Organizations Use a Variety of Fundraising Methods

- Percent of Organizations that Use Each of the Fundraising Methods
  - Direct Mail: 71%
  - Online/direct deposit: 67%
  - Social media: 46%
  - Text messages: 8%
  - Face-to-face: 63%
  - Events: 63%
  - Public relations: 58%
  - Donor-stewardship activities: 48%
  - Major gifts: 40%
  - Major gifts: 40%

Percent of Organizations Using Social Media

- Email: 80%
- Online/direct deposit: 71%
- Social media (Facebook and Twitter): 46%
- Text messages: 8%

Investing in Fundraising Increases Proceeds and Increases Likelihood of Meeting Fundraising Goals

- Three-quarters of organizations that increased financial support for fundraising saw an increase in funds raised.

Organizations that kept financial investment in fundraising the same even more likely to see contributions decline than increases.

- About 4 in 10 organizations that decreased investment in fundraising by 10% or more saw contributions decline by 50% or more.

Declines of any amount in financial investment and declines in staffing both associated with lower probability of meeting fundraising goal.

- For very small and small organizations, a reduction in volunteer engagement in fundraising is associated with lower probability of meeting fundraising goal.