SELECTED NRC FINDINGS
Social Media Use

Percent of Organizations Using Social Media

EMAIL 80%
70% saw an increase in 2014 over 2013

SMS/TEXTING 8%
68% saw an increase in 2014 over 2013

ONLINE/INTERNET (other than Facebook or Twitter) 87%
71% saw an increase in 2014 over 2013

FACEBOOK/TWITTER 46%
79% saw an increase in 2014 over 2013

Fundraising success linked with effective communications

Who uses social media?

Only 38% of smaller organizations use social media.
Organization budget <$250,000

46% of medium-sized organizations use social media.
Organization budget $1 million - $3 million

Environmental organizations more likely to use social media than other sub sectors.

FOR MORE INFO, VISIT: nonprofitresearchcollaborative.org
A PROJECT BY:

Nonprofit Research Collaborative

© Nonprofit Fundraising Survey, Copyright April 2015
For permission to cite or reproduce, please contact Melissa Brown at Melissa@NPResearch.org
This report and links to earlier reports can be found at www.NPResearch.org

Sources:
NRC Nonprofit Fundraising Study Winter 2015
NRC Nonprofit Fundraising Study Winter 2011