

Newzful

Non-Profit

Useful Facts: sample weekly email

1. **DOING GOOD** - In third straight year of gains, **contributions reached \$316.23 billion** from American individuals, corporations and foundations. (Source: Lilly Family School of Philanthropy)
2. **HIRING PLEASE** - In the next 12 months, 35% of non-profit organizations plan on hiring for new positions, 8% plan on reducing staff and 33 % will be making replacement hires. (Source: Nonprofit Finance Fund)
3. **AND THE WINNERS ARE** - Charity Navigator ranks these three charities as those that have earned **the most consecutive 4-star ratings** demonstrating an ongoing fiscal excellence. They are well-positioned to pursue and achieve long-term change: 1) Carnegie Institution for Science , 2) Compassion International, 3) Goodwill Southern California (Source: Charity Navigator)
4. **WHERE DID ALL YOUR HAIR GO?** Locks of Love had more than \$6 million worth of hair that is unaccounted for. (Source: FastCompany)
5. **NOW THAT'S A FRIEND** - A real-life experiment by Facebook to encourage organ donation, adding one's donor status to one's timeline, **sparked an immediate 2,000% increase** in the number of people signing up as donors. (Source: Forbes)
6. **THE NEW APHRODISIAC** - Displays of altruism or selflessness towards others can be sexually attractive in a mate. **Volunteering is a more potent signal for women than monetary donations.** (Sources: Forbes)
7. **HERE'S A HEADS UP** - People who behave more altruistically than others **have more gray matter** at the junction between the parietal and temporal lobe, thus showing for the first time that there is a connection between brain anatomy, brain activity and altruistic behavior. (Source: Science Daily)
8. **NO THANK YOU** - New research shows that **a thank-you gift can actually reduce contributions.** Donors felt that receiving a gift reduced the

altruistic nature of their donation. Small, "advance" gifts, like greeting cards or stickers do work. Recipients feel an obligation to donate. (Source: Forbes)

9. **REPEAT CONTRIBUTORS** - Online fundraising continues to grow steadily, driven primarily by recurring donors and repeat donors, which grew 27 percent and 20 percent, respectively. (Source: Blackbaud)

10. **BACK TO THE DRAWING BOARD** - Email performance changed dramatically, with open rates remaining consistent from the 2011 report, but click-through and response rates continue to decline. Response rates on appeals had an overall decline of more than 18 percent from the previous year. Declining response rates illustrate **a saturated channel with undifferentiated messaging and campaigns**. This is present in direct mail, telemarketing, and face-to-face solicitation. (Source: Blackbaud)

11. **EMAIL OVERLOAD** - The median number of website visitors who leave an email address is 2.04%, down from 2.04% in 2011. (Source: Blackbaud)

12. **THROUGH WITH CLICKING** - "Organizations that had strong fundraising appeal click-through rates include hospital foundations, with a 14.67 percent increase, and higher education, with a 2.5 percent increase from 2011. At the other end of the spectrum, hospitals and disaster and international relief saw 41.5 percent and 33.82 percent decreases, respectively. (Source: Blackbaud)

QUOTE:

"If you haven't got any charity in your heart, you have the worst kind of heart trouble." -- Bob Hope, actor, comedian

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