

# Online Giving Trends

By Meredith Myers, Eden Stiffman, and Ariana Giorgi

Follow important developments in online fundraising with our new data dashboard. See which causes have raised the most, which parts of the country have contributed the most, how the frequency of giving correlates with amount given, and more.

The data will be updated weekly through the end of the year, so check back often. This information has been compiled from millions of online donations made through Network for Good, the online-giving platform, and can help your organization benchmark its efforts against similar groups and find insights into donors in your region.

Presented in partnership with  Network for Good.

Last updated  
**December 06, 2015**



**997,090**  
donors



**1,849,538**  
donations



**\$205,117,124**  
donated



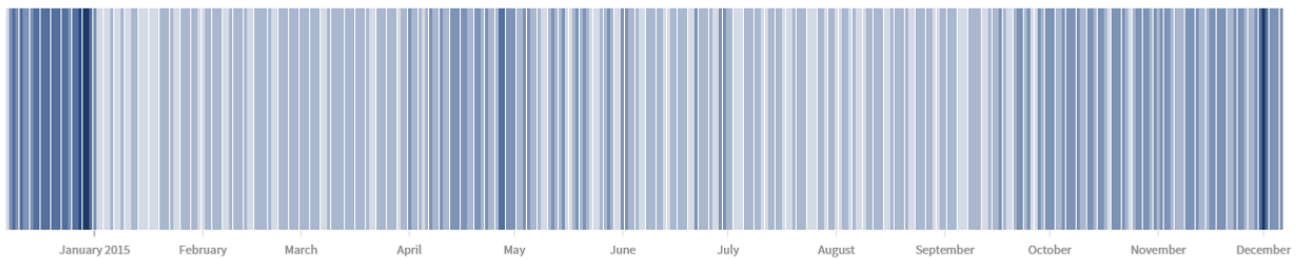
**30,628**  
nonprofit organizations

## When donors gave the most

December was the most popular month. Contributions in the last year peaked on New Year's Eve at \$12,271,377. Donations were strong on December 30, 2014 as well. Donors gave the least — \$163,323 — on July 5, 2015. Click the second button to see that the number of donations was more evenly distributed throughout the year than the amount was.

**BY DOLLARS** **BY NUMBER OF DONATIONS**

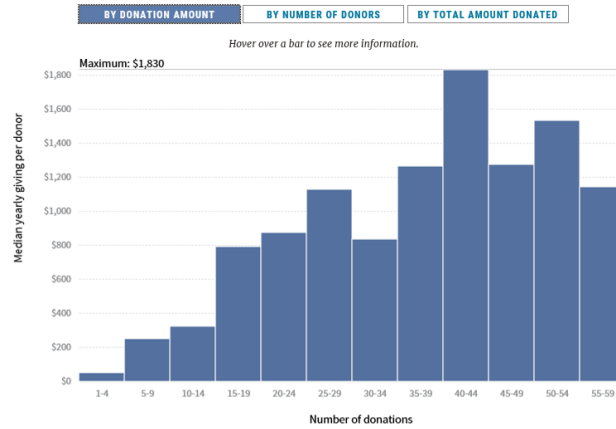
Hover over a day slice to see more information.



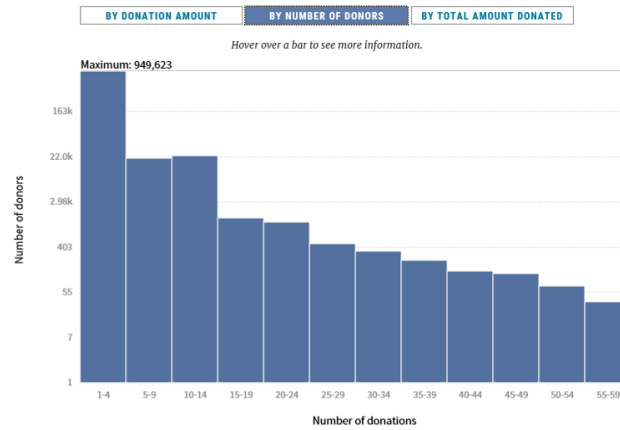
<https://philanthropy.com/interactives/online-giving-dashboard>

## How often and how much donors gave

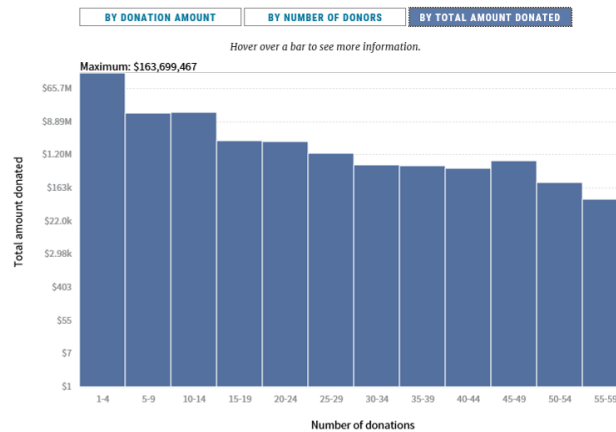
Donors who gave from 40 to 44 times a year donated a median of \$1,830 over the year, more than any other group. Those donors now give more annually than those who give from 55 to 59 times each year, who have had the highest median annual donation since this dashboard was first published. About 95.4% of donors gave less than 5 times a year, but their gifts represented 80.6% of the total amount donated. The third button reveals the inverse relationship between the frequency of donations and the total amount given.



NOTE: When viewing by Number of Donors and by Total Amount Donated a logarithmic scale is used to accommodate the large range of values.



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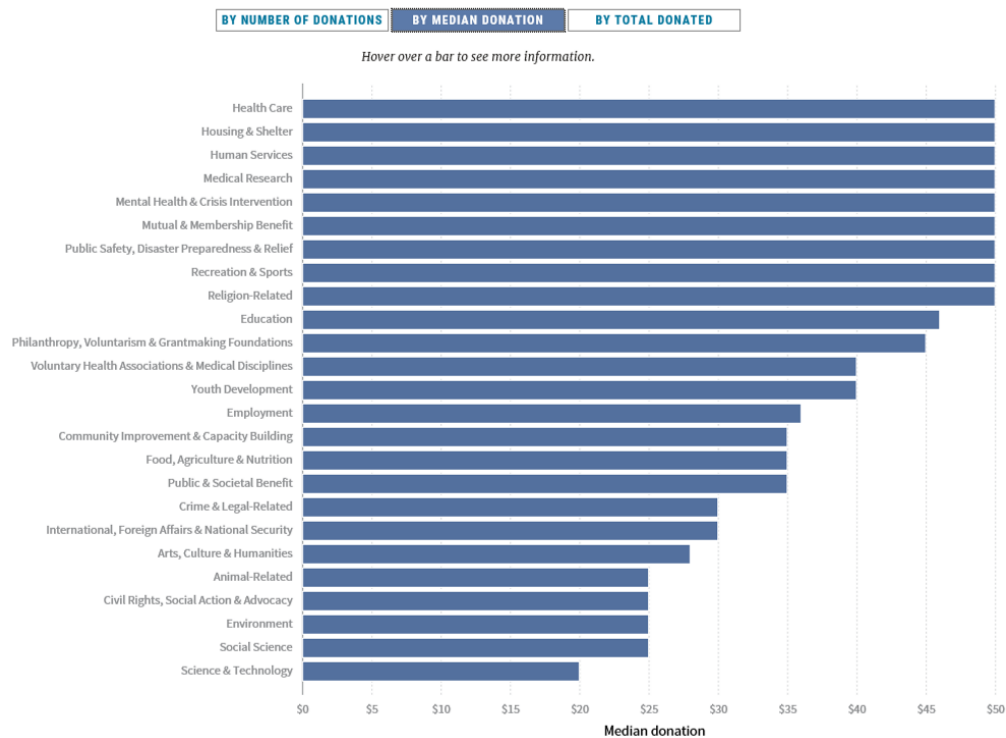
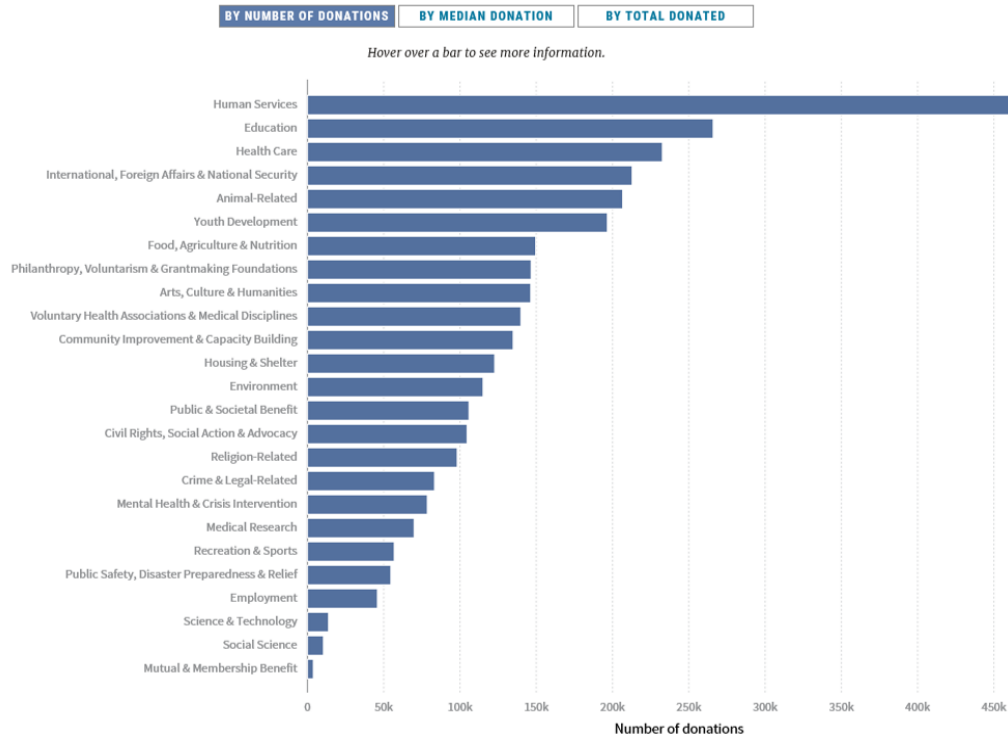


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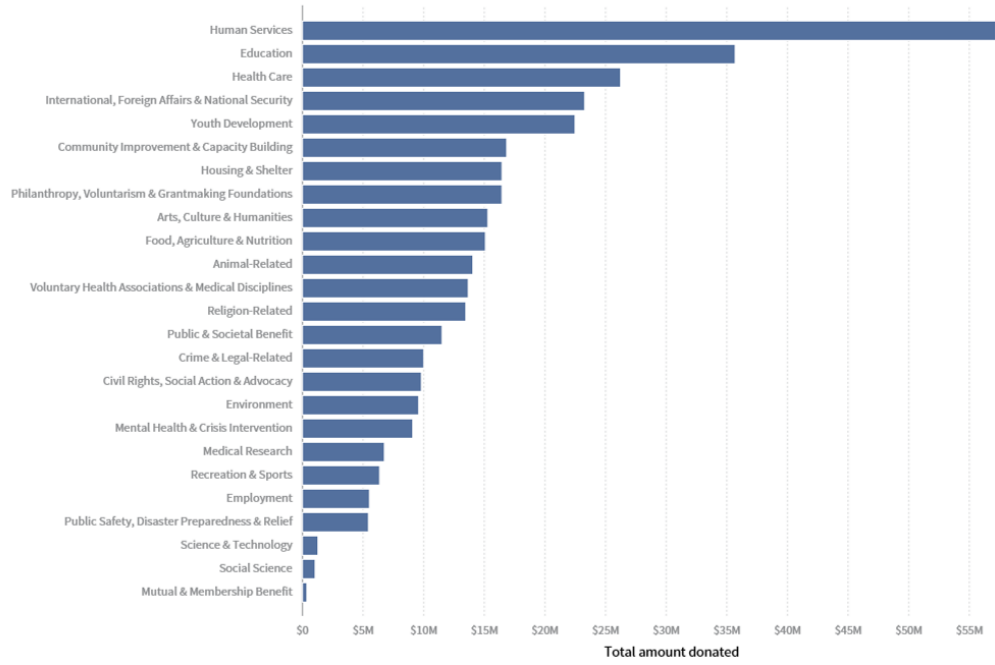
## Most popular causes

Human Services groups received far more donations than any other cause — 462,916 gifts totaling \$57,261,255. Education came in second, with 266,327 contributions totaling \$35,729,204. Viewing the data by median donation shows that gifts in amounts of \$25 and \$50 were the most common.



BY NUMBER OF DONATIONS BY MEDIAN DONATION BY TOTAL DONATED

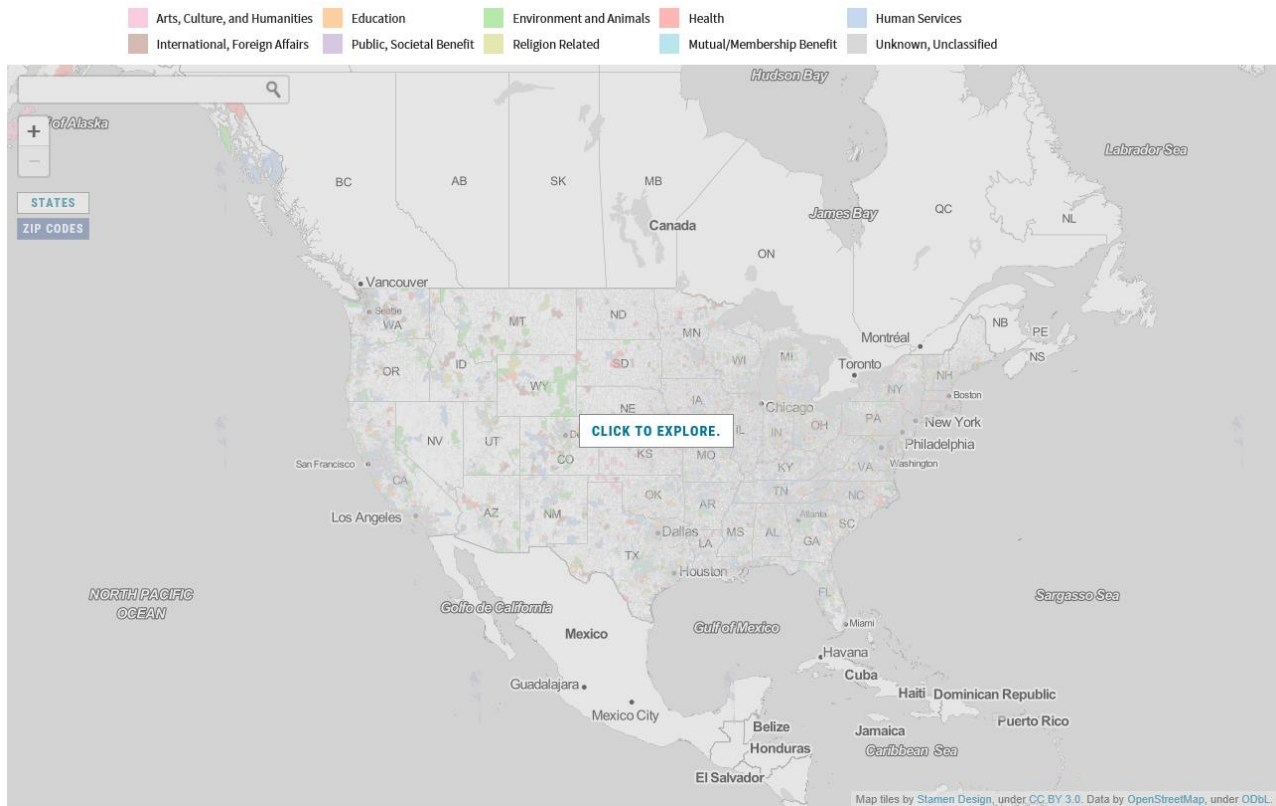
Hover over a bar to see more information.



<https://philanthropy.com/interactives/online-giving-dashboard>

## Online giving by region

California donors, who gave more than any other state, contributed \$10,429,659 to human services groups and \$40,237,105 to all causes combined. Human services organizations received more than any other cause in 72.5% of the states. In the past week, Maine joined that list and have now given more in the past year to human services than education, their previous top cause. Indiana donors, meanwhile, have now given more to religion-related causes than human services.



<https://philanthropy.com/interactives/online-giving-dashboard>

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