



**givepanel**

## Facebook Fundraising Benchmark Report

March 2021

**think**  
CONSULTING SOLUTIONS

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## Foreword

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The team at GivePanel are thrilled to release our first ever Facebook Fundraising Benchmark Report. This is such an exciting and new area of fundraising, and we want to play our part in sharing as much we can with the charity sector. This is a research project we hope to repeat annually and improve as we get more data and more capacity.

As we all know 2020 was a different year for obvious reasons! So this is an interesting time to start our annual benchmark study, comparing it to 2019 – the first full year of our platform. Still, we have been able to see some clear trends. We felt this tangibly during the year as most of our charity clients increased their Facebook revenue as fundraising - especially events - pivoted online, with much of this happening on Facebook. The growth – significant in many cases – is great to see.

In many ways Facebook is the perfect fundraising platform - giving charities both reach and depth of community, and these, together with the ease of fundraising tools, make for a powerful combination!

Happy reading...

**Nick Burne**  
CEO, GivePanel

## About GivePanel

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GivePanel are the experts in Facebook fundraising. We are on the cutting edge of Facebook fundraising, helping over 200 nonprofits large and small in 10 countries capitalise on this new channel, using both our “power tool” online platform, strategic guidance and professional services.

From capturing contact details for birthday fundraisers to raising millions from events on Facebook, GivePanel are constantly innovating and developing our strategies and technology to help our clients raise more money, get more data and save staff time and stress.

## What is this report about?

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This report takes an in depth look at Facebook fundraisers from 157 GivePanel charities across the UK, Ireland and the USA. Data has been converted from EUR and GBP into USD throughout the report for ease of comparison.

Across 2019 and 2020 these charities have been supported by over 850,000 fundraisers, receiving nearly 4.5 million donations raising over 100 million US dollars (USD) for charitable causes.

The report explores different types of fundraisers and fundraising donations across 2019 and 2020 for 157 GivePanel member charities.

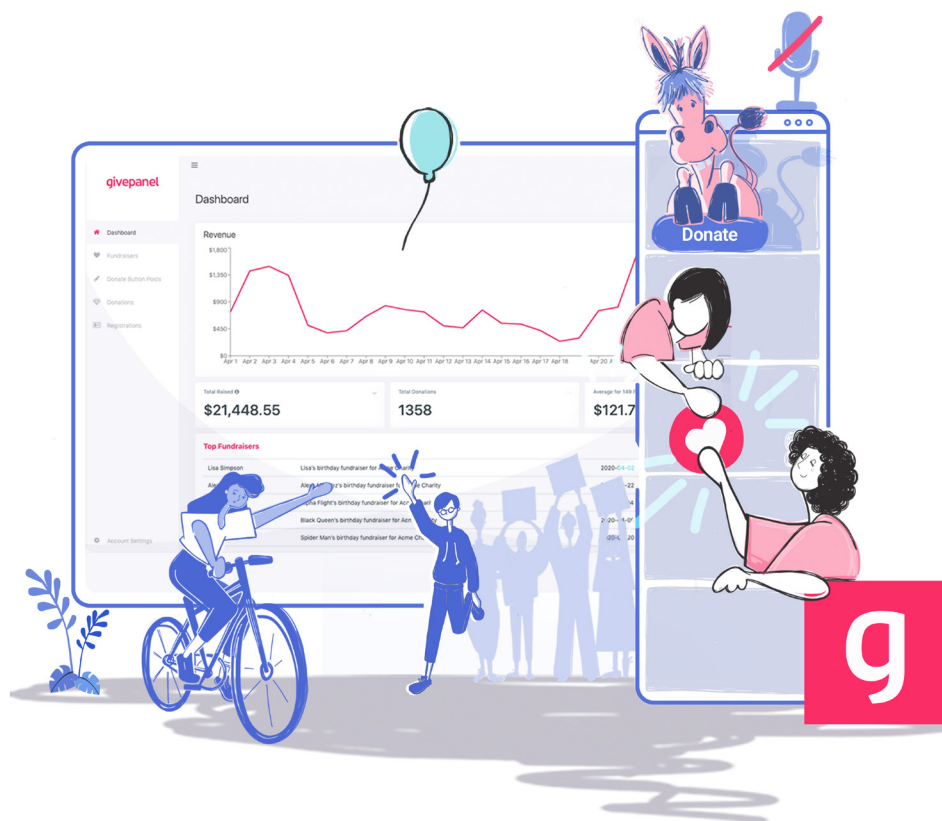
The report focuses on the following fundraising activities that take place on Facebook:

1. Birthday fundraisers
2. Non-birthday/event fundraisers (this mainly comprises of virtual challenge events, but captures other types of fundraising that don't fall into the other categories)
3. In-memory and tribute fundraisers
4. Donate button posts

Details on the approach to the reporting can be found in Appendix A.

THINK Consulting Solutions have undertaken this analysis and prepared this report on behalf of GivePanel.

## What are the main things we have discovered?



- Birthday fundraisers are still the most commonly undertaken fundraising activity among Facebook users in 2020. However there has been a surge in non-birthday/event fundraisers – specifically virtual event “challenges”, rising from 13% of fundraisers in 2019 to 33% in 2020.
- Non-birthday/event fundraisers that are mainly virtual event “challenges” now account for 55% of funds raised, compared with 45% raised by birthday fundraisers.
- Comparing Q4 income in 2019 and 2020, the greatest mean average growth in income is seen among children’s charities and hospices.
- In-memory and tribute fundraisers, whilst only contributing 0.5% of raised funds, have the highest average amount raised per fundraiser at 735 USD in 2020, (up 84% compared with 2019).

- The average mean value of birthday fundraisers grew by 21% between 2019 and 2020, from 81 USD to 98 USD in 2020. Yet, more incredibly, the average value of non-birthday/event fundraisers rose by 120% from 110 USD in 2019 to 244 USD in 2020.
- Non-birthday/event fundraisers (that are mainly virtual event “challenges”) receive an average of 9.95 gifts each, compared to 4.24 gifts for a birthday fundraiser.
- Engaging with Facebook fundraisers increases the average raised per fundraiser - for all types of fundraisers – with an overall average of 23%.
- Likes don’t always equate to donations: the highest average amount raised per fundraiser was among charities with 20-50k followers.
- Facebook users in Ireland generate the highest average amount raised per fundraiser, particularly non-birthday/event fundraisers which raised on average 18% more - perhaps not surprising given that this is where the Facebook Challenges model originated!
- The highest average gift value is consistently from the USA.
- The average amount raised by a donate button post is 70 USD, with an average gift of 23 USD.
- Charities are having more success capturing contact details for non-birthday/event fundraisers than birthday fundraisers, though are still able to capture a reasonable amount of birthday fundraiser contact details.

## What we have found out?

### 2020: The year of the “Facebook Challenge”

Whilst birthday fundraisers are still most likely to be undertaken by Facebook users to raise funds for charities, 2020 saw an increase in the proportion of non-birthday/event fundraisers, to 1 in 3 of all fundraisers undertaken. We believe this was driven by virtual events - specifically the Facebook Challenges model involving Facebook Groups. This activity started before the pandemic but many charities adopted this way of fundraising more quickly because of social distancing and lockdowns.

### Fundraiser types mix by volume

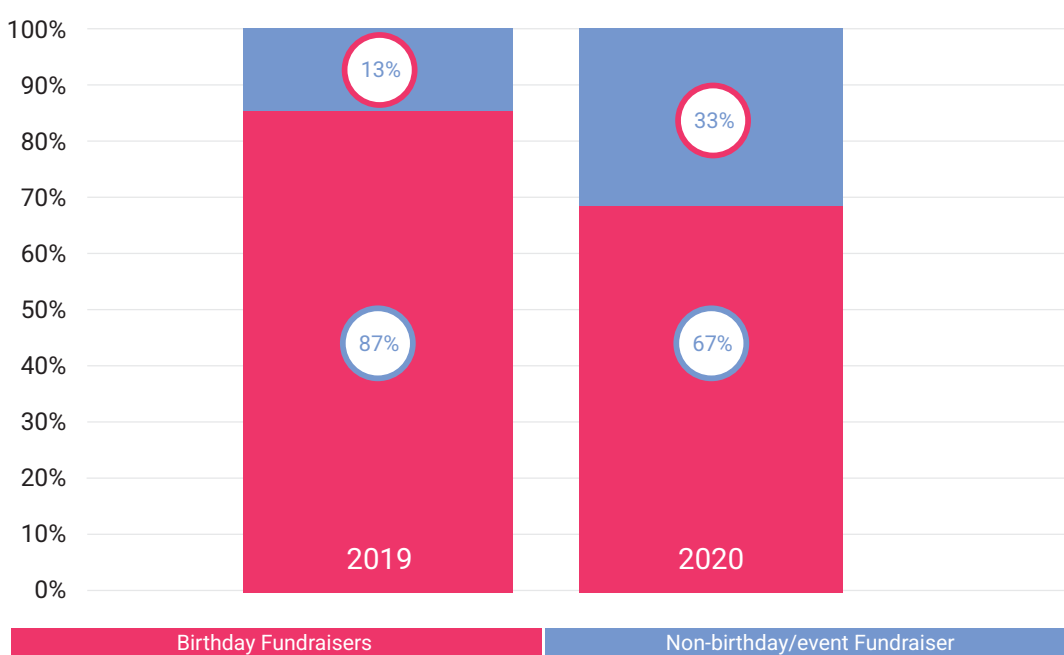


Chart 1: Base: 92 Charities 2019, 157 Charities 2020

Among the charities with comparable year-on-year financial data, the volume of Facebook birthday fundraisers decreased 10% from 2019 to 2020. However, this was offset by an increase of 10% for donate button posts. Whilst in-memory and tribute fundraisers increased by 13%, the real winner was non-birthday/event fundraisers (mainly virtual event “challenges”) which grew by 73%.

This didn't just play out in volume terms – non-birthday/event fundraisers (mainly virtual event “challenges”) have made huge leaps financially too. In 2019 non-birthday/event fundraisers represented 17% of money, but by 2020 they accounted for 55% of income.

### Fundraiser types mix by funds raised

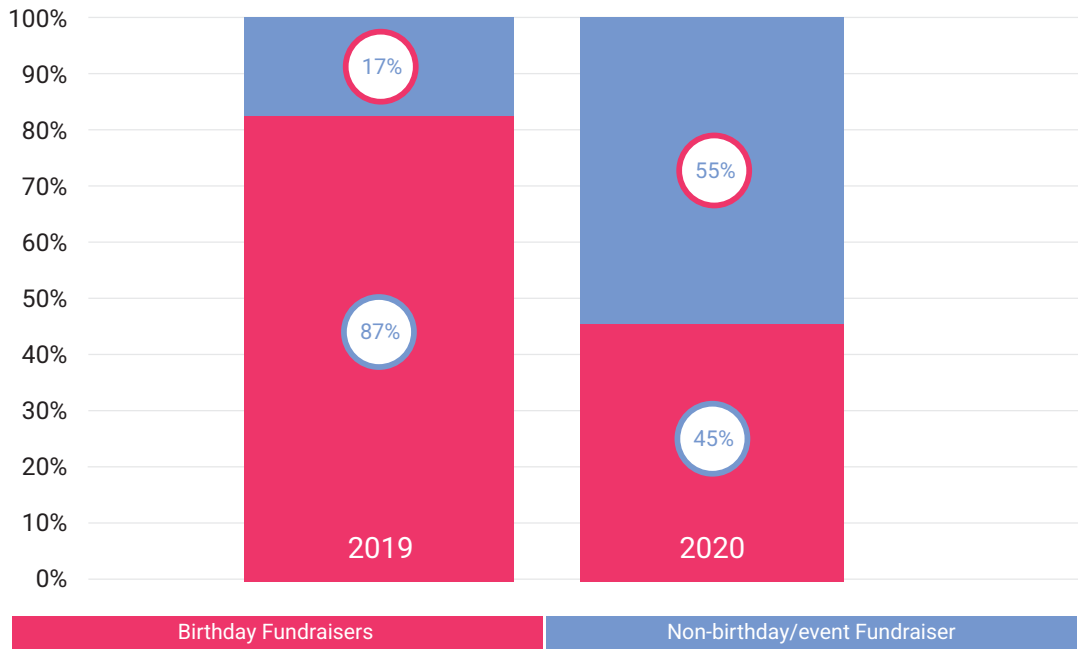


Chart 2: Base: 92 Charities 2019, 157 Charities 2020



## Facebook Income Growth by Charity Cause Area

Comparing 2019 and 2020 Q4 income among 69 comparable charities, all but one cause area saw year-on-year growth.

Hospices, health and cancers charities all exceeded overall average income growth. (Children and Young People charities also saw exponential mean average growth, though this was largely driven by one GivePanel charity's 500% growth!).

International charities were the only group to show a decline in Facebook fundraising from 2019 to 2020. We think this is because international charities are less suited to the virtual events model and Facebook donate is still not widely used as a method of emergency fundraising due to the lack of individual donor data. Facebook fundraising is undoubtable a more social (peer to peer) fundraising tool than a pure donation tool for individuals. However we are hopeful that over time new ways of using Facebook fundraising for international organisations will become apparent.

### Growth in income Q4 2020 vs Q4 2019

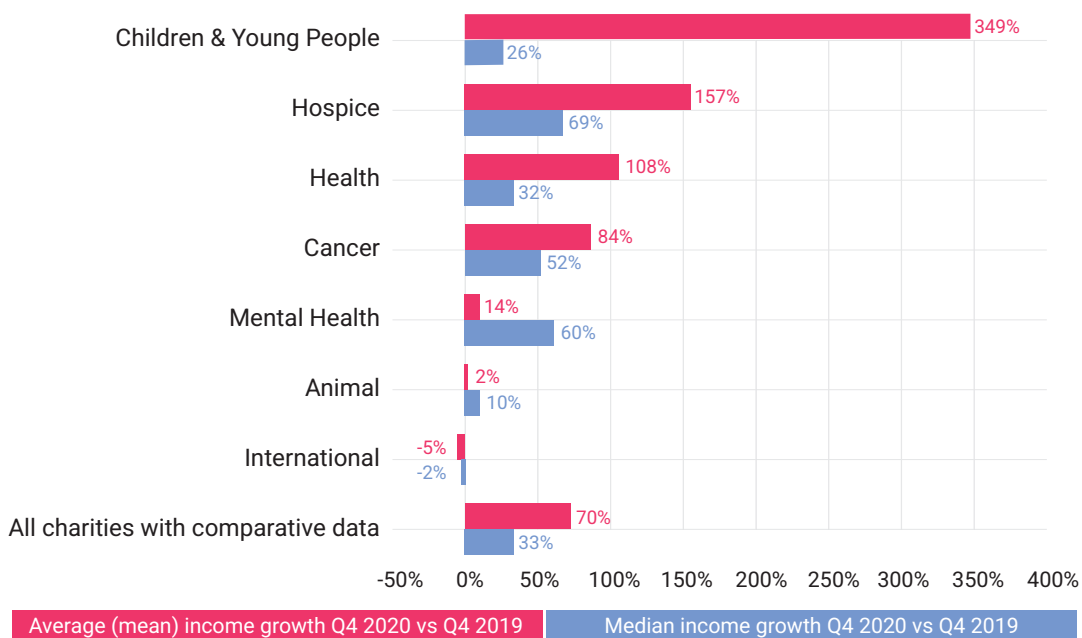


Chart 3: Base: 69 Comparable charities with Q4 data in 2019 and 2020

70% year-on-year growth across the board shows us two things. Firstly, it is likely that Facebook fundraising is becoming more accepted by Facebook users and secondly, it has grown beyond just birthday fundraising to become a broad peer-to-peer fundraising platform for all types of fundraising.

## Seasonality

As spring turns to summer we see a surge in non-birthday/event fundraisers - mainly virtual event “challenges” - as people take advantage of the better weather and set up walking, running and cycling events. In the autumn of 2020 interest in these activities was still very much in evidence.

We also noticed that May babies seem to be a particularly altruistic lot – 11% of birthday fundraisers in 2019 and 2020 took place in the month of May. We think that this could be down to the impact of Mental Health Awareness month in May and that Facebook fundraising seems to be popular with this audience.

We expected to see more birthday fundraisers on average in September as that is known as the most common birthday month, but instead we actually see a slight dip in September.

### Non-birthday / event Fundraisers seasonality

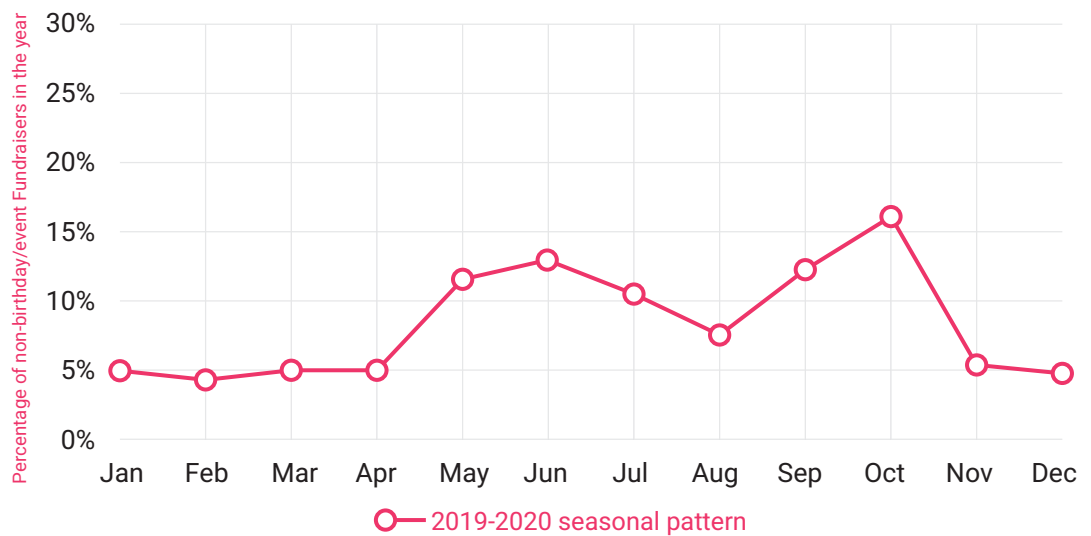


Chart 4: Base: Charities 43 Charities 2019, 94 2020, 96 2019-2020

## Birthday Fundraisers seasonality

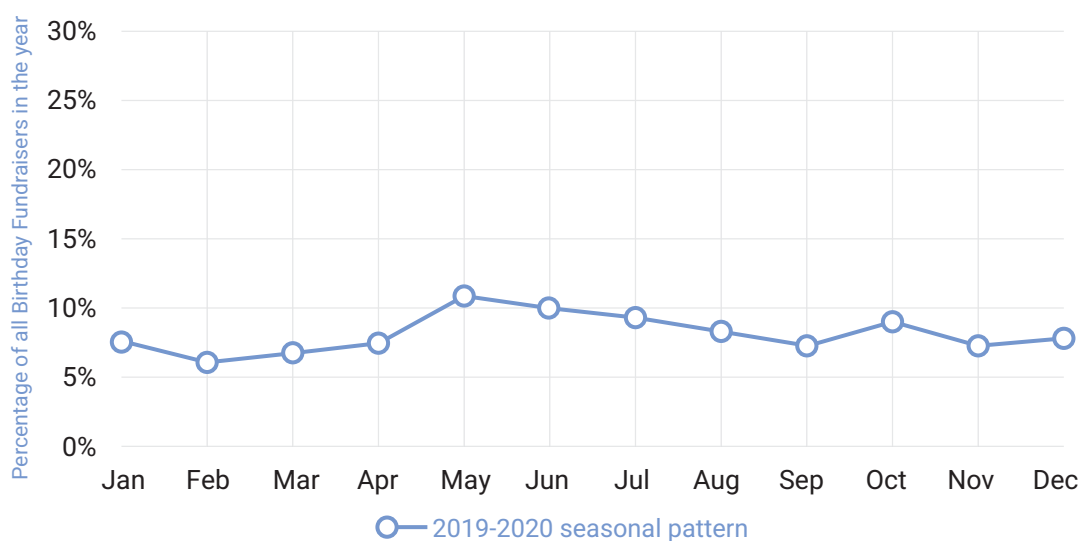


Chart 5: Base: Charities 43 Charities 2019, 94 2020, 96 2019-2020

## How much can fundraisers raise?

While in 2020 the average amounts raised by Facebook fundraisers had increased compared with 2019 for all activities, the stand out area was in-memory and tribute fundraising, which saw the mean average increase by nearly 84%, from 400 USD in 2019 to 735 USD in 2020.

When combining fundraisers from all charities in 2019 or 2020, in-memory and tribute fundraisers raised both the highest mean average and median monetary value. In memory/tribute fundraising is incredibly powerful on Facebook as people are already connected to friends and family. If a charity does not have Facebook Giving Tools activated they may be missing out on this income – people can't set up a fundraiser on Facebook if the charity is not present.

The impact of the pandemic in 2020 meant that charities had to find new and innovative ways to fundraise online. So perhaps unsurprisingly non-birthday/event fundraisers experienced the biggest percentage year-on-year increase of 120%, rising from a mean average amount raised of 110 USD in 2019 to 244 USD in 2020.

The average amount raised via birthday fundraisers has seen an increase of 21% between 2019 and 2020, from 81 USD to 98 USD. We feel this is best explained as Facebook fundraising became more accepted by Facebook users.

### Average amount raised per Fundraiser

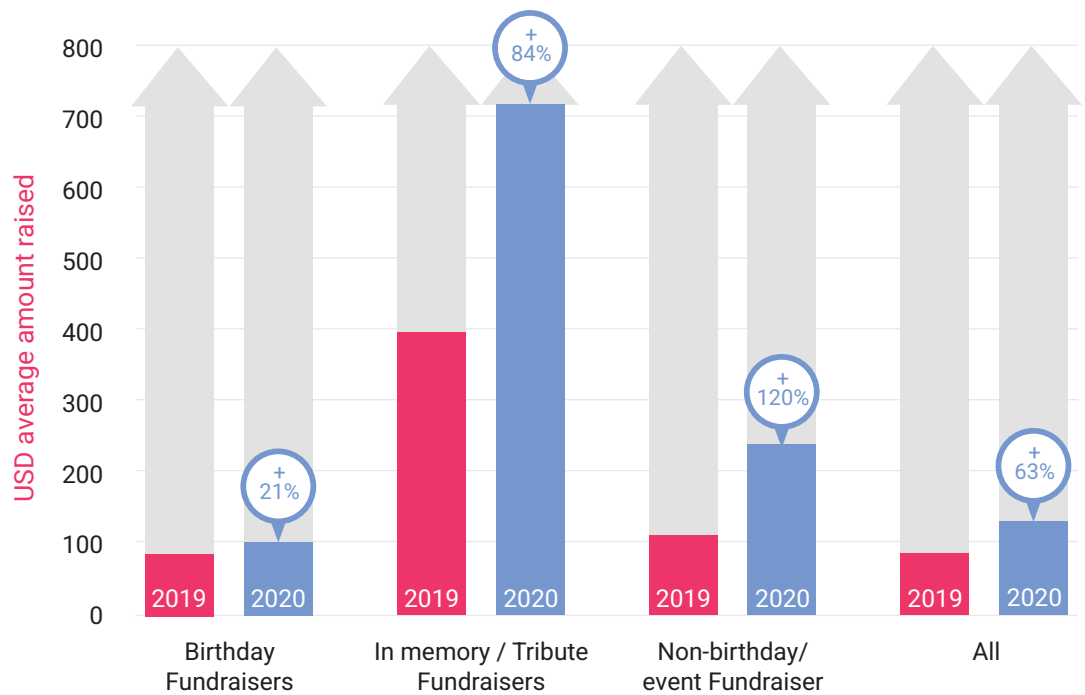


Chart 6: Base: 92 Charities 2019, 157 Charities 2020

## Who's giving – what, where and how?

In-memory and tribute fundraisers are very successful in Ireland, with the mean average raised for each fundraiser (1600 USD) nearly three times greater than the mean average of all charities (631 USD).

Non-birthday/event fundraising raised a mean average of 217 (USD), with an average of 18% more raised in Ireland.

While not bringing in as much as other activities, the amounts raised for a birthday fundraiser are also worth noting - ranging from a mean average of 87 USD in the UK to 100 USD in the USA and 137 USD in Ireland.

## Average amount raised per Facebook Fundraiser

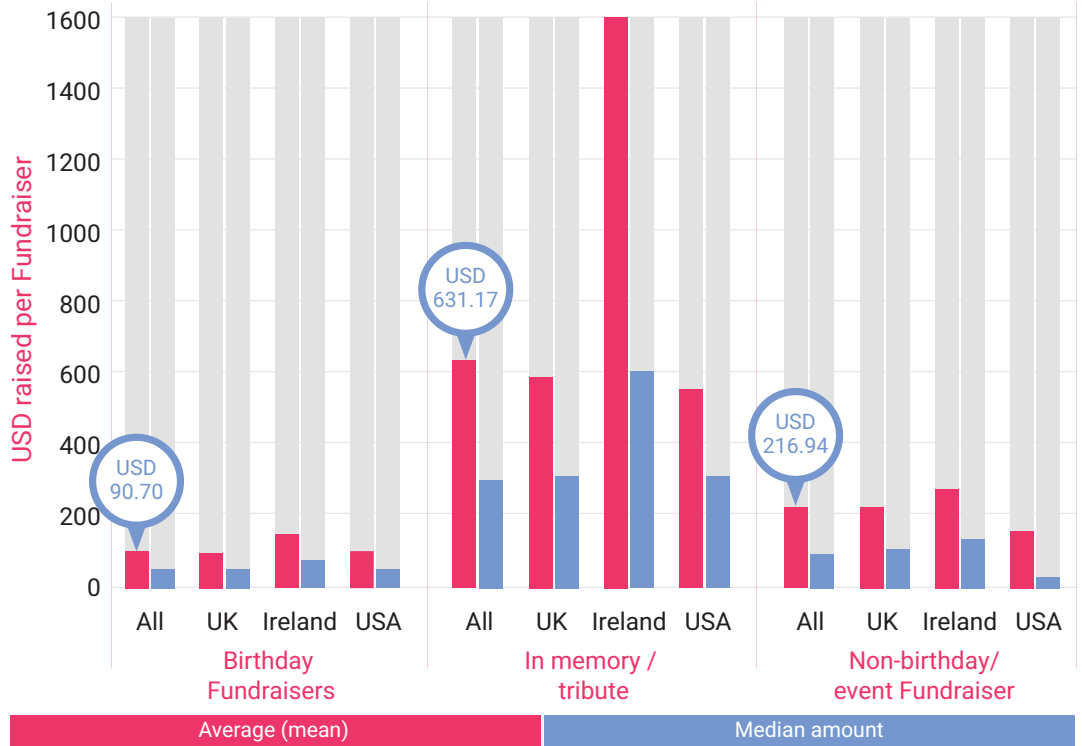


Chart 7: 157 Charities

The chart below highlights the mean and median average gift amount given to a fundraiser.

## Average value of gifts to Fundraisers

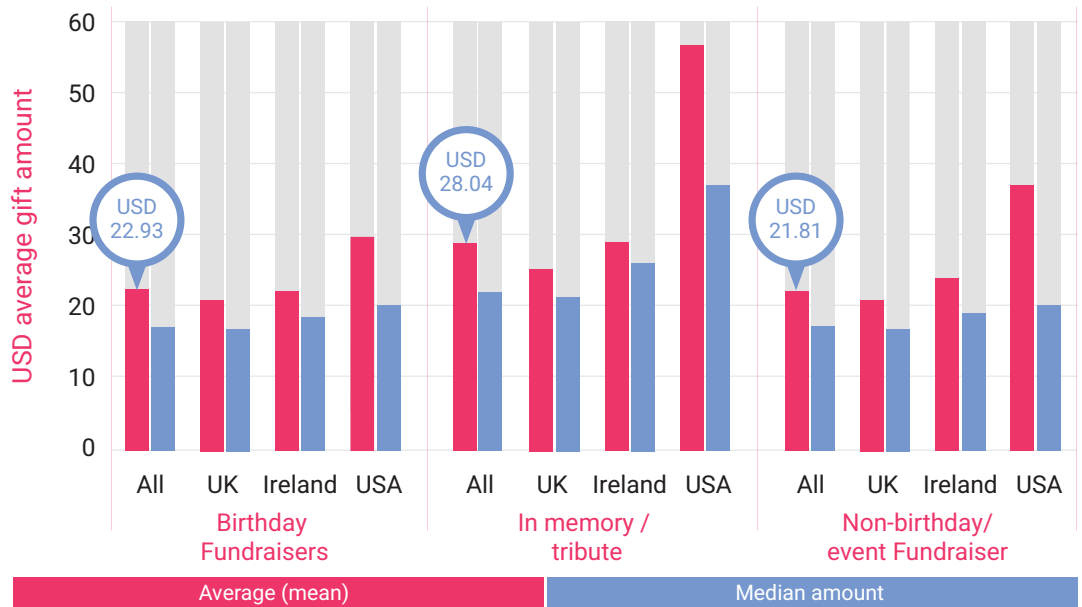


Chart 8: Base: 157 Charities

In the UK and Ireland donors appear to have a set amount for a donation irrespective of the type of fundraising activity, with a mean average gift of between 21-30 USD. The data suggests the range of gifts is within a fairly narrow financial band.

In the USA the amount given for a gift shows greater variation. The mean average gift value to an in-memory or tribute fundraiser in the USA is almost double that given by a donor in Ireland, and around 130% more compared with the UK.

The number of gifts differs by the type of fundraiser. Birthday fundraisers are more likely to receive just one or two gifts (77%) compared with 55% for non-birthday/event fundraisers.

In-memory and tribute fundraisers have a much wider variation in the number of gifts received, with over a quarter (27%) receiving between 11-24 gifts and 12% of fundraisers receiving in excess of 50 gifts.

### Number of gifts per Fundraiser

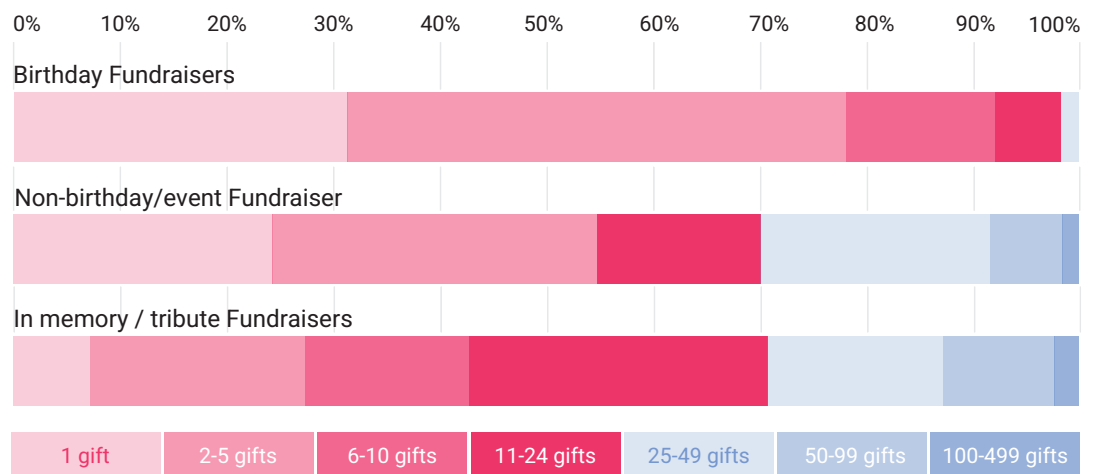


Chart 9: Base: 157 Charities

The average number of gifts received for a birthday fundraiser is 4.24, compared with 9.95 for non-birthday/event fundraisers. This makes sense, since asking for a donation for your birthday is just not as compelling as asking if you are doing an ambitious fitness or distance challenge.

		No. gifts	No. Fundraisers	Average number gifts per fundraiser
Birthday Fundraisers	UK	1,906,021	453,918	4.20
Birthday Fundraisers	Ireland	172,436	28,047	6.15
Birthday Fundraisers	USA	148,468	43,544	3.41
<b>All Birthday Fundraisers</b>		2,226,925	525,509	<b>4.24</b>
Non-birthday/event Fundraisers	UK	1,242,284	117,129	10.61
Non-birthday/event Fundraisers	Ireland	429,929	38,101	11.28
Non-birthday/event Fundraisers	USA	84,321	21,353	3.95
<b>All Non-birthday/event Fundraisers</b>		1,756,534	176,583	<b>9.95</b>

Table 1: Base: 157 Charities

## The effects of fundraiser engagement and stewardship on Facebook income

It pays to engage! Our data shows that when a charity engages with a fundraiser, it raises a higher average amount, irrespective of the type of fundraiser.

Whatever the fundraiser, charity engagement appears to result in 23% overall higher average amounts raised. It works especially well in the USA for non-birthday/event fundraisers, that are mainly virtual event “challenges”, where the average amount raised increased by 149%.

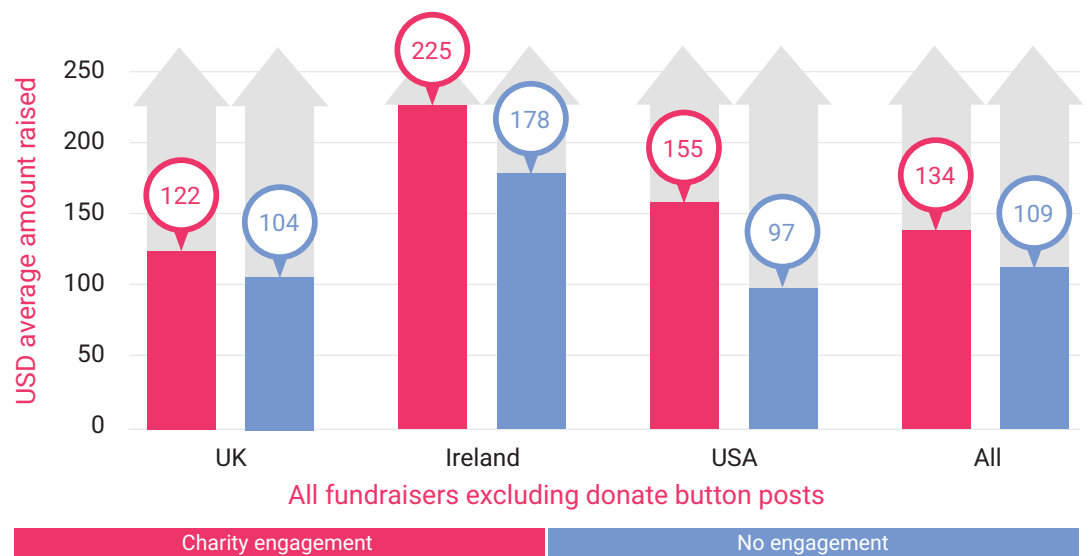


Chart 10: Base: 157 Charities

The power of engagement appears to have a particularly high impact on in-memory and tribute fundraisers, particularly in Ireland.

### Average amount raised per Fundraiser: with and without engagement by the charity

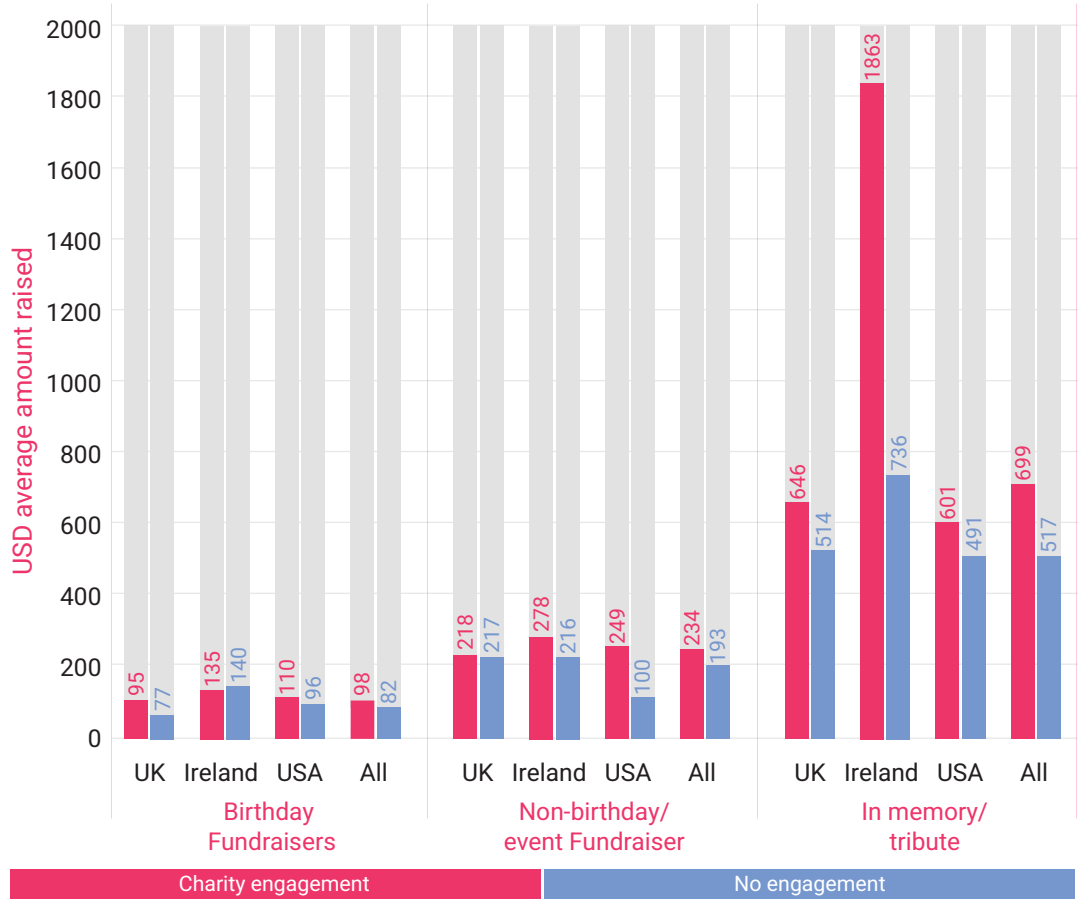


Chart 11: Base: 157 Charities

These results show that engaging fundraisers is important – not just to thank them but to encourage them to raise more. Also, a charity brand posting a message on the fundraiser page legitimises the fundraiser and helps make it look more official.

Although Facebook don't share contact details of fundraisers, charities can still get significant amounts of fundraiser contact details (like email addresses) with consent by using GivePanel's data capture tools.



Charities in the study were able to achieve an average top monthly email capture rate of 41% for birthday fundraisers, as much as 67% for non-birthday/event fundraisers, and 92% for in-memory fundraisers. This is again a strength of the Facebook virtual challenges model which helps charities get participant contact details before they set up their fundraiser.

Capturing supporter contact details - many of them new to the organisation - is key in building long term supporter relationships and life-time value beyond Facebook. These peak performance benchmarks show what is possible with the right supporter engagement strategy. Without GivePanel they would be at near zero percent contact detail capture, so this is something we are very proud of.

### Range of email capture conversion rates from Facebook Fundraisers

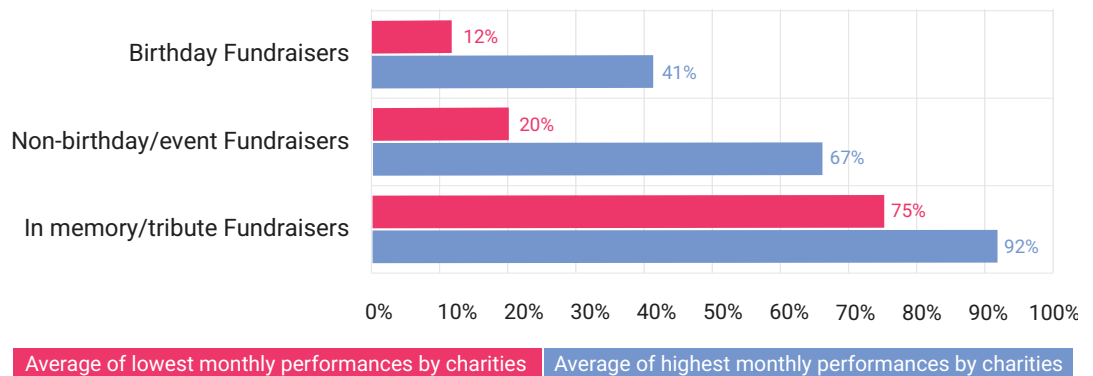


Chart 12: Base: 54 charities participating in email collection

## Donate button posts

In addition to setting up specific fundraisers, Facebook users can also add a donate button to their Facebook posts which allows donations to go directly to a charity of their choice.

Donate button posts are on the increase, with 110% more set up in 2020 than 2019 for our comparative charities with year-on-year data.

Donate button posts raise on average 70 USD – so less than Facebook fundraising pages. Again, it seems that Irish Facebook users have more luck generating donations via this activity, raising 51% more than the average donation.

## Average amount raised per Donate Button Post

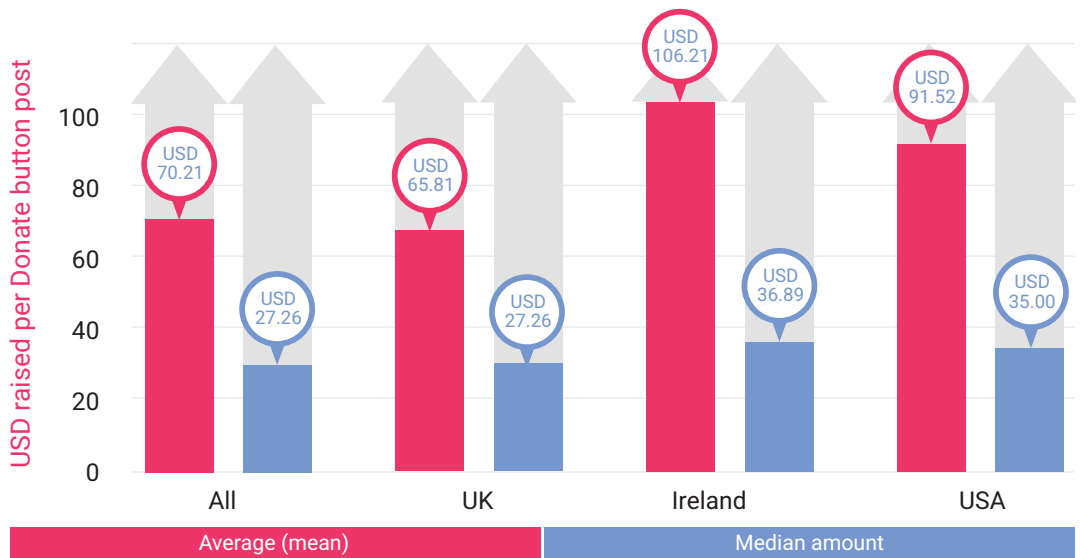


Chart 13: Base: 157 Charities

American Facebook users might not be beating the Irish in terms of amounts raised via donate buttons, but their supporters are giving a higher value gift when they do donate: American supporters given nearly 36 USD each time; this is 51% more than supporters of Irish Facebook buttons and 66% more than in the UK.

## Average Value of gifts to Donate Button Posts

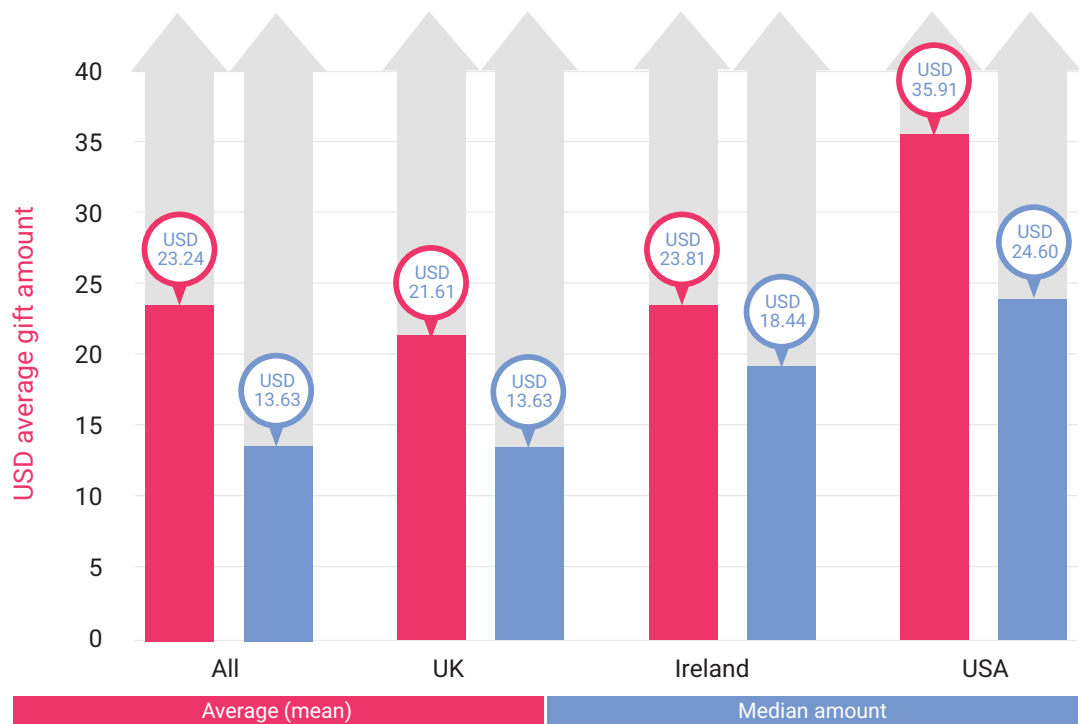


Chart 14: Base: 157 Charities

## Do numbers of Facebook page likes affect Facebook fundraising?

Small can be beautiful, as it seems that the average amount raised by each fundraiser is not dependent on the number of Facebook followers on the charity's page.

Across all charities the average amount raised by fundraisers increased by 63% from 82 USD in 2019 to 133 USD in 2020. This rise between the two years was seen irrespective of the number of charity followers on Facebook.

The largest percentage increase year-on-year by amount raised per fundraiser was among charities in the band with 25-50k Facebook followers - an increase of 95%.

### Average amount raised per fundraiser or donate button post

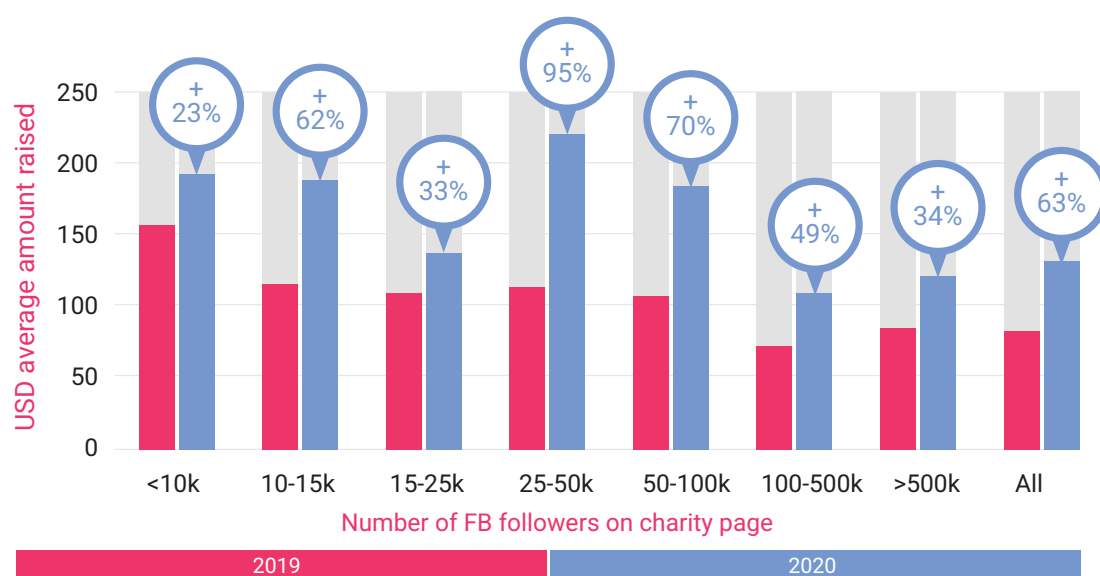


Chart 15: Base: 92 Charities 2019, 157 Charities 2020

Average income grew by an average of 70% between Q4 2019 and Q4 2020 (for charities for which we have comparable data). Interestingly, charities with 50-99k page followers have performed especially well, with average mean income growing by 372% between during this period.

## Growth in income Q4 2020 vs Q4 2019

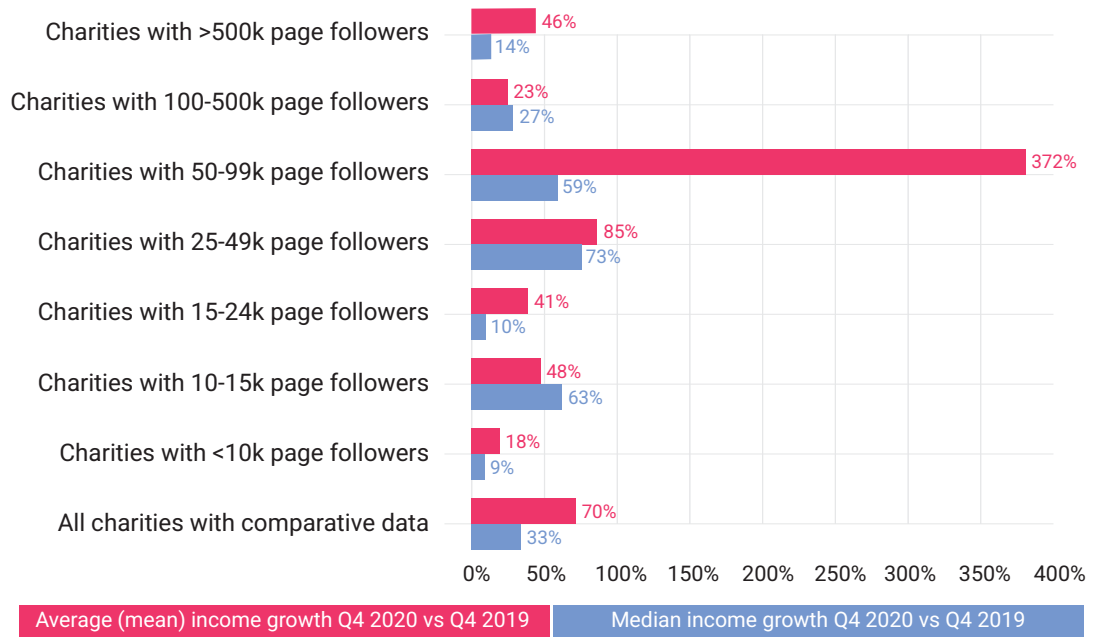


Chart 16: Base: 69 comparable charities with Q4 data in 2019 and 2020

## Appendix A Notes to reporting

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The data used within this report includes all charitable donations raised by 157 GivePanel's members through Facebook between 2019 and 2020. It excludes income raised through Instagram.

Charities based in Europe other than Ireland are not included within the report.

All income within the report is quoted in USD. The exchange rate used is taken from xe.com as at 31/12/20:

- GBP to USD 1.36
- EUR to USD 1.22

Unless stated otherwise the average quoted in the narrative is the mean average.

The term 'fundraiser' in the context of this report is the fundraising activity undertaken and not an individual person or group of people.

The following Facebook fundraising categories have been covered in this report:

1. Birthday fundraisers
2. Non-birthday/event fundraisers (this mainly comprises of virtual challenge events, but captures other types of fundraising that don't fall into the other categories)
3. In-memory and tribute fundraisers
4. Donate button posts

The 157 GivePanel member charities included within this report were assigned a cause area for the purposes of data analysis. Table A1 provides the breakdown by region and cause area.

Region and charitable cause	Number included in analysis
Total number of charities	157
United Kingdom	116
Ireland	19
United States of America	22
Animal	11
Armed Services	4
Cancer	27
Children & Young People	8
Disability	5
Environment	2
Other health	47
Homelessness	3
Hospice	19
International	12
Mental Health	10
Social care and community	9

Table A1 Charities by region and charitable cause

# About GivePanel

GivePanel's online platform helps you thank all your fundraisers quicker, get their data and drive more fundraisers using our Facebook Group fundraising tools. So now you can raise more and build longer lasting relationships with your fundraisers with less hassle.

Give Panel's PowerTool can help supercharge your Facebook Fundraising

- Capture more supporter contact data
- Run virtual events entirely on Facebook using Facebook groups
- Message and engage fundraisers faster
- Monitor performance with analytics dashboard
- Save time with no more complex spreadsheets
- Share across teams & agencies
- Enrich Facebook Fundraising Data & build custom imports for your CRM



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