THE CONVIO ONLINE MARKETING NONPROFIT BENCHMARK INDEX™ STUDY

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INTRODUCTION

The online channel provides a cost effective and compelling way to engage constituents. Your success online is not solely measured by how much you raise, but how effectively you are able to grow your audience while sustaining and deepening their interest. For the fifth consecutive year, Convio — the leading provider of on-demand constituent engagement solutions for nonprofits — has created The Convio Online Marketing Nonprofit Benchmark Index™ Study to help nonprofit marketers like you answer the following questions:

- What online marketing metrics should I focus on?
- How is my organization doing?
- What targets should I set for my organization?

The appropriate metrics for evaluating the success of any of your online marketing programs vary depending on your program's primary objective. What should you measure when your objective is to raise money, drive website traffic, build an email file, drive response to an advocacy appeal, or prompt some other action? Even when you know what metrics are important and how to measure them, how do you know if your results are good? The only way to do this objectively is to compare your results with those of your peer group.

By knowing how your organization performs against a benchmark of its peers, you can begin to identify which areas of your online marketing program are performing well and which are underperforming. This quantitative approach to measuring success gives you a framework to continually refine your tactics, improve the effectiveness of your online initiatives, and allocate resources more efficiently.

This year's study uses data from nearly 600 nonprofit organizations that used the Convio Online Marketing platform in 2009 and 2010; that collectively raised $1.15 billion in 2010; and that have over 171 million email addresses. The report aggregates results into benchmarks that nonprofit organizations can use to compare results with those of its peer group. When selecting which organizations to benchmark your results against, you can consider multiple dimensions. For most organizations, though, a common mission can provide the most valid comparison. Therefore, this study provides

separate benchmarks for the nonprofit industry as a whole, as well as for 16 nonprofit industry subgroups, or verticals.

This year's study includes the addition of one new vertical for comparison — "Food Banks." The organizations that form this vertical share a common mission focused on feeding America's hungry and advocate for the end of hunger in their respective communities.

Previous Convio benchmark studies have shown that most organizations with large email files perform more like other large organizations than organizations of a similar mission but with smaller email files. This is because online programs of this size often correlate to large organizational infrastructure, budgets, staff, and sophisticated offline fundraising programs. For this study, we designated most organizations with more than

250,000 online constituents, or National Nonprofit Mailers, as their own segment. These organizations are removed from vertical benchmarks to avoid skewing them. The exceptions are groups within the Higher Education, Public Broadcasting Stations, and Christian Ministries verticals, where we believed that vertical-specific comparison was more applicable.

For additional assistance in understanding how your organization is performing and what strategies and tactics can help improve any areas where your performance is below that of your peer group, please contact your Convio Account Manager or Sales Executive about engaging a Convio Interactive Marketing Consultant or a consulting partner from the Convio Partner Program.

KEY FINDINGS

The Convio Online Marketing Nonprofit Benchmark Index Study evaluated the results of nearly 600 nonprofit organizations and compiled a series of benchmarks for online constituent engagement. At a macro cross-segment level, this study revealed the following:

- **Online is the fastest growing fundraising channel for nonprofits.** In 2010, Convio's clients raised more than $1.3 billion online, up 40 percent from 2009.

- **The median growth rate in online giving was 20 percent.** This compares to a median growth rate of 14 percent in 2009. Overall, 79 percent of organizations raised more in 2010 than 2009, while 21 percent saw a decline in

their online fundraising. All but three verticals (Association & Membership, Public Broadcasting Stations, and Team Events) had a growth rate greater than 10 percent.

- **Online giving is growing fastest for small organizations.** Organizations with fewer than 10,000 email addresses saw a 26 percent increase in online giving.

- **An increase in gift count drove fundraising gains.** Of those organizations that grew fundraising in 2010, 88 percent saw an increase in the number of gifts in 2010.

- **Median donation size increased from $83.44 in 2009 to $91.94 in 2010.** This statistic is based upon 430 organizations fundraising continuously during 2009 and 2010. 56 percent of the organizations sampled increased their average gift amount in 2010.

- **Online legislative advocate counts grew 20 percent.** The total number of advocates on file increased by 20 percent, and almost 60 percent of the organizations sampled that use Convio's Advocacy module saw their number of advocates increase by more than 10 percent.

- **Advocacy continues to influence online donations.** In 2010, 6.42 percent of advocates on file were also donors, compared to 5.97 percent in 2009.

- **Email files continued to grow strongly.** The median total email file grew 22 percent to 48,700 constituents.

- **Web traffic growth continued for most, but at a slower rate.** 55 percent of organizations grew their website traffic from 2009 to 2010. Web traffic growth in 2010 was 2 percent. This was the second consecutive year that this growth rate has been in the single digits.

- **Website registration rates continue to decline.** The rate at which the organizations included in this study converted website visitors to their email file in 2010 was 2.0 percent — a decrease from 2.2 percent in 2009.

- **Open rates continue to decline.** Open rates for fundraising appeals were down from 18.5 percent in 2009 to 17.6 percent in 2010; and newsletter open rates declined from 20.4 percent in 2009 to 19.2 percent in 2010.

- **Fundraising appeal effectiveness increased in 2010.** Click-through rates improved to 1.76 percent in 2010 from 1.72 percent in 2009 and response rates were 0.16 percent in 2010 — up from 0.15 in 2009 — helping to offset the continuing decline in overall email open rates.

- **Haiti relief played a strong role in growing aggregate online fundraising.** The 430 clients who were fundraising continuously through 2009 and 2010 grew funds by 63 percent from $483 million to $785 million, with Haiti relief playing a large role in aggregate growth.

NONPROFIT VERTICAL PERFORMANCE TRENDS

When selecting which organizations to benchmark your results against, there are multiple dimensions to consider. We believe that for the majority of organizations, comparing organizations with a common mission (vertical) — such as all Animal Welfare groups, or all Public Affairs organizations — provides the most valid comparison. As such, this study provides separate benchmarks for the industry as a whole, as well as 16 nonprofit industry subgroups, or verticals.

For each of the metrics in this section, a portion of the 600 study participants may be shown based on their relevance given the time frame indicated, or the metric being discussed. For instance, 485 organizations in this year's study sent an email newsletter, whereas 531 sent an online appeal during the year. The "n" value in the title of each chart describes how many organizations are included for that particular metric. For more information, please refer to the Methodology section of this study.

MONTHLY WEBSITE TRAFFIC

For many constituents, your website is their first interaction with your organization. When used effectively, your website can convey the importance of your organization's mission and help you to register new constituents so you can continue to communicate with them via email and generate desired actions, such as making a donation or signing a petition. Website traffic is, for most nonprofit organizations, the best source for growing their email files. In the seminal research about the online behavior of mid-level and major donors, _The Wired Wealthy Study_, we learned that 49 percent of online mid-level and major donors will always visit a nonprofit's website before making a first-time gift online or offline.

Chart 1 shows how successful organizations were at driving traffic to their websites, as measured by the median number of unique visitors to their sites per month. The term "unique" means that each visitor is counted only once within a given time period — in this case a calendar month — regardless of how many times the individual visited the website. Note that not all of the 600 organizations within this study have their entire website hosted by Convio. Organizations whose websites are hosted by solutions other than Convio were not available to us. Therefore, those organizations were excluded from this metric.

The 180 organizations that constitute this benchmark had a median value of 7,141 unique website visitors per month during the 2010 calendar year. Verticals performing better than the benchmark included Animal Welfare, Association & Membership, Christian Ministries, and Public Broadcasting Stations. In most cases, these verticals' constituents tend to have reasons outside of just giving to visit an organization's website. For example, many of these websites offer access to useful information/content, as well as opportunities to engage in advocacy.

Monthly Unique Website Visitors

Monthly Visitors 2010 (Fully Hosted on Convio Sites Only), n=180

Vertical	Monthly Unique Website Visitors
All Verticals	7,141
Animal Welfare	20,761
Association & Membership	9,405
Christian Ministries	18,294
Disaster & International Relief	6,516
Disease & Health Services	5,941
Environment & Wildlife	6,194
Food Bank	5,895
Higher Education	6,017
Hospital, Hospital Foundation & Medical Research	2,860
Human & Social Services	5,781
Jewish	2,773
National Nonprofit Mailer	43,340
Public Affairs	5,241
Public Broadcasting Stations	10,921
Team Events	3,217
Visitation, Performing Arts & Libraries	2,986

*Light blue denotes sample size fewer than 10 organizations.

Chart 1: Monthly Unique Website Visitors by Vertical

Comparing website traffic with the previous year's results, we see in Chart 2 that website traffic across verticals grew, on average, 2 percent. This compares to a growth rate of 6 percent in 2009. Of those in the study, 55 percent of organizations grew their website traffic from 2009 to 2010. Verticals with website traffic growth greater than the 2 percent benchmark include Animal Welfare, Christian Ministries, Food Banks, Higher Education, Human & Social Services, and Visitation, Performing Arts & Libraries.

Half of the vertical groups in this year's sample show negative website traffic growth. When you compare growth rates from 2010 to the growth rates in last year's report, you see that almost

every vertical group has experienced lower growth rates.

One hypothesis of what is contributing to this flattening of website traffic growth is that these organizations are delivering more frequent and compelling information to a constituent's inbox via email communication (more of which is being read on mobile devices), and increasingly engaging constituents via social networking websites, in lieu of, or in addition, to their website. Both actions are potentially reducing a constituent's need to go to the organization's website in order to gather the information that they need to stay informed.

Website Traffic Growth

Change in Median Monthly Average website Visitors 2009 to 2010, n=180

Vertical	Growth
All Verticals	2%
Animal Welfare	7%
Association & Membership	-5%
Christian Ministries	9%
Disaster & International Relief	0%
Disease & Health Services	-5%
Environment & Wildlife	1%
Food Bank	5%
Higher Education	6%
Hospital, Hospital Foundation & Medical Research	-14%
Human & Social Services	5%
Jewish	-11%
National Nonprofit Mailer	-4%
Public Affairs	-2%
Public Broadcasting Stations	-11%
Team Events	-2%
Visitation, Performing Arts & Libraries	4%

*Light blue denotes sample size fewer than 10 organizations.

Chart 2 Monthly Website Traffic Growth by Vertical

Besides examining how organizations are performing based on a common vertical, it is also sometimes helpful to study how organizations are performing according to their size. From an email file size perspective, we see in Chart 3 that the highest website traffic growth was for organizations with mid-sized (25,000-50,000 and 50,000-100,000) email files.

The performance of the organizations with the smallest number of emails on file is worth noting as they show negative growth when the other tiers are expanding. The vast majority of the organizations with fewer than 10,000 email addresses at the end of 2010 saw tremendous file growth from 2009 (i.e., median email size growth of 106 percent from the 26 groups in this email tier). We take that as an indicator that their online programs are relatively young and that while their efforts to grow their email file have been successful, they have not yet reached their potential in attracting people to their websites.

Monthly Website Traffic Growth by Email File Tier

Median Website Traffic Growth 2009 - 2010, n=190

Email File Tier	Growth
0-10K	-0.67%
10-25K	2.71%
25-50K	5.33%
50-100K	4.18%
100-250K	0.33%
250K+	1.37%
Total	2.37%

Chart 3: Monthly Website Traffic Growth by Email File Tier

55 percent of organizations grew their website traffic from 2009 to 2010.

REGISTRATION RATE

The registration rate describes nonprofit organizations' success at converting website visitors into registered constituents by getting them to voluntarily give their email address. This may happen by someone making a donation, advocating, buying a ticket for an event, purchasing an item via an online store, signing a petition, or joining an email list. The significance is that adding constituents to your email file gives your organization a way to continuously re-engage with them using email.

This metric measures the median percentage of new website visitors who registered on the site each month, calculated as the number of new registrants per month divided by total monthly website unique visitors. This includes new people who signed up for newsletters, signed petitions, made donations, took advocacy actions, bought products/tickets online, etc. This does not include any constituents who were added by the organization's staff via a list upload, data sync with their offline database, or other "non-organic" means. Note that while the numerator only includes new people, the denominator includes returning site visitors in the unique visitor count; therefore, the true conversion ratio of new visitors to subscribers is actually higher than the calculated site registration rate.

Chart 4 shows that 2 percent of monthly unique visitors provided their email addresses to the organization by registering for email updates or taking some other action online. The remaining 98 percent of monthly unique visitors either registered during a prior period or represent an opportunity for the organization to convert them to their email file.

The median conversion rate for all organizations included in our sample was 2.2 percent and 2 percent in 2009 and 2010, respectively. These conversion rates continue to stay below the 3-3.5 percent range that was reported as the rate for converting visitors in 2008 and prior. This suggests that visitors to these individual sites continue to require more compelling reasons — such as enhanced content, premiums, or other incentives — to provide their email address.

The groups that reported conversion rates well above the reported benchmark are the Association & Membership and Team Event verticals. It is our belief that these two groups attract much higher percentages of people to their websites in order to specifically register as a member or sign up to participate in an event. This conversion rate speaks more to their organization's ability to find new members/participants than to the success of their web conversions.

Website Traffic Conversion Rate

Median Site Registration 2010, n=180

Vertical	Rate
All Verticals	2.0%
Animal Welfare	1.9%
Association & Membership	9.1%
Christian Ministries	3.1%
Disaster & International Relief	0.9%
Disease & Health Services	2.5%
Environment & Wildlife	1.0%
Food Bank	3.0%
Higher Education	0.1%
Hospital, Hospital Foundation & Medical Research	1.2%
Human & Social Services	1.4%
Jewish	1.8%
National Nonprofit Mailer	3.2%
Public Affairs	1.5%
Public Broadcasting Stations	1.4%
Team Events	16.3%
Visitation, Performing Arts & Libraries	1.1%

*Light blue denotes sample size fewer than 10 organizations.

Chart 4: Website Traffic Conversion Rate by Vertical

EMAIL FILE SIZE

A key step in any effective online marketing strategy is to build and maintain your email file. The email file size measures the total number of constituent email addresses in the Convio Constituent 360™ online database as of December 31, 2010.

The number of email addresses on file has a direct impact on your organization's ability to communicate, cultivate, and drive actions from constituents. Note that the quality of relationships and how email addresses were acquired are both important factors; a large email file alone will not guarantee your online success.

Despite flat web traffic and registration rates, many organizations' email files continued to grow strongly (see Chart 5 and Chart 8). This year, we elected to leave large (above 250,000 email addresses) Public Broadcasting Stations, Higher Education, and Christian Ministries groups in their respective verticals as opposed to moving them to the National Nonprofit Mailers vertical. This change explains some of the differences in results from previous years' studies. For more

information about vertical composition, please see the Methodology section of this study. The National Nonprofit Mailers segment, which we defined as national nonprofit organizations with more than 250,000 email records, had a median email file size of 695,430 as seen in Chart 5. These organizations have, on average, much larger constituencies, have been active online the longest, and have high web traffic that they can convert. Many have also invested at a higher rate in paid email acquisition strategies. As a result, these organizations, over time, have been able to compile email files that are more than 14 times larger than the industry average.

Total Email File Size

Median Email File Size as of Dec. 31, 2010, n=582

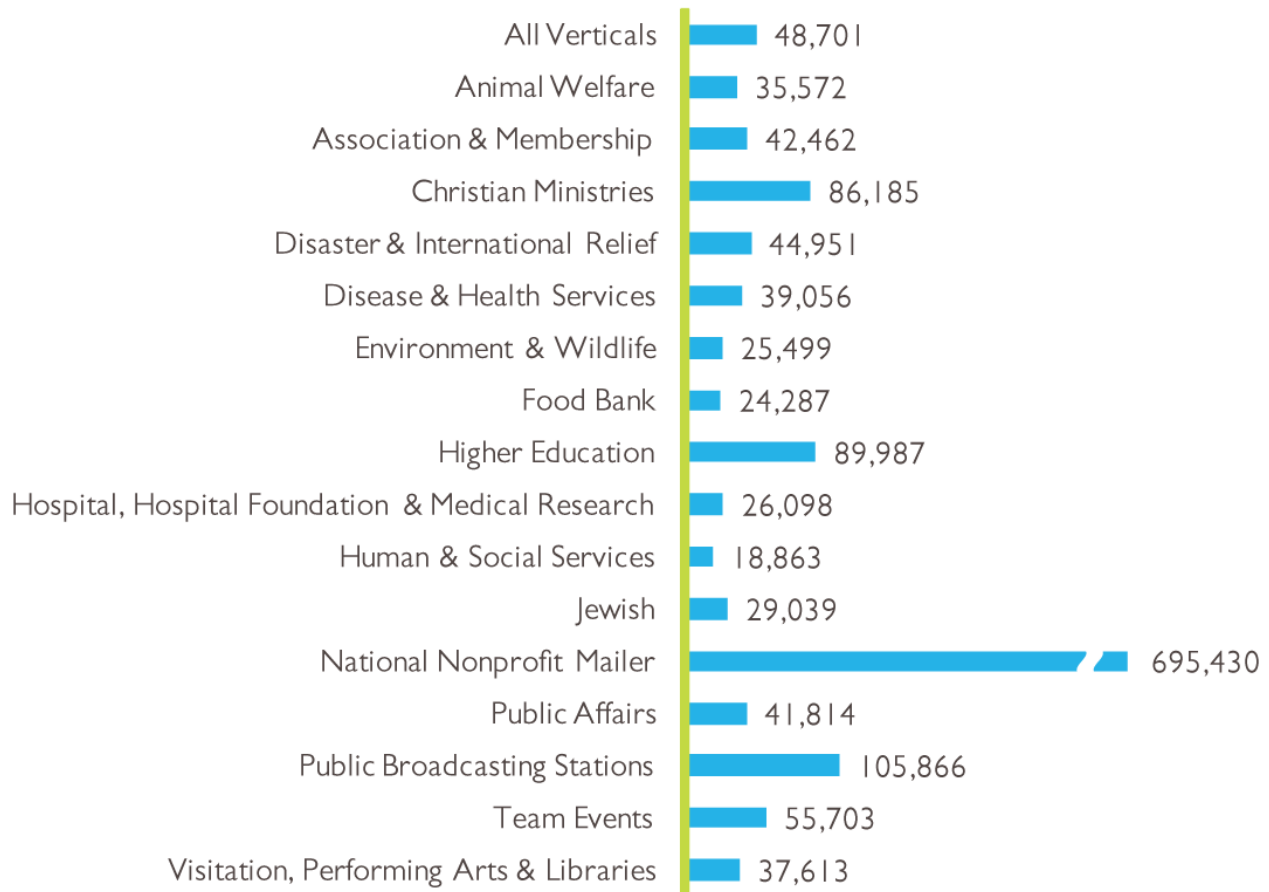| Vertical	Value
All Verticals	48,701
Animal Welfare	35,572
Association & Membership	42,462
Christian Ministries	86,185
Disaster & International Relief	44,951
Disease & Health Services	39,056
Environment & Wildlife	25,499
Food Bank	24,287
Higher Education	89,987
Hospital, Hospital Foundation & Medical Research	26,098
Human & Social Services	18,863
Jewish	29,039
National Nonprofit Mailer	695,430
Public Affairs	41,814
Public Broadcasting Stations	105,866
Team Events	55,703
Visitation, Performing Arts & Libraries	37,613

Chart 5: Total Email File Size by Vertical

Although growing a large email file is the first step in creating an effective online marketing program, ongoing success is determined by your organization's ability to continue to communicate with your constituents. Over time, a portion of your email file will become unusable as a result of people opting out of communications with your organization, or will be lost simply through the natural attrition of people changing their email addresses and not keeping you updated. What remains is the "usable" portion of your email file, which contains constituents who are opted in to receive email communications from your organization and whose email address is valid (meaning that previous attempts to email this address have not reported a "hard bounce" from the constituent's ISP). Chart 6 shows that the median usable email file size is 25,572.

Usable Email File Size

Median Usable Email File Size as of Dec. 31, 2010, n=582

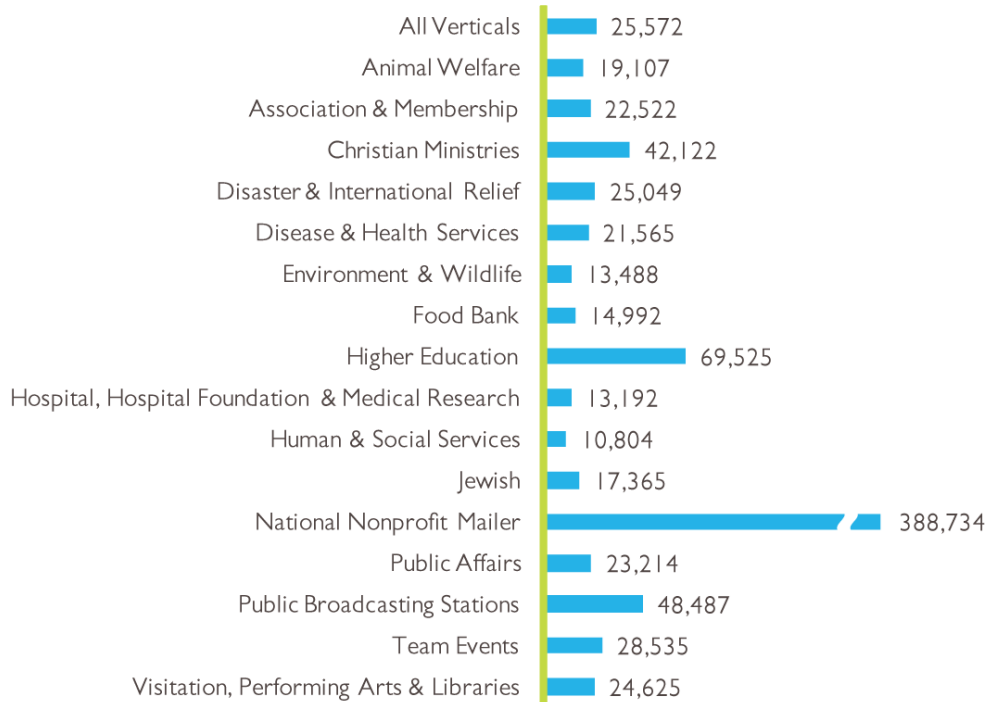| Vertical	Median Usable Email File Size
All Verticals	25,572
Animal Welfare	19,107
Association & Membership	22,522
Christian Ministries	42,122
Disaster & International Relief	25,049
Disease & Health Services	21,565
Environment & Wildlife	13,488
Food Bank	14,992
Higher Education	69,525
Hospital, Hospital Foundation & Medical Research	13,192
Human & Social Services	10,804
Jewish	17,365
National Nonprofit Mailer	388,734
Public Affairs	23,214
Public Broadcasting Stations	48,487
Team Events	28,535
Visitation, Performing Arts & Libraries	24,625

Chart 6: Usable Email File Size by Vertical

In a world of increasing email spam, geographical mobility, and job hopping, the rate of attrition for most nonprofits' email files will likely increase unless they continue to engage with their constituents and proactively provide ways for constituents to update their email addresses and communication preferences. Chart 7 shows that the percentage of email addresses that are usable at most organizations is 54 percent of their total email file – down from the benchmark 56 percent in 2009. This means that most organizations are able to engage with approximately one out of every two constituents in their email file.

Those organizations in the Higher Education and Association & Membership verticals had the highest percentage of usable emails on file at 75 percent and 66 percent, respectively. This is because they are typically communicating to "closed" communities, such as alumni or members, where affinity toward the organization is stronger. Visitation, Performing Arts & Libraries also have high usable email file rates, largely due to the informational content they send that subscribers generally want to keep receiving.

Usable Percent of Total Email File
Median Percent of Total File Usable as of Dec. 31, 2010, n=582

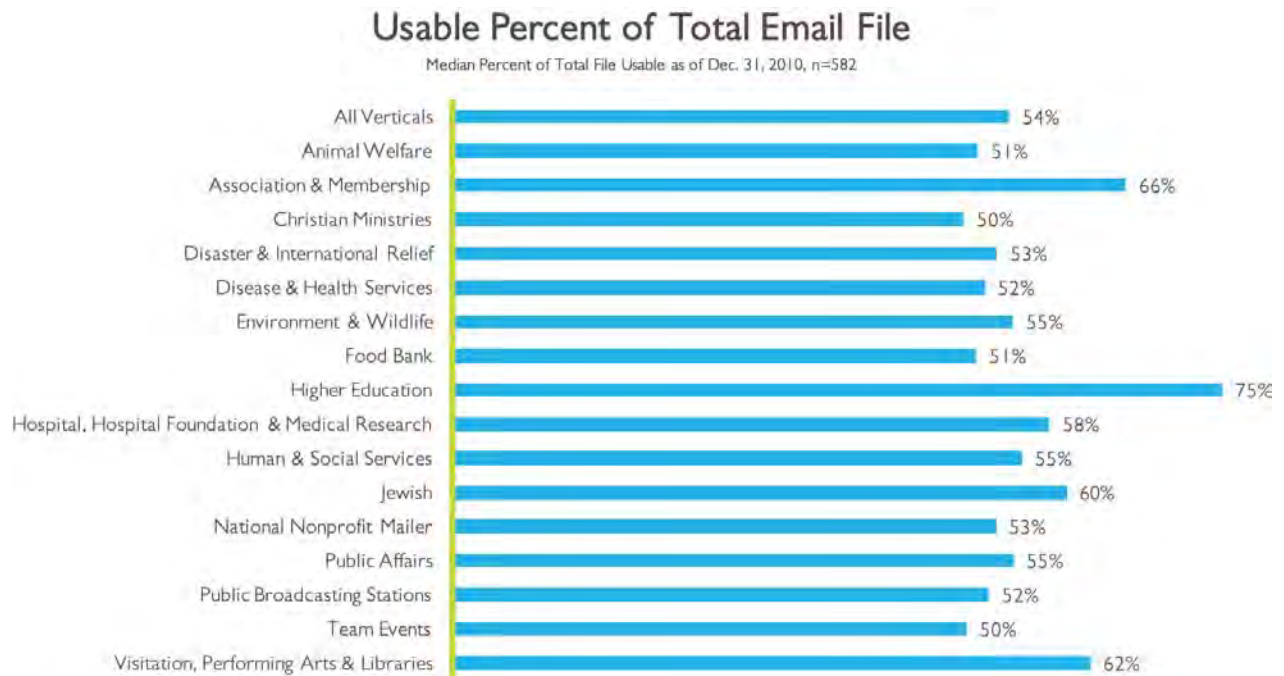| Vertical	Percent
All Verticals	54%
Animal Welfare	51%
Association & Membership	66%
Christian Ministries	50%
Disaster & International Relief	53%
Disease & Health Services	52%
Environment & Wildlife	55%
Food Bank	51%
Higher Education	75%
Hospital, Hospital Foundation & Medical Research	58%
Human & Social Services	55%
Jewish	60%
National Nonprofit Mailer	53%
Public Affairs	55%
Public Broadcasting Stations	52%
Team Events	50%
Visitation, Performing Arts & Libraries	62%

Chart 7: Usable Percentage of Email File by Vertical

Compared with the previous year, the total number of email addresses grew by 22 percent, on average. In general, organizations that are growing are proactive in collecting email addresses at events and at their facilities, if appropriate. Some organizations, particularly those in the National Nonprofit Mailers segment, also engaged in email appends. An append is a tactic by which an organization pays a third-party database company to find updated email addresses for constituents or email addresses for new direct mail constituents. For a fee, the nonprofit gains the ability to engage/re-engage with the constituent online.

Chart 8 shows email file growth by vertical, with the Food Banks vertical experiencing the fastest year-over-year growth at 41 percent. Other verticals, such as Animal Welfare, Disaster & International Relief, Human & Social Services, and Team Events, outperformed the benchmark. The Disaster & International Relief organizations saw an increase as a result of the relief campaigns after the earthquake in Haiti, and Team Events continue to grow as they add more causes, races, and locations to attract people. Therefore the growth in these two verticals should be viewed differently than the rest of the verticals.
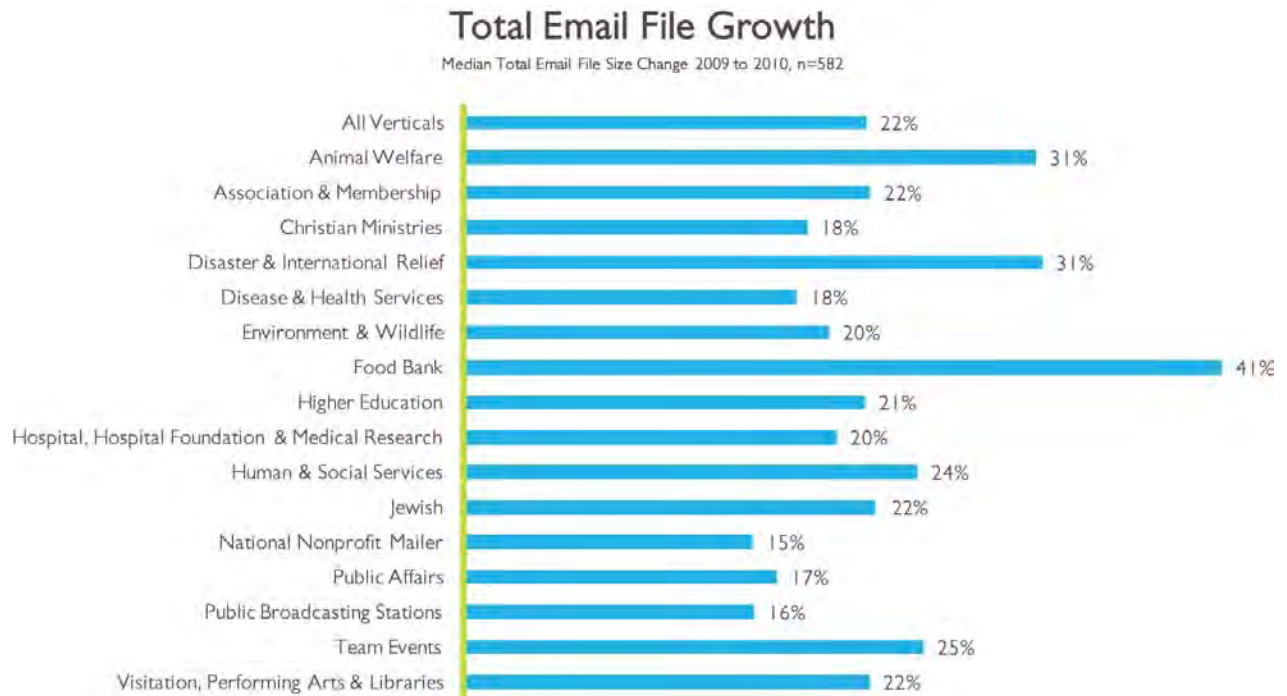
Total Email File Growth

Median Total Email File Size Change 2009 to 2010, n=582

Vertical	Growth
All Verticals	22%
Animal Welfare	31%
Association & Membership	22%
Christian Ministries	18%
Disaster & International Relief	31%
Disease & Health Services	18%
Environment & Wildlife	20%
Food Bank	41%
Higher Education	21%
Hospital, Hospital Foundation & Medical Research	20%
Human & Social Services	24%
Jewish	22%
National Nonprofit Mailer	15%
Public Affairs	17%
Public Broadcasting Stations	16%
Team Events	25%
Visitation, Performing Arts & Libraries	22%

Chart 8: Total Email File Growth by Vertical

ONLINE REVENUE: FUNDRAISING, GROWTH, AVERAGE GIFTS AND THE VALUE OF AN EMAIL ADDRESS

The goal of online fundraising is to raise more money at a lower cost than possible through offline fundraising programs alone. The benchmarks in this section measure the total contributions made online over a 12-month period ending December 31, 2010. Total contributions include money raised from "direct" online donations and sustaining gifts, ecommerce store transactions, and money raised online to support team-based events using Convio's TeamRaiser™ product. The metric does not factor in gifts that were made offline by constituents who originated or were engaged online. For example, some organizations find that a meaningful proportion of major donors originate from the organization's online marketing efforts. Since a vast majority of major gifts are still given offline, they are not factored into this metric.

Influence of Charitable Contributions Supporting Haitian Relief

We have identified over 30 individual organizations out of the 600 included in this study who conducted significant fundraising campaigns to raise money to aid the recovery efforts in Haiti in January 2010. The amount of the donations and the display of donor generosity was outstanding — more than $200 million from these 30 organizations alone — and we must account for the influence these contributions have on the findings in this report.

This $200 million only accounts for online donations processed through the Convio system — it does not factor in the support that was generated through mobile giving — which saw massive levels of success in the days after this tragedy. American Red Cross alone saw more than $32 million raised from more than 3 million people making a $10 mobile donation.

The influence that this revenue has on the analysis will be most noticeable in the Disaster & International Relief vertical. We have decided to leave this revenue in the analysis because this is the type of work these organizations do and it is our goal to allow each organization in this vertical to not just compare themselves to their peers in non-crisis years, but compare their programs' effectiveness in providing the financial resources to the areas affected by disaster.

Online Revenue

Chart 9 shows that the median amount raised during 2010, was $349,967. The Disaster & International Relief, Food Banks, and Public Broadcasting Stations verticals each raised considerably more than the industry average. Disaster & International Relief, if you discount the influence of gifts to Haiti relief, raised a median amount of approximately $575,000.

The median for the Food Banks vertical is the largest, aside from the National Nonprofit Mailers and Team Event verticals (both experiencing their high levels of success as a result of their overall size and types of fundraising). We believe that it is the mission of the organizations in the Food Banks vertical that resonates with donors — providing the basic, physiological needs of the hungry — that sets them apart from other organizations. Giving USA Foundation's 2008 analysis on giving during recession and economic slowdowns concluded that the organizations in Human Services sectors show signs of growth during recession years or during economic slowdowns. This analysis helps explain the success of these organizations.

Online Revenue

Median Total Fundraising 2010, n=430

Vertical	Amount
All Verticals	$349,967
Animal Welfare	$265,336
Association & Membership	$131,735
Christian Ministries	$517,795
Disaster & International Relief	$647,294
Disease & Health Services	$187,736
Environment & Wildlife	$122,556
Food Bank	$721,924
Higher Education	$308,251
Hospital, Hospital Foundation & Medical Research	$388,694
Human & Social Services	$211,224
Jewish	$195,969
National Nonprofit Mailer	$1,113,158
Public Affairs	$108,363
Public Broadcasting Stations	$568,690
Team Events	$1,908,914
Visitation, Performing Arts & Libraries	$221,964

*Light blue denotes sample size fewer than 10 organizations.

Chart 9: Online Revenue (Fundraising) by Vertical

Online revenue grew 20 percent in 2010, up from 14 percent in 2009. Overall, 79 percent of the 430 organizations studied in this metric raised more online in 2010 than 2009, while 21 percent saw declines. Of those that grew online revenue, 85 percent saw an increase in the number of gifts made, and 46 percent had an increase in the average gift amount (these percentages are not mutually exclusive.)

The verticals with the highest rate of online revenue growth included Christian Ministries, Environment & Wildlife, Higher Education,

Hospital, Hospital Foundation, & Medical Research, and Human & Social Services. In addition to the median value increasing from 2009, we also see increases in the growth of online revenue for the vast majority of groups in this sample.

Disaster & International Relief had the largest increase from 2009 to 2010 when all revenue is included in the calculation of this benchmark. Excluding the influence of the fundraising for Haiti relief, the growth for this vertical would have been approximately 23 percent.

Online Revenue Growth
Median Change 2009 to 2010, n=430

Vertical	Growth
All Verticals	20%
Animal Welfare	21%
Association & Membership	1%
Christian Ministries	27%
Disaster & International Relief	38%
Disease & Health Services	24%
Environment & Wildlife	26%
Food Bank	17%
Higher Education	24%
Hospital, Hospital Foundation & Medical Research	26%
Human & Social Services	30%
Jewish	7%
National Nonprofit Mailer	20%
Public Affairs	18%
Public Broadcasting Stations	7%
Team Events	9%
Visitation, Performing Arts & Libraries	19%

*Light blue denotes sample size fewer than 10 organizations.
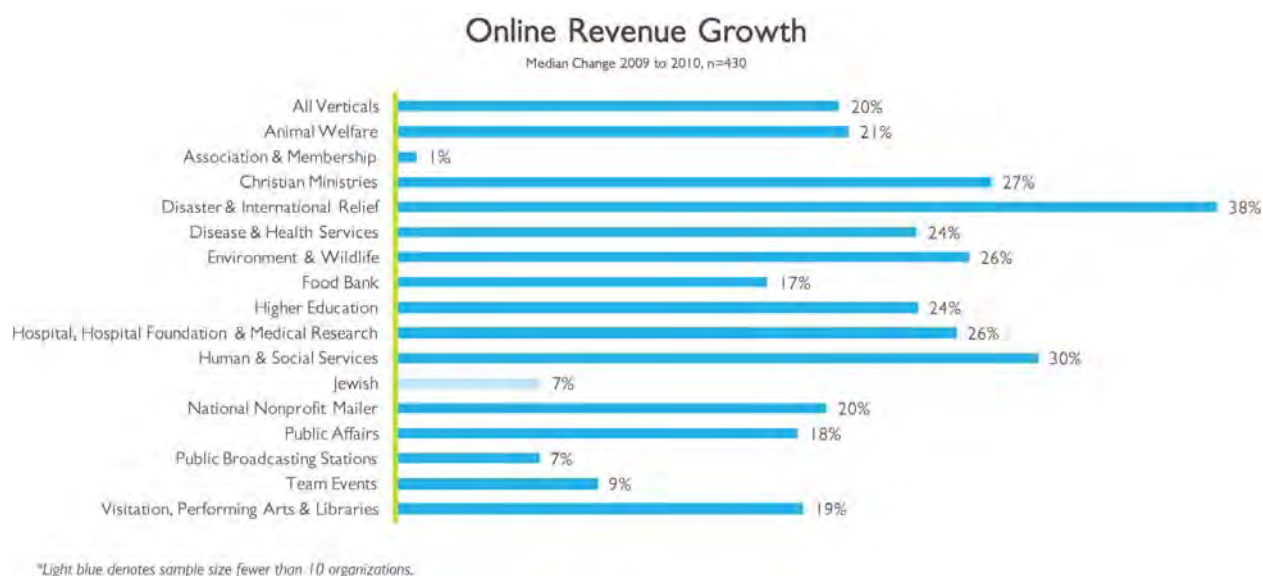
Chart 10: Online Revenue Growth by Vertical

Online revenue grew 20 percent in 2010, up from 14 percent in 2009. Overall, 79 percent of the 430 organizations studied in this metric raised more online in 2010 than 2009.

When reviewing online revenue growth according to email file size, we see that growth was strongest among very small (<10,000 email addresses, and 10,000-25,000 email addresses) organizations. Of note, organizations with fewer than 10,000 email addresses on file — many of which are participating in the Convio Go! program, a CFRE certified program designed to help nonprofit organizations new to online marketing and fundraising maximize their online results in their first year on the Convio platform — experienced more than 21 percent growth in online revenue.

In 2010, we see a big increase in revenue for very small organizations with less than 25,000 email addresses. The smallest tier (10,000 or fewer email addresses) grew their online revenue by almost 26 percent and did so by increasing the overall number of donations by almost 28 percent; whereas the second smallest tier (10,000 to 25,000 email addresses) saw the same growth in online revenue (approximately 22 percent) but accomplished this by increasing the size of their average donation. Performance for both tiers is very impressive and demonstrates the ability to attract more donors and the ability to acquire or upgrade donors to higher donation levels.

> Organizations with fewer than 10,000 emails on file, many of which are participating in the Convio Go! Program, experienced growth in online revenue of more than 21 percent.

Online Revenue and Online Gifts by Email Tier

Median Online Gifts Growth 2009-2010, n=430

Tier	Growth
0-10K	27.8%
10-25K	14.1%
25-50K	15.9%
50-100K	16.1%
100-250K	17.3%
250K+	14.0%
Total	15.7%

Median Online Revenue Growth 2009-2010, n=430

Tier	Growth
0-10K	25.8%
10-25K	21.4%
25-50K	17.4%
50-100K	18.0%
100-250K	19.3%
250K+	18.8%
Total	19.5%

Chart 11: Online Revenue and Online Gifts Growth by Email Tier

Chart 12 shows the average online gift (measured as the sum of each organization's online donations divided by the number of online gifts), which gives us an indication of the average amount each constituent gave. The average gift raised online during the period studied was $91.94. This compares to $83.44 in 2009 (for donations made in 2009 to the organizations included in this year's analysis.) Seventy-two percent of the organizations in this study saw their average gift increase in 2010.

The National Nonprofit Mailers and Team Events verticals had the largest number of gifts in this year's study; however, as the National Nonprofit Mailers and Team Events average gifts show (at $51.48 and $60.67, respectively), gifts for these verticals tended to be smaller than those in other verticals.

Average Online Gift

Median Average Gift Amount 2010, n=430

Vertical	Amount
All Verticals	$91.94
Animal Welfare	$57.51
Association & Membership	$108.84
Christian Ministries	$103.09
Disaster & International Relief	$124.65
Disease & Health Services	$81.78
Environment & Wildlife	$91.12
Food Bank	$106.89
Higher Education	$136.97
Hospital, Hospital Foundation & Medical Research	$111.78
Human & Social Services	$130.52
Jewish	$94.10
National Nonprofit Mailer	$51.48
Public Affairs	$105.17
Public Broadcasting Stations	$68.24
Team Events	$60.67
Visitation, Performing Arts & Libraries	$106.19

*Light blue denotes sample size fewer than 10 organizations.

Chart 12: Average Online Gift (Fundraising) by Vertical

72 percent of the organizations in this study saw their average gift increase in 2010.

In addition to the average online gift, the average dollars raised online annually per email address is another way to gauge how efficiently your organization is generating online revenue from each online constituent. We know from prior analysis that many online donors are "dual channel" donors — meaning that they give both online and through mail; offline giving is not included in this metric. Ideally, your organization should try to quantify the total annual and lifetime value of your constituents by including both online and offline revenue. This approach will help you better understand the extent to which communicating with your constituents via multiple channels impacts your organization's fundraising results.

The average dollars raised online per usable email address across all verticals is $12.48, compared to $11.68 in 2009. The increase in this benchmark from what was reported in last year's report is 6.8 percent and is a good sign that more organizations are increasing their online fundraising revenue and/or retaining more usable email addresses.

Notably, organizations in the Food Banks vertical achieved more than four times the sector-wide benchmark.

Online Revenue Per Usable Email Address
Median Revenue as a % of the Usable Email File 2010, n=430

Vertical	Value
All Verticals	$12.48
Animal Welfare	$16.88
Association & Membership	$5.35
Christian Ministries	$13.95
Disaster & International Relief	$34.21
Disease & Health Services	$10.36
Environment & Wildlife	$7.40
Food Bank	$51.98
Higher Education	$5.98
Hospital, Hospital Foundation & Medical Research	$31.05
Human & Social Services	$17.42
Jewish	$17.48
National Nonprofit Mailer	$2.94
Public Affairs	$4.98
Public Broadcasting Stations	$11.82
Team Events	$26.38
Visitation, Performing Arts & Libraries	$8.43

*Light blue denotes sample size fewer than 10 organizations.

Chart 13: Online Revenue Per Usable Email Address by Vertical

EMAIL APPEALS: OPEN RATES, CLICK-THROUGH RATES AND RESPONSE RATES

Your email appeal's effectiveness can be measured at various stages by looking at the open rate, click-through rate, and donation (or response) rates.

The open rate is the percentage of recipients who open (view) a message divided by the number of messages delivered. As an industry benchmark, limited emphasis should be placed on this metric because image rendering and preview pane issues in email readers can reduce open rates. Nevertheless, the metric allows organizations to track major trends as well as variances to their peers' performance.

Opening emails on handheld devices has its own inherent challenges such as browser, device and developed applications' limitations to display graphics needed to track email stats. When we consider these challenges and see the trends provided by comScore MobiLens showing 70.1 million mobile users (30 percent of all mobile subscribers) accessing email on their mobile device, we must consider the impact this has on overall performance this year. The 70.1 million mobile users in 2010 is an increase of 36 percent from 2009 and with no signs that this number or the numbers of people adopting smart phones is in decline this may become more of an issue in future months and years.

In calculating this metric, we counted only "unique opens"; we did not count instances in which a recipient opened an email appeal more than once. Email communications whose primary objective was clearly not fundraising in design — such as event reminders, advocacy alerts, general organization communications, and monthly email newsletters — were excluded from this metric, even if their content included a soft ask (an ask for donations somewhere in the communication).

We analyzed more than 38,000 email fundraising messages driving 1.36 billion individual emails delivered in our report sample during 2010 - this is 38,000 individually configured message deliveries, not 38,000 specific email campaigns. These messages had an average open rate of 17.67 percent, which is down from 18.55 percent in 2009. This continues the trend of overall open rates decreasing slightly each year. This may be a result of each organization increasing the number of email messages they deliver, constituents opening email on mobile devices (devices that provide some difficulty in recording all email opens), more competition from similar organizations, and the effects/influences of sharing information through technologies (i.e., social networking websites) that do not rely on email. The segment average for each vertical is seen in Chart 14.

There were three verticals that saw an improvement in their open rates in 2010 from 2009: Association & Membership, Environment & Wildlife, and Visitation, Performing Arts & Libraries. Many variables need to be considered when looking at these improved open rates such as more refined audience selection (exclusively
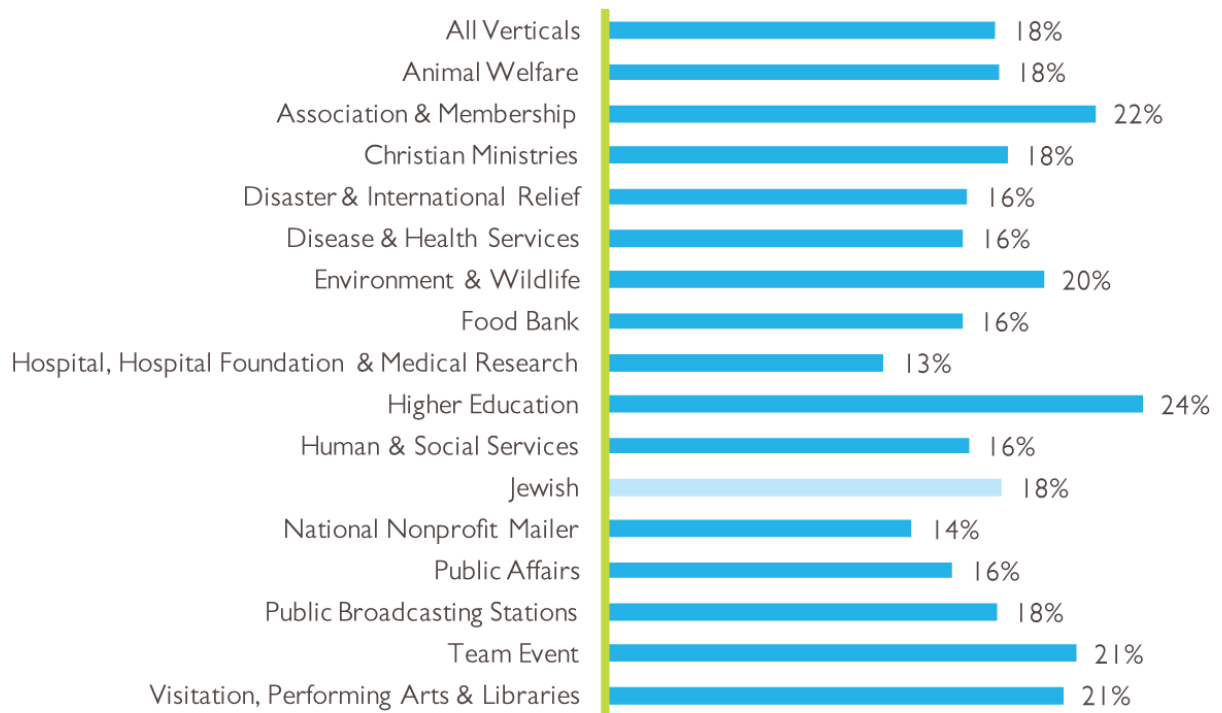
emailing records most likely to open/respond), as well as each organization's process in managing or purging their email database of duplicate or bad email addresses. The best approach would be to study the practices of individual organizations that can report year-over-year increases in open rates and test some of their tactics with your own email communications.

Open rates for email appeals averaged 18 percent in 2010.

Fundraising Appeal Open Rate
Median Organizational Appeal Open Rate, n=531

Vertical	Open Rate
All Verticals	18%
Animal Welfare	18%
Association & Membership	22%
Christian Ministries	18%
Disaster & International Relief	16%
Disease & Health Services	16%
Environment & Wildlife	20%
Food Bank	16%
Hospital, Hospital Foundation & Medical Research	13%
Higher Education	24%
Human & Social Services	16%
Jewish	18%
National Nonprofit Mailer	14%
Public Affairs	16%
Public Broadcasting Stations	18%
Team Event	21%
Visitation, Performing Arts & Libraries	21%

Light blue denotes sample size fewer than 10 organizations.

Chart 14: Fundraising Appeal Open Rate

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Chart 15 shows the click-through rate as the percentage of recipients who clicked on one or more links contained within the email body divided by the number of email messages

delivered. The 531 organizations in this study had a median click-through rate of 1.76 percent in 2010 which was effectively unchanged compared with 1.72 percent in 2009.

Fundraising Appeal Click-Through Rate
Median Organizational Appeal Click - Through Rate, n=531

Vertical	Rate
All Verticals	1.76%
Animal Welfare	2.62%
Association & Membership	2.10%
Christian Ministries	1.69%
Disaster & International Relief	1.61%
Disease & Health Services	1.42%
Environment & Wildlife	2.27%
Food Bank	1.62%
Hospital, Hospital Foundation & Medical Research	1.62%
Higher Education	2.37%
Human & Social Services	1.42%
Jewish	1.25%
National Nonprofit Mailer	1.37%
Public Affairs	1.20%
Public Broadcasting Stations	1.62%
Team Event	2.85%
Visitation, Performing Arts & Libraries	1.96%

*Light blue denotes sample size fewer than 10 organizations.

Chart 15: Fundraising Appeal Click-Through Rate

The success of an online fundraising appeal is ultimately measured by the response rate, or proportion of the recipient list that actually makes a donation to the organization. Chart 16 shows that the median blended appeal response rate across verticals is 0.16 percent, or put another way, 16 donors for every 10,000 constituents who received this fundraising message made a donation.

The response rate can be influenced by many factors, including the mix of prospects and active donors in the recipient list, the degree to which the list is composed of organically acquired versus appended emails, and the effectiveness of the email appeal and landing page/donation form. Appended emails tend to generate much lower open, click-through, and response rates.

Appeals sent to lists that consist predominantly of prospects will drive lower response rates than those that consist mainly of existing donors. In this metric, we measured a "blended" response rate, or a response rate for organizations sending email appeals to files that include both prospects and existing donors.

The Food Banks and Public Broadcasting Stations verticals had the two best median fundraising appeal response rates at 0.38 percent and 0.31 percent, respectively. The organizations in these two verticals have a higher percentage of their total file as donors and typically do not acquire online members as prospects. These factors are pushing the organizations' fundraising appeal response rates above those of other verticals.

Fundraising Appeal Response Rate

Median Organizational Fundraising Appeal Response Rate, n=531

Vertical	Response Rate
All Verticals	0.16%
Animal Welfare	0.26%
Association & Membership	0.08%
Christian Ministries	0.14%
Disaster & International Relief	0.20%
Disease & Health Services	0.10%
Environment & Wildlife	0.23%
Food Bank	0.38%
Hospital, Hospital Foundation & Medical Research	0.10%
Higher Education	0.04%
Human & Social Services	0.10%
Jewish	0.06%
National Nonprofit Mailer	0.14%
Public Affairs	0.07%
Public Broadcasting Stations	0.31%
Team Event	0.23%
Visitation, Performing Arts & Libraries	0.10%

*Light blue denotes sample size fewer than 10 organizations.

Chart 16: Fundraising Appeal Response Rate

EMAIL NEWSLETTERS: OPEN AND CLICK-THROUGH RATES

Email newsletters allow you to build and maintain relationships with constituents before asking them for a donation. They are also a cost-effective way to establish and nurture relationships with new constituents, increase engagement, and educate supporters about your organization's mission. So, it is critical that constituents read these important communications.

485 organizations included in this study delivered email newsletters to their constituents. More than 47,000 email newsletters and over 1.04 billion individual emails were sent. On average, these organizations saw an open rate of 19 percent. This is down from 20 percent fundraising experienced in 2009. These results suggest that organizations need to continue to refine their subject lines, content, and use of segmentation to resonate with subscribers. Email newsletters from organizations within the Visitation, Performing Arts & Libraries; Higher Education; and Association and Membership verticals had the highest newsletter open rates at 27 percent, 24 percent, and 24 percent, respectively.

Email Newsletter Open Rate
Median Organizational Newsletter Open Rate, n=485

Vertical	Open Rate
All Verticals	19%
Animal Welfare	20%
Association & Membership	24%
Christian Ministries	21%
Disaster & International Relief	18%
Disease & Health Services	17%
Environment & Wildlife	21%
Food Bank	17%
Hospital, Hospital Foundation & Medical Research	17%
Higher Education	24%
Human & Social Services	18%
Jewish	20%
National Nonprofit Mailer	17%
Public Affairs	16%
Public Broadcasting Stations	19%
Team Event	20%
Visitation, Performing Arts & Libraries	27%

Light blue denotes sample size fewer than 10 organizations.

Chart 17: Email Newsletter Open Rate

The 3.06 percent click-through rate for email newsletters was down slightly from 2009 (3.30 percent) but remains almost double that of email fundraising appeals. This continues to show a constituent's willingness to click items with a lower level of commitment than a fundraising ask. Chart 18 shows that email newsletters from organizations in the Animal Welfare vertical had the highest click-though rate at 5.04 percent, followed by Environment & Wildlife at 4.32 percent.

Email Newsletter Click-Through Rate

Median Organizational Newsletter Click-Through Rate, n=485

Vertical	Rate
All Verticals	3.06%
Animal Welfare	5.04%
Association & Membership	4.31%
Christian Ministries	3.55%
Disaster & International Relief	2.40%
Disease & Health Services	3.33%
Environment & Wildlife	4.32%
Food Bank	2.19%
Hospital, Hospital Foundation & Medical Research	2.54%
Higher Education	4.24%
Human & Social Services	2.87%
Jewish	2.43%
National Nonprofit Mailer	3.29%
Public Affairs	2.66%
Public Broadcasting Stations	1.87%
Team Event	3.05%
Visitation, Performing Arts & Libraries	3.44%

Light blue denotes sample size fewer than 10 organizations.

Chart 18: Email Newsletter Click-Through Rate

The email newsletter click-through rate was nearly double that of email fundraising appeals, showing constituents' willingness to click items

ADVOCACY

Online advocacy allows you to build and mobilize a loyal network of activists ready to support the issues most important to your organization. Of this year's 600 study participants, 166 were engaged in advocacy on the Convio platform during 2010 and saw an increase of 19 percent in the number of online advocacy actions recorded. Verticals such as Environment & Wildlife and Public Affairs are traditionally heavy users of advocacy because this tactic promotes their missions or causes; other verticals, such as Public

Broadcasting Stations, generally do not use advocacy.

The 20 percent increase in the total number of online advocates demonstrates the success from the growing number of organizations that utilize the Convio Advocacy module. It also makes it difficult to report on overall performance year-to-year when we continue to add organizations to the group used to derive Advocacy benchmarks.

Advocates on Email File
Median % of Advocates on the Total Email File 2010, n=166

Vertical	Percent
All Verticals	8.53%
Animal Welfare	27.31%
Association & Membership	8.08%
Christian Ministries	20.60%
Disaster & International Relief	4.50%
Disease & Health Services	7.79%
Environment & Wildlife	16.43%
Food Bank	1.03%
Higher Education	3.21%
Hospital, Hospital Foundation & Medical Research	10.98%
Human & Social Services	2.45%
Jewish	13.43%
National Nonprofit Mailer	14.73%
Public Affairs	10.06%
Public Broadcasting Stations	
Team Events	1.00%
Visitation, Performing Arts & Libraries	8.72%

*Light blue denotes sample size fewer than 10 organizations.

Chart 19: Advocates on Email File

Another important metric is how effectively organizations convert activists to financial supporters. Chart 20 shows that 6.42 percent of online activists also supported the same organization financially online. This has increased from the 5.97 percent recorded in 2009. This metric does not factor in activists who made a gift offline, but not online. For some verticals, such as Animal Welfare, this metric was almost three times the industry average, which suggests that online advocacy, in addition to advancing an organization's mission, may be a significant

source of fundraising prospects. Organizations are becoming increasingly sophisticated at converting activists to donors, but much potential still remains.

With organizations attracting more and more constituents through online advocacy, demonstrating the ability to cultivate these relationships, and transitioning these advocates into donors — organization shareholders if you will — advocacy is an important part of the constituent relationship management process.

Advocates Who Have Also Donated Online

Median % of Advocates Who Have Made a Donation, n=166

Vertical	%
All Verticals	6.42%
Animal Welfare	15.15%
Association & Membership	1.40%
Christian Ministries	10.93%
Disaster & International Relief	5.87%
Disease & Health Services	2.50%
Environment & Wildlife	8.29%
Food Bank	18.66%
Higher Education	8.09%
Hospital, Hospital Foundation & Medical Research	0.00%
Human & Social Services	4.26%
Jewish	3.78%
National Nonprofit Mailer	7.58%
Public Affairs	4.03%
Public Broadcasting Stations	
Team Events	16.44%
Visitation, Performing Arts & Libraries	15.72%

*Light blue denotes sample size fewer than 10 organizations.

Chart 21

6 percent of online activists also supported the same organization financially online.

29

Conversely, Chart 21 shows that 6.89 percent of all online donors on file also took an online advocacy action with the same organization; this is down from 7.69 percent in 2009. These same organizations saw very good growth in the number of online donors, with an average increase of 32 percent. This increase in online donors and the decline in the percent who are online advocates suggest that these organizations are less aggressive in their efforts to convert donors into advocates.

For the Environment & Wildlife vertical, 14.87 percent of online donors engaged in online advocacy. We believe that engaging donors in online advocacy helps to cement relationships, thus enhancing donor retention rates and lifetime value.

Online Donors Who Have Also Advocated Online

Median % of Donors Who Have Taken an Advocacy Action, n=166

Vertical	%
All Verticals	6.89%
Animal Welfare	4.33%
Association & Membership	12.12%
Christian Ministries	25.50%
Disaster & International Relief	0.79%
Disease & Health Services	1.35%
Environment & Wildlife	14.87%
Food Bank	0.34%
Higher Education	4.16%
Hospital, Hospital Foundation & Medical Research	0.00%
Human & Social Services	1.97%
Jewish	15.28%
National Nonprofit Mailer	18.96%
Public Affairs	9.89%
Public Broadcasting Stations	
Team Events	0.51%
Visitation, Performing Arts & Libraries	12.02%

*Light blue denotes sample size fewer than 10 organizations.

Chart 21: Online Donors Who Have Also Advocated Online

SUMMARY

In just a few years, many nonprofit organizations have begun online marketing programs and seen dramatic increases in their ability to reach their objectives, including raising more money, communicating more effectively, mobilizing advocates, and increasing awareness. To put it in perspective, since we began this study four years ago, the average email file has grown almost 150 percent to 48,000 email addresses; the amount raised per organization online has grown almost 350 percent to $350,000; and the average gift has increased more than 45 percent to $92.

We are proud to have been a part of the success nonprofits have had so far, but there is still work to be done. Online marketers must continually refine their tactics, improve the effectiveness of their fundraising initiatives, and allocate resources more effectively. This requires a thorough understanding of the key drivers of online success, as well as a way for organizations to objectively compare their results with those of their peer group.

The common attributes of organizations that have had the most success online include the following:

- Success in driving traffic to their websites by optimizing search engine visibility, using paid search/advertising, offering compelling content, and promoting their site via other media including mail, DRTV and social media

- Effective content and incentives to convert website traffic into registered users who can then be cultivated into supporters

- Proven ability to build large email files via online registration programs, list uploads, and viral campaigns

- Effective email communication through compelling content, segmentation, and personalization to sustain interest in their programs

- Engaging online members through online advocacy and developing strategies to engage new audiences through social networking websites

- Timely delivery of critical/urgent fundraising or advocacy appeals which resonate with constituents

- Proactively test methods aimed at optimizing donation form conversion rates.

- Develop strategies for segmenting email audience and developing dynamic ask-strings that go beyond current Recency, Frequency, Monetary models.

- Engaging and converting offline members/donors through online communications

- A high response rate for online appeals, generated by having an effective case for supporting their organization, segmenting and personalizing their appeals, and testing elements of each email, such as the subject line, frequency, and delivery timing

The Convio Online Marketing Nonprofit Benchmark Index Study provides you with insights into how other comparable organizations are performing in metrics relating to key online success drivers.

However, every organization is different, each with its own strengths, organizational challenges, and goals. So, use this study as a starting point to better understand why metrics are important,

METHODOLOGY

Study Participants

Convio is the provider of on-demand constituent engagement solutions for more than 1,400 nonprofit organizations helping them maximize the value of every relationship and to achieve extraordinary results. The Convio Online Marketing suite includes products for fundraising, advocacy, event fundraising, ecommerce, web content management and email communications. And, these products all share the online marketing database, Constituent360™, giving nonprofits a complete view of constituents' online interactions with their organization in a single database.

Using nearly 600 nonprofit organizations' transaction data from the Convio data warehouse allows us to avoid two major sources of research bias common in many recent studies. The first, called referral bias, occurs when groups who volunteer to participate in a survey often perform differently than those non-volunteers. The second bias, called measurement bias, occurs when trying to compare organizations' results from different sources and measured in different ways. This can commonly be seen in how different organizations may include or exclude different sources of online fundraising such as ecommerce, ticket sales, event registration fees, and donation form giving in their definition of online revenue. Making valid

and which metrics and drivers can have the largest effect on your online marketing programs. And then, continue to test what works best for your organization.

Comparisons become difficult when this data is volunteered or self-reported from sources outside of the researching organization.

As much as we would like to include every Convio client in this year's study, our overarching objective is to provide nonprofits with the best insight into how the industry actually fared in 2010. So, we excluded organizations that we felt had results that were driven by factors not representative of the overall industry.

One such exclusion was organizations that did not have at least two full years (24 months) of data on the Convio platform. This is important because organizations that are newer to online fundraising tend to perform differently than organizations with more mature marketing programs. The most relevant analogy from the for-profit world would be that of retail store sales: Comparing only stores that have been open at least a full year would avoid skewing the growth numbers upward by including stores that have recently opened in an area and are growing rapidly.

The same is true with Convio clients new to the platform. As a result of this exclusion, the number and composition of organizations in our study each year will vary slightly as organizations join Convio and add additional software modules.

WHAT'S NEW THIS YEAR?

This year's study included results from almost 600 nonprofit organizations grouped by commonality of their missions. This commonality, which we call "verticals," is generally the most effective way for organizations to find comparable organizations to which they can benchmark their results.

We added a new vertical to this year's study: Food Banks. This vertical included 21 organizations whose mission focuses on advocating for the end of hunger. Some of these organizations were included in the 2009 study as part of the Human & Social Services vertical because there were not enough of these organizations in 2009 to validate their own vertical.

The organizations in these two verticals are very similar so the effect on the numbers reported once they are separated doesn't skew one direction or the other. Differences in the reported benchmarks are almost always explained by the fact that the new Food Banks vertical is comprised of 50 percent of its organizations being new to this study – in their second full, consecutive year on Convio – and therefore the year-over-year growth and increase in performance can be attributed to each organization quickly ramping up their online and email tactics.

Identifying Haiti Relief Donations

We identified 30 organizations in this 2011 study that helped collect tremendous amounts of donations for Haiti relief. We identified these groups by looking at their donation totals in January 2010 and reviewed any organization included in this analysis that had revenue growth greater than 50 percent for the month.

We confirmed that they did in fact conduct online fundraising and fundraising email campaigns to help support the relief effort.

To adjust the calculations in determining the adjusted benchmarks for 2010 fundraising and the growth in fundraising from 2009 to 2010, we looked at the donations from February through December for both years – assuming that the vast majority of Haiti fundraising would have been received in January 2010.

Industry Verticals

Organizations with at least 24 complete months of data were combined into groups that we believed to be similar based on a common organizational mission, or vertical, within the nonprofit sector, as described in Figure 1. There are 17 benchmarks, including an "All Verticals" benchmark for each of the metrics in this study. The only time a vertical would not be represented in a particular metric would be if no study participants had data for that particular

metric. For instance, advocacy is a metric that is not as relevant for a Public Broadcasting Station as it might be for a Public Affairs organization. As a result, none of the Public Broadcasting Stations in this year's study had results for any of the advocacy related metrics.

In some cases, we were able to combine similar verticals with other organizations that we believe perform similarly. For example, the Christian, Catholic and other religion-affiliated organizations were combined into a common vertical cohort we call "Christian Ministries." However, Jewish organizations, while having a religious component to their mission, were deemed different enough from the Christian Ministries to warrant a separate vertical for comparison. In other cases, the mission was so narrow that the resulting sample was too small to be statistically significant. Verticals that did not have at least ten similar organizations based on their common mission were excluded from this study.

Vertical	Description	Study Participants
Animal Welfare	Regional humane societies and national organizations devoted to animal welfare issues	34
Association & Membership	Organizations whose members have a common professional affiliation	19
Christian Ministries	Churches, ministries, and other organizations of various religious affiliations	46
Disaster & International Relief	Domestic and international organizations that provide disaster relief, humanitarian relief, aid and assistance around the world, often in response to a catastrophic event or disaster	35
Disease & Health Services	Organizations that provide information and patient support on particular diseases and disorders, raise money for medical research, and/or are involved in medically related public policy issues	63
Environment & Wildlife	Regional and national environmental and conservation organizations	26
Food Bank	Organizations whose mission focuses on advocating and working towards the end of hunger in America.	21
Higher Education	Colleges, universities, and their alumni associations	18
Hospital, Hospital Foundation, & Medical Research	Organizations that provide clinical care, teaching and medical research	24
Human & Social Services	Local, regional, and national organizations that deliver human and social services to people in need	55*
Jewish	Organizations that provide human services, aid to Israel, and support for issues of importance to Jewish constituents	10
National Nonprofit Mailer	Organizations from various verticals with more than 250,000 constituent email addresses in their email file	44
Public Affairs	Organizations involved in shaping public policy and legislative advocacy at a state or federal level	65
Public Broadcasting Stations	Public radio and public television stations	27
Team Events	Organizations that derive at least 80 percent of their online fundraising revenue from team-based fundraising events such as walks, runs, or bicycle rides created to raise money and awareness for the organization	72
Visitation, Performing Arts & Libraries	Organizations such as zoos, museums and aquariums that rely on members and guests visiting their facilities	30
Total 2011 Study		**589**

Figure 1: Vertical Segment Descriptions

Previous Convio studies have shown that organizations with email files of more than 250,000 email addresses perform dramatically differently from organizations with smaller email files. This is partly because email files of this size allow these organizations to drive fundraising and advocacy communications to a large number of constituents.

Organizations that have been able to build email files of this size also tend to have major offline programs, such as direct mail, and increased organizational resources that allow them to achieve higher levels of success. The performance of any benchmark can be significantly skewed by organizations of this magnitude; therefore, they have been broken out into a separate category we call "National Nonprofit Mailers". The numbers of organizations from each vertical that compose the "National Nonprofit Mailers" vertical are shown in Figure 2.

National Nonprofit Mailer by Vertical	Study Participants
Animal Welfare	2
Association & Membership	2
Christian Ministries	0
Disaster & International Relief	5
Disease & Health Services	11
Environment & Wildlife	6
Food Bank	0
Higher Education	0
Hospital, Hospital Foundation, & Medical Research	0
Human & Social Services	1
Jewish	2
Public Affairs	14
Public Broadcasting Stations	0
Team Events	0
Visitation, Performing Arts & Libraries	1
Total National Nonprofit Mailer	**44**

Figure 2: National Nonprofit Mailers by Vertical

One main exception to this logic has been with the Christian Ministries, Higher Education, and Public Broadcasting Stations. Our research shows that these organizations perform most like each other regardless of their size. Therefore, we did not segment them for inclusion in the National Nonprofit Mailers vertical for the purposes of this study.

Finally, if an organization derives the majority of its fundraising revenue from constituents' participation in a walk, run, bike, or other team-based fundraising events, we believe their performance is driven more by their type of fundraising than by their vertical. Because of this, for any organization that qualified for inclusion in this study as a "Team Event" and a "National Nonprofit Mailers" or any other vertical, the Team Event vertical trumped inclusion in the other verticals.

Other Considerations

SAMPLE SIZE: Each metric studied included a breakdown of how each of the 16 verticals performed compared with an All Verticals benchmark composed of all organizations relevant for that particular metric, as noted by the "n" value, or number of organizations, displayed in the chart title. Some metrics in this study include an "n" value of fewer than 589 participants based on the number of study participants who employed the tactic in question. For instance, not all study participants used Convio for their online fundraising in 2010; as a result, the Online Fundraising (Revenue) by Vertical metric contained fewer than 589 participants. This sometimes created a metric in which there were fewer than 10 organizations

with a full set of data for an established vertical. Given the decreased precision resulting from a small sample, this data is denoted by displaying their results in a lighter color shade. For more information on the volatility smaller samples can create, please see Appendices A-F.

MEDIANS: Unless otherwise stated, all of the metrics in this study were calculated using the median value. The median is an estimate of the average of a list of numerical values independent of strong outliers. As such, each benchmark represents the point at which half the values lie above the benchmark and half lie below. In the case of an even number of values where there wasn't a single middle value, the average of the two middle values was used.

METRICS COMPUTATION: To provide a better indication of what a typical nonprofit would have achieved, we first calculated each organization's metrics independently before calculating the median of all organizations' results to derive the benchmark. This provides results that are more indicative of what the "average" organization could achieve as opposed to the industry average, which can easily be skewed by large outliers.

EMAIL WEIGHTING: Within a given period, some organizations send out more online communications than others. To prevent those organizations' results from having a disproportionate influence on the benchmark results, we weighted each client's aggregated results equally. This was done by averaging each organization's results before taking the median

across all organizations in their given vertical to find the vertical benchmark.

VARIABILITY: For each metric, organizations' results varied widely. Therefore, in addition to the median (50th percentile) provided in each chart, which is a single point of reference, percentiles provide a broader context by which organizations can compare their results (see appendices A-F). By definition, for any given metric, half of all organizations' results will fall in the range between the 25th percentile and 75th percentile.

CONVIO CMS: Performance metrics from email messages that are configured by organizations utilizing Convio CMS were not included in the calculation of website growth and traffic conversion percentages. Therefore any organization that is on Convio CMS (or has converted to Convio CMS at any point in 2009 or 2010) was not included in the calculation of these benchmarks. This will not have any influence on these organizations being included in the fundraising and email performance metrics.

REFERENCES: Giving USA Spotlight – Issue 3, 2008, Giving USA Foundation™

METRICS SUMMARY TABLES BY VERTICAL

	Website			Email File			
	Monthly Unique Website Visitors (Median)	Website Traffic Growth (Median Growth Rate of Individual Orgs)	Website Traffic Conversion Rate (Median)	Total Email File Size (Median)	Usable Email File Size (Median)	Total Email File Growth (Median Growth Rate of Individual Orgs)	Usable Percentage of Total Email File (Median)
Clients Included in This Benchmark ("n" Value)	180	180	180	582	582	582	582
All Verticals	7,223	2%	1.96%	48,701	25,572	22%	54%
Animal Welfare	19,996	7%	1.85%	35,572	19,107	31%	51%
Association & Membership	10,959	-5%	9.14%	42,462	22,522	22%	66%
Christian Ministries	16,834	9%	3.12%	86,185	42,122	18%	50%
Disaster & International Relief	5,848	0%	0.88%	44,951	25,049	31%	53%
Disease & Health Services	6,520	-5%	2.55%	39,056	21,565	18%	52%
Environment & Wildlife	5,271	1%	0.98%	25,499	13,488	20%	55%
Food Bank	5,146	5%	2.95%	24,287	14,992	41%	51%
Higher Education	5,790	6%	0.08%	89,987	69,525	21%	75%
Hospital, Hospital Foundation, Medical Research	3,349	-14%	1.20%	26,098	13,192	20%	58%
Human and Social Services	5,582	5%	1.43%	18,863	10,804	24%	55%
Jewish	2,773	-11%	1.80%	29,039	17,365	22%	60%
National Non-Profit Mailer	42,809	-4%	3.21%	695,430	388,734	15%	53%
Public Affairs	6,038	-2%	1.45%	41,814	23,214	17%	55%
Public Broadcasting Stations	10,736	-11%	1.38%	105,866	48,487	16%	52%
Team Events	5,823	-2%	16.33%	55,703	28,535	25%	50%
Visitation, Performing Arts & Libraries	3,763	4%	1.09%	37,613	24,625	22%	62%

Figure 3: Website and Email File Metrics by Vertical

	Online Revenue			
	Total Annual Online Revenue (Median)	Online Revenue Growth (Median growth Rate of Individual Orgs)	Average Gift (Median)	Median Online Revenue Per Email Address (% Usable)
Clients Included in This Benchmark ("n" Value)	430	430	430	430
All Verticals	$349,967	20%	$91.94	$12.48
Animal Welfare	$265,336	21%	$57.51	$16.88
Association & Membership	$131,735	1%	$108.84	$5.35
Christian Ministries	$517,795	27%	$103.09	$13.95
Disaster & International Relief	$647,294	38%	$124.65	$34.21
Disease & Health Services	$187,736	24%	$81.78	$10.36
Environment & Wildlife	$122,556	26%	$91.12	$7.40
Food Bank	$721,924	17%	$106.89	$51.98
Higher Education	$308,251	24%	$136.97	$5.98
Hospital, Hospital Foundation, Medical Research	$388,694	26%	$111.78	$31.05
Human and Social Services	$211,224	30%	$130.52	$17.42
Jewish	$195,969	7%	$94.10	$17.48
National Non-Profit Mailer	$1,113,158	20%	$51.48	$2.94
Public Affairs	$108,363	18%	$105.17	$4.98
Public Broadcasting Stations	$568,690	7%	$68.24	$11.82
Team Events	$1,908,914	9%	$60.67	$26.38
Visitation, Performing Arts & Libraries	$221,964	19%	$106.19	$8.43

Figure 4: Online Revenue Metrics by Vertical

	Advocacy		
	Advocates on File (% of Total)	Advocates Who Donate (% of Advocate File)	Donors Who Advocate (% of Donor File)
Clients Included in This Benchmark ("n" Value)	166	166	166
All Verticals	8.53%	6.42%	6.89%
Animal Welfare	27.31%	15.15%	4.33%
Association & Membership	8.08%	1.40%	12.12%
Christian Ministries	20.60%	10.93%	25.50%
Disaster & International Relief	4.50%	5.87%	0.79%
Disease & Health Services	7.79%	2.50%	1.35%
Environment & Wildlife	16.43%	8.29%	14.87%
Food Bank	1.03%	18.66%	0.34%
Higher Education	3.21%	8.09%	4.16%
Hospital, Hospital Foundation, Medical Research	10.98%	0.00%	0.00%
Human and Social Services	2.45%	4.26%	1.97%
Jewish	13.43%	3.78%	15.28%
National Non-Profit Mailer	14.73%	7.58%	18.96%
Public Affairs	10.06%	4.03%	9.89%
Public Broadcasting Stations	N/A	N/A	N/A
Team Events	1.00%	16.44%	0.51%
Visitation, Performing Arts & Libraries	8.72%	15.72%	12.02%

Figure 5: Advocacy Metrics by Vertical

	E-Appeals			E-Newsletters	
	E-Appeal Open Rate (Median)	E-Appeal Click-Through Rate (Median)	E-Appeal Response Rate (Median)	E-Newsletter Open Rate (Median)	E-Newsletter Click-Through Rate (Median)
Clients Included in This Benchmark ("n" Value)	531	531	531	485	485
All Verticals	18%	1.76%	0.16%	19%	3.06%
Animal Welfare	18%	2.62%	0.26%	20%	5.04%
Association & Membership	22%	2.10%	0.08%	24%	4.31%
Christian Ministries	18%	1.69%	0.14%	21%	3.55%
Disaster & International Relief	16%	1.61%	0.20%	18%	2.40%
Disease & Health Services	16%	1.42%	0.10%	17%	3.33%
Environment & Wildlife	20%	2.27%	0.23%	21%	4.32%
Food Bank	16%	1.62%	0.38%	17%	2.19%
Higher Education	13%	1.62%	0.10%	17%	2.54%
Hospital, Hospital Foundation, Medical Research	24%	2.37%	0.04%	24%	4.24%
Human and Social Services	16%	1.42%	0.10%	18%	2.87%
Jewish	18%	1.25%	0.06%	20%	2.43%
National Non-Profit Mailer	14%	1.37%	0.14%	17%	3.29%
Public Affairs	16%	1.20%	0.07%	16%	2.66%
Public Broadcasting Stations	18%	1.62%	0.31%	19%	1.87%
Team Events	21%	2.85%	0.23%	20%	3.05%
Visitation, Performing Arts & Libraries	21%	1.96%	0.10%	27%	3.44%

Figure 6: Email Appeal and Email Newsletter Metrics by Vertical

DISCUSSION OF METRICS

We suggest that you use this study to understand why metrics are important, and which metrics and drivers can have the biggest effect on your online marketing programs. With this understanding as a foundation, you can do your own analysis to serve as the basis for other modeling and return on investment calculations.

The metrics shown in this study are by no means exhaustive. Every organization is unique and has its own organizational strengths, structure, and goals. Because of these attributes, results achieved by one organization may not be attainable by another.

For more information or other analytical support, contact your Convio Account Manager or Sales Executive about engaging a Convio Interactive Marketing Consultant.

SUCCESS STORIES

Convio clients have a history of success online — often sharing lessons learned and best practices with other nonprofit organizations. We invite you to read more about the success that organizations have had using Convio online marketing, fundraising, and advocacy software and services. These success stories and the results of this year's benchmark study might help you develop ideas and programs to improve your organization's results. Please visit www.convio.com/portfolio

JOIN THE DISCUSSION: CONNECTION CAFÉ BLOG AND ONLINE CONVIO CLIENT COMMUNITY

On Convio's blog, Connection Café, and in the Online Convio Client Community, you will find ongoing discussions and ideas related to this year's benchmark study and other industry trends and issues of importance to nonprofit organizations. Connection Café is open to the public, whereas the client community is accessible only to clients and partners. Please visit www.connectioncafe.com and http://community.customer.convio.com to join the discussion.

APPENDIX A: 25TH, 50TH AND 75TH PERCENTILE VALUES FOR ONLINE REVENUE

	Online Revenue											
	Total Annual Online Revenue (Median)			Online Revenue Growth (Median)			Average Gift (Median)			Online Revenue per Usable Email Address (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	430			430			430			430		
All Verticals	$119,543	$349,967	$1,020,239	4%	20%	41%	$62	$92	$132	$4.79	$12.48	$28.10
Animal Welfare	$129,109	$265,336	$494,340	8%	21%	26%	$50	$58	$69	$8.44	$16.88	$21.12
Association & Membership	$89,154	$131,735	$277,722	-18%	1%	25%	$62	$109	$184	$2.06	$5.35	$13.71
Christian Ministries	$175,924	$517,795	$1,207,841	0%	27%	58%	$71	$103	$139	$8.13	$13.95	$33.67
Disaster & International Relief	$188,320	$647,294	$1,989,354	13%	38%	105%	$105	$125	$151	$17.53	$34.21	$88.53
Disease & Health Services	$100,507	$187,736	$671,155	-1%	24%	52%	$61	$82	$126	$4.27	$10.36	$28.19
Environment & Wildlife	$57,899	$122,556	$285,331	8%	26%	40%	$72	$91	$106	$4.01	$7.40	$11.58
Food Bank	$403,763	$721,924	$1,112,562	12%	17%	28%	$99	$107	$123	$34.06	$51.98	$70.78
Higher Education	$117,252	$308,251	$562,711	-1%	24%	52%	$82	$137	$175	$3.84	$5.98	$6.96
Hospital, Hospital Foundation & Medical Research	$158,075	$388,694	$697,837	14%	26%	51%	$78	$112	$150	$12.01	$31.05	$41.66
Human & Social Services	$76,084	$211,224	$383,011	7%	30%	49%	$96	$131	$157	$6.10	$17.42	$30.96
Jewish	$39,155	$195,969	$492,725	-7%	7%	29%	$89	$94	$98	$6.29	$17.48	$22.08
National Nonprofit Mailer	$519,343	$1,113,158	$4,969,851	-3%	20%	39%	$41	$51	$85	$1.52	$2.94	$8.40
Public Affairs	$68,179	$108,363	$222,816	5%	18%	35%	$66	$105	$164	$2.49	$4.98	$13.01
Public Broadcasting Stations	$265,603	$568,690	$1,419,614	-6%	7%	17%	$50	$68	$108	$3.51	$11.82	$20.70
Team Events	$485,948	$1,908,914	$7,337,886	2%	9%	23%	$51	$61	$69	$18.39	$26.38	$35.90
Visitation, Performing Arts & Libraries	$116,184	$221,964	$546,718	10%	19%	66%	$74	$106	$137	$5.62	$8.43	$11.78

APPENDIX B: 25TH, 50TH AND 75TH PERCENTILE VALUES FOR EMAIL APPEALS

	Email Appeals								
	E-Appeal Open Rate (Median)			E-Appeal Click-Through Rate(Median)			E-Appeal Response Rate (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	531			531			531		
All Verticals	14%	18%	23%	0.98%	1.76%	2.93%	0.05%	0.16%	0.36%
Animal Welfare	17%	18%	24%	2.04%	2.62%	4.10%	0.17%	0.26%	0.42%
Association & Membership	17%	22%	26%	1.31%	2.10%	6.45%	0.01%	0.08%	1.47%
Christian Ministries	15%	18%	23%	0.90%	1.69%	2.64%	0.07%	0.14%	0.26%
Disaster & International Relief	13%	16%	20%	0.98%	1.61%	2.39%	0.07%	0.20%	0.32%
Disease & Health Services	13%	16%	22%	0.88%	1.42%	2.86%	0.02%	0.10%	0.26%
Environment & Wildlife	16%	20%	24%	1.23%	2.27%	3.02%	0.11%	0.23%	0.65%
Food Bank	15%	16%	18%	1.30%	1.62%	2.13%	0.30%	0.38%	0.62%
Higher Education	19%	24%	26%	1.78%	2.37%	3.09%	0.00%	0.04%	0.19%
Hospital, Hospital Foundation & Medical Research	11%	13%	23%	0.55%	1.62%	3.27%	0.05%	0.10%	0.24%
Human & Social Services	14%	16%	19%	0.88%	1.42%	2.07%	0.04%	0.10%	0.18%
Jewish	16%	18%	18%	0.88%	1.25%	1.57%	0.03%	0.06%	0.10%
National Nonprofit Mailer	11%	14%	19%	1.09%	1.37%	2.14%	0.05%	0.14%	0.29%
Public Affairs	12%	16%	21%	0.60%	1.20%	1.88%	0.01%	0.07%	0.17%
Public Broadcasting Stations	15%	18%	22%	1.03%	1.62%	2.68%	0.12%	0.31%	0.98%
Team Events	18%	21%	28%	1.86%	2.85%	4.95%	0.11%	0.23%	0.63%
Visitation, Performing Arts & Libraries	18%	21%	27%	0.87%	1.96%	3.27%	0.06%	0.10%	0.96%

APPENDIX C: 25TH, 50TH AND 75TH PERCENTILE VALUES FOR EMAIL NEWSLETTERS

	E-Newsletter					
	E-Newsletter Open Rate (Median)			E-Newsletter Click-Through Rate (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	485			485		
All Verticals	15%	19%	24%	1.97%	3.06%	4.77%
Animal Welfare	17%	20%	24%	2.77%	5.04%	5.94%
Association & Membership	19%	24%	26%	3.73%	4.31%	8.83%
Christian Ministries	17%	21%	25%	2.03%	3.55%	5.23%
Disaster & International Relief	13%	18%	23%	1.59%	2.40%	3.26%
Disease & Health Services	15%	17%	21%	2.14%	3.33%	4.79%
Environment & Wildlife	17%	21%	28%	2.80%	4.32%	5.70%
Food Bank	15%	17%	19%	1.66%	2.19%	2.94%
Higher Education	21%	24%	28%	2.94%	4.24%	5.61%
Hospital, Hospital Foundation & Medical Research	13%	17%	22%	1.80%	2.54%	7.51%
Human & Social Services	14%	18%	25%	2.14%	2.87%	3.82%
Jewish	17%	20%	22%	1.95%	2.43%	4.37%
National Nonprofit Mailer	13%	17%	21%	1.79%	3.29%	4.96%
Public Affairs	13%	16%	20%	1.82%	2.66%	3.92%
Public Broadcasting Stations	15%	19%	23%	1.28%	1.87%	3.39%
Team Events	16%	20%	25%	1.72%	3.05%	4.41%
Visitation, Performing Arts & Libraries	22%	27%	33%	2.80%	3.44%	5.79%

APPENDIX D: 25TH, 50TH AND 75TH PERCENTILE VALUES FOR ADVOCACY

	Advocacy								
	Advocates on File (Percent of Total)			Advocates Who Donate (Percent of Advocate File)			Donors Who Advocate (% of Donor File)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	166			166			166		
All Verticals	2.35%	8.53%	19.82%	1.90%	6.42%	13.57%	1.94%	9.93%	27.20%
Animal Welfare	4.49%	27.31%	41.14%	5.87%	15.15%	27.34%	3.78%	6.50%	35.82%
Association & Membership	2.56%	8.08%	17.52%	0.66%	1.40%	8.40%	6.42%	22.26%	35.11%
Christian Ministries	14.47%	20.60%	24.47%	6.63%	10.93%	13.29%	23.62%	27.37%	28.99%
Disaster & International Relief	1.24%	4.50%	11.39%	3.44%	5.87%	11.81%	0.33%	6.04%	12.95%
Disease & Health Services	1.20%	7.79%	14.31%	0.00%	2.50%	15.55%	0.93%	3.52%	7.96%
Environment & Wildlife	4.80%	16.43%	25.76%	3.95%	8.29%	11.39%	9.93%	17.59%	32.19%
Food Bank	0.52%	1.03%	1.55%	16.35%	18.66%	30.31%	0.28%	0.34%	1.54%
Higher Education	3.21%	3.21%	3.21%	8.09%	8.09%	8.09%	4.16%	4.16%	4.16%
Hospital, Hospital Foundation & Medical Research	10.82%	10.98%	11.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Human & Social Services	0.39%	2.45%	15.31%	2.86%	4.26%	4.45%	1.49%	3.49%	6.51%
Jewish	13.39%	13.43%	13.47%	2.63%	3.78%	4.93%	12.53%	15.28%	18.03%
National Nonprofit Mailer	5.14%	14.73%	25.80%	4.62%	7.58%	9.47%	11.07%	18.96%	44.76%
Public Affairs	2.62%	10.06%	19.36%	1.08%	4.03%	7.33%	3.74%	13.22%	31.67%
Public Broadcasting Stations	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.00%	0.00%
Team Events	0.06%	1.00%	3.82%	7.05%	16.44%	21.57%	0.02%	0.51%	0.85%
Visitation, Performing Arts & Libraries	4.80%	8.72%	12.85%	12.74%	15.72%	16.22%	6.83%	12.02%	19.66%

APPENDIX E: 25TH, 50TH AND 75TH PERCENTILE VALUES FOR WEBSITES

	Website								
	Monthly Unique Website Visitors (Median)			Website Traffic Growth (Median)			Website Traffic Conversion Rate (Median		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	180			180			180		
All Verticals	$2,984	$7,141	$21,537	-9%	2%	13%	1.10%	1.99%	4.17%
Animal Welfare	$15,696	$20,761	$24,828	4%	7%	14%	1.30%	1.85%	3.00%
Association & Membership	$2,978	$9,405	$11,081	-24%	-5%	-5%	1.00%	9.14%	9.34%
Christian Ministries	$6,212	$18,294	$47,229	-1%	9%	31%	1.96%	3.12%	6.44%
Disaster & International Relief	$3,664	$6,516	$12,409	-6%	0%	23%	0.69%	0.88%	1.51%
Disease & Health Services	$1,768	$5,941	$30,052	-23%	-5%	4%	1.10%	2.27%	4.01%
Environment & Wildlife	$4,044	$6,194	$7,630	-2%	1%	7%	0.97%	1.11%	2.92%
Food Bank	$4,865	$5,895	$8,152	-2%	5%	9%	1.03%	2.95%	3.55%
Higher Education	$5,420	$6,017	$6,614	2%	6%	9%	0.20%	0.32%	0.44%
Hospital, Hospital Foundation & Medical Research	$2,465	$2,860	$3,255	-27%	-14%	-2%	1.32%	1.50%	1.67%
Human & Social Services	$3,316	$5,781	$16,846	-3%	5%	9%	1.08%	1.43%	2.71%
Jewish	$2,081	$2,773	$9,113	-21%	-11%	-7%	1.77%	1.85%	3.19%
National Nonprofit Mailer	$23,969	$43,340	$64,550	-28%	-4%	7%	1.53%	2.95%	3.46%
Public Affairs	$2,512	$5,241	$10,012	-19%	-2%	11%	0.81%	1.38%	3.76%
Public Broadcasting Stations	$2,350	$10,921	$20,339	-34%	-11%	9%	1.76%	2.59%	5.79%
Team Events	$2,237	$3,217	$11,590	-9%	-2%	5%	12.50%	16.33%	19.20%
Visitation, Performing Arts & Libraries	$1,915	$2,986	$22,943	-4%	4%	23%	1.03%	1.20%	1.67%

APPENDIX F: 25TH, 50TH AND 75TH PERCENTILE VALUES FOR EMAIL FILES

	Total Email File Size (Median)			Usable Email File Size (Median)			Total Email File Growth (Median)			Usable Percentage of Total Email File (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	582			582			582			582		
All Verticals	18,280	48,701	149,258	9,759	25,572	77,750	13%	22%	36%	3%	13%	27%
Animal Welfare	20,973	35,175	85,985	11,381	18,808	39,390	28%	31%	38%	17%	21%	37%
Association & Membership	8,872	42,462	143,524	5,310	22,522	85,756	12%	22%	32%	2%	14%	22%
Christian Ministries	25,711	86,185	210,623	13,566	42,122	90,284	12%	18%	44%	4%	12%	36%
Disaster & International Relief	15,562	44,951	60,258	9,193	25,049	38,067	15%	31%	38%	5%	20%	33%
Disease & Health Services	15,337	39,056	109,373	7,609	21,565	60,101	9%	18%	31%	0%	6%	19%
Environment & Wildlife	17,725	25,499	88,436	9,159	13,488	43,358	13%	20%	25%	-5%	13%	22%
Food Bank	17,407	24,287	50,211	8,379	14,992	25,587	31%	41%	53%	16%	26%	46%
Higher Education	38,791	89,987	329,059	28,715	69,525	231,266	11%	21%	28%	6%	14%	23%
Hospital, Hospital Foundation & Medical Research	9,572	26,098	60,506	5,470	13,192	36,167	8%	20%	31%	-1%	7%	17%
Human & Social Services	9,863	18,863	52,128	5,042	10,804	30,794	17%	24%	40%	6%	17%	30%
Jewish	11,625	29,039	45,244	5,995	17,365	24,015	13%	22%	26%	5%	12%	20%
National Nonprofit Mailer	564,272	695,430	1,742,150	306,182	388,734	856,323	11%	15%	26%	0%	7%	22%
Public Affairs	23,055	41,814	115,989	11,286	23,214	70,267	8%	17%	33%	-6%	11%	29%
Public Broadcasting Stations	50,859	105,866	229,284	24,328	48,487	103,752	9%	16%	21%	-6%	8%	18%
Team Events	23,988	55,703	205,003	11,426	28,535	83,980	15%	25%	37%	7%	18%	30%
Visitation, Performing Arts & Libraries	21,919	37,613	119,539	12,220	24,625	55,094	16%	22%	33%	6%	15%	28%

ABOUT CONVIO

Convio is a leading provider of on-demand constituent relationship management software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Common Ground™ CRM system helps organizations effectively track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com

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