



The Donor Engagement Report:
How Nonprofits
Build Meaningful
Connections
on LinkedIn

Classy's platform data revealed that LinkedIn is the [highest converting social media channel for nonprofits](#), with a 30% conversion rate on mobile and 50% on desktop. Not only is the platform the highest converting, but LinkedIn for Nonprofits found that LinkedIn members are [56% more likely than the average internet user](#) to donate to nonprofits.

To support nonprofits in building meaningful connections with their supporters, Classy and LinkedIn for Nonprofits joined forces to conduct a new report. We surveyed 1,000 U.S. donors with active LinkedIn accounts to identify some eye-opening trends that can help you build relationships with your supporters.

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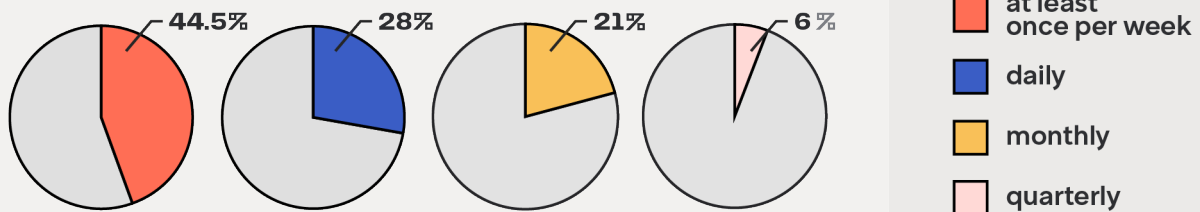
Key Learnings:

A Lens Into Donor Behavior on LinkedIn

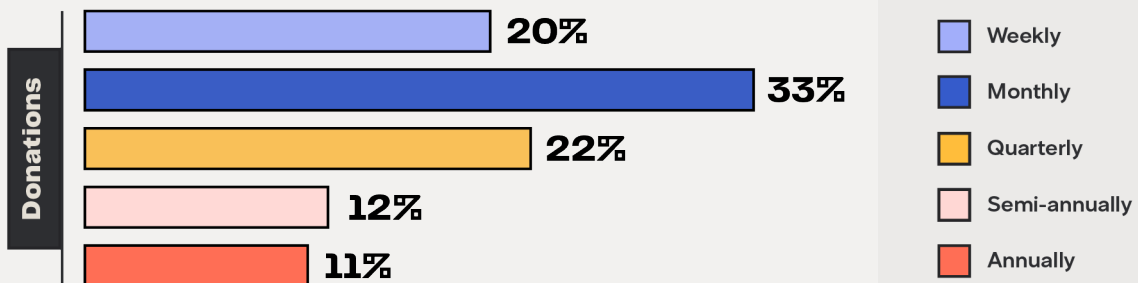
To better understand why LinkedIn has a higher donor conversion rate than other social platforms, we first evaluated the behavior of the active LinkedIn users we surveyed.

We learned that:

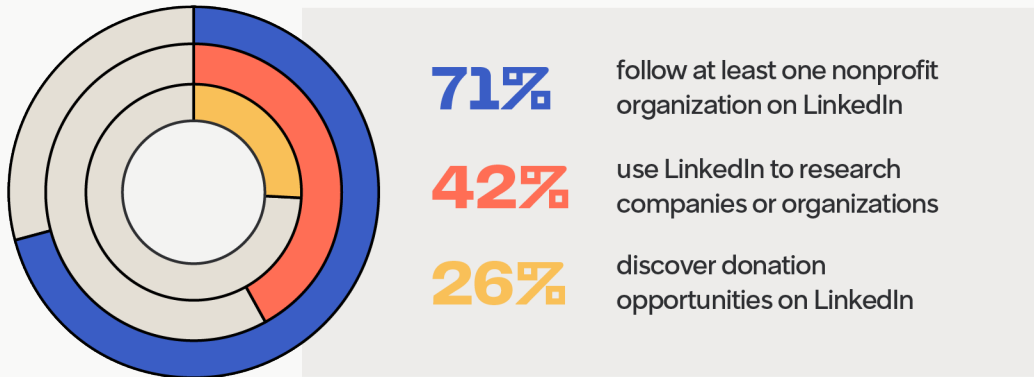
Users with active LinkedIn accounts visit [LinkedIn.com](https://www.linkedin.com) or use the app at a notably frequent cadence



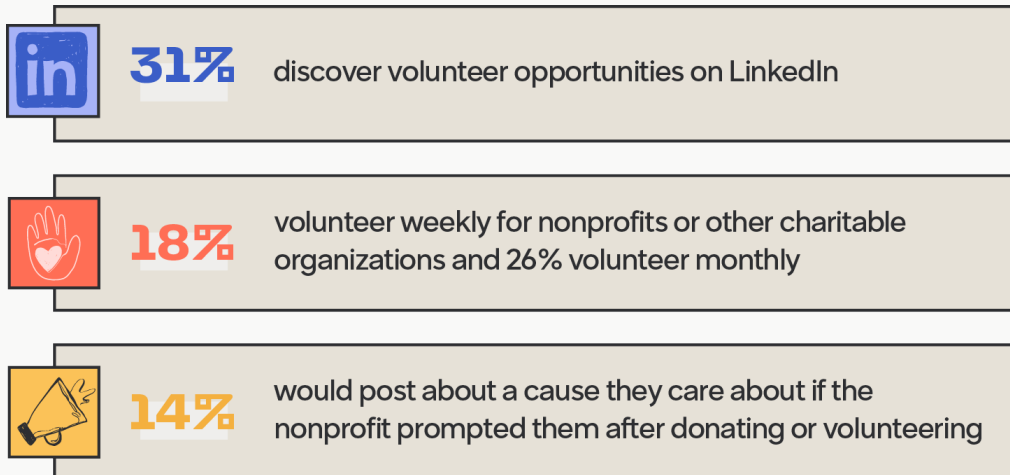
Active LinkedIn users regularly donate to a cause, individual, or nonprofit organization



Donors use LinkedIn to connect with charitable giving opportunities



Outside of donations, active LinkedIn users find other ways to stand behind nonprofits on LinkedIn



Let's dive deeper into the findings and data to better understand donors on LinkedIn and prime engagement opportunities.



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Identify Key Influences in Donor Decision Making

Several online influences impact donors' decisions to give to a nonprofit organization or not. Some individuals have more influence on giving decisions than others on LinkedIn, **so we took a closer look at the people whose posts capture potential donors' attention the most.**

What we found was that friends and family members have the most influence, while celebrities and influencers have the least. Classy's [Why America Gives](#) report reflects a similar sentiment, as most donors learn about new causes from friends and family. Partnering with a celebrity or influencer might not be the most efficient use of your time when fundraising on LinkedIn.

Instead, encourage and equip your supporters, volunteers, and donors to do the influencing.

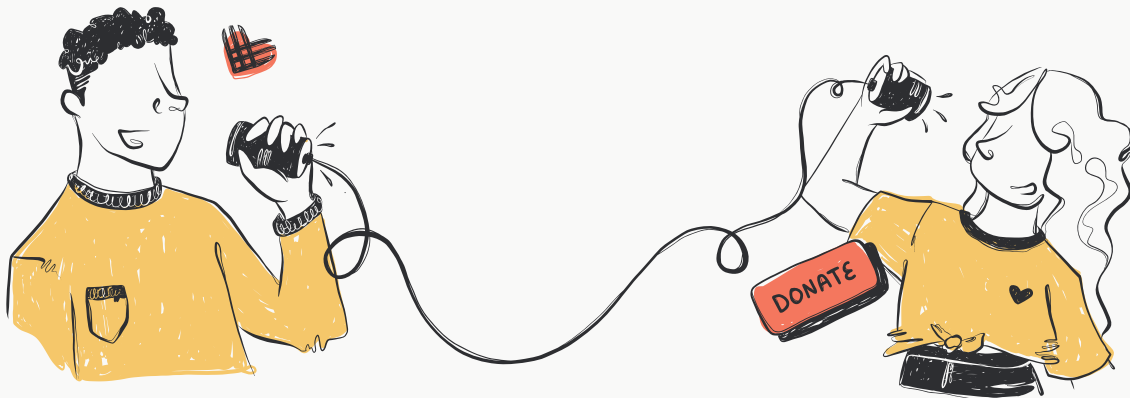
Here are the most influential LinkedIn users on donor decision making, ranked from highest to lowest

1. Friends
2. Family members
3. Colleagues
4. Mentors
5. Managers
6. Executive leadership
7. Nonprofit professionals
8. Celebrities
9. Influencers

Make it easy for your employees, volunteers, and supporters to share fundraising campaigns with their own networks by:

- Sending out a social sharing toolkit to your team
- Using the “[Notify employees](#)” button once your post is live
- Including social assets and suggested copy on your campaign pages for supporters to spread the word about your campaign

Your employees are the first ambassadors of your organization, so make sure they are well equipped to promote any of your organization’s initiatives. From there, you can build social sharing toolkits for volunteers, donors, and other supporters.





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Make a Good First Impression on LinkedIn

As new individuals see your posts pop up on their LinkedIn feed or notice their peers tagging your organization, the first place they'll head to learn more is your nonprofit's Company Page. Our survey showed that:

In addition to job searching and networking, LinkedIn users are using the platform to:



Since potential donors are using LinkedIn to learn about your nonprofit and discover opportunities to get involved, use your LinkedIn Page to establish a clear and easy way for them to make a donation.

The factors that motivated respondents to donate to a nonprofit (ranked from most to least important):

1. The nonprofit has a complete, up-to-date LinkedIn Page
2. The nonprofit has a “Give” button on its LinkedIn Page
3. Someone in their personal or professional network engages with this nonprofit on LinkedIn
4. The nonprofit posts regularly on LinkedIn
5. The nonprofit has a large following on LinkedIn



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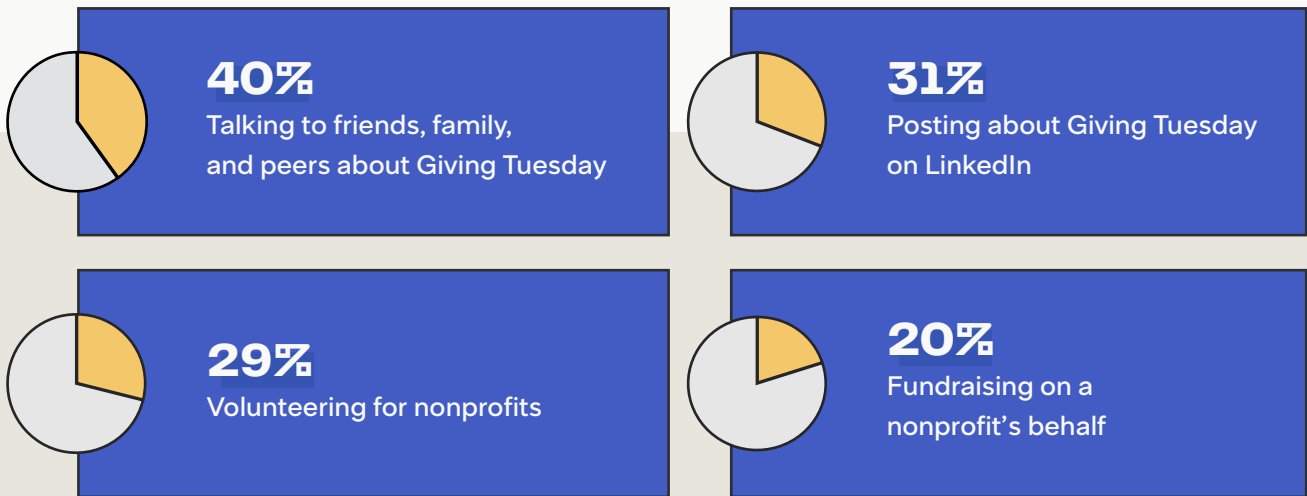
Use Major Giving Days to Build Your LinkedIn Community

In the [State of Modern Philanthropy Report](#), Classy found that 10X more donors are acquired on [Giving Tuesday](#) than on an average day of the year. Major giving days such as Giving Tuesday or New Year’s Eve are incredible opportunities to reach more donors and hook their attention.

In fact, **more than half (55%)** of survey respondents reported being “likely” or “very likely” to donate on or around a designated giving day, such as Giving Tuesday, New Year’s Eve, or a company match day.

Give your audience multiple opportunities to support your nonprofit on Giving Tuesday or other giving days. You might encourage members and donors to share messages, or you could empower volunteers to fundraise on your nonprofit’s behalf.

How survey respondents say they participated in Giving Tuesday in the past:



Using LinkedIn to create a presence with posts, LinkedIn Live events, and conversations around timely days gives you a better opportunity to be found. Major giving days can also be more specific to your organization, such as National Food Bank Day for those specializing in hunger relief.

Here are a few ways to get creative and show up in your followers' feeds on giving days:

- Identify and use hashtags specific to the major giving day that your followers may search
- Tag partners, corporate sponsors, or even key donors to encourage sharing and expand the reach of your posts
- Start a conversation with an engaging question or poll that invites people in
- Promote a timely campaign tied to a major giving day to make the next action clear

For more creative ideas on holidays you can leverage for your LinkedIn calendar, such as major cause awareness days and giving days, download [The Seasonal LinkedIn Calendar](#).





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Engage Donors on LinkedIn

While major giving days are great moments to take advantage of, LinkedIn also has many features you can use all year round to engage existing donors and acquire new ones. With a lot of content competing for donors' attention, you want your marketing efforts to succeed, and the delivery method you choose can be just as important as the content itself.

According to survey respondents, here are the best ways for nonprofits to get their marketing message noticed by supporters (ranked from most effective to least effective):

1. Direct Message
(from someone the donor is connected with on LinkedIn)
2. InMail
(from someone the donor is not connected with on LinkedIn)
3. Posts in donors' feeds
4. Sponsored content/advertising
5. Events/LinkedIn Live
6. LinkedIn newsletters donors subscribe to
7. Articles published on LinkedIn
8. Groups that donors are a member of on LinkedIn

All of these methods can be great for engaging with donors, but prioritize the most effective tactics and expand down the list if you have additional capacity and resources.

Want to learn more strategies for engaging donors on LinkedIn? Download LinkedIn for Nonprofits' guide: [**How to connect with major donors and supporters on LinkedIn: A guide for nonprofits.**](#)



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Maximize Your Nonprofit's Potential

Now that you've seen the data, find simple action items in this resource: [LinkedIn for Nonprofits: The Complete Checklist](#). This checklist offers step-by-step guidance to help you get from the first steps of using LinkedIn to leveraging the platform to boost your fundraising efforts, and more.

Maximize your nonprofit's potential with Classy and LinkedIn for Nonprofits:

	<p>Classy: Use Classy's fundraising software to create high-performing donation pages, drive virtual and hybrid fundraising events, and better manage your donations.</p>
	<p>LinkedIn for Nonprofits: Find guides, blog posts, and more covering how to get the most out of LinkedIn for your organization.</p>
	<p>LinkedIn Sales Navigator: Enjoy an exclusive 50% nonprofit discount on LinkedIn Sales Navigator, helping you identify potential donors, find warm introductions, establish authentic connections, and spot optimal moments to reach out.</p>

Visit [classy.org](https://www.classy.org) and nonprofit.linkedin.com to learn more.

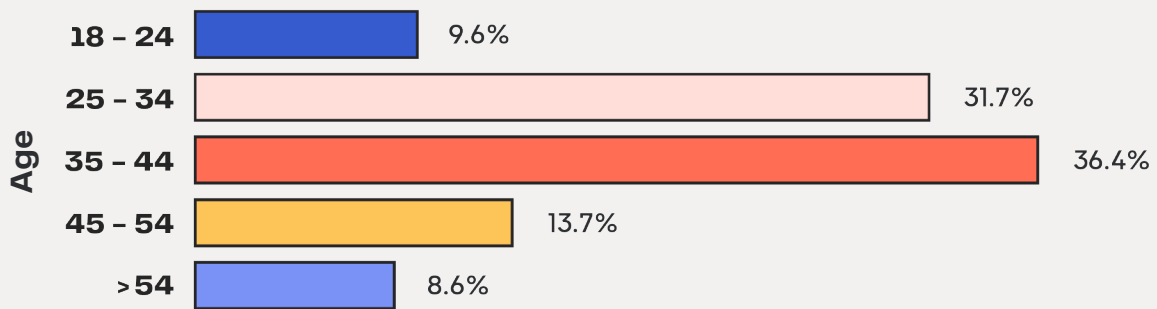


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Appendix

We screened respondents to ensure they have a LinkedIn profile and have donated to causes, individuals, or nonprofits at least once. We then collected responses from 1,000 participants in the U.S. who fit these criteria via a 16-question online survey.

Here's the demographic breakdown of the final group of respondents that participated:



About LinkedIn for Nonprofits

[LinkedIn for Nonprofits](#) empowers nonprofit organizations with the resources and solutions they need to drive social impact around the globe. Offering dedicated support, free online resources, and discounted Talent, Learning, and Fundraising solutions, LinkedIn for Nonprofits works to help nonprofits of all sizes be successful on and off LinkedIn. For more information, visit nonprofit.linkedin.com.

About Classy

Classy, an affiliate of GoFundMe, is a Public Benefit Corporation and giving platform that enables nonprofits to connect supporters with the causes they care about. Classy's platform provides powerful and intuitive fundraising tools to convert and retain donors. Since 2011, Classy has helped nonprofits mobilize and empower the world for good by helping them raise over \$4 billion. 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.