

Blackbaud.

Internet Return on Investment

April 23, 2009



Make the world a better place.

Introductory Notes

- Blackbaud's SONI Survey Series: *Return on Internet Investments*
- Survey was open from April 7 to April 17, 2009
- 93 valid responses were received
 - Number of responses varies by question

Website

- 97% have a website
 - 2008 median spend on the website: \$5,000
- Median donations collected through website: \$3,000

Measurement	Value
Median amount collected through website transactions	\$5,000
Median ROI of website	110%
Median amount collected through website transactions (for those that collect more than \$0)	\$20,000
Median ROI from website transactions (for those that collect more than \$0)	372%

Email Marketing or Email Fundraising

- 56% conduct email marketing or email fundraising
 - The purpose of email marketing is often solely communication rather than direct revenue generation (memberships, events, ecommerce, donations)
 - Median amount collected in 2008: \$1,000
 - One-third collected more than \$10,000 as a result of email marketing/fundraising in 2008
 - Median ROI: 53%
 - For those that collect funds as a result of email marketing/fundraising the median ROI is 200%

Measurement	Value
Median amount collected as a result of email marketing or email fundraising	\$1,000
Median ROI from email marketing/fundraising	53%
Median amount collected as a result of email marketing /fundraising (for those that collect more than \$0)	\$10,000
Median ROI from email marketing/fundraising (for those that collect more than \$0)	200%

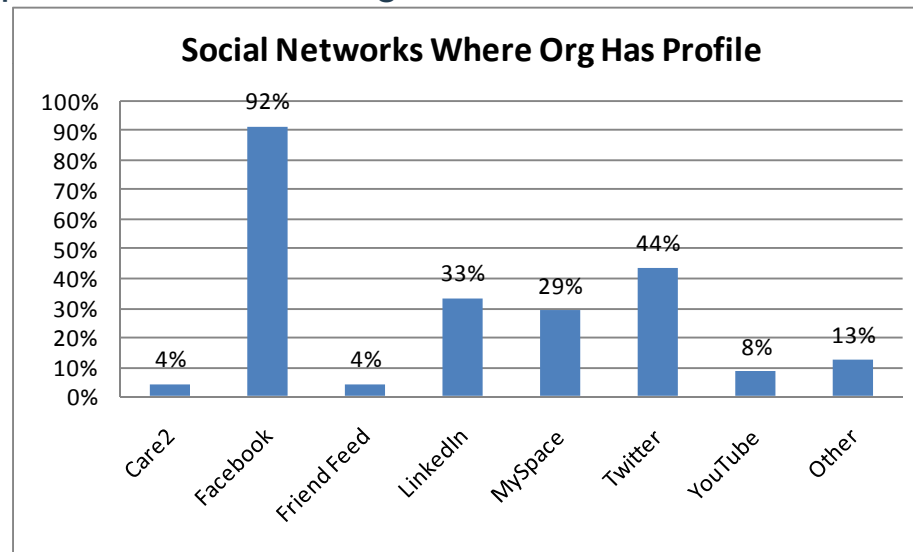
Participation in Online Events

- Only 15% offer online participation in “a-thon” or “friends asking friends” -type events
 - Arts/cultural organizations and K-12 schools were the most likely to say they offer online event participation
 - The median amount raised through such events is \$11,000
 - Median return on investment in 2008: \$1,084%

Measurement	Value
Median amount raised through “a-thon” or “friends asking friends” –type events	\$11,000
Median ROI from “a-thon” or “friends asking friends” –type events	1,084%

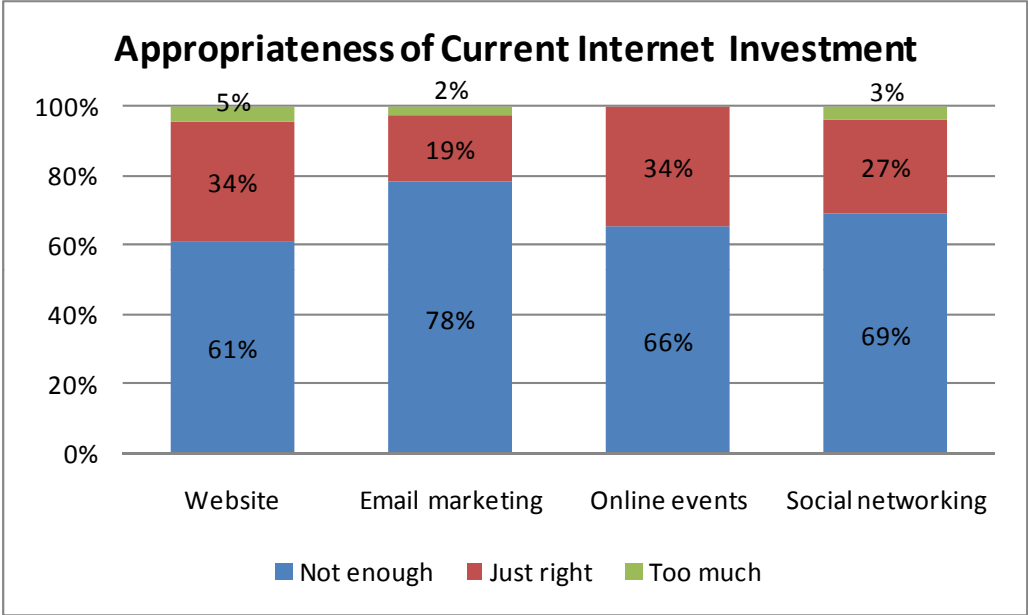
Social Networks Where Organization has a Profile

- 52% said their organization participates in social networking
 - Facebook is by far the most popular networking site for respondents
 - These organizations connect with a median of 600 constituents through social networks
 - 38% attribute a portion of fundraising contributions to social networking



Measurement	Value
Median amount raised through social networking (for those that receive contributions through this method)	\$175
Median ROI from social networking	100%

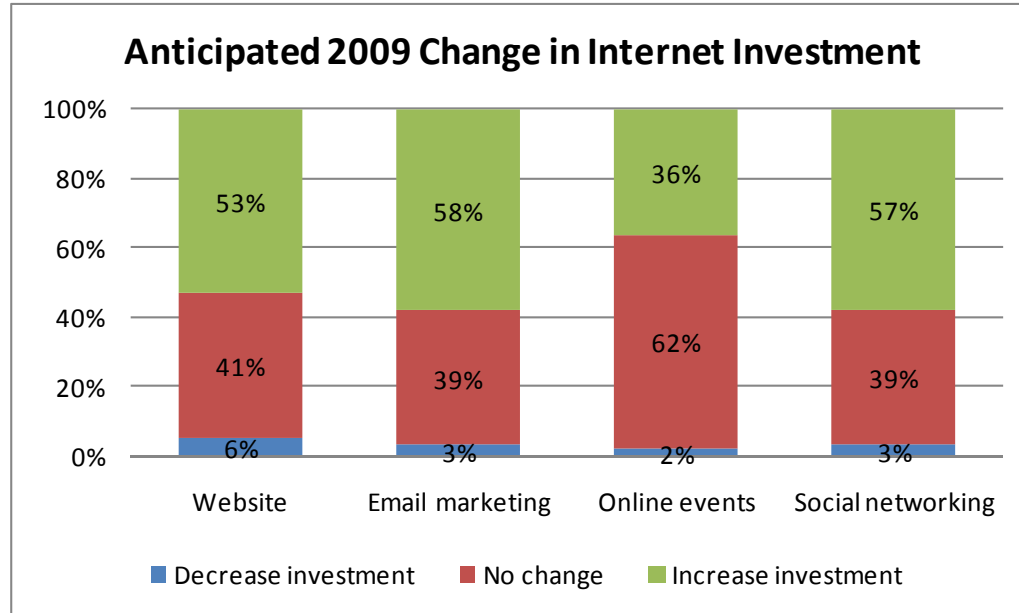
Appropriateness of Current Internet Investment Level



- o Most organizations would like to invest more in the Internet, particularly in the area of email marketing

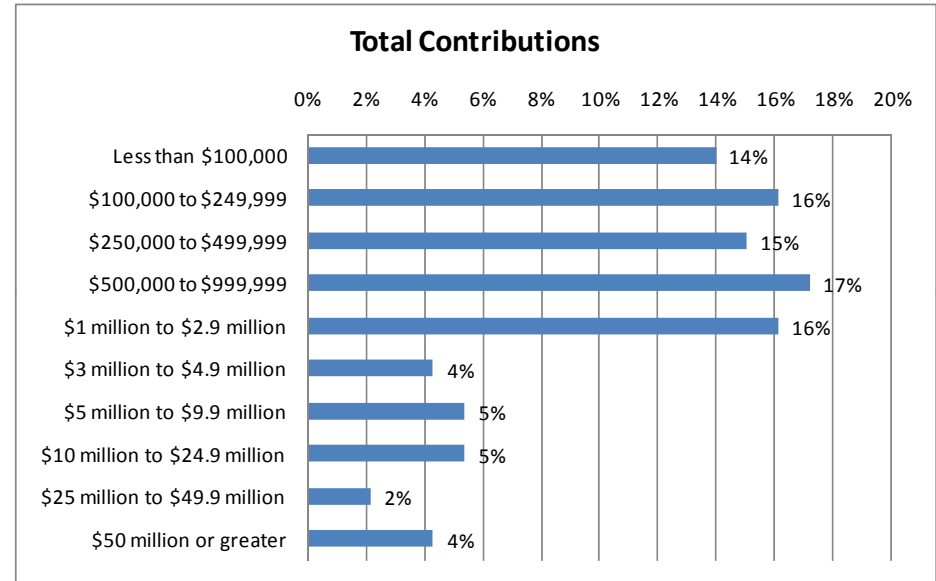
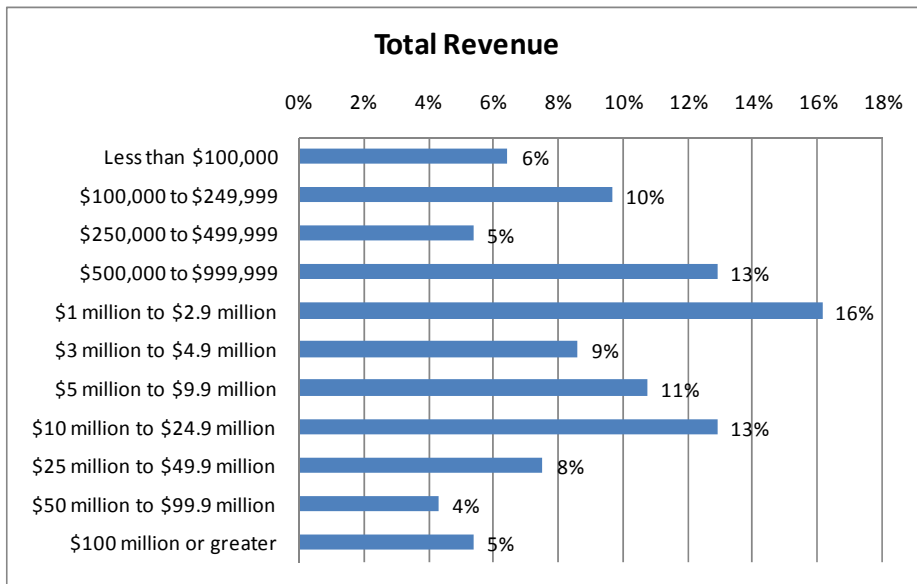
Anticipated 2009 Change in Internet Investments

- o Interestingly, even with the poor economy in 2009, most organizations plan to increase their investments in email marketing, social networking, and their organization's website
- o Most project no change in their organization's investment in online events
 - The percentages were slightly different for those currently conducting online events – 46% plan to increase, 46% plan to keep the same, and 8% expect a decrease



Respondent Demographics – Organization Income

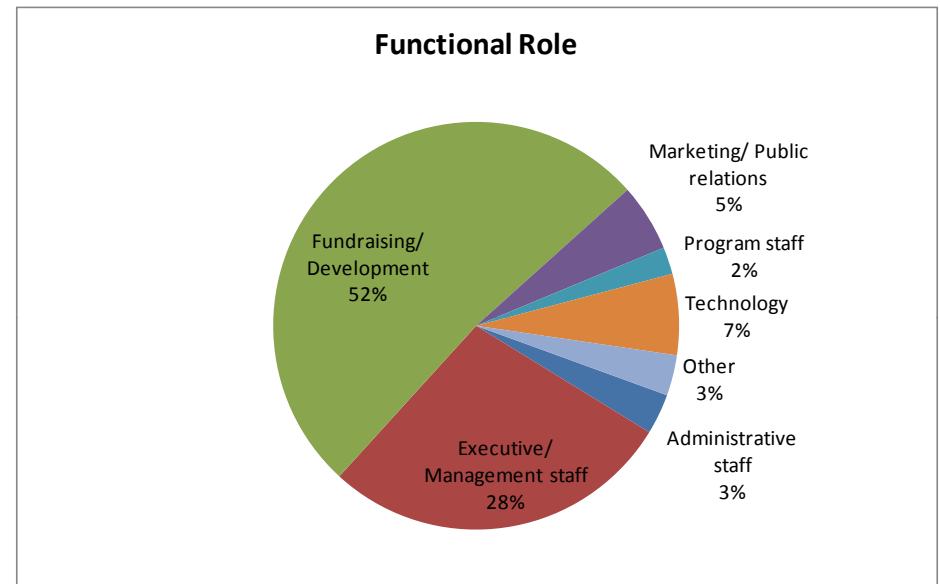
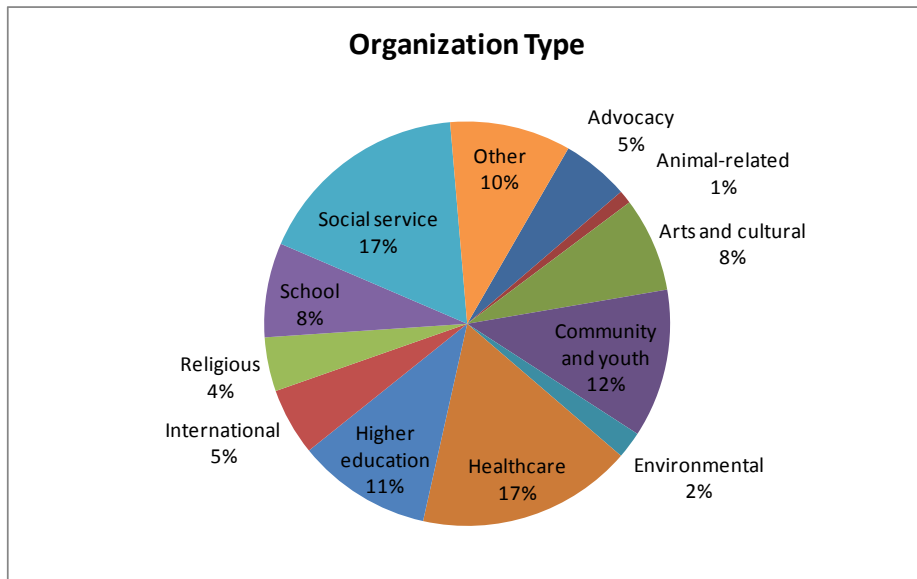
- 34% have annual revenue <\$1m
- 35% \$1m-\$9.9m
- 30% \$10m+



- 45% raise <\$500k in contributions annually
- 38% raise \$500k-\$4.9m
- 17% raise \$10m+

Respondent Demographics – Vertical and Role

- Good spread across verticals
- Healthcare, social service, and community/youth comprise 46% of respondents



- More than half of respondents are in fundraising roles
- 28% are executive/management
- Only 5% are marketing