intended gift amount.



Customer Callout:

For Classy customer Friedrich's Ataxia Research Alliance, **90% of their recurring donors** opt in to pay their own credit card processing fees. This opt-in feature is saving the nonprofit \$104/month.



Friedrich's Ataxia Research Alliance

Donation Matching

Donation matching is another powerful way to influence donor behavior and maximize acquisition and conversion.

We found that campaigns that enable donation matching on Classy raise **3 to 5 times more money** than those that do not.

Campaign Created Date	Campaigns Without Matching			Campaigns With Matching		
	Transacting Campaigns	Median GDV	Median # of Txns	Transacting Campaigns	Median GDV	Median # of Txns
2020 Q1	3,937	\$4,648	41	121	\$14,069	107
2020 Q2	3,883	\$4,267	39	221	\$16,613	107
2020 Q3	4,607	\$3,963	32	172	\$19,296	116
2020 Q4	5,442	\$3,862	28	383	\$10,073	55

Many organizations tend to reserve donation matches for their splashy Giving Tuesday or year-end campaigns, but the data shows there’s a massive opportunity to leverage matching gifts throughout the year. Do not fall for the misconception that you need a corporate sponsor to provide a matching gift; organizations can use a large gift made by any individual or group to “match” donations during a campaign, build urgency, and pull prospective donors from the sidelines in order to stretch their dollars.



WaterAid

Page Load Time

It's imperative your campaign pages load quickly to capture donations. A widely referenced study by the Aberdeen Group states that on average, a one-second delay in load time results in a 7% decrease in conversions. Choose a fundraising software that prioritizes fast load times to ensure maximum conversion rates.

Average load time for campaign, donation, and fundraiser pages

**Between 2.5
and 3 seconds**

Supporter Assistance

A big part of offering a positive donor experience is ease of use. Classy's Supporter Profile gives donors the ability to resend themselves receipts after making a contribution. They can also easily manage their recurring gifts on their own, eliminating back and forth with your organization. This convenience streamlines the experiences, reduces potential headaches, and paints a more positive impression of your organization.



San Francisco Ballet

Thought Starters

Do you accept ACH and digital wallet payments?

By offering flexibility in payment options, you allow donors to select the method best suited to their needs and lifestyle and ultimately improve your retention rates. Prioritize this versatility to attract larger gifts and build an exceptional donor experience that strengthens donor relationships.

How often do you leverage matching gift campaigns?

Examine your fundraising calendar to identify opportunities to leverage this strategy throughout the year, not just at year-end. Remember, any large gift can be used as a match in order to create a heightened sense of urgency and personal impact for your donors.

Do you offer the opportunity for supporters to help cover transaction fees?

Our data proves that when you give donors the chance to go the extra mile on behalf of your organization, they willingly commit the support.



Classy Benchmarks

Top Results

These results are calculated from the top 10% of each category in order to showcase top performance metrics.

Median / average one-time (non-recurring) donation size	\$514 / \$975
Median / average recurring donation size	\$100 / \$131
Median / average amount raised by a campaign, across all campaign types	\$63,212 / \$174,118
Median / average amount raised by a peer-to-peer fundraising page	\$1,680 / \$3,097

Campaign Traffic

% Traffic from mobile devices, across all campaign types	58%
% Mobile traffic from social media, across all campaign types	27%

Conversion Rates

Checkout conversion rate*	24%
% Lift in mobile conversion rates, across all campaign types when digital wallets are enabled	11-14%

Gift Size

Median / average one-time (non-recurring) donation	\$51 / \$142
Median / average monthly recurring donation	\$23 / \$42
% Increase in average monthly recurring donation when ACH is used as payment method versus credit card	55%

Peer-to-Peer Fundraising

Median / average amount raised by a peer-to-peer fundraising campaign	\$1,262 / \$20,875
Median / average amount raised by a fundraiser	\$103 / \$475
Average number of new donors acquired by a fundraiser	4 out of 5

Giving Tuesday

% of annual donation volume from Giving Tuesday through year-end	28%
Median / average number of new donors acquired on Giving Tuesday versus typical day	8X / 5X
Median / average number of returning donors on Giving Tuesday versus typical day	8X / 7X

*Checkout conversion rate is the percentage of visitors who land on a donation page or initiate the event checkout process and complete a donation or ticket purchase.



Helpful Definitions

This report highlights data specific to the Classy fundraising platform, so we refer to terms and phrases specific to our suite of products. The following definitions outline the actions supporters can take through our platform and the various campaign types nonprofit organizations may employ.

Classy Campaign Actions

Donate

To contribute to an organization with a one-time or recurring donation.

Fundraise

To have a supporter raise money on behalf of an organization, knowing that fundraising efforts can yield more awareness, engagement, and funds than the supporter could provide on their own.

Purchase Tickets

To register for live or virtual events, contributing to a cause through active participation.

Additional Key Terms

Mobile Device

Includes both cell phones and tablets.

Social Media Referral Source

When a donor came to the campaign from Facebook, Instagram, Twitter, or other social media channels.

Third-Party Donor

A donor who contributes to an organization through an intermediary party, such as a donor to an individual's personal fundraising page.

Classy Campaign Types

Donation Page

A checkout form to process a supporter's donation. While a number of organizations choose to use some amount of space on this page for storytelling, we also know that shorter checkout forms generally lead to higher conversion rates. Primary call to action is to complete a one-time or recurring donation.

Crowdfunding Campaign

A campaign containing a landing page with opportunities for storytelling and impact transparency, followed by a checkout form. Primary call to action is to complete a one-time or recurring donation.

Peer-to-Peer Fundraising Campaign

A campaign featuring a landing page driving supporters to create personal fundraising pages or make a donation. Primary call to action is to fundraise on behalf of the organization.

Ticketed Event

An in-person, virtual, or hybrid Classy Event where the primary call to action is to purchase a ticket or register for an event.

Registration with Fundraising Event

An in-person, virtual, or hybrid Classy Event where registrants can fundraise on the organization's behalf.



Applying Key Findings

We hope the data published in this year's report provides fodder for conversations that improve your organization's overall strategy, diversification, and donor experience.

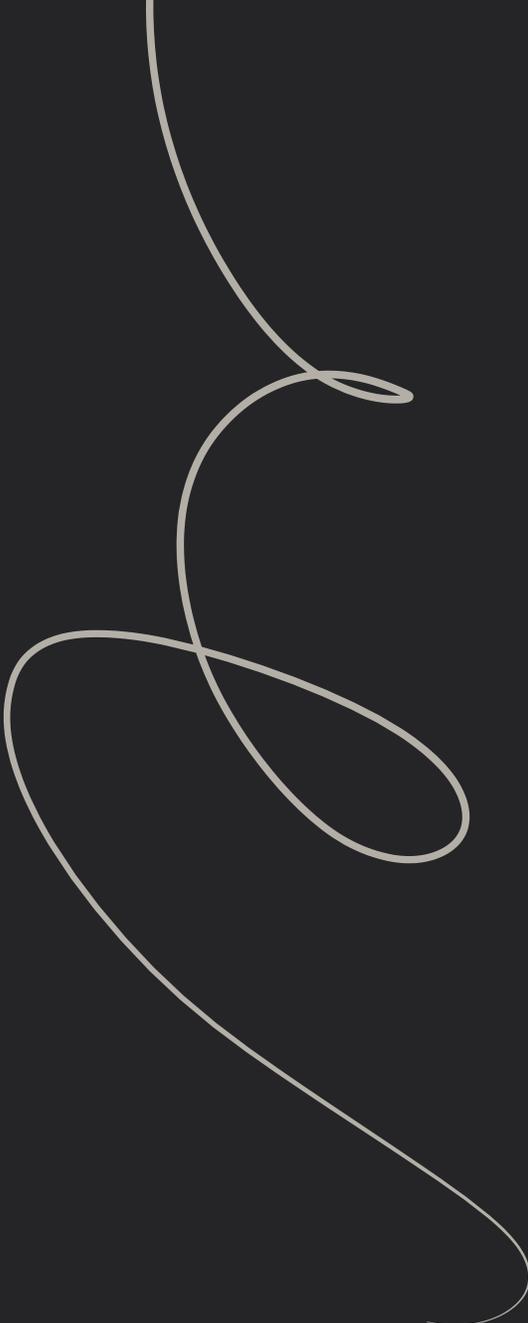
Be sure to use the key thought starters in each section to check in with your fundraising strategy. As you discuss different tactics and components with your team,

[subscribe to the Classy blog](#) for continued learning and deeper dives into fundraising ideas and best practices.



About Classy

[Classy](#) is a B Corp Certified social enterprise that helps nonprofit organizations maximize their impact through a suite of world-class, online fundraising tools to accelerate social impact around the world. Based in San Diego, CA and trusted by organizations of all sizes, from the fastest-growing nonprofits to some of the world's largest social organizations, nonprofits use Classy's platform to raise money, engage their communities, and advance their missions. Since 2011, Classy has powered tens of millions of donations from over 190 countries and raised over \$3 billion for social good. Classy also hosts the [Collaborative](#) conference and the [Classy Awards](#) to spotlight the innovative work nonprofits are implementing around the globe. For more information, visit www.classy.org.



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