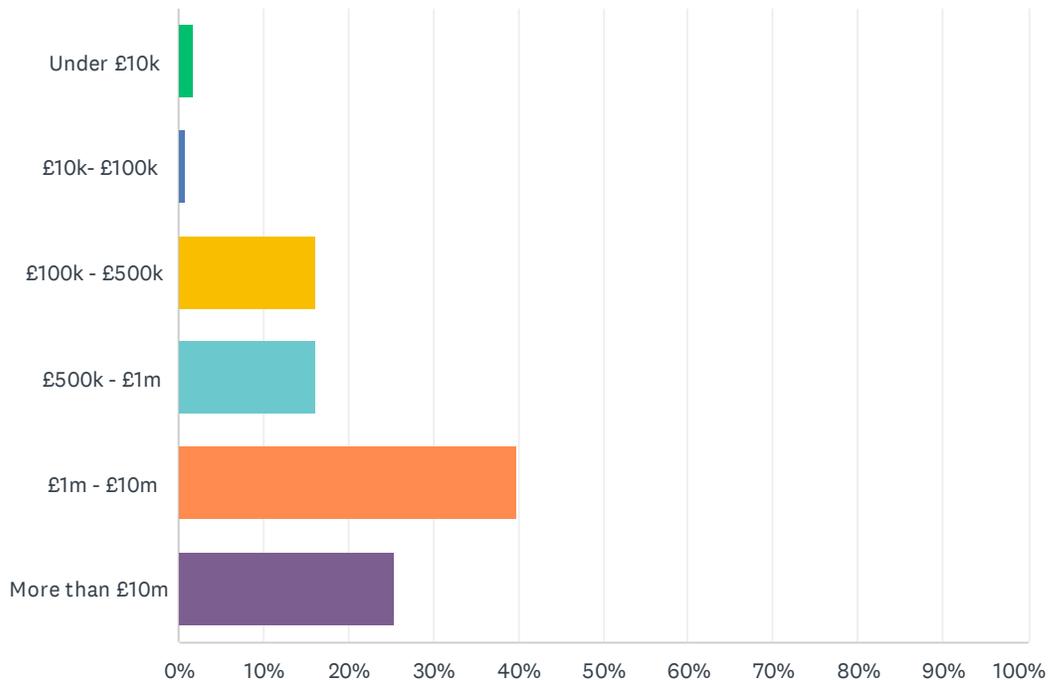


Q1 What was the total annual income level of the organisation you work for in the previous financial year?

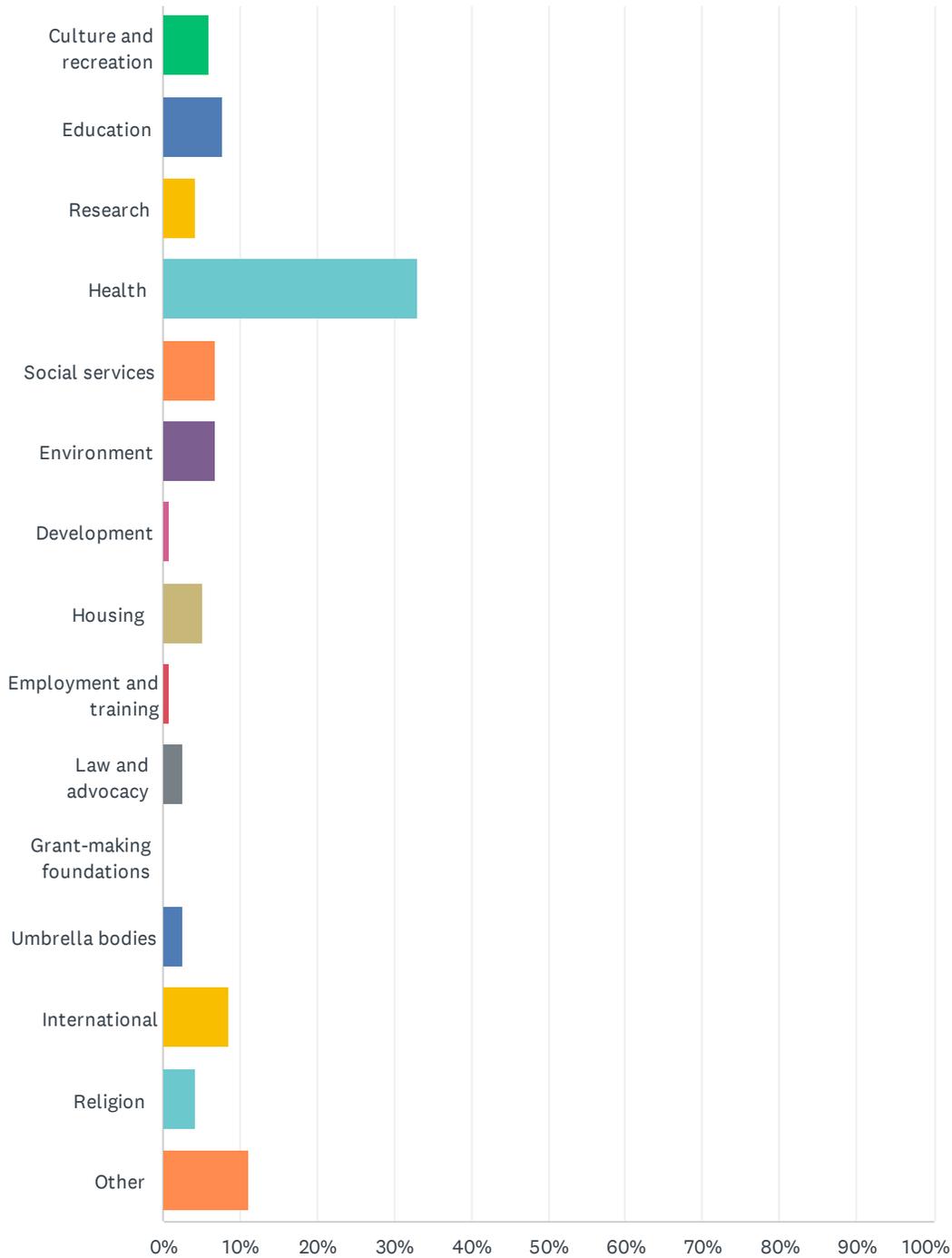
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under £10k	1.69%	2
£10k- £100k	0.85%	1
£100k - £500k	16.10%	19
£500k - £1m	16.10%	19
£1m - £10m	39.83%	47
More than £10m	25.42%	30
TOTAL		118

Q2 Which of the following best describes the sub-sector that the organisation you work for operates in?

Answered: 118 Skipped: 0

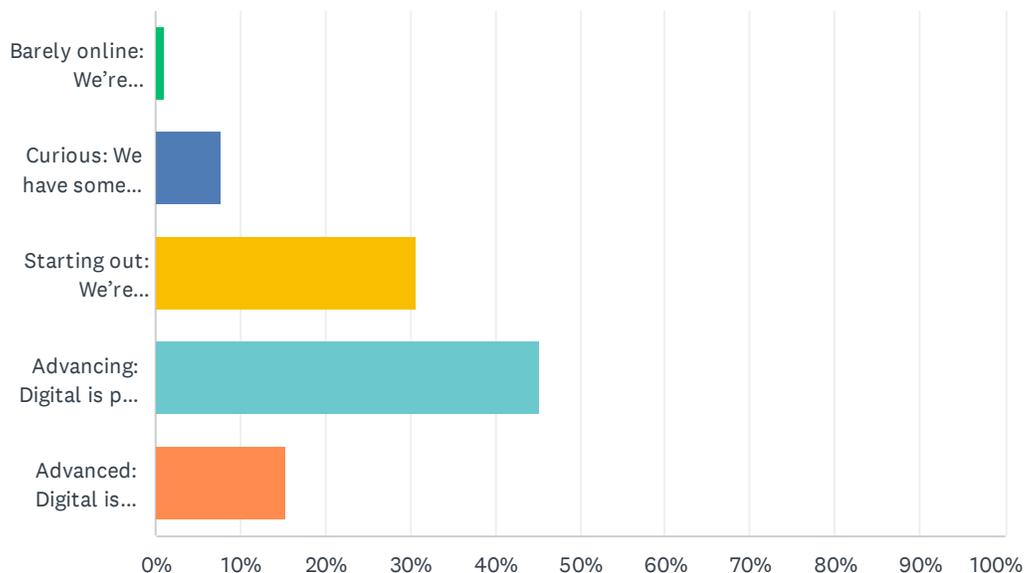


Digital fundraising benchmarking

ANSWER CHOICES	RESPONSES	
Culture and recreation	5.93%	7
Education	7.63%	9
Research	4.24%	5
Health	33.05%	39
Social services	6.78%	8
Environment	6.78%	8
Development	0.85%	1
Housing	5.08%	6
Employment and training	0.85%	1
Law and advocacy	2.54%	3
Grant-making foundations	0.00%	0
Umbrella bodies	2.54%	3
International	8.47%	10
Religion	4.24%	5
Other	11.02%	13
TOTAL		118

Q3 What stage is your charity at with digital fundraising? (By digital fundraising, think of the broadest definition including your website and online presence, social media comms, ability to take online donations, run online fundraising events etc.)

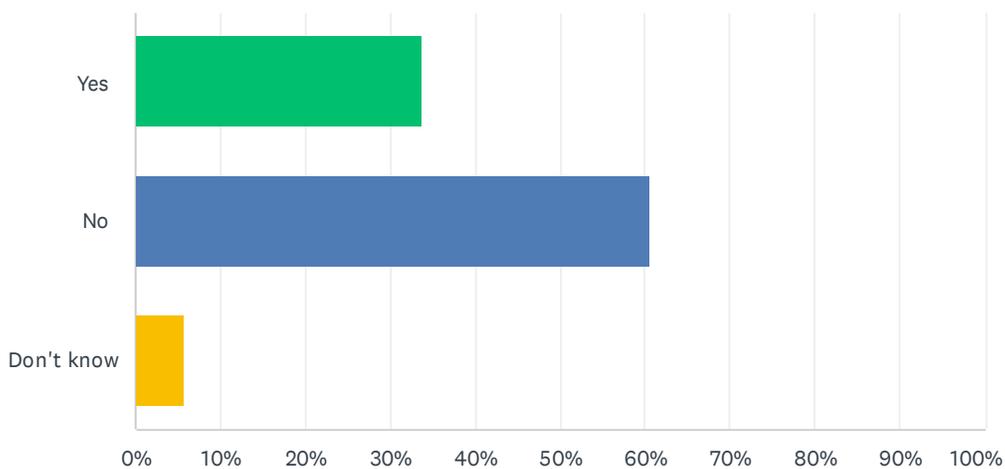
Answered: 104 Skipped: 14



ANSWER CHOICES	RESPONSES	
Barely online: We're struggling to use the basics and have low digital skills, but we get by.	0.96%	1
Curious: We have some digital basics in place, such as social media or remote working, with ambitions to do more	7.69%	8
Starting out: We're developing our use of digital across the organisation but we don't have a strategy in place yet	30.77%	32
Advancing: Digital is part of our strategy, but we've not embedded this yet. We're investing in technology and developing our skills	45.19%	47
Advanced: Digital is integral to our organisational strategy and embedded in everything we do	15.38%	16
TOTAL		104

Q4 Do you have a digital fundraising strategy?

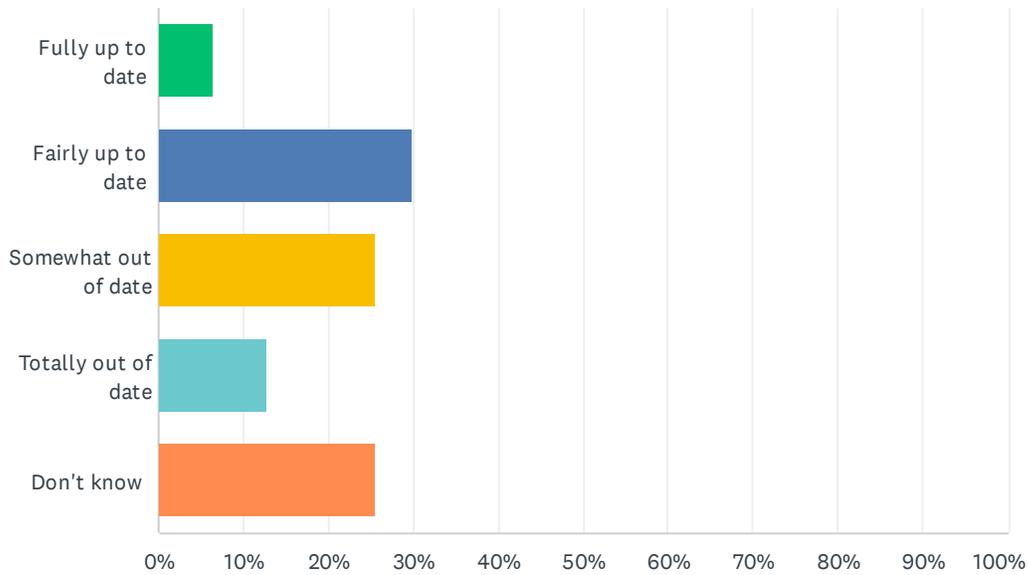
Answered: 104 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	33.65%	35
No	60.58%	63
Don't know	5.77%	6
TOTAL		104

Q5 How would you describe your digital fundraising strategy?

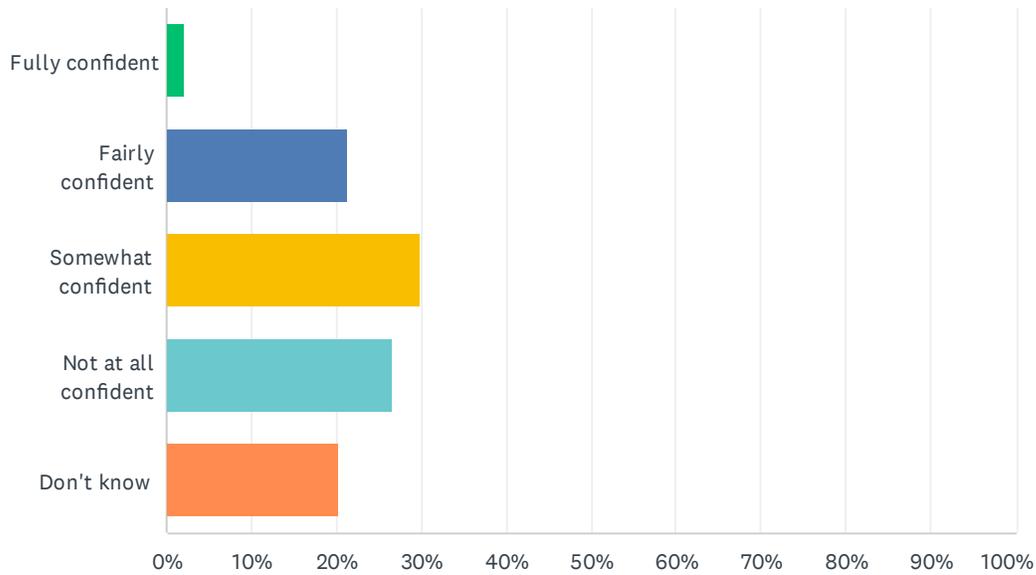
Answered: 94 Skipped: 24



ANSWER CHOICES	RESPONSES	
Fully up to date	6.38%	6
Fairly up to date	29.79%	28
Somewhat out of date	25.53%	24
Totally out of date	12.77%	12
Don't know	25.53%	24
TOTAL		94

Q6 How much confidence do you have in your digital fundraising strategy?

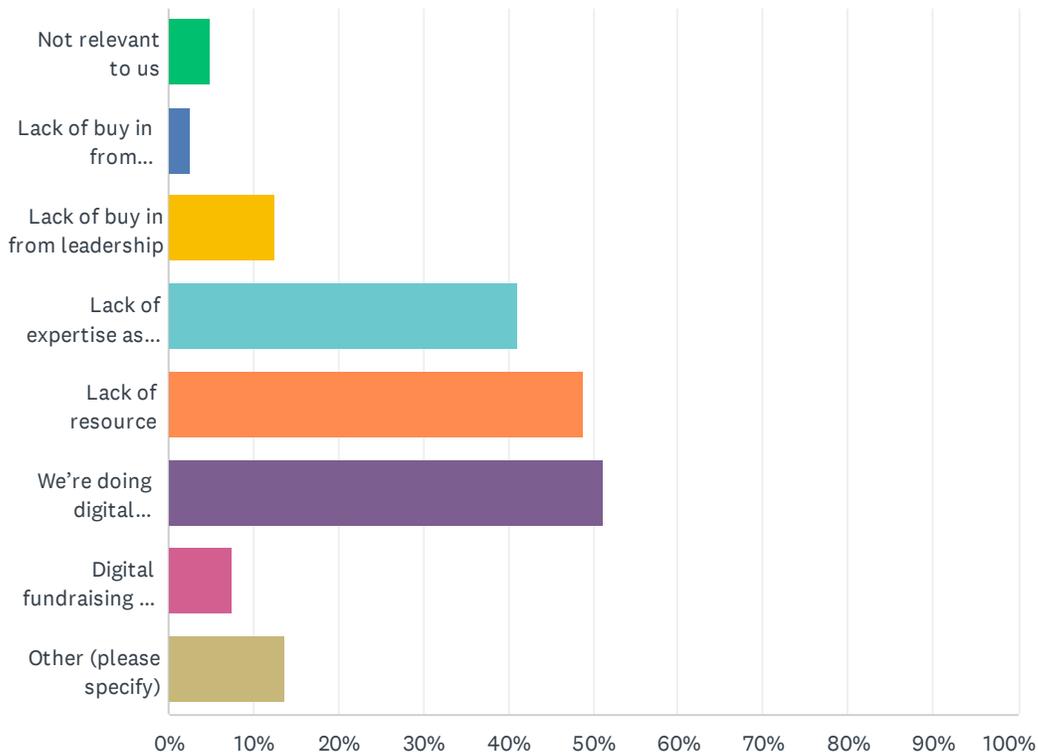
Answered: 94 Skipped: 24



ANSWER CHOICES	RESPONSES	
Fully confident	2.13%	2
Fairly confident	21.28%	20
Somewhat confident	29.79%	28
Not at all confident	26.60%	25
Don't know	20.21%	19
TOTAL		94

Q7 What are the reasons that you do not have a digital fundraising strategy? (Tick all that apply)

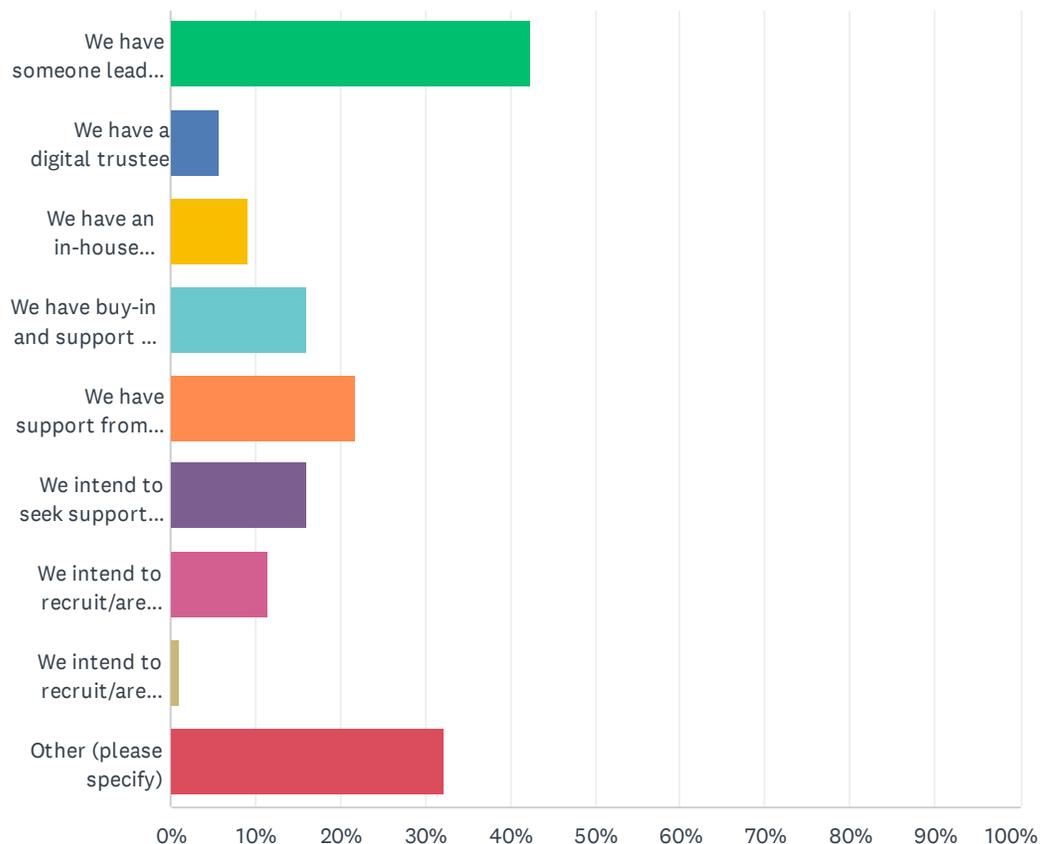
Answered: 80 Skipped: 38



ANSWER CHOICES	RESPONSES	
Not relevant to us	5.00%	4
Lack of buy in from fundraising	2.50%	2
Lack of buy in from leadership	12.50%	10
Lack of expertise as to how to go about it	41.25%	33
Lack of resource	48.75%	39
We're doing digital fundraising without a strategy	51.25%	41
Digital fundraising is built into our wider digital strategy	7.50%	6
Other (please specify)	13.75%	11
Total Respondents: 80		

Q8 What is your set up in terms of responsibility for digital fundraising in your organisation? (tick all that apply)

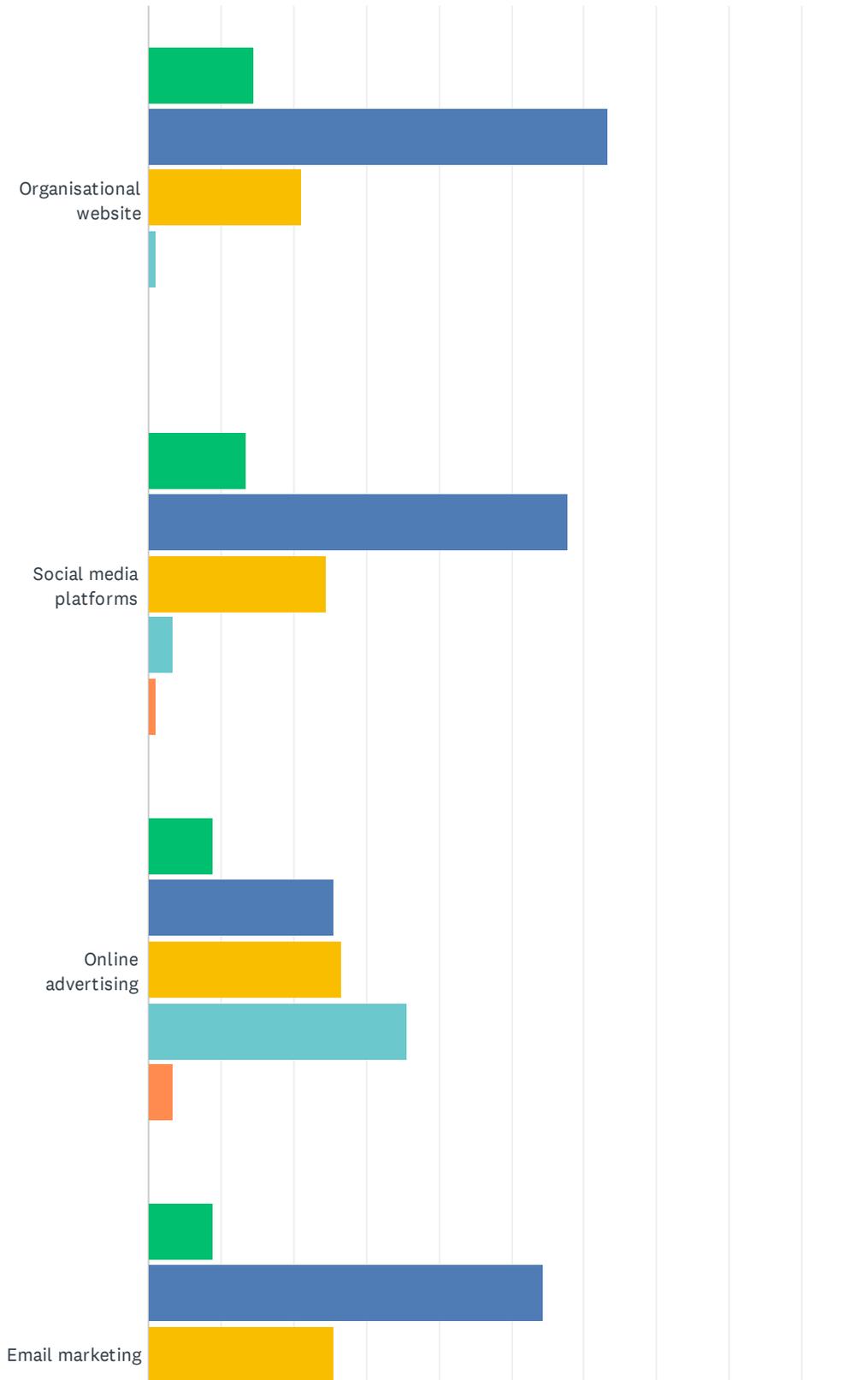
Answered: 87 Skipped: 31



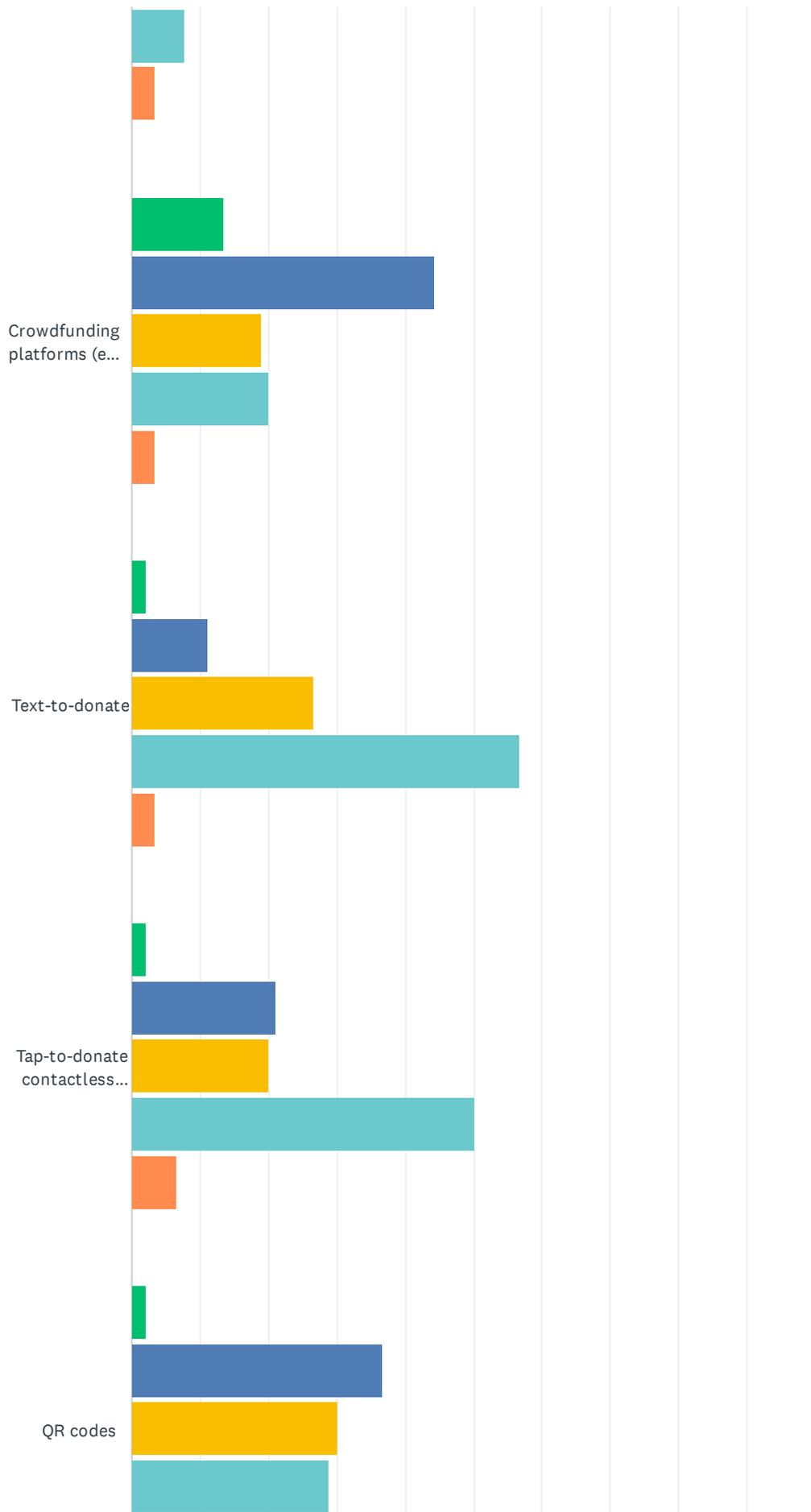
ANSWER CHOICES	RESPONSES	
We have someone leading on digital fundraising	42.53%	37
We have a digital trustee	5.75%	5
We have an in-house digital fundraising team	9.20%	8
We have buy-in and support for digital fundraising at board level	16.09%	14
We have support from an external organisation(s) to help us with our digital fundraising	21.84%	19
We intend to seek support from an external organisation(s) to help us with our digital fundraising	16.09%	14
We intend to recruit/are currently recruiting for someone to lead on digital fundraising	11.49%	10
We intend to recruit/are currently recruiting for a digital trustee	1.15%	1
Other (please specify)	32.18%	28
Total Respondents: 87		

Q9 How would you rate your organisation's use of the following to support your fundraising? (Excellent, fair, poor, none, unsure)

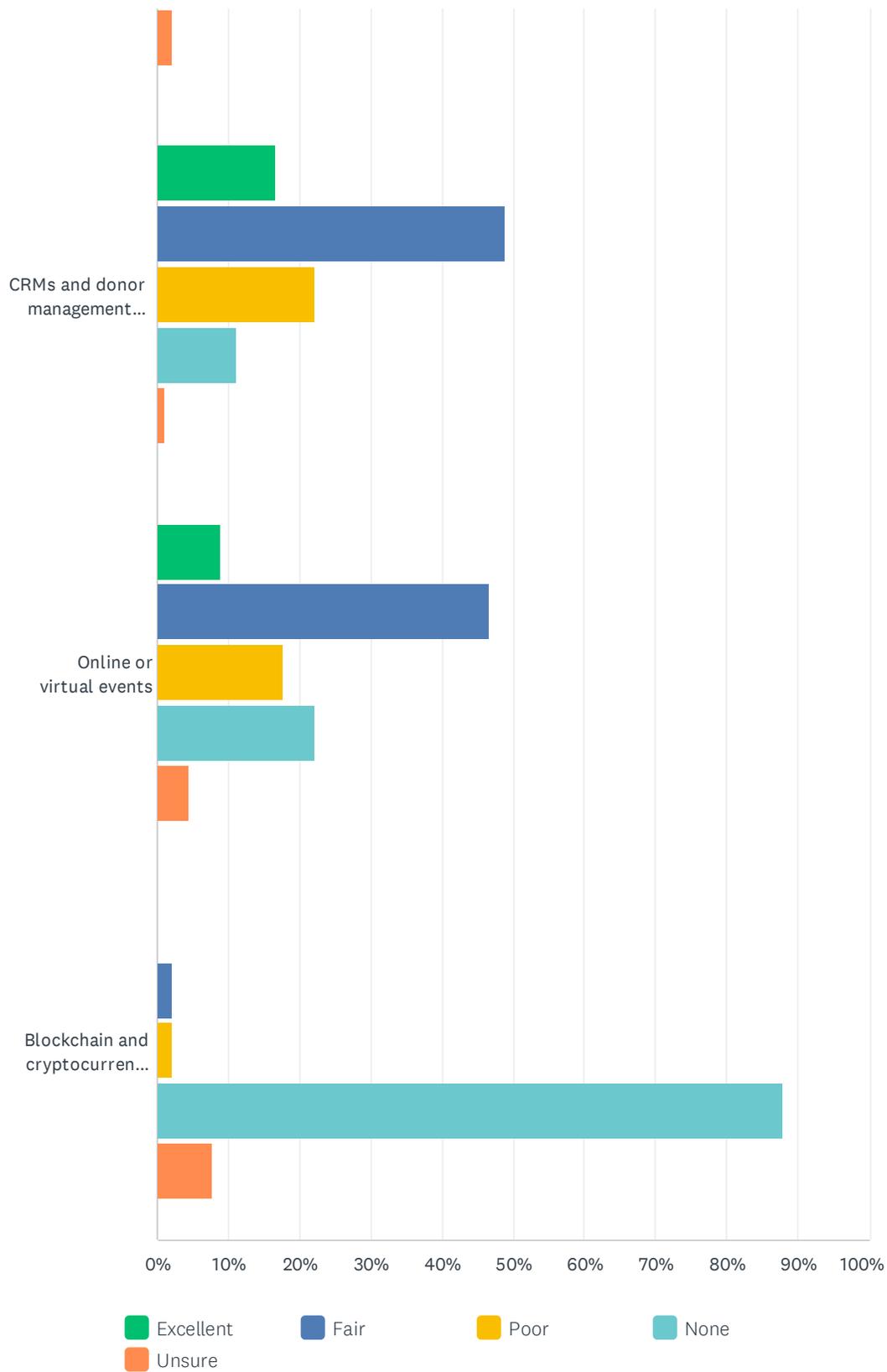
Answered: 90 Skipped: 28



Digital fundraising benchmarking



Digital fundraising benchmarking

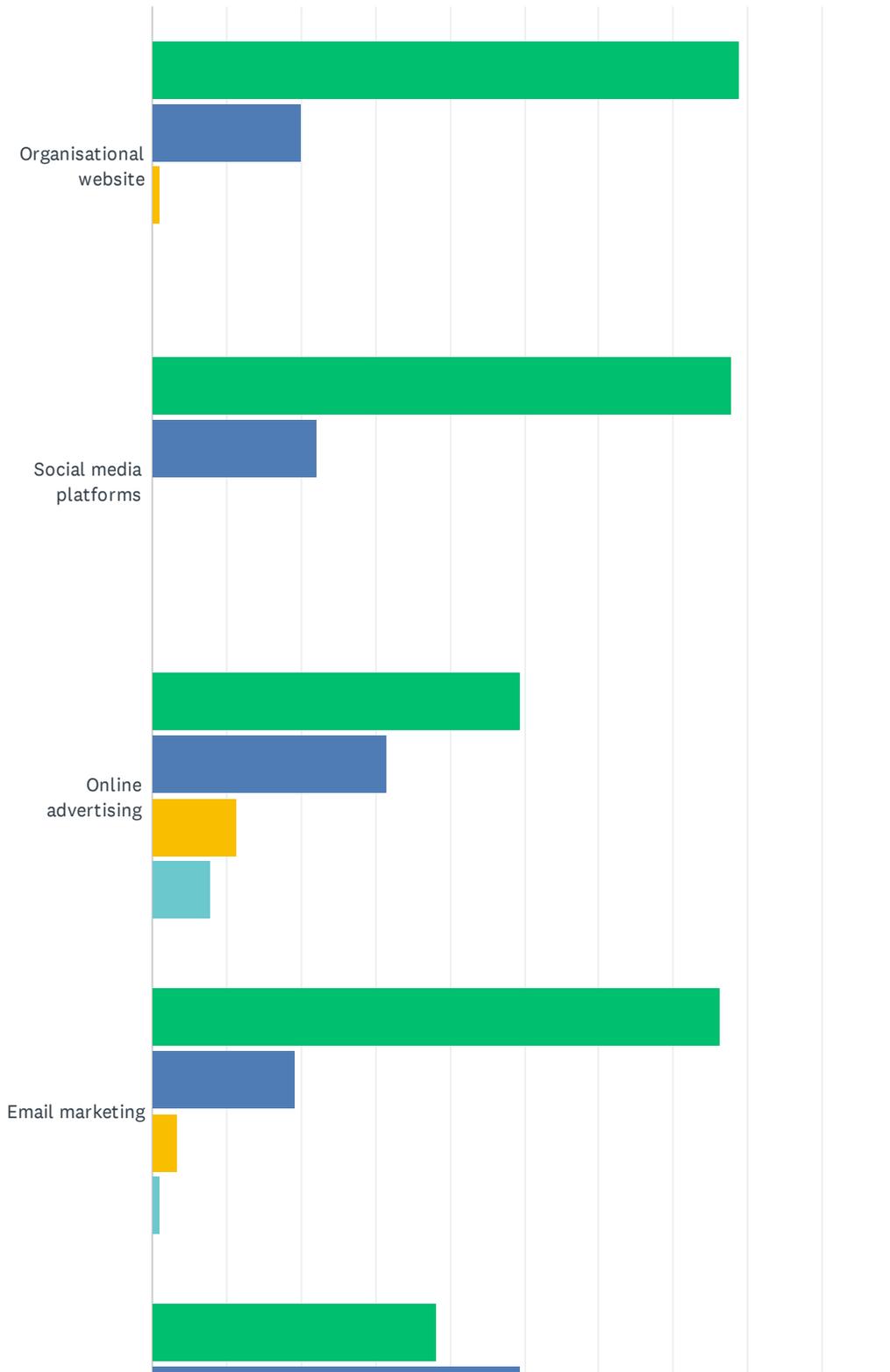


Digital fundraising benchmarking

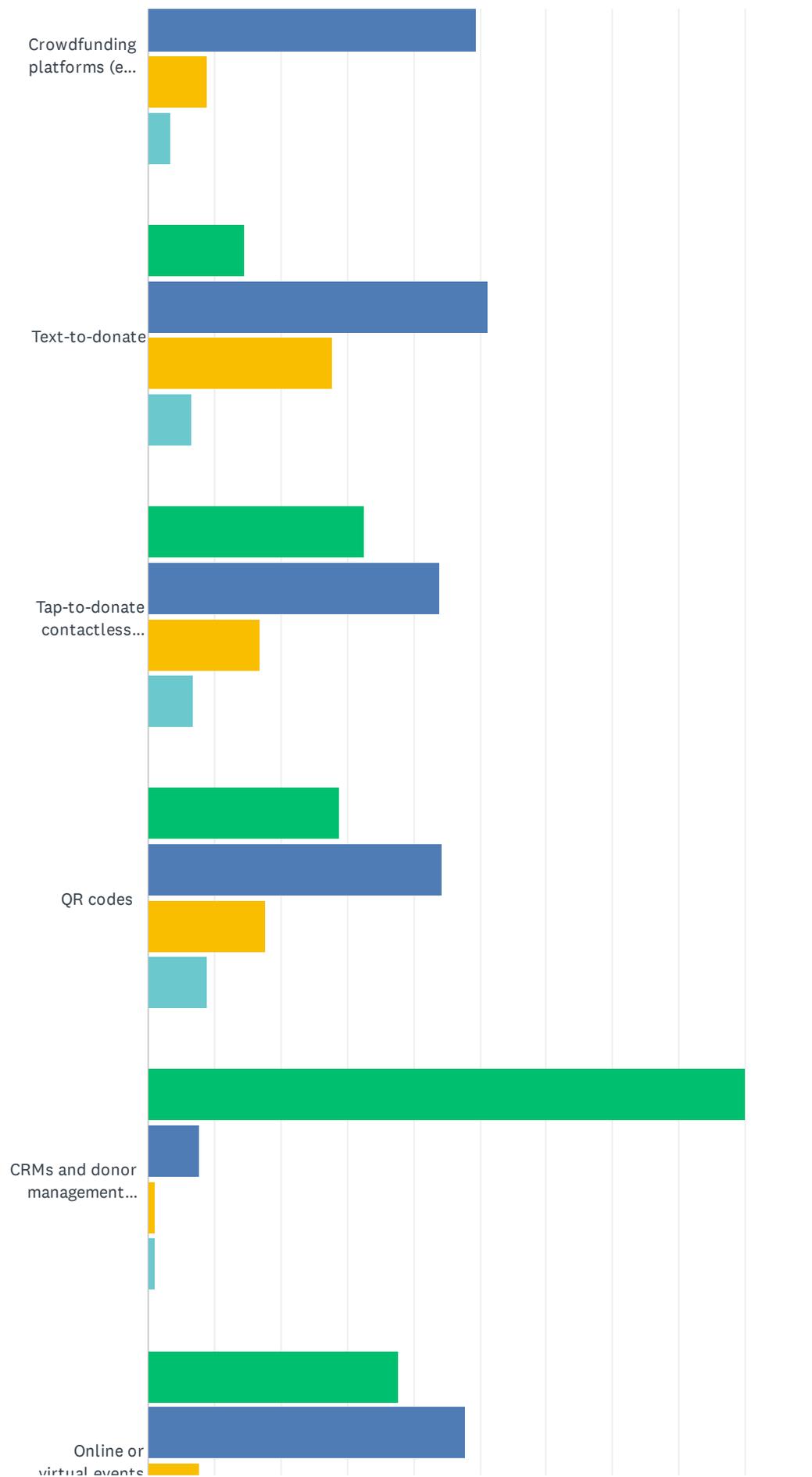
	EXCELLENT	FAIR	POOR	NONE	UNSURE	TOTAL
Organisational website	14.44% 13	63.33% 57	21.11% 19	1.11% 1	0.00% 0	90
Social media platforms	13.33% 12	57.78% 52	24.44% 22	3.33% 3	1.11% 1	90
Online advertising	8.89% 8	25.56% 23	26.67% 24	35.56% 32	3.33% 3	90
Email marketing	8.89% 8	54.44% 49	25.56% 23	7.78% 7	3.33% 3	90
Crowdfunding platforms (eg. JustGiving)	13.33% 12	44.44% 40	18.89% 17	20.00% 18	3.33% 3	90
Text-to-donate	2.22% 2	11.11% 10	26.67% 24	56.67% 51	3.33% 3	90
Tap-to-donate contactless payments	2.22% 2	21.11% 19	20.00% 18	50.00% 45	6.67% 6	90
QR codes	2.22% 2	36.67% 33	30.00% 27	28.89% 26	2.22% 2	90
CRMs and donor management systems	16.67% 15	48.89% 44	22.22% 20	11.11% 10	1.11% 1	90
Online or virtual events	8.89% 8	46.67% 42	17.78% 16	22.22% 20	4.44% 4	90
Blockchain and cryptocurrencies	0.00% 0	2.22% 2	2.22% 2	87.78% 79	7.78% 7	90

Q10 How would you rate the importance of the following to the future of your fundraising? (Very important, somewhat important, not important, unsure)

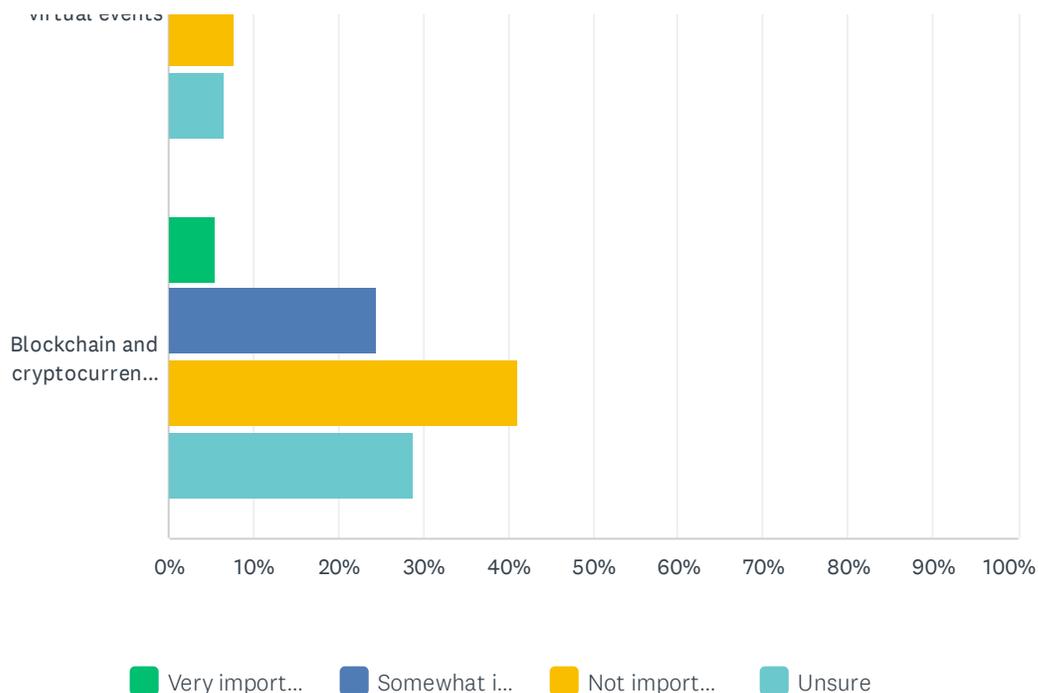
Answered: 90 Skipped: 28



Digital fundraising benchmarking



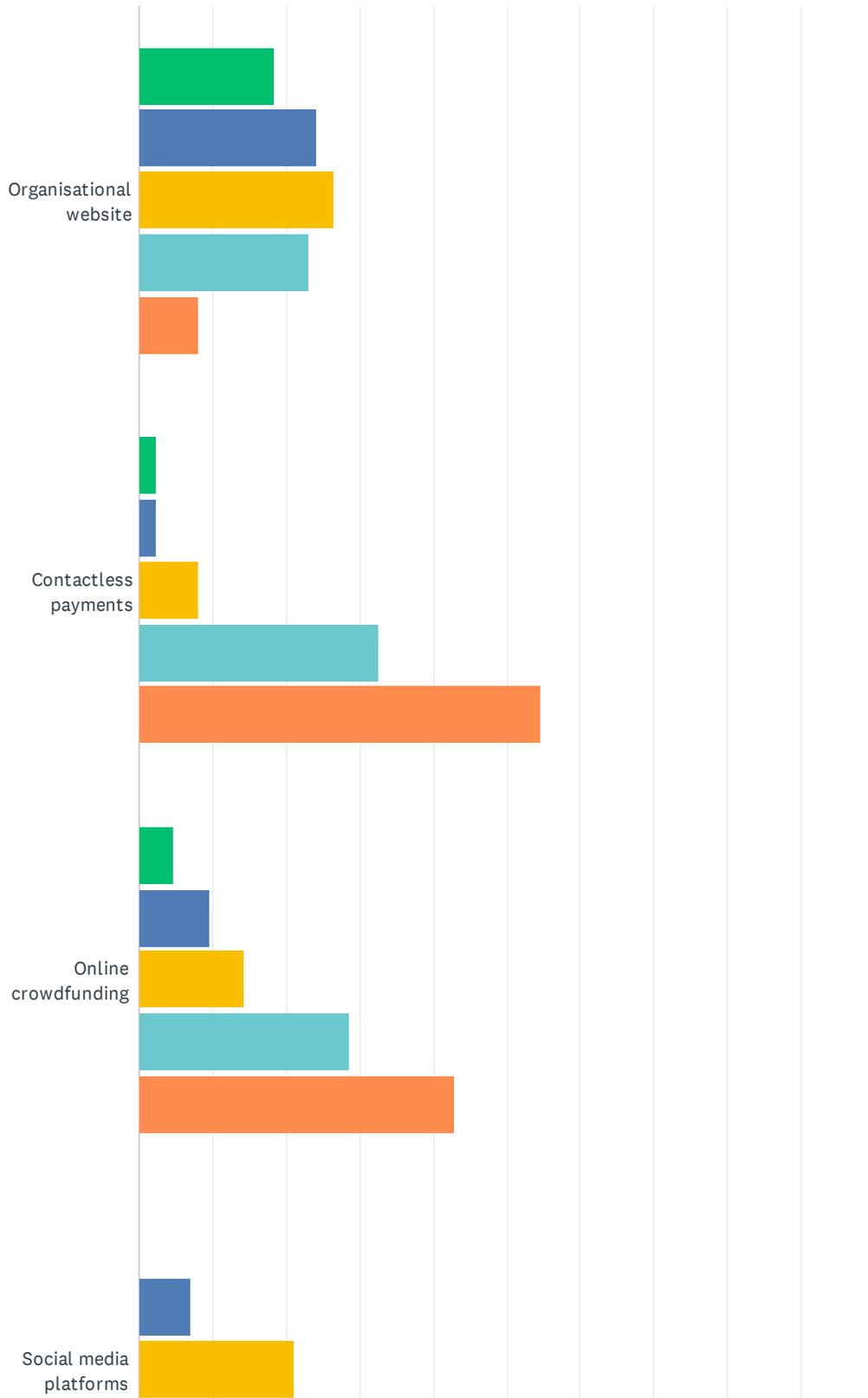
Digital fundraising benchmarking



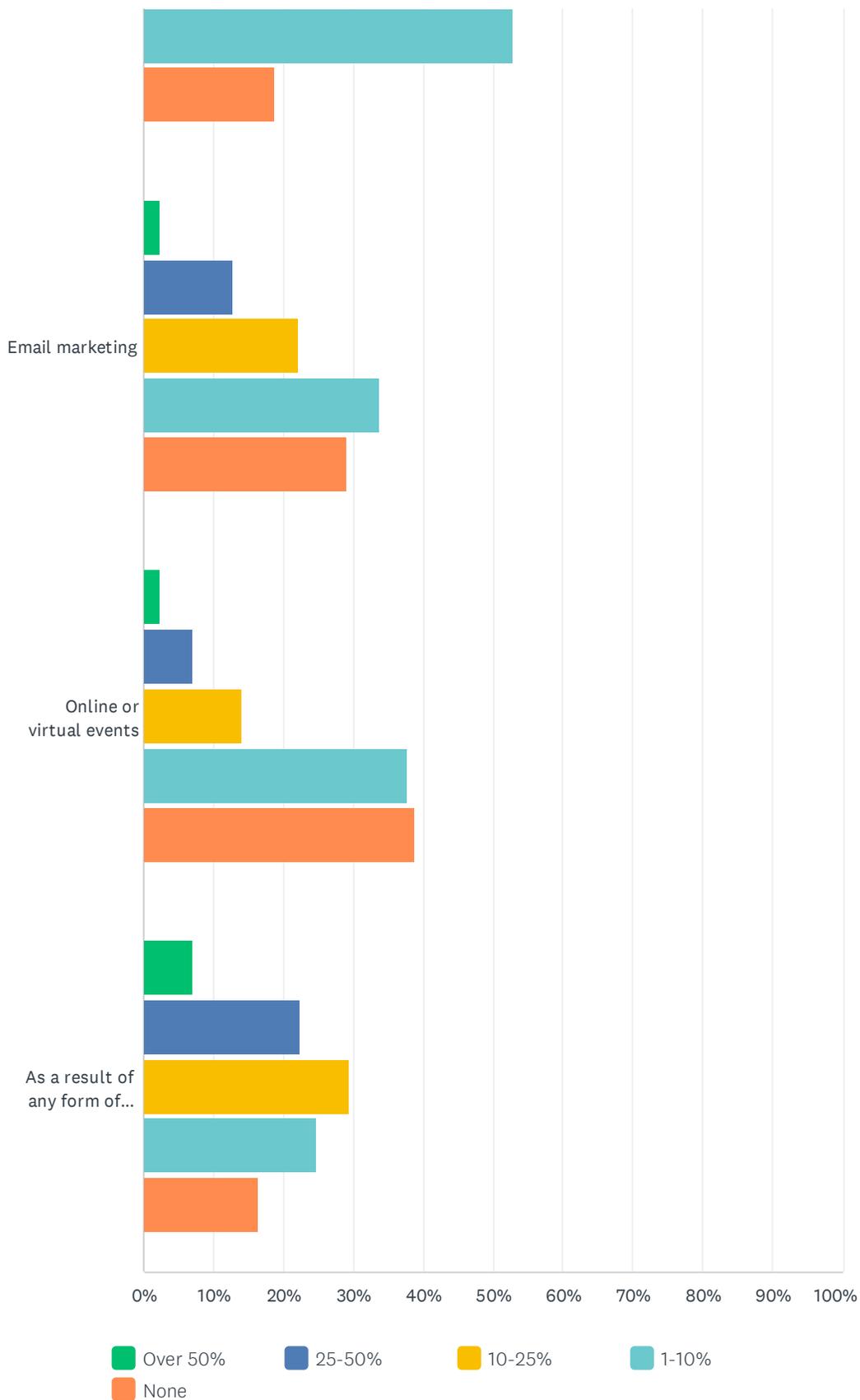
	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	UNSURE	TOTAL
Organisational website	78.89% 71	20.00% 18	1.11% 1	0.00% 0	90
Social media platforms	77.78% 70	22.22% 20	0.00% 0	0.00% 0	90
Online advertising	49.44% 44	31.46% 28	11.24% 10	7.87% 7	89
Email marketing	76.40% 68	19.10% 17	3.37% 3	1.12% 1	89
Crowdfunding platforms (eg. JustGiving)	38.20% 34	49.44% 44	8.99% 8	3.37% 3	89
Text-to-donate	14.44% 13	51.11% 46	27.78% 25	6.67% 6	90
Tap-to-donate contactless payments	32.58% 29	43.82% 39	16.85% 15	6.74% 6	89
QR codes	28.89% 26	44.44% 40	17.78% 16	8.89% 8	90
CRMs and donor management systems	90.00% 81	7.78% 7	1.11% 1	1.11% 1	90
Online or virtual events	37.78% 34	47.78% 43	7.78% 7	6.67% 6	90
Blockchain and cryptocurrencies	5.56% 5	24.44% 22	41.11% 37	28.89% 26	90

Q11 Thinking about the donations that you received from the public over the last 12 months, what proportion are made via:

Answered: 87 Skipped: 31



Digital fundraising benchmarking

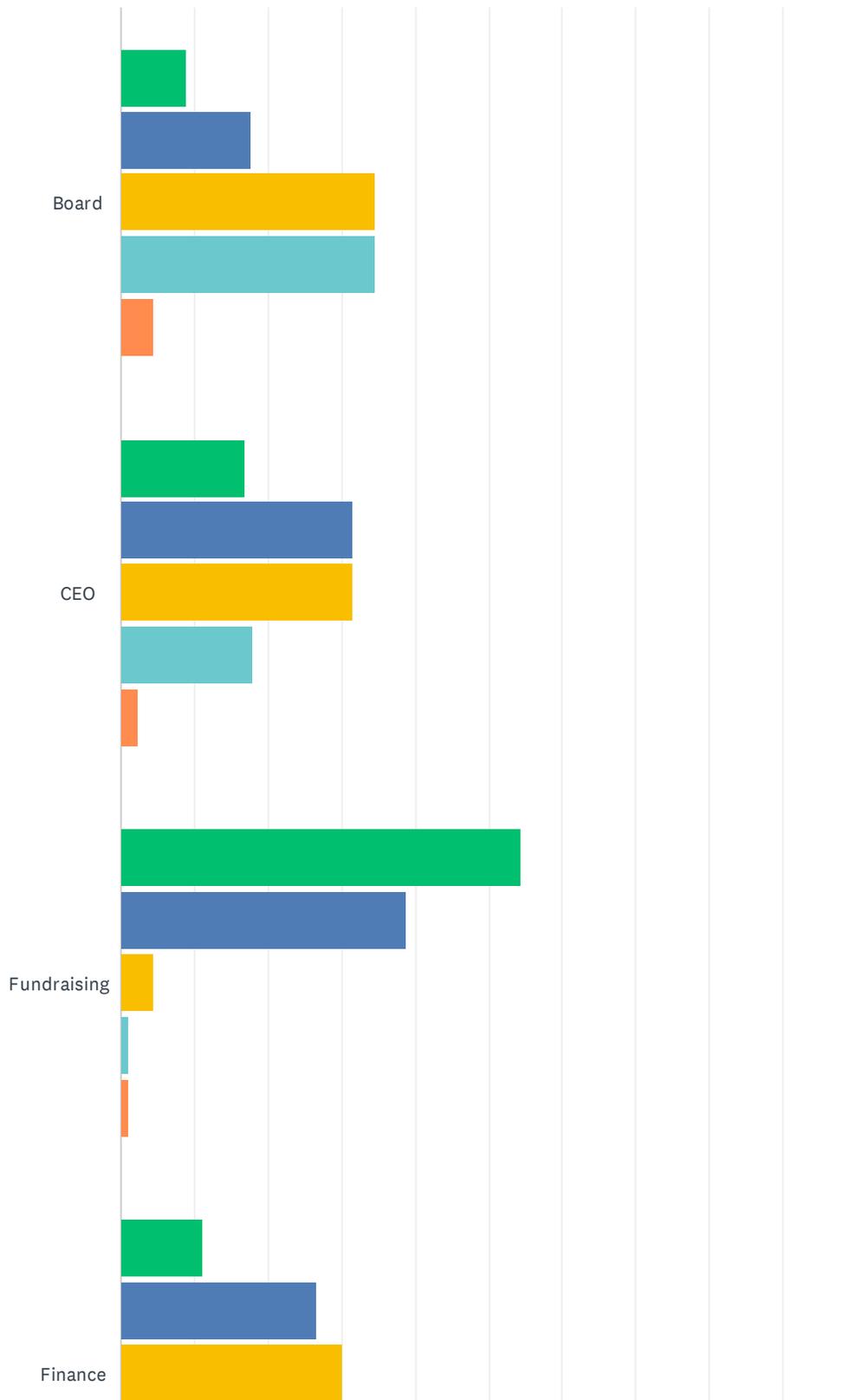


Digital fundraising benchmarking

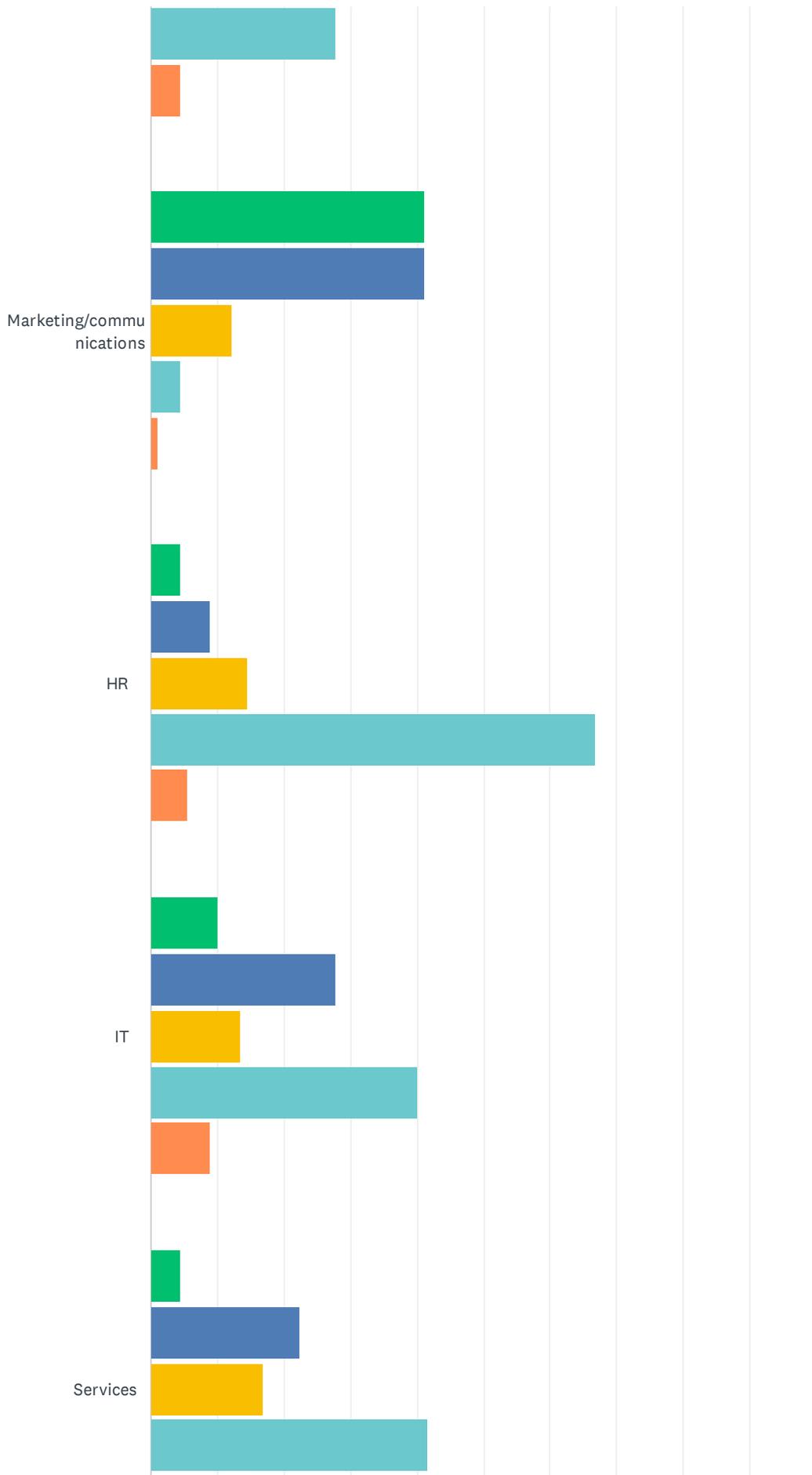
	OVER 50%	25-50%	10-25%	1-10%	NONE	TOTAL
Organisational website	18.39% 16	24.14% 21	26.44% 23	22.99% 20	8.05% 7	87
Contactless payments	2.33% 2	2.33% 2	8.14% 7	32.56% 28	54.65% 47	86
Online crowdfunding	4.76% 4	9.52% 8	14.29% 12	28.57% 24	42.86% 36	84
Social media platforms	0.00% 0	7.06% 6	21.18% 18	52.94% 45	18.82% 16	85
Email marketing	2.33% 2	12.79% 11	22.09% 19	33.72% 29	29.07% 25	86
Online or virtual events	2.35% 2	7.06% 6	14.12% 12	37.65% 32	38.82% 33	85
As a result of any form of digital fundraising activity	7.06% 6	22.35% 19	29.41% 25	24.71% 21	16.47% 14	85

Q12 How would you rate the involvement of different parts of your organisation in digital fundraising?

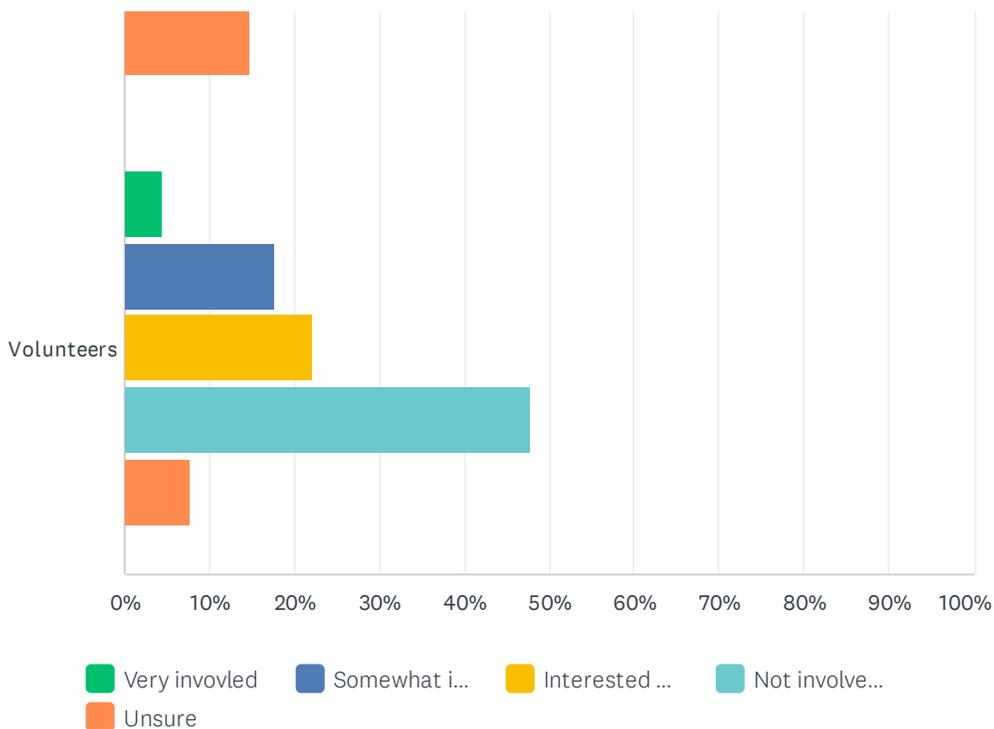
Answered: 90 Skipped: 28



Digital fundraising benchmarking



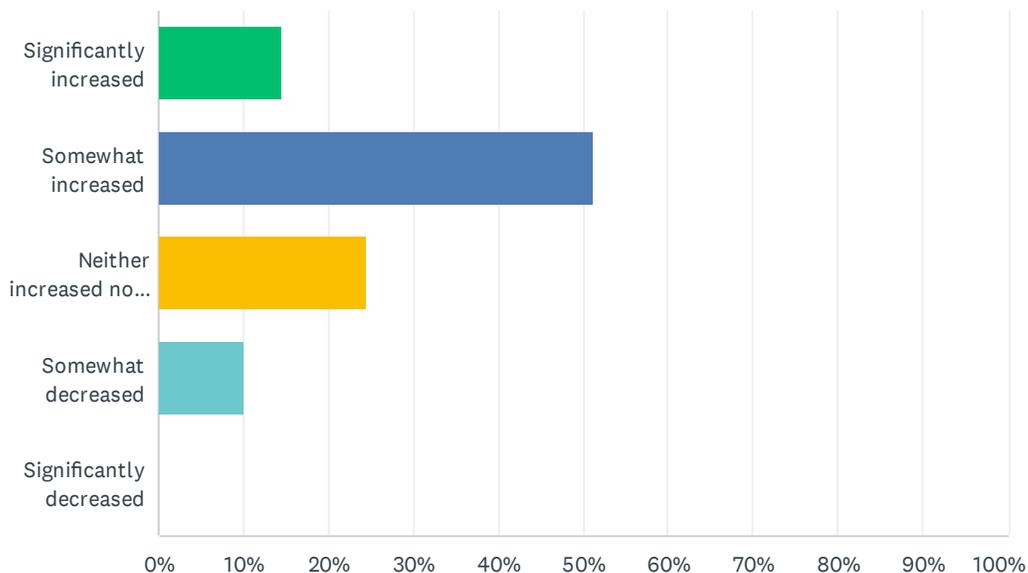
Digital fundraising benchmarking



	VERY INVOLVED	SOMEWHAT INVOLVED	INTERESTED BUT NOT INVOLVED	NOT INVOLVED AT ALL	UNSURE	TOTAL
Board	8.89% 8	17.78% 16	34.44% 31	34.44% 31	4.44% 4	90
CEO	16.85% 15	31.46% 28	31.46% 28	17.98% 16	2.25% 2	89
Fundraising	54.44% 49	38.89% 35	4.44% 4	1.11% 1	1.11% 1	90
Finance	11.11% 10	26.67% 24	30.00% 27	27.78% 25	4.44% 4	90
Marketing/communications	41.11% 37	41.11% 37	12.22% 11	4.44% 4	1.11% 1	90
HR	4.44% 4	8.89% 8	14.44% 13	66.67% 60	5.56% 5	90
IT	10.00% 9	27.78% 25	13.33% 12	40.00% 36	8.89% 8	90
Services	4.49% 4	22.47% 20	16.85% 15	41.57% 37	14.61% 13	89
Volunteers	4.44% 4	17.78% 16	22.22% 20	47.78% 43	7.78% 7	90

Q13 How has your income from digital fundraising changed over the past 12 months, compared with the 12 months before?

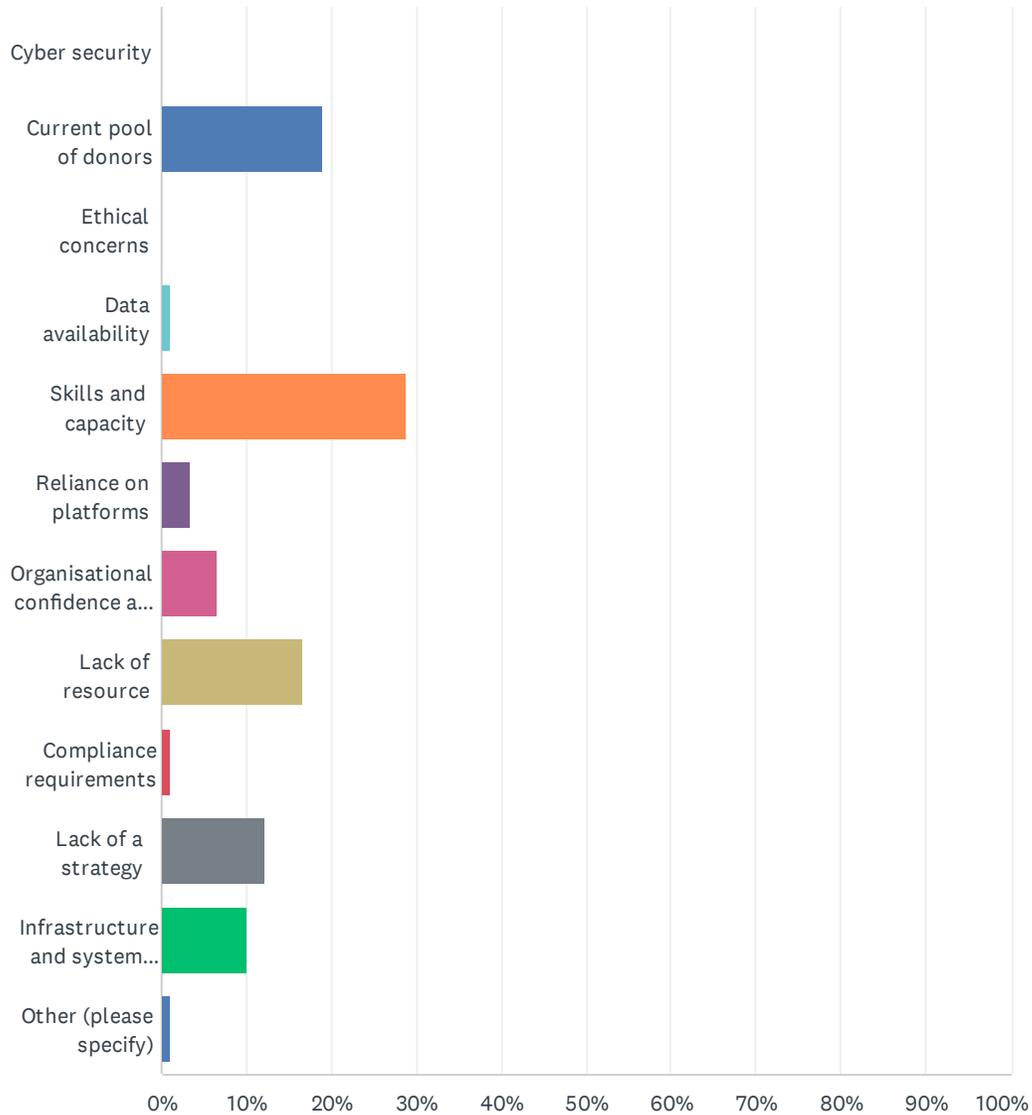
Answered: 90 Skipped: 28



ANSWER CHOICES	RESPONSES	
Significantly increased	14.44%	13
Somewhat increased	51.11%	46
Neither increased nor decreased	24.44%	22
Somewhat decreased	10.00%	9
Significantly decreased	0.00%	0
TOTAL		90

Q14 What is the biggest barrier that you face to raising more money online?

Answered: 90 Skipped: 28



Digital fundraising benchmarking

ANSWER CHOICES	RESPONSES	
Cyber security	0.00%	0
Current pool of donors	18.89%	17
Ethical concerns	0.00%	0
Data availability	1.11%	1
Skills and capacity	28.89%	26
Reliance on platforms	3.33%	3
Organisational confidence and culture/risk appetite	6.67%	6
Lack of resource	16.67%	15
Compliance requirements	1.11%	1
Lack of a strategy	12.22%	11
Infrastructure and system incompatibility	10.00%	9
Other (please specify)	1.11%	1
TOTAL		90