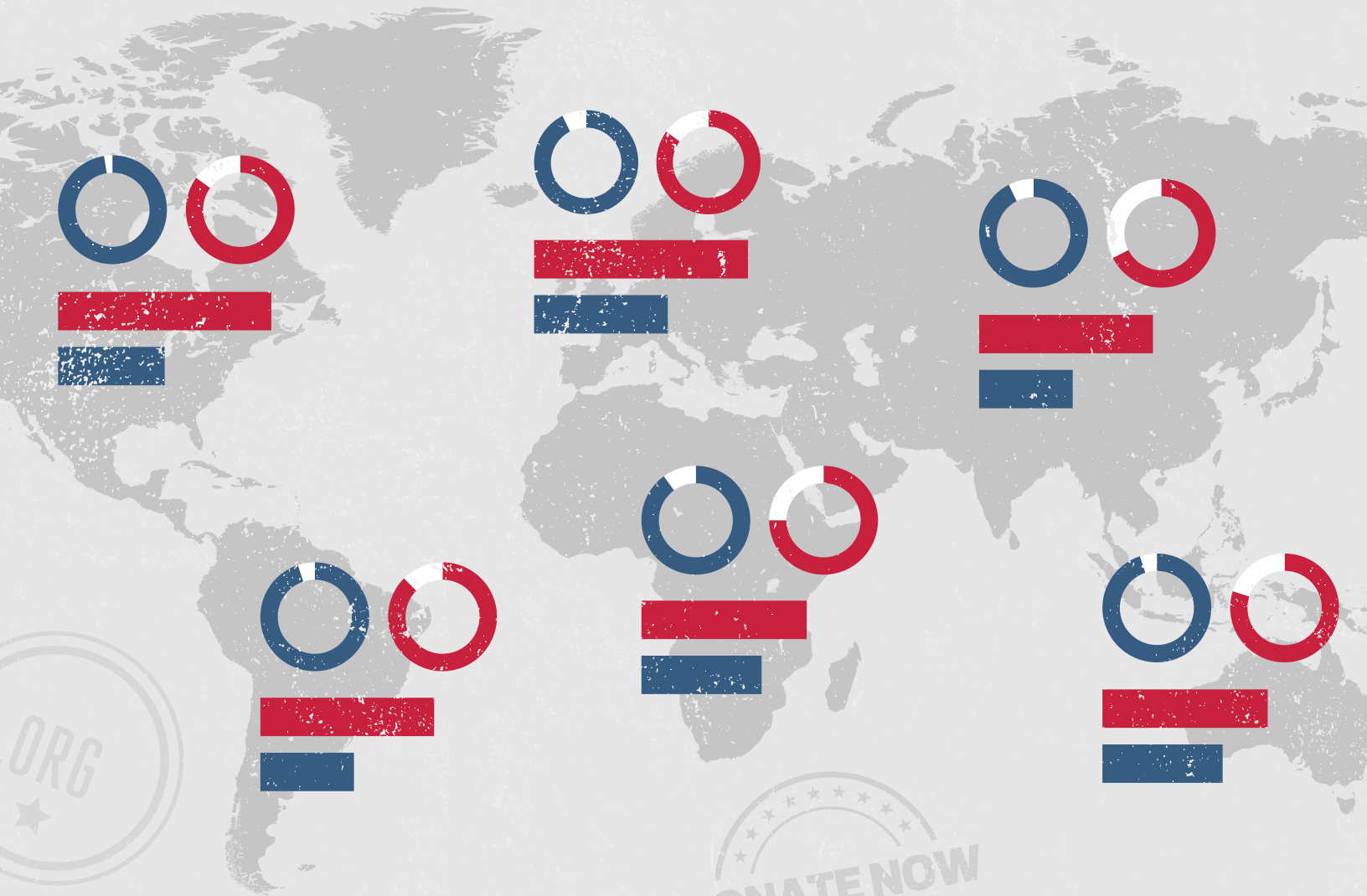


2016 Global NGO Online Technology Report

2,780 NGOs · 133 COUNTRIES · 6 CONTINENTS



Research by

 **Nonprofit Tech for Good**

Sponsored by

 **Your Public Interest Registry**

#NGOTECH16

TECHREPORT.NGO

About the Report

A collaborative research project by the Public Interest Registry and Nonprofit Tech for Good, the 2016 Global NGO Online Technology Report is an inaugural effort to gain a better understanding of how non-governmental organizations (NGOs) worldwide use online technology to communicate with their supporters and donors. Over the last two decades the NGO sector has embraced Internet technology, but at varying speeds based upon the Internet infrastructure of the country in which they reside. Social, economic, and political factors in each of the world's countries have either hastened or hindered the development of Internet infrastructure, yet there is little research that compares NGOs globally and their use of online technology. The majority of data available is based on the NGO sector in the United States, Canada, the United Kingdom, and Australia and cannot be applied to the vast majority of NGOs operating worldwide.

To address this gap in research, this report set out to provide better insight into online technology and its use within the global NGO sector. The primary goals were:

1

To set a baseline of data points about NGOs and their use of online technology across continents.

2

To better understand how trends in web and email communications, online fundraising, and social media vary from continent to continent.

3

To provide a set of basic benchmarks in online technology use by continent so that NGOs worldwide have a better understanding of their own online technology use.

METHODOLOGY

The 2016 Global NGO Online Technology Report is based upon the survey results of 2,780 NGOs from Africa, Asia, Australia & Oceania, Europe, North America, and South America. The survey was conducted and promoted entirely online – primarily through email and on social media – from September 1, 2015 through October 31, 2015. A concerted effort was made to promote the survey in various time zones to reach NGOs worldwide, however the survey was written and promoted only in English. As a result, there are biases within the report that likely skewed the data, namely that survey respondents: (1) could read English; (2) had access to the Internet; and (3) were most likely active on social media. For the 2017 Global NGO Online Technology Report, the survey will be published in English, French, and Spanish in order to collect data more reflective of regional differences in how NGOs use online technology.

OUTCOMES

Though imperfect, the data gleaned from the online survey is unprecedented and provides valuable insight into the global NGO sector and its use of online technology. In Australia & Oceania, Europe, and North America the use of web and email communications, online fundraising tools, and social media by NGOs is high while Asia, Africa, and South America lag behind. This is not a surprising finding, but until this research the NGO sector has never been able to quantify the differences in online technology use by continent.

As a result of this inaugural research, we now have online technology benchmarks for NGOs as a global average and by continent. NGOs can use these benchmarks to assess their competency in online technology use and to set online communications and fundraising goals. In addition, the report succeeded at providing a set of baseline data points which will be built upon and compared to in next year's report.

The report also lists and visualizes data about global giving trends based on the responses of 355 donors worldwide. If a survey respondent answered that they did not work for an NGO, then they were presented with a series of questions about their giving behavior. It's a small sampling, but it validates the growing trend to give online and speaks to the power of social media to inspire online giving, especially by Gen X and Millennials. Next year's survey and report will examine global giving trends in more detail.

Overall, the 2016 Global NGO Online Technology Report achieved its goals and laid a solid foundation for next year's report. Ultimately, the quality of the data depends upon the number of respondents and although 2,780 NGOs and 355 donors is a good beginning, offering the survey and report in three languages next year should profoundly improve the results. So please mark your calendars and help us make next year's report even better. The 2016 Global NGO Online Technology Survey is scheduled to go live August 1, 2016 at techreport.ngo. *Your participation is greatly appreciated.*



ABOUT THE PUBLIC INTEREST REGISTRY

PIR.ORG

Based in Reston, Virginia, the Public Interest Registry is a not-for-profit organisation created by the Internet Society (internetsociety.org) in 2003 to manage the .ORG domain. In 2015, the Public Interest Registry launched the .NGO and .ONG domains – as well as a global directory of NGOs and ONGs worldwide called OnGood (ongood.ngo) – to better serve the global NGO community.



ABOUT NONPROFIT TECH FOR GOOD

NPTECHFORGOOD.COM

With 100,000 monthly visitors and more than one million followers on social networks, Nonprofit Tech for Good is a leading mobile and social media blog for nonprofit professionals worldwide. Nonprofit Tech for Good focuses on providing easy to understand news and resources related to nonprofit technology, social media, online fundraising, and mobile communications.

Online Technology in the Global NGO Sector

2,780 NGOs FROM 133 COUNTRIES ACROSS SIX CONTINENTS

There are diverse regional differences in how NGOs worldwide utilize online technology, but as a whole the data gathered from surveying 2,780 NGOs from 133 countries can be used by NGOs throughout the globe to set goals for their online communications and fundraising strategies. The top five responders of the 2015 Global NGO Online Technology Survey were NGOs from the United States, Canada, India, the United Kingdom, and Australia—all nations with a relatively robust Internet infrastructure. As a result,

the findings are skewed towards more advanced use of online technology, but as mobile technology and Internet infrastructure continues to improve worldwide, it's conceivable that within a decade regional differences will lesson significantly and NGOs worldwide will become equally empowered to use the Internet to advance social good.

LOCATION OF THE NGOs

AFRICA **7.6%**
ASIA **13.5%**
AUSTRALA & OCEANIA **3.8%**
EUROPE **14.6%**
NORTH AMERICA **58.8%**
SOUTH AMERICA **1.7%**

SIZE OF THE NGOs*

SMALL **60%**
MEDIUM **31.5%**
LARGE **8.5%**

*There is not an international standard of what defines an NGO as small, medium, or large, so participants were asked to self-identify their NGO as small, medium, or large.

PRIMARY CAUSES SERVED BY THE NGOs

ANIMALS **3.3%**
ARTS AND CULTURE **4%**
CHILDREN AND YOUTH **13.1%**
EDUCATION **13.5%**
ENVIRONMENT **5.6%**
HEALTH AND SAFETY **9%**
HUMAN AND CIVIL RIGHTS **5%**

HUMAN SERVICES **12%**
INTL. DEVELOPMENT **5.2%**
PEACE AND NONVIOLENCE **1%**
WOMEN AND GIRLS **5.1%**
OTHER* **23.2%**

*Other = Consumer Protection, Poverty (hunger alleviation, homelessness, housing), Civil Society, Housing, Faith-based, Media, Philanthropy, Disability, Elderly Care, Research.

NGOs: SUMMARY OF FINDINGS

One of the primary goals of this research was to provide a set of online technology benchmarks for NGOs worldwide. Benchmarks by continent are detailed in this report, but the global findings also serve as realistic, achievable online technology benchmarks for NGOs worldwide that currently use the Internet on a regular basis.

- **92%** of NGOs worldwide have a website.
- **70%** use the .ORG domain. **Two percent** use .NGO. **Nine percent** use .COM. **Two percent** use .NET. **18%** use other domains, predominately country code domains.
- **46%** regularly publish a blog. **75%** regularly send email updates to donors and supporters. Small NGOs have an average of **6,035** subscribers. Medium NGOs have **55,596**. Large have **357,714**.
- **75%** accept online donations. Payment methods accepted include credit cards (**82%**), PayPal (**52%**), direct debit (**47%**), mobile text (**6%**), and digital wallets (**3%**).
- **95%** have a Facebook Page. Small NGOs have an average of **5,723** likes. Medium NGOs have **28,337**. Large NGOs have **127,930**.
- **83%** have a Twitter Profile. Small NGOs have an average of **3,332** followers. Medium NGOs have **13,680**. Large NGOs have **66,167**.
- **40%** have an Instagram Profile. Small NGOs have an average of **504** followers. Medium NGOs have **2,676**. Large NGOs have **10,548**.
- Other social networks used by NGOs worldwide are LinkedIn (**52%**), YouTube (**51%**), Google+ (**30%**), Pinterest (**22%**), Tumblr (**6%**), and Snapchat (**2%**).
- **32%** of NGOs worldwide assign the responsibility of social media management to a communications staff person. **11%** have a full-time or part-time social media manager. **15%** depend upon volunteers. The remaining **42%** assign the responsibility to development, program, administrative, and/or executive staff.
- **78%** agree that social media is effective for online fundraising.

DONORS: SUMMARY OF FINDINGS

Of the 355 donors from 27 countries that participated in the survey, 37% were Gen X donors, 29% were Baby Boomers, and 28% were Millennials. In the NGO sector generational differences in giving behavior are most often presented as being vastly different, but the 2015 Global NGO Online Technology Survey revealed strikingly similar giving preferences. As individuals worldwide of all ages become more trusting and adept with online technology, so does their giving behavior.

- **62%** of donors worldwide prefer to give online. **23%** through direct mail. **Six percent** through a mobile app or via text. **Nine percent** through other methods,

such as workplace giving, fundraising events, stock, over the phone.

- **27%** of donors worldwide cite social media as the communication tool that inspires them the most often to give. **23%** cite email. **14%** credit an NGO's website. **12%** responded print materials. **Five percent** answered TV and/or radio. **Two percent** answered text messaging. **17%** indicated other tools, such as face-to-face contact, workplace giving, fundraising events, and telemarketing.
- **72%** of Millennials prefer to give online and they are most often inspired to give by social media. Their top five causes are children and youth, women and girls,

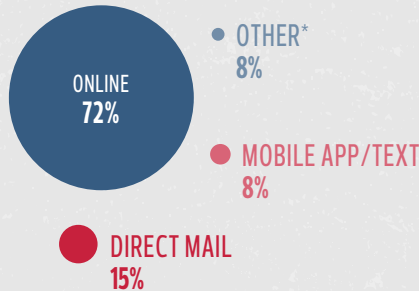
human and civil rights, education, and animals.

- **66%** of Gen Xers prefer to give online and they are most often inspired to give by email. Their top five causes are education, children and youth, human services, animals, and the environment.
- **54%** of Baby Boomers prefer to give online and are most often inspired to give by email. Their top five causes are human services, education, children and youth, health and safety, and arts and culture.

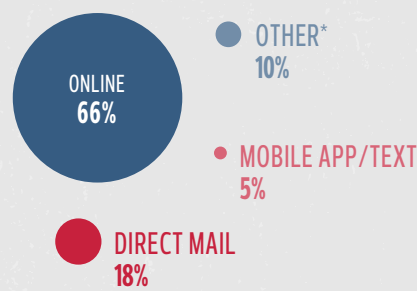
2016 GLOBAL GIVING TRENDS

DONOR GIVING PREFERENCES

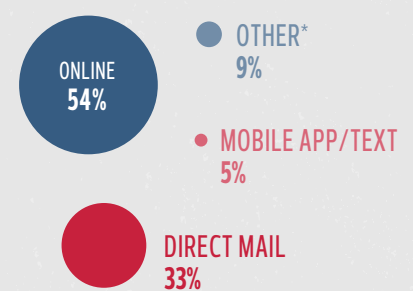
MILLENNIALS



GEN X



BABY BOOMERS



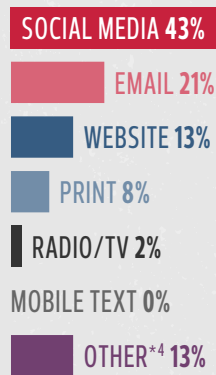
*Other: Workplace giving, fundraising events, stock, over the phone.

TOP CAUSES

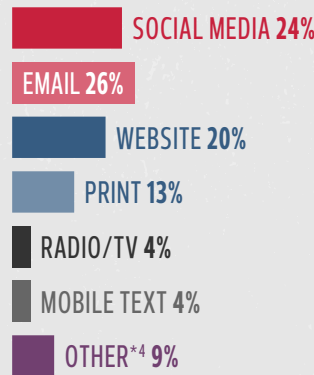
- CHILDREN & YOUTH 14%
- HUMAN SERVICES 13%
- EDUCATION 12%
- HUMAN & CIVIL RIGHTS 9%
- ANIMALS 8%
- WOMEN & GIRLS 8%

DONORS MOST INSPIRED TO GIVE BY

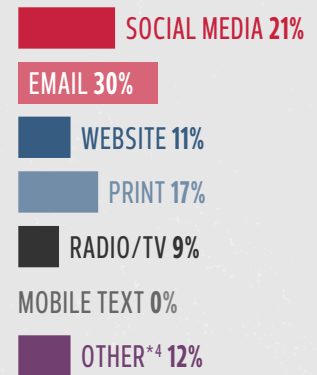
MILLENNIALS



GEN X



BABY BOOMERS



*Other: Face-to-Face contact, workplace giving, fundraising events, telemarketing.

Africa

ONLINE TECHNOLOGY IN THE NGO SECTOR

The NGO sector in Africa and its use of online technology is not well understood. There are tens of thousands, possibly hundreds of thousands, of unregistered small NGOs operating across Africa and most are offline. Political and economic instability has hindered the development of a robust Internet infrastructure and even medium and large NGOs often find online technology a challenge to utilize. The rise of mobile technology in Africa, however, is positioning the African NGO sector to pioneer using the Internet for social good in ways the world has never seen before.

210 NGOs from 27 countries in Africa participated in this year's survey with the majority of the respondents being in South Africa, Kenya, and Nigeria – all countries where English is widely spoken. It's too small of a sampling to assert conclusions about the African NGO sector as a whole, but as more African NGOs gain access to the Internet, the better we will be able to research how they use it.



NGOs IN AFRICA: SUMMARY OF FINDINGS

- **76%** of NGOs in Africa have a website.
- **55%** use the .ORG domain. **One percent** use .NGO. **18%** use .COM. **27%** use other domains, predominately country code domains.
- **46%** regularly publish a blog.
- **71%** regularly send email updates to donors and supporters. Small NGOs have an average of **1,446** subscribers. Medium NGOs have **3,598**.
- **52%** accept online donations. Payment methods accepted include credit cards
- **70%**, PayPal (**48%**), direct debit (**47%**), mobile text (**12%**), and digital wallets (**7%**).
- **90%** have a Facebook Page. Small NGOs have an average of **1,627** likes. Medium NGOs have **5,790**. Large NGOs have **21,073**.
- **74%** have a Twitter Profile. Small NGOs have an average of **1,133** followers. Medium NGOs have **4,647**. Large NGOs have **46,305**.
- **21%** have an Instagram Profile. Small NGOs have an average of **282** followers. Medium NGOs have **375**.
- Other social networks used by NGOs in Africa are YouTube (**47%**), LinkedIn (**42%**), and Google+ (**16%**).
- **35%** of NGOs in Africa assign the responsibility of social media management to a communications staff person. **15%** have a full-time or part-time social media manager. **15%** depend upon volunteers. The remaining **35%** assign the responsibility to development, program, administrative, and/or executive staff.
- **81%** agree that social media is effective for online fundraising.

NGOs IN AFRICA: 2016 ONLINE TECHNOLOGY BENCHMARKS

HAVE A WEBSITE

76%

REGULARLY SEND EMAIL UPDATES

71%

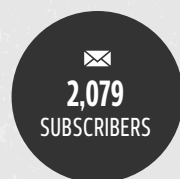
ACCEPT ONLINE DONATIONS

52%

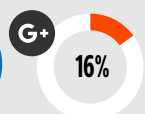
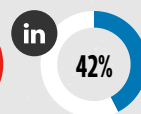
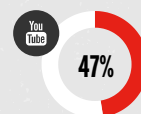
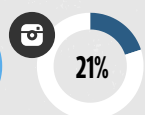
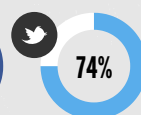
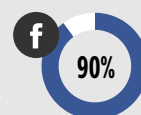
REGULARLY PUBLISH A BLOG

46%

NGOs IN AFRICA HAVE AN AVERAGE OF:



% THAT HAVE AN ACTIVE PRESENCE ON SOCIAL NETWORKS



81% of NGOs in Africa agree that social media is effective for online fundraising.

Asia

ONLINE TECHNOLOGY IN THE NGO SECTOR

The NGO sector in Asia and its use of online technology varies greatly from region to region. India has hundreds of thousands of NGOs likely to come online in the next five years. Internet access is growing throughout the Middle East and Southeast Asia and as smartphones sales soar across the continent, the NGO sector in Asia will advance quickly in their use of online technology.

376 NGOs from 35 countries in Asia participated in this year's survey with the majority of the respondents being in India. The diversity of languages spoken in Asian countries present a challenge in surveying their use of online technology, but increasingly English is becoming more widely used as a second language. With a concerted effort to promote next year's survey to Asian countries, the number of respondents should grow and reveal a deeper understanding of how NGOs in Asia use online technology.

NGOS IN ASIA: SUMMARY OF FINDINGS

- **79%** of NGOs in Asia have a website.
- **62%** use the .ORG domain. **Eight percent** use .NGO. **Nine percent** use .COM. **Four percent** use .NET. **17%** use other domains, predominately country code domains.
- **44%** regularly publish a blog.
- **72%** regularly send email updates to donors and supporters. Small NGOs have an average of **2,350** subscribers. Medium NGOs have **9,080**. Large NGOs have **29,806**.
- **50%** accept online donations. Payment methods accepted include direct debit (**66%**), credit cards (**59%**), PayPal (**28%**), digital wallets (**10%**), and mobile text (**7%**).
- **92%** have a Facebook Page. Small NGOs have an average of **3,446** likes. Medium NGOs have **12,790**. Large NGOs have **49,994**.
- **67%** have a Twitter Profile. Small NGOs have an average of **1,336** followers. Medium NGOs have **4,341**. Large NGOs have **48,668**.
- **25%** have an Instagram Profile. Small NGOs have an average of **881** followers. Medium NGOs have **2,855**. Large NGOs have **5,481**.
- Other social networks used by NGOs in Asia are YouTube (**49%**), LinkedIn (**41%**), Google+ (**37%**), Pinterest (**13%**), Tumblr (**5%**), and Snapchat (**2%**).
- **26%** of NGOs in Asia assign the responsibility of social media management to a communications staff person. **14%** have a full-time or part-time social media manager. **17%** depend upon volunteers. The remaining **43%** assign the responsibility to development, program, administrative, and/or executive staff.
- **86%** agree that social media is effective for online fundraising.

NGOs IN ASIA: 2016 ONLINE TECHNOLOGY BENCHMARKS

HAVE A WEBSITE

79%

REGULARLY SEND EMAIL UPDATES

72%

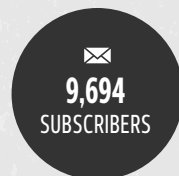
ACCEPT ONLINE DONATIONS

50%

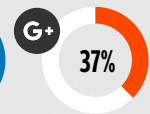
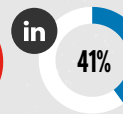
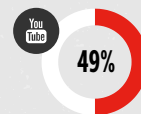
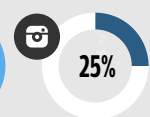
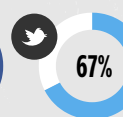
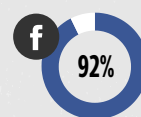
REGULARLY PUBLISH A BLOG

44%

NGOs IN ASIA HAVE AN AVERAGE OF:



% THAT HAVE AN ACTIVE PRESENCE ON SOCIAL NETWORKS



86% of NGOs in Asia agree that social media is effective for online fundraising.

Australia & Oceania

ONLINE TECHNOLOGY IN THE NGO SECTOR

The NGO sector in Australia & Oceania plays an integral role in society. Australia and New Zealand are well-known for their generosity and philanthropy is often interwoven into personal and work life. Combining that philanthropic spirit with a growing tech startup economy and a solid Internet infrastructure, the NGO sector in Australia & Oceania is rapidly advancing its use of online technology. In the South Pacific where Internet access is challenging, innovation in mobile technology is helping fill the gap.

106 NGOs from four countries in Australia & Oceania participated in this year's survey and while it's too small of a sampling to assert conclusions about online technology use in Australia, New Zealand, and the South Pacific, it does present a realistic set of benchmarks for medium and large NGOs. There are close to one million NGOs operating across the continent and though they are challenging to survey online due time zone differences, next year's survey numbers will hopefully increase and provide a set of benchmarks that can also be applied to small NGOs.

NGOS IN AUSTRALIA & OCEANIA: SUMMARY OF FINDINGS

- **94%** of NGOs in Australia & Oceania have a website.
- **52%** use the .ORG domain. **Two percent** use .NGO. **15%** use .COM. **Three percent** use .NET. **28%** use other domains, predominately country code domains.
- **47%** regularly publish a blog.
- **80%** regularly send email updates to donors and supporters. Small NGOs have an average of **10,727** subscribers. Medium NGOs have **53,314**. Large NGOs have **108,400**.
- **74%** accept online donations. Payment methods accepted include credit cards
- **(91%)**, PayPal (**47%**), direct debit (**45%**), mobile text (**5%**), and digital wallets (**1%**).
- **94%** have a Facebook Page. Small NGOs have an average of **3,961** likes. Medium NGOs have **31,093**. Large NGOs have **111,378**.
- **80%** have a Twitter Profile. Small NGOs have an average of **1,458** followers. Medium NGOs have **6,193**. Large NGOs have **11,045**.
- **48%** have an Instagram Profile. Small NGOs have an average of **642** followers. Medium NGOs have **2,141**. Large NGOs have **2,754**.
- Other social networks used by NGOs in Australia & Oceania are YouTube (**61%**), LinkedIn (**57%**), Google+ (**26%**), Pinterest (**21%**), Tumblr (**7%**), and Snapchat (**1%**).
- **40%** of NGOs in Australia & Oceania assign the responsibility of social media management to a communications staff person. 11% have a full-time or part-time social media manager. **16%** depend upon volunteers. The remaining **33%** assign the responsibility to development, program, administrative, and/or executive staff.
- **78%** agree that social media is effective for online fundraising.

NGOs IN AUSTRALIA & OCEANIA: 2016 ONLINE TECHNOLOGY BENCHMARKS

HAVE A WEBSITE

94%

REGULARLY SEND EMAIL UPDATES

80%

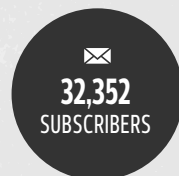
ACCEPT ONLINE DONATIONS

74%

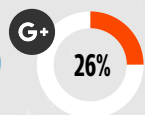
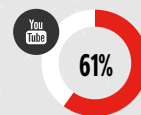
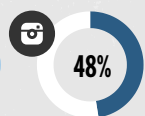
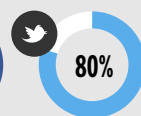
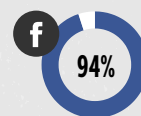
REGULARLY PUBLISH A BLOG

47%

NGOs IN AUSTRALIA & OCEANIA HAVE AN AVERAGE OF:



% THAT HAVE AN ACTIVE PRESENCE ON SOCIAL NETWORKS



78%

of NGOs in Australia & Oceania agree that social media is effective for online fundraising.

Europe

ONLINE TECHNOLOGY IN THE NGO SECTOR

The NGO sector in Europe is well-established and provides essential services to the citizens of Europe and to communities worldwide. European NGOs, particularly those in Western Europe, are advanced in their use of online technology and due to their commitment to international development, they often serve as the online voice for many small and medium-sized NGOs in Africa, Asia, and Latin America.

405 NGOs from 38 countries in Europe participated in this year's survey with the United Kingdom, Germany, and the Netherlands being the top responders. Despite its similarities to North America in its online technology use, the diversity of languages spoken in Europe narrowed the responders to countries with fluency in English or English as a Second Language. Next year's survey will be published in French and Spanish which will ensure a more complete understanding of how NGOs across Europe use online technology.

NGOS IN EUROPE: SUMMARY OF FINDINGS

- **95%** of NGOs in Europe have a website.
- **51%** use the .ORG domain. **Two percent** use .NGO. **One percent** use .ONG. **Five percent** use .COM. **Two percent** use .NET. **39%** use other domains, predominately country code domains.
- **50%** regularly publish a blog.
- **73%** regularly send email updates to donors and supporters. Small NGOs have an average of **4,025** subscribers. Medium NGOs have **64,179**. Large NGOs have **410,749**.
- **61%** accept online donations. Payment methods accepted include credit cards (**73%**), PayPal (**62%**), direct debit (**59%**), mobile text (**15%**), and digital wallets (**6%**).
- **92%** have a Facebook Page. Small NGOs have an average of **5,999** likes. Medium NGOs have **33,603**. Large NGOs have **174,806**.
- **85%** have a Twitter Profile. Small NGOs have an average of **3,279** followers. Medium NGOs have **17,755**. Large NGOs have **128,941**.
- **30%** have an Instagram Profile. Small NGOs have an average of **335** followers. Medium NGOs have **2,579**. Large NGOs have **13,808**.
- Other social networks used by NGOs in Europe are YouTube (**60%**), LinkedIn (**56%**), Google+ (**35%**), Pinterest (**14%**), Tumblr (**5%**), and Snapchat (**1%**).
- **39%** of NGOs in Europe assign the responsibility of social media management to a communications staff person. **12%** have a full-time or part-time social media manager. **19%** depend upon volunteers. The remaining **30%** assign the responsibility to development, program, administrative, and/or executive staff.
- **76%** agree that social media is effective for online fundraising.

NGOs IN EUROPE: 2016 ONLINE TECHNOLOGY BENCHMARKS

HAVE A WEBSITE

95%

REGULARLY SEND EMAIL UPDATES

73%

ACCEPT ONLINE DONATIONS

61%

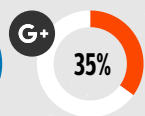
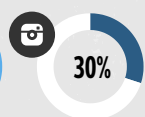
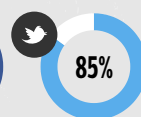
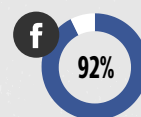
REGULARLY PUBLISH A BLOG

50%

NGOs IN EUROPE HAVE AN AVERAGE OF:



% THAT HAVE AN ACTIVE PRESENCE ON SOCIAL NETWORKS



76%

of NGOs in Europe agree that social media is effective for online fundraising.

North America



ONLINE TECHNOLOGY IN THE NGO SECTOR

The NGO sector in North America has an advantage over other continents in its online technology use for the simple fact that the majority of the online tools and social networks commonly used today by NGOs originated in North America. From the Internet boom and then bust of the late 1990's to rise of Web 2.0 in the mid-2000's, NGOs in North America have been using online technology to champion their causes and raise money online for nearly two decades.

1,635 NGOs from 19 countries in North America participated in this year's survey and the results clearly indicate an advanced level of online technology use. The United States and Canada were the predominant responders, but next year's survey being published in Spanish and French will significantly increase the number of respondents from Latin America and the Caribbean which will provide more proportional data.

NGOS IN NORTH AMERICA: SUMMARY OF FINDINGS

- **97%** of NGOs in North America have a website.
- **78%** use the .ORG domain. **One percent** use .NGO. **Eight percent** use .COM. **Two percent** use .NET. **11%** use other domains, predominately country code domains.
- **45%** regularly publish a blog.
- **76%** regularly send email updates to donors and supporters. Small NGOs have an average of **6,169** subscribers. Medium NGOs have **58,587**. Large NGOs have **325,405**.
- **86%** accept online donations. Payment methods accepted include credit cards (**86%**), PayPal (**52%**), direct debit (**43%**), mobile text (**4%**), and digital wallets (**1%**).
- **97%** have a Facebook Page. Small NGOs have an average of **9,465** likes. Medium NGOs have **30,758**. Large NGOs have **130,741**.
- **85%** have a Twitter Profile. Small NGOs have an average of **3,555** followers. Medium NGOs have **14,284**. Large NGOs have **54,682**.
- **46%** have an Instagram Profile. Small NGOs have an average of **451** followers. Medium NGOs have **2,242**. Large NGOs have **11,232**.
- Other social networks used by NGOs in North America are LinkedIn (**71%**), YouTube (**63%**), Google+ (**40%**), Pinterest (**38%**), Tumblr (**8%**), and Snapchat (**3%**).
- **33%** of NGOs in North America assign the responsibility of social media management to a communications staff person. **27%** have a full-time or part-time social media manager. **Six percent** depend upon volunteers. The remaining **34%** assign the responsibility to development, program, administrative, and/or executive staff.
- **76%** agree that social media is effective for online fundraising.

NGOS IN NORTH AMERICA: 2016 ONLINE TECHNOLOGY BENCHMARKS

HAVE A WEBSITE

97%

REGULARLY SEND EMAIL UPDATES

76%

ACCEPT ONLINE DONATIONS

86%

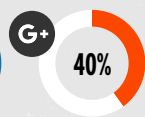
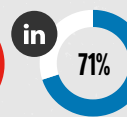
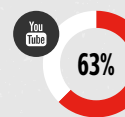
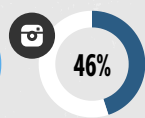
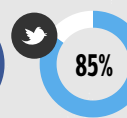
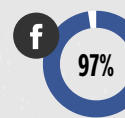
REGULARLY PUBLISH A BLOG

45%

NGOS IN NORTH AMERICA HAVE AN AVERAGE OF:



% THAT HAVE AN ACTIVE PRESENCE ON SOCIAL NETWORKS



76% of NGOs in North America agree that social media is effective for online fundraising.

South America

ONLINE TECHNOLOGY IN THE NGO SECTOR

The NGO sector in South America and its use of online technology is as varied as the economies and cultures of the continent itself. Brazil, Argentina, and Chile have burgeoning NGO sectors that benefit from a growing, dependable Internet infrastructure while NGOs operating in poorer nations in South America only have limited access to the Internet or are offline completely.

Only 48 NGOs from 10 countries in South America participated in this year's survey and the data is reflective of medium and large

NGOs that have regular access to the Internet rather than the South American NGO sector as a whole. Despite coinciding time zones, the language barrier between North and South America is profound, especially online and in particular, on social media. Next year's survey will be published in Spanish which will ensure a larger number of respondents and a clearer understanding of the NGO sector in South America and how it uses online technology.

NGOS IN SOUTH AMERICA: SUMMARY OF FINDINGS

- **96%** of NGOs in South America have a website.
- **67%** use the .ORG domain. **Two percent** use .ONG. **13%** use .COM. **Two percent** use .NET. **16%** use other domains, predominately country code domains.
- **56%** regularly publish a blog.
- **69%** regularly send email updates to donors and supporters. Small NGOs have an average of **2,098** subscribers. Medium NGOs have **17,330**.
- **58%** accept online donations. Payment methods accepted include credit cards (**77%**), direct debit (**58%**), PayPal (**50%**), digital wallets (**8%**), and mobile text (**4%**).
- **96%** have a Facebook Page. Small NGOs have an average of **3,711** likes. Medium NGOs have **8,424**.
- **87%** have a Twitter Profile. Small NGOs have an average of **1,845** followers. Medium NGOs have **5,349**.
- **49%** have an Instagram Profile. Small NGOs have an average of **435** followers. Medium NGOs have **1,147**.
- Other social networks used by NGOs in South America are YouTube (**69%**), LinkedIn (**38%**), Google+ (**33%**), Pinterest (**12%**), Tumblr (**5%**), and Snapchat (**2%**).
- **42%** of NGOs in South America assign the responsibility of social media management to a communications staff person. **21%** have a full-time or part-time social media manager. **14%** depend upon volunteers. The remaining **25%** assign the responsibility to development, program, administrative, and/or executive staff.
- **79%** agree that social media is effective for online fundraising.

NGOs IN SOUTH AMERICA: 2016 ONLINE TECHNOLOGY BENCHMARKS

HAVE A WEBSITE

96%

REGULARLY SEND EMAIL UPDATES

69%

ACCEPT ONLINE DONATIONS

58%

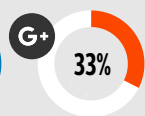
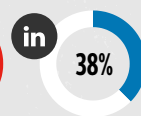
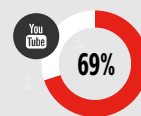
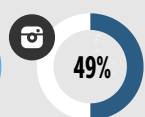
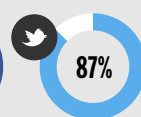
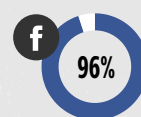
REGULARLY PUBLISH A BLOG

46%

NGOs IN SOUTH AMERICA HAVE AN AVERAGE OF:



% THAT HAVE AN ACTIVE PRESENCE ON SOCIAL NETWORKS



79% of NGOs in South America agree that social media is effective for online fundraising.



Thank you to the 2,780 NGOs worldwide that participated in the 2016 Global NGO Online Technology Report.

Your contribution is greatly appreciated.



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SAVE THE DATE

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