2018 GLOBAL NGO

Technology
Report

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About the **Report**

5,352 NGOs · 164 COUNTRIES · 6 CONTINENTS

The **Global NGO Technology Report (techreport.ngo)** is an annual research project that seeks to gain a better understanding of how non-governmental organizations (NGOs) use technology. **Sponsored by the Public Interest Registry** and **researched by Nonprofit Tech for Good**, the report summarizes how NGOs use web and email communications, online fundraising tools, social media, mobile technology, and data management and security software.

Now in its third edition, the primary goal of this year's report is to provide an updated set of technology benchmarks for NGOs worldwide. In the beginning of the report, the survey data is averaged globally, but due to regional disparities in Internet access and infrastructure, the report subsequently presents the survey data by continent.

The Global NGO Technology Report is a sister report to the **Global Trends in Giving Report (givingreport.ngo)**. The findings from both reports are meant to help NGOs determine if they are effectively using technology to inspire philanthropy and achieve their mission and programs.

METHODOLOGY

The 2018 Global NGO Technology Report is based upon the survey results of 5,352 NGOs worldwide. The survey was promoted online from August 1, 2017 through October 31, 2017 and to reach a global audience, the survey was published in Arabic, English, French, Portuguese, and Spanish. Due to the methodology used, it's important to note that the results only represent the views of respondents that (1) read Arabic, English, French, Portuguese, or Spanish; (2) have access to the Internet; and (3) use email and/or social media. Each year as more NGOs worldwide participate in the survey, the report becomes more accurate in its findings and useful to the NGO community.

Public Interest Registry

Based in Reston, VA, the Public Interest Registry is a non-profit organization created by the Internet Society in 2003 to manage the .ORG domain. In 2015, PIR launched the .NGO and .ONG domains to better serve the NGO sector.

Nonprofit Tech for Good

With nearly 100,000 monthly visitors and more than one million followers on social networks, Nonprofit Tech for Good is a leading online fundraising and social media blog for nonprofit professionals worldwide.

OUR PARTNERSHIP MODEL

Our partnership model is simple and innovative: in exchange for promoting the survey to NGOs in their country or region, our partners receive the anonymized data and a corresponding infographic for their country. The majority of NGO technology research is based on data from NGOs located in developed countries. Through partnerships, we're able to increase the participation of NGOs also located in developing and emerging nations thus providing a more diverse, balanced understanding of how NGOs worldwide use technology.

2018 PARTNERS

Al Qasimi Foundation	Arab Foundations Forum	Blackbaud Institute	CIVICUS
CONCORD Europe	Estudio de Impacto	Greater Public	Infoxchange
iWith.org	Museu da Pessoa	Nigeria Network of NGOs	Philanthropy Circuit
Tech Trust	TechSoup Canada	TechSoup Kenya	

About the **Survey Respondents**

CONTINENTS

North America **46.7%**

Europe **19.2%**

Africa **16.8%**

Asia **9.8%**

Australia & Oceania **4.5%**

South America **3%**

COUNTRIES

United States **37%**

Canada **7.8%**

South Africa **6.2%**

United Kingdom **4.5%**

India **4.3%**

Nigeria **4.1%**

Australia **3.5%**

Spain **2.7%**

Portugal **1.8%**

Brazil **1.3%**

Kenya **1.3%**

Switzerland **1.3%**

Germany **1.2%**

Other **23%**

SIZE*

Small **55.9%**

Medium **33.9%**

Large **10.2%**

CAUSES

Children and youth **14.2%**

Community development **11.4%**

Education and literacy **11.2%**

Health and wellness **9.8%**

Human and social services **9.2%**

Human and civil rights **5.9%**

Environment and conservation **4.9%**

Women and girls **4.9%**

International development and relief **4%**

Research and public policy **3.9%**

Arts and culture **3.8%**

Disability rights **3.1%**

Faith and spirituality **3.1%**

Hunger and homelessness **2.9%**

Animals and wildlife **2.5%**

Public media and communications **2.5%**

Peace and nonviolence **1.7%**

Corporate accountability **1%**

TERMINOLOGY

Non-profit organization (NPO) **43.4%**

Non-governmental organization (NGO) **24.1%**

Charity **9.3%**

Foundation **6.3%**

Civil society organization (CSO) **4.1%**

Membership association **4.1%**

Religious organization **3.6%**

Institution of higher education **1.9%**

Other **3.2%**

Web & Email Communications

KEY FINDINGS

NGOs began their transition from print to online communications in the early 1990's. Organizations such as Amnesty International and the World Wildlife Fund launched their first websites in 1992 and shortly thereafter began to experiment with using email as a mass communication and fundraising tool. At the time, websites were built using rudimentary HTML and group emails were sent BCC or through listservs. In the nearly three decades since, **web and email communications have become the most powerful online communication tools that NGOs have to inspire philanthropy** and create awareness for their mission and programs.

> **In 1985 pioneers of the World Wide Web prioritized creating a space on the internet for organizations committed to social good. In the 33 years since, .org has become the most trusted domain extension in the world.**
>
> BRIAN CUTE, CEO, PUBLIC INTEREST REGISTRY

The foundation of web and email communications is the .org domain extension which, according to the Global Trends in Giving Report, is the most trusted domain extension worldwide. **Every web page published and email sent using .org reinforces the credibility of the .org brand** as well as the credibility of the 68% of NGOs, NPOs, and charities worldwide that use .org. For the million+ NGOs expected to come online for the first time in the coming decades, their first step to building a credible online brand is to decide which domain name and extension to use for their web and email communications.

In the early 2000's, NGOs started to upgrade to content management systems (CMSs) to publish websites. Released in 2003, **WordPress is a CMS is now used by 44% of NGOs worldwide.** During this time, NGOs also began using email marketing services, such as Constant Contact and MailChimp, and currently only 8% of NGOs continue to send email updates and fundraising appeals to their donors and supporters using BCC.

Today, **92% of NGOs have a website. Of those, 87% are mobile-compatible.** Early websites and email were designed for desktop and laptop viewing, but today websites and email are designed for a global internet userbase that is predominantly mobile. Advancements in HTML and CSS gave rise to responsive design in the 2010's and have enabled NGOs to easily shift to mobile-compatible web and email communications.

WEB & EMAIL COMMUNICATIONS AT-A-GLANCE

92%
OF NGOs WORLDWIDE HAVE A WEBSITE

38%
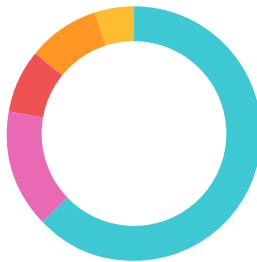REGULARLY PUBLISH A BLOG ON THEIR WEBSITE*

87%
HAVE A MOBILE-COMPATIBLE WEBSITE & BLOG

63%
REGULARLY SEND EMAIL UPDATES & FUNDRAISING APPEALS TO SUPPORTERS & DONORS

HOW NGOs SEND EMAIL UPDATES & FUNDRAISING APPEALS

63% EMAIL MARKETING SERVICE
15% THROUGH OUR CRM
8% USING BCC
9% OTHER
5% DON'T KNOW

AVERAGE NUMBER OF EMAIL SUBSCRIBERS

7,357
SMALL NGOs

28,932
MEDIUM NGOs

63,048
LARGE NGOs

DOMAIN USED FOR WEB & EMAIL COMMUNICATIONS
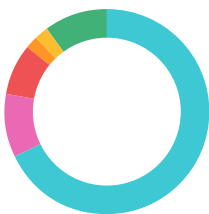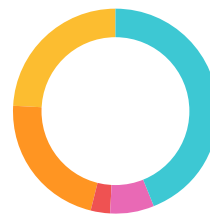
68% .ORG
10% COUNTRY CODES**
8% .COM
2% .NET
2% .NGO
10% OTHER

CONTENT MANAGEMENT SYSTEM (CMS) USED FOR WEBSITE

44% WORDPRESS
7% DRUPAL
3% JOOMLA
22% DON'T KNOW CMS
24% OTHER CMS

Online Fundraising

KEY FINDINGS

The early adopter NGOs that pioneered web and email communications were also the first organizations to embrace "Donate Now" buttons. PayPal and Blackbaud launched their first online fundraising tools in 1999 and fundraising services like CanadaHelps, JustGiving, and Network for Good arrived in 2000 and 2001. Sign up costs and donation processing fees were high in the early years as were the expectations of fundraising staff who hoped that the technology would generate a reliable new revenue stream for their organizations.

> **Online giving has grown an average of 8% annually for the past five years in the U.S. Excellent online practices—from thoughtful web design to active social media stewardship—are now fundamental basics for successful donor engagement.**
>
> ASHLEY THOMPSON, MANAGING DIRECTOR, BLACKBAUD INSTITUTE FOR PHILANTHROPIC IMPACT & 2018 PARTNER

Throughout the 2000's, NGOs experimented with promoting "Donate Now" buttons and online donation pages, and through a process of trial and error, learned a winning strategy that still works today. Specifically, **NGOs that are successful at online fundraising have embraced a content strategy of regularly publishing news articles and blog posts** focused on stories of hope and empathy that include a prominent call-to-give which are then shared in email updates and fundraising appeals. Posting the same content on social media also inspires online giving, but as of 2018, email is still the most powerful online fundraising tool.

Today, **72% of NGOs worldwide accept donations on their website** and 63% regularly send email updates and fundraising appeals to their donors and supporters. Credit cards, PayPal, and direct debit are the most accepted forms of payment, but digital wallets and cryptocurrency, like Bitcoin, are likely to become more widely accepted in coming years.

33% of NGOs use an online peer-to-peer fundraising service. As donors increasingly prefer to give to online fundraising campaigns created by family and friends, NGOs that have invested the resources necessary to experiment with peer-to-peer fundraising will continue to reap the financial rewards for years to come.

Our data this year also reveals that **47% of NGOs participate in #GivingTuesday**. As awareness about #GivingTuesday expands globally, the #GivingTuesday movement will continue to grow.

ONLINE FUNDRAISING AT-A-GLANCE

72%
OF NGOs WORLDWIDE ACCEPT ONLINE DONATIONS ON THEIR WEBSITE

33%
OF NGOs UTILIZE AN ONLINE PEER-TO-PEER FUNDRAISING SERVICE

33%
OF DONORS WORLDWIDE HAVE DONATED TO A PEER-TO-PEER FUNDRAISING CAMPAIGN*

18%
OF DONORS HAVE CREATED A PEER-TO-PEER FUNDRAISING CAMPAIGN WITHIN THE LAST 12 MONTHS*

ACCEPTED PAYMENT METHODS

- 80% CREDIT CARD
- 47% PAYPAL
- 40% DIRECT DEBIT
- 3% DIGITAL WALLET
- 1% BITCOIN

47%
OF NGOs WORLDWIDE PARTICIPATE IN #GIVINGTUESDAY

91%
OF DONORS AGREE THAT NGOs EFFECTIVELY EXPRESS GRATITUDE FOR THEIR DONATION(S)*

DONORS ARE *MORE LIKELY* TO TRUST WEBSITES & EMAIL ADDRESSES THAT USE*

- 72% .ORG
- 7% .EDU
- 6% .NGO

DONORS ARE *LEAST LIKELY* TO TRUST WEBSITES & EMAIL ADDRESSES THAT USE*

- 30% .NET
- 29% .COM
- 13% COUNTRY CODES**

Social Media

KEY FINDINGS

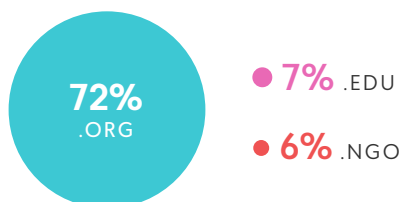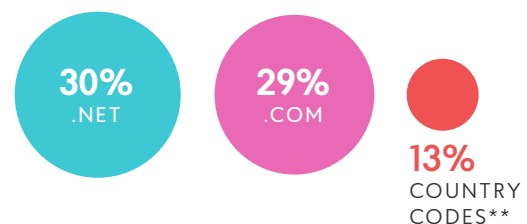The rise of social media began during an era of the internet that technologists have coined Web 2.0. While Web 1.0 is defined by the static, non-interactive web experience indicative of the 1990's, Web 2.0 is characterized by a dynamic, interactive web experience, such as conducting a personalized Google search or posting a status update on Facebook. **Web 2.0 has been as consequential as Web 1.0** and the transition from static to dynamic web content fundamentally changed how NGOs communicate with their donors and supporters.

> **It has taken a decade for NGOs to learn how to use social networks effectively for branding and advocacy. Fundraising has been a challenge, but demographic changes and donor insights indicate that social networks are on track to become very powerful fundraising tools.**

HEATHER MANSFIELD, FOUNDER, NONPROFIT TECH FOR GOOD

NGOs first began experimenting with social media around 2003 through blogging, primarily using Blogger. At the time, **blogging was a radical shift in content strategy and it was considered risky for an NGO to open themselves to public comment.** The irony is that now, 15 years later, NGOs crave comments and engagement on social media and today, 38% of NGOs regularly publish a blog on their website.

Even more impactful upon the NGO sector was the rise of social networks. Myspace launched in 2003, Facebook in 2004, YouTube in 2005, and Twitter in 2006. Early adopter NGOs, such as the Humane Society and Greenpeace, began creating pages on Myspace and channels on YouTube in 2005, then Facebook Groups in 2006, and Twitter Profiles shortly thereafter. The fact that social networks were free to use propelled NGOs worldwide to embrace social networking and **history does not give enough credit to the role that NGOs played in the rise of social networks.** In truth, early adopter NGOs were active on social networks long before the idea had even occurred to government institutions and corporations.

Today, social networking is an integral part of an NGO's communications and fundraising strategy. 93% of NGOs worldwide have a Facebook Page, 77% have a Twitter Profile, 56% have a LinkedIn Page, and 50% have an Instagram Profile. Even more telling is that **71% of NGOs agree that social media is effective for online fundraising** and 25% of donors say that social media is the communication tool that most inspires them to give.

FACEBOOK AT-A-GLANCE

93%
OF NGOs WORLDWIDE
HAVE A FACEBOOK PAGE

30%
HAVE A FACEBOOK GROUP

HOW OFTEN NGOs POST TO THEIR FACEBOOK PAGE

25% ONE POST DAILY

23% ONE POST EVERY OTHER DAY

19% ONE POST WEEKLY

18% TWO OR MORE POSTS DAILY

15% LESS THAN ONE POST WEEKLY

AVERAGE NUMBER OF FACEBOOK FOLLOWERS

8,722
SMALL NGOs

32,092
MEDIUM NGOs

109,158
LARGE NGOs

41%
OF NGOs HAVE USED FACEBOOK TO REPORT
LIVE FROM A SPECIAL EVENT OR TO
SHOWCASE THEIR ORGANIZATION'S WORK*

25%
OF DONORS SAY THAT SOCIAL MEDIA IS
THE COMMUNICATION TOOL THAT MOST
OFTEN INSPIRES THEM TO GIVE

62%
OF THOSE DONORS SAY FACEBOOK IS
THE MOST INSPIRING**

TWITTER AT-A-GLANCE

HOW OFTEN NGOs TWEET

77%

OF NGOs WORLDWIDE HAVE
A TWITTER PROFILE

24% TWO TO FIVE TWEETS DAILY

21% LESS THAN ONE TWEET WEEKLY

18% ONE TWEET DAILY

18% ONE TWEET EVERY OTHER DAY

12% ONE TWEET WEEKLY

7% FIVE OR MORE TWEETS DAILY

AVERAGE NUMBER OF TWITTER FOLLOWERS

4,241
SMALL NGOs

17,737
MEDIUM NGOs

39,496
LARGE NGOs

17%
OF HAVE PARTICIPATED IN OR HOSTED
A TWEET CHAT*

34%
HAVE PAID FOR ADVERTISING ON
SOCIAL MEDIA*

LINKEDIN AT-A-GLANCE

56%
OF NGOs WORLDWIDE
HAVE A LINKEDIN PAGE

17%
HAVE A LINKEDIN GROUP

HOW OFTEN NGOs POST TO THEIR LINKEDIN PAGE
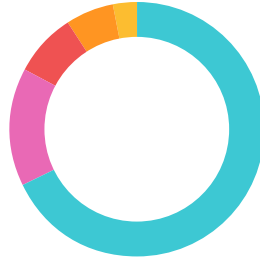
68% LESS THAN ONE POST WEEKLY

15% ONE POST WEEKLY

8% ONE POST EVERY OTHER DAY

6% ONE POST DAILY

3% TWO OR MORE POSTS DAILY

AVERAGE NUMBER OF LINKEDIN FOLLOWERS

785
SMALL NGOs

2,837
MEDIUM NGOs

10,107
LARGE NGOs

INSTAGRAM AT-A-GLANCE

50%
OF NGOs WORLDWIDE HAVE
AN INSTAGRAM PROFILE

HOW OFTEN NGOs SHARE TO THEIR INSTAGRAM PROFILE

30% LESS THAN ONE SHARE WEEKLY

24% ONE SHARE WEEKLY

21% ONE SHARE EVERY OTHER DAY

17% ONE SHARE DAILY

8% TWO OR MORE SHARES DAILY

AVERAGE NUMBER OF INSTAGRAM FOLLOWERS

1,837
SMALL NGOs

7,675
MEDIUM NGOs

19,365
LARGE NGOs

SOCIAL MEDIA AT-A-GLANCE

32%

OF NGOs WORLDWIDE HAVE A WRITTEN SOCIAL MEDIA STRATEGY*

95%

AGREE THAT SOCIAL MEDIA IS EFFECTIVE FOR ONLINE BRAND AWARENESS*
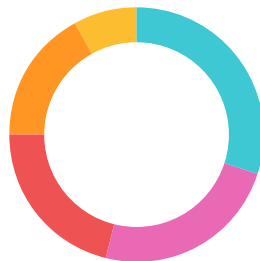
71%

AGREE THAT SOCIAL MEDIA IS EFFECTIVE FOR ONLINE FUNDRAISING*

SOCIAL MEDIA USED BY NGOs

FP TP YC LP IP FG GP LG PP VC FP TB RP
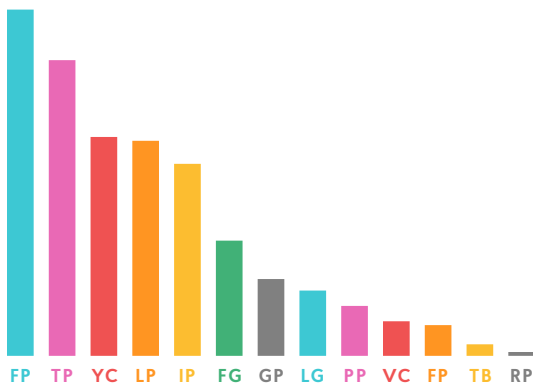
93% FACEBOOK PAGE

77% TWITTER PROFILE

57% YOUTUBE CHANNEL

56% LINKEDIN PAGE

50% INSTAGRAM PROFILE

30% FACEBOOK GROUP

20% GOOGLE+ PAGE

17% LINKEDIN GROUP

13% PINTEREST PROFILE

9% VIMEO CHANNEL

8% FLICKR PROFILE

3% TUMBLR BLOG

1% REDDIT PROFILE

80%

AGREE THAT SOCIAL MEDIA IS EFFECTIVE FOR RECRUITING VOLUNTEERS*

78%

AGREE THAT SOCIAL MEDIA IS EFFECTIVE FOR RECRUITING EVENT ATTENDEES*

Mobile Technology

KEY FINDINGS

The release of the first Apple iPhone in 2007 ushered in a new era of NGO communications and fundraising. The iPhone's innovative design and unique touchscreen technology made it an instantaneous bestseller and today, the iPhone remains the highest-selling smartphone in the world. By 2009, **early adopter NGOs were launching their own iPhone apps** which consisted primarily of an RSS feed of their blog and a link to their website's donation page. Lacking in creativity, the first generation of mobile apps developed by NGOs for iPhones and Android-empowered smartphones, such as the Samsung Galaxy, failed miserably and to this day, developing an app that donors and supporters tap-to-open more than once is a challenge.

> **WhatsApp has transformed how NGOs communicate in Nigeria. Less expensive than SMS, NGOs are creating WhatsApp Groups for advocacy and information sharing. Throughout Africa, WhatsApp is sparking a second wave in the mobile revolution.**
>
> **OYEBISI BABATUNDE OLUSEYI, EXECUTIVE DIRECTOR, NIGERIA NETWORK OF NGOs & 2018 PARTNER**

In the early 2010's, the NGO sector was also experimenting with using bulk SMS to distribute urgent news updates and calls-to-action. **The devastating earthquake that struck Haiti in 2010 then gave rise to text-to-give technology.** For the next few years, NGOs were eager to experiment with SMS and text-to-give campaigns, but by 2014 most NGOs were losing interest. Like the first generation of mobile apps developed by NGOs, the first SMS and text-to-give campaigns failed because NGOs lacked a comprehensive mobile strategy. In mobile apps and in text messages, NGOs were linking to web and donation pages that were not mobile-compatible, thus ineffective. Currently, **only 15% of NGOs worldwide regularly send text messages to donors and supporters.** In the future, it will be interesting to see if innovation in SMS and text-to-give technology can renew the NGO sector's interest in launching SMS and text-to-give campaigns.

Today, the world's top mobile apps are social networks and messaging apps, namely WhatsApp, Facebook, Messenger, and Instagram—all owned by Facebook, Inc. The messaging app Snapchat is popular in North America, Viber in Europe, and LINE in Asia. Without a doubt, messaging apps and messaging payments are the next frontiers in mobile communications and fundraising. As of now, **18% of NGOs use messaging apps to communicate with donors and supporters**, but that number will likely increase dramatically in the years to come.

MOBILE TECHNOLOGY AT-A-GLANCE

18%
USE MESSAGING APPS TO COMMUNICATE
WITH SUPPORTERS & DONORS

MESSAGING APPS USED BY NGOs

- 64% WHATSAPP
- 58% FACEBOOK MESSENGER
- 4% SNAPCHAT
- 4% VIBER
- 3% WECHAT
- 2% LINE
- 2% SIGNAL

AVERAGE NUMBER OF WHATSAPP FOLLOWERS

559	1,329	3,608
SMALL NGOs	MEDIUM NGOs	LARGE NGOs

15%
OF NGOs WORLDWIDE REGULARLY SEND TEXT
MESSAGES TO DONORS & SUPPORTERS

43%
OF THOSE NGOs USE A TEXT-TO-GIVE
SERVICE FOR SMS FUNDRAISING

AVERAGE NUMBER OF SMS SUBSCRIBERS

2,284	17,076	22,299
SMALL NGOs	MEDIUM NGOs	LARGE NGOs

Data Management & Security

NGOs worldwide are in dire need of modernizing how they manage and secure their organization's data. The outdated process of managing donor contact information and transactions through Excel and **legacy Customer Relationship Manager (CRM) software is hindering NGOs and their ability to be efficient, data-driven organizations.** It's a challenge to upgrade an organizations' information technology (IT), but in an age of increased cybersecurity threats, enhanced data management and security is imperative.

> **" Migrating an NGO's data to the cloud can be daunting, but the potential benefits of lower costs, improved security, and the ability to access the data remotely is so valuable that procrastination about the decision makes little sense. "**
>
> MARCUS HARVEY, CONSULTING & IT SERVICES MANAGER, INFOXCHANGE & 2018 PARTNER

The good news is that the IT systems available to NGOs today are significantly improved from a decade ago. Many CRMs can now be seamlessly integrated with online fundraising and event management software as well as email marketing services and for security purposes, CRM software is moving to the cloud. In simple terminology, **cloud computing means backing up and accessing data and software over the internet instead of a computer's hard drive.** Today, 45% of NGOs use a CRM software to track donations and manage communications with donors and supporters. Of those, 64% use a cloud-based CRM software.

NGOs are also turning to encryption technology to secure their CRM data, digital files, and communications. To access encrypted data, files, emails, texts, or messages requires entering a secret key or password and according to this year's data, **41% of NGOs use encryption technology to protect their data and communications.**

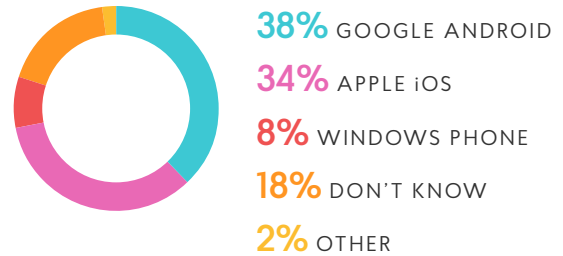Finally, this year's data revealed which operating system NGOs use in their day-to-day computing. **80% of NGOs worldwide use Microsoft Windows for desktops and laptops** while only 8% use Windows Phone. On smartphones and tablets, Google Android surpasses Apple iOS. For many NGOs, Apple hardware is too expensive and until that changes, Microsoft Windows and Google Android will continue to lead in the NGO sector.

DATA MANAGEMENT & SECURITY AT-A-GLANCE

OPERATING SYSTEM USED BY NGOs WORLDWIDE ON DESKTOPS & LAPTOPS

80% MICROSOFT WINDOWS

10% APPLE macOS

5% CHROME OS

3% LINUX OS

1% DON'T KNOW

1% OTHER
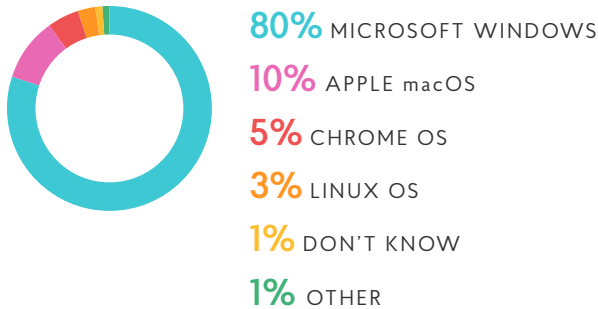
OPERATING SYSTEM USED BY NGOs ON SMARTPHONES & TABLETS

38% GOOGLE ANDROID

34% APPLE iOS

8% WINDOWS PHONE

18% DON'T KNOW

2% OTHER

45%
USE A CUSTOMER RELATIONSHIP MANAGER (CRM) SOFTWARE TO TRACK DONATIONS & MANAGE COMMUNICATIONS WITH DONORS & SUPPORTERS

64%
USE A CLOUD-BASED CRM SOFTWARE

41%
USE ENCRYPTION TECHNOLOGY TO PROTECT THEIR DATA & COMMUNICATIONS

WHY NGOs USE ENCRYPTION TECHNOLOGY

32% TO PROTECT ORGANIZATION INFORMATION

29% TO PROTECT DONOR INFORMATION

23% TO PROTECT EMAIL PRIVACY

13% TO PROTECT MOBILE PRIVACY

Effectiveness Ratings

5,352 NGOs · 164 COUNTRIES · 6 CONTINENTS

Which are the most effective communication and fundraising tools for NGOs? Survey respondents were asked to rate the tools listed below as either (1) Very Effective; (2) Somewhat Effective; (3) Not Very Effective; or (4) Ineffective. Their answers provide valuable insight into which tools NGOs should prioritize in their communications and fundraising strategy.

	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT VERY EFFECTIVE	INEFFECTIVE
WEBSITE	34%	**47%**	15%	4%
EMAIL UPDATES	32%	**50%**	14%	4%
EMAIL FUNDRAISING APPEALS	21%	**43%**	26%	10%
TEXT MESSAGING	11%	21%	31%	**37%**
TEXT-TO-GIVE	7%	20%	31%	**42%**
PEER-TO-PEER FUNDRAISING	23%	**33%**	21%	23%
SOCIAL MEDIA	33%	**45%**	17%	5%
MESSAGING APPS	10%	25%	29%	**36%**
VIDEO	32%	**40%**	16%	12%
SEARCH ENGINE ADS	15%	**34%**	28%	24%
SOCIAL MEDIA ADS	20%	**41%**	22%	17%
PRINT NEWSLETTERS	16%	**38%**	25%	21%
PRINT FUNDRAISING APPEALS	24%	**36%**	21%	19%
PRINT ANNUAL REPORTS	20%	**42%**	25%	12%

NGO Technology in **Africa**

898 NGOs · 45 COUNTRIES

74% of NGOs in Africa have a website. Of those, **87%** are mobile compatible.

67% use the .ORG domain. **11%** use .COM. **7%** use country codes. **2%** use .NET. **1%** use .NGO. **12%** use other domains.

41% use WordPress as their Content Management System for their website. **4%** use Joomla. **2%** use Drupal. **17%** use another CMS and **36%** don't know.

55% of NGOs in Africa accept online donations on their website. Of those, **65%** accept direct debit payments. **50%** accept credit card payments. **35%** accept PayPal. **4%** accept digital wallet payments. **1%** accept Bitcoin.

31% utilize an online peer-to-peer fundraising service.

17% participate in #GivingTuesday.

55% of NGOs in Africa regularly send email updates and fundraising appeals to supporters and donors. Of those, **45%** use an email marketing service. **22%** send email via BCC. **8%** send email via their CRM. **18%** send email through another method and **7%** don't know.

34% regularly send text messages to supporters and donors. Of those, **38%** also utilize a text-to-give service for SMS fundraising.

85% of NGOs in Africa have a Facebook Page and **29%** have a Facebook Group. **62%** have a Twitter Profile.

39% have a LinkedIn Page and **20%** have a LinkedIn Group. **30%** have an Instagram Profile. Other social media used are: **38%** YouTube, **21%** Google+, **5%** Pinterest, **3%** Vimeo, **2%** Flickr, and **1%** Tumblr.

34% use messaging apps to communicate with supporters and donors. Of those, **87%** use WhatsApp. **52%** use Facebook Messenger. **4%** use Viber. **3%** use LINE and WeChat. **1%** use Snapchat.

85% of NGOs in Africa use Microsoft Windows as their operating system on desktop and laptop computers. **6%** use Google Chrome OS. **4%** use Apple macOS. **1%** use another operating system and **4%** don't know.

66% use Google Android as their operating system on smartphones and tablets. **14%** use Windows Phone. **8%** use Apple iOS. **2%** use another operating system and **10%** don't know.

15% use a Customer Relationship Manager (CRM) software to track donations and manage communications with supporters and donors. Of those, **67%** use a cloud-based CRM.

33% use encryption technology to protect data and communications. Of those, **25%** to protect organization information. **19%** to protect the privacy of email communications. **15%** to protect donor information. **11%** to protect the privacy of mobile communications.

ABOUT THE NGOs

49% defined themselves as a small NGO. 38% as medium-sized. 13% as large. **Top 5 countries:** South Africa (37%), Nigeria (24%), Kenya (8%), Uganda (5%), and Tanzania (3%). **Top 5 causes:** children and youth (20%), community development (18%), education (10%), health and wellness (9%), and women and girls (9%). 44% defined themselves as an NGO. 35% as an NPO. 8% as a CSO. 4% as a foundation. 3% as a charity.

NGO Technology in **Asia**

527 NGOs · 39 COUNTRIES

81% of NGOs in Asia have a website. Of those, **86%** are mobile compatible.

63% use the .ORG domain. **10%** use .COM. **10%** use country codes. **6%** use .NGO. **2%** use .NET. **9%** use other domains.

42% use WordPress as their Content Management System for their website. **4%** use Drupal. **3%** use Joomla. **16%** use another CMS and **35%** don't know.

56% of NGOs in Asia accept online donations on their website. Of those, **65%** accept credit card payments. **61%** accept direct debit payments. **36%** accept PayPal. **11%** accept digital wallet payments. **3%** accept Bitcoin.

39% utilize an online peer-to-peer fundraising service.

30% participate in #GivingTuesday.

55% of NGOs in Asia regularly send email updates and fundraising appeals to supporters and donors. Of those, **48%** use an email marketing service. **20%** send email via BCC. **11%** send email via their CRM. **13%** send email through another method and **8%** don't know.

28% regularly send text messages to supporters and donors. Of those, **49%** also utilize a text-to-give service for SMS fundraising.

86% of NGOs in Asia have a Facebook Page and **46%** have a Facebook Group. **62%** have a Twitter Profile. **47%** have a LinkedIn Page and **24%** have a LinkedIn Group. **39%** have an Instagram Profile. Other social media used are: **49%** YouTube, **31%** Google+, **6%** Pinterest, **5%** Flickr, **4%** Vimeo and Tumblr, **3%** VK, and **1%** Reddit.

35% use messaging apps to communicate with supporters and donors. Of those, **69%** use WhatsApp. **52%** use Facebook Messenger. **9%** use Viber. **5%** use WeChat. **4%** use LINE. **3%** use Signal and Snapchat.

84% of NGOs in Asia use Microsoft Windows as their operating system on desktop and laptop computers. **6%** use Apple macOS. **4%** use Google Chrome OS. **2%** use Linux OS. **1%** use another operating system and **3%** don't know.

62% use Google Android as their operating system on smartphones and tablets. **16%** use Apple iOS. **13%** use Windows Phone. **1%** use another operating system and **8%** don't know.

23% use a Customer Relationship Manager (CRM) software to track donations and manage communications with supporters and donors. Of those, **67%** use a cloud-based CRM.

37% use encryption technology to protect data and communications. Of those, **27%** use encryption technology to protect organization information. **20%** to protect the privacy of email communications. **19%** to protect donor information. **14%** to protect the privacy of mobile communications.

ABOUT THE NGOs

50% defined themselves as a small NGO. 38% as medium-sized. 12% as large. **Top 5 countries:** India (44%), Pakistan (7%), Philippines (6%), Bangladesh (3%), and Saudi Arabia (3%). **Top 5 causes:** community development (17%), children and youth (16%), education (14%), women and girls (8%), and health and wellness (7%). 51% defined themselves as an NGO. 22% as an NPO. 8% as a foundation. 7% as a CSO. 4% as a charity.

NGO Technology in **Australia & Oceania**

238 NGOs · 5 COUNTRIES

99% of NGOs in Australia & Oceania have a website. Of those, **86%** are mobile compatible.

55% use the .ORG domain. **11%** use .COM. **9%** use country codes. **2%** use .NGO. **1%** use .NET. **22%** use other domains.

32% use WordPress as their Content Management System for their website. **4%** use Drupal and Joomla. **36%** use another CMS and **24%** don't know.

70% of NGOs in Australia & Oceania accept online donations on their website. Of those, **84%** accept credit card payments. **45%** accept direct debit payments. **40%** accept PayPal. **2%** accept digital wallet payments. **1%** accept Bitcoin.

46% utilize an online peer-to-peer fundraising service.

11% participate in #GivingTuesday.

65% of NGOs in Australia & Oceania regularly send email updates and fundraising appeals to supporters and donors. Of those, **62%** use an email marketing service. **24%** send email via their CRM. **6%** send email via BCC. **4%** send email through another method and **4%** don't know.

13% regularly send text messages to supporters and donors. Of those, **38%** also utilize a text-to-give service for SMS fundraising.

94% of NGOs in Australia & Oceania have a Facebook Page and **31%** have a Facebook Group. **73%** have a Twitter Profile. **57%** have a LinkedIn Page and **12%** have a LinkedIn Group. **49%** have an Instagram Profile. Other social media used are: **54%** YouTube, **14%** Google+, **11%** Vimeo, **8%** Pinterest, **4%** Flickr, and **1%** Tumblr.

8% use messaging apps to communicate with supporters and donors. Of those, **88%** use Facebook Messenger. **12%** use WhatsApp. **6%** use WeChat.

83% of NGOs in Australia & Oceania use Microsoft Windows as their operating system on desktop and laptop computers. **13%** use Apple macOS. **1%** use Google Chrome OS. **1%** use another operating system and **2%** don't know.

45% use Apple iOS as their operating system on smartphones and tablets. **21%** use Google Android. **12%** use Windows Phone. **4%** use another operating system and **18%** don't know.

57% use a Customer Relationship Manager (CRM) software to track donations and manage communications with supporters and donors. Of those, **58%** use a cloud-based CRM.

38% use encryption technology to protect data and communications. Of those, **32%** to protect organization information. **25%** to protect donor information. **21%** to protect the privacy of email communications. **11%** to protect the privacy of mobile communications.

ABOUT THE NGOs

56% defined themselves as a small NGO. 36% as medium-sized. 8% as large. **Top 5 countries:** Australia (79%), New Zealand (17%), Guam (2%), Cook Islands (1%), and Fiji (1%). **Top 5 causes:** health and wellness (16%), children and youth (14%), human and social services (14%), community development (11%), and education (8%). 45% defined themselves as an NPO. 24% as a charity. 14% as an NGO. 6% as a foundation. 6% as a membership association.

NGO Technology in **Europe**

1,021 NGOs · 41 COUNTRIES

97% of NGOs in Europe have a website. Of those, **86%** are mobile compatible.

53% use the .ORG domain. **21%** use country codes. **6%** use .COM. **2%** use .NET and .NGO. **1%** use .ONG. **15%** use other domains.

37% use WordPress as their Content Management System for their website. **12%** use Drupal. **4%** use Joomla. **29%** use another CMS and **18%** don't know.

59% of NGOs in Europe accept online donations on their website. Of those, **74%** accept credit card payments. **59%** accept PayPal. **57%** accept direct debit payments. **5%** accept digital wallet payments. **1%** accept Bitcoin.

35% utilize an online peer-to-peer fundraising service.

26% participate in #GivingTuesday.

57% of NGOs in Europe regularly send email updates and fundraising appeals to supporters and donors. Of those, **59%** use an email marketing service. **16%** send email via their CRM. **8%** send email via BCC. **9%** send email through another method and **8%** don't know.

11% regularly send text messages to supporters and donors. Of those, **50%** also utilize a text-to-give service for SMS fundraising.

94% of NGOs in Europe have a Facebook Page and **30%** have a Facebook Group. **80%** have a Twitter Profile. **58%** have a LinkedIn Page and **18%** have a LinkedIn Group. **45%** have an Instagram Profile. Other social media used are: **64%** YouTube, **23%** Google+, **11%** Flickr and Vimeo, **10%** Pinterest, **2%** Tumblr, **1%** Reddit, and **1%** Weibo.

17% use messaging apps to communicate with supporters and donors. Of those, **65%** use WhatsApp. **57%** use Facebook Messenger. **3%** use Snapchat, Viber, and WeChat. **2%** use LINE and Signal.

83% of NGOs in Europe use Microsoft Windows as their operating system on desktop and laptop computers. **9%** use Apple macOS. **2%** use Google Chrome OS and Linux OS. **1%** use another operating system and **3%** don't know.

47% use Google Android as their operating system on smartphones and tablets. **25%** use Apple iOS. **8%** use Windows Phone. **1%** use another operating system and **19%** don't know.

39% use a Customer Relationship Manager (CRM) software to track donations and manage communications with supporters and donors. Of those, **57%** use a cloud-based CRM.

40% use encryption technology to protect data and communications. Of those, **31%** to protect organization information. **26%** to protect donor information. **23%** to protect the privacy of email communications. **11%** to protect the privacy of mobile communications.

ABOUT THE NGOs

55% defined themselves as a small NGO. 33% as medium-sized. 12% as large. **Top 5 countries:** United Kingdom (24%), Spain (14%), Portugal (9%), Switzerland (7%), and Germany (6%). **Top 5 causes:** children and youth (13%), community development (10%), education (10%), international development and relief (10%), and health and safety (9%). 31% defined themselves as an NGO. 21% as an NPO. 18% as a charity. 10% as a foundation. 8% as a membership association.

NGO Technology in **North America**

2,508 NGOs · 22 COUNTRIES

98% of NGOs in North America have a website. Of those, **88%** are mobile compatible.

77% use the .ORG domain. **8%** use .COM. **6%** use country codes. **2%** use .NET. **1%** use .NGO. **6%** use other domains.

47% use WordPress as their Content Management System for their website. **6%** use Drupal. **2%** use Joomla. **26%** use another CMS and **19%** don't know.

86% of NGOs in North America accept online donations on their website. Of those, **88%** accept credit card payments. **47%** accept PayPal. **28%** accept direct debit payments. **2%** accept digital wallet payments.

31% utilize an online peer-to-peer fundraising service.

62% participate in #GivingTuesday.

71% of NGOs in North America regularly send email updates and fundraising appeals to supporters and donors. Of those, **71%** use an email marketing service. **16%** send email via their CRM. **3%** send email via BCC. **6%** send email through another method and **4%** don't know.

7% regularly send text messages to supporters and donors. Of those, **44%** also utilize a text-to-give service for SMS fundraising.

97% of NGOs in North America have a Facebook Page and **28%** have a Facebook Group. **85%** have a Twitter Profile. **63%** have a LinkedIn Page and **16%** have a LinkedIn Group. **61%** have an Instagram Profile. Other social media used are: **61%** YouTube, **18%** Pinterest, **17%** Google+, **12%** Vimeo, **10%** Flickr, **4%** Tumblr, and **1%** Reddit.

10% use messaging apps to communicate with supporters and donors. Of those, **68%** use Facebook Messenger. **32%** use WhatsApp. **10%** use Snapchat. **3%** use WeChat. **2%** use LINE, Signal, and Viber. **1%** use Kik.

77% of NGOs in North America use Microsoft Windows as their operating system on desktop and laptop computers. **14%** use Apple macOS. **5%** use Google Chrome OS. **1%** use another operating system and **3%** don't know.

49% use Apple iOS as their operating system on smartphones and tablets. **20%** use Google Android. **6%** use Windows Phone. **3%** use another operating system and **22%** don't know.

61% use a Customer Relationship Manager (CRM) software to track donations and manage communications with supporters and donors. Of those, **65%** use a cloud-based CRM.

46% use encryption technology to protect data and communications. Of those, **38%** to protect donor information. **37%** to protect organization information. **26%** to protect the privacy of email communications. **16%** to protect the privacy of mobile communications.

ABOUT THE NGOs

60% defined themselves as a small NGO. 31% as medium-sized. 9% as large. **Top 5 countries:** United States (79%), Canada (16%), Mexico (2%), Costa Rica (1%), and Guatemala (1%). **Top 5 causes:** human and social services (13%), children and youth (12%), education (12%), health and wellness (11%), and community development (8%). 62% defined themselves as an NPO. 8% as an NGO. 8% as a charity. 6% as a foundation. 5% as a religious organization.

NGO Technology in **South America**

160 NGOs · 12 COUNTRIES

88% of NGOs in South America have a website. Of those, **87%** are mobile compatible.

78% use the .ORG domain. **5%** use .COM. **4%** use country codes. **2%** use .ONG. **11%** use other domains.

57% use WordPress as their Content Management System for their website. **3%** use Drupal and Joomla. **15%** use another CMS and **22%** don't know.

56% of NGOs in South America accept online donations on their website. Of those, **76%** accept credit card payments. **49%** accept direct debit payments. **35%** accept PayPal. **4%** accept digital wallet payments. **4%** accept Bitcoin.

28% utilize an online peer-to-peer fundraising service.

41% participate in #GivingTuesday.

45% of NGOs in South America regularly send email updates and fundraising appeals to supporters and donors. Of those, **56%** use an email marketing service. **16%** send email via their CRM. **13%** send email via BCC. **11%** send email through another method and **4%** don't know.

13% regularly send text messages to supporters and donors. Of those, **28%** also utilize a text-to-give service for SMS fundraising.

98% of NGOs in South America have a Facebook Page and **34%** have a Facebook Group. **71%** have a Twitter Profile. **55%** have an Instagram Profile. **41%** have a LinkedIn Page and **5%** have a LinkedIn Group. Other social media used are: **72%** YouTube, **22%** Google+, **11%** Flickr, **6%** Pinterest and Vimeo, **3%** Tumblr, and **1%** Reddit.

40% use messaging apps to communicate with supporters and donors. Of those, **90%** use WhatsApp. **56%** use Facebook Messenger. **4%** use Signal and Snapchat. **2%** use Viber and WeChat.

78% of NGOs in South America use Microsoft Windows as their operating system on desktop and laptop computers. **11%** use Google Chrome OS. **4%** use Apple macOS and Linux OS. **1%** use another operating system and **2%** don't know.

78% use Google Android as their operating system on smartphones and tablets. **8%** use Apple iOS. **5%** use Windows Phone. **9%** don't know.

28% use a Customer Relationship Manager (CRM) software to track donations and manage communications with supporters and donors. Of those, **78%** use a cloud-based CRM.

31% use encryption technology to protect data and communications. Of those, **23%** to protect organization information. **19%** to protect donor information. **11%** to protect the privacy of email communications. **7%** to protect the privacy of mobile communications.

Benchmarks for Success

5,352 NGOs · 164 COUNTRIES · 6 CONTINENTS

How many subscribers and followers should your NGO have? Survey respondents were asked to enter the number of subscribers and followers that they have for their email and text messaging campaigns and on social and mobile media. Their answers, averaged by continent, enable NGOs to gauge whether they are above or below average compared to other NGOs located in their region of the world.

	AFRICA	ASIA	AUSTRALIA & OCEANIA	EUROPE	NORTH AMERICA	SOUTH AMERICA
EMAIL SUBSCRIBERS	5,298	10,460	13,625	**23,181**	21,839	9,725
SMS SUBSCRIBERS	6,265	**7,701**	4,762	7,472	2,305	2,128
FACEBOOK FOLLOWERS	8,404	**33,824**	14,079	27,204	26,766	13,360
TWITTER FOLLOWERS	5,630	9,703	3,021	9,077	**15,172**	5,593
INSTAGRAM FOLLOWERS	1,327	4,877	1,656	4,032	**7,862**	1,777
LINKEDIN FOLLOWERS	1,261	931	987	2,118	**2,676**	573
WHATSAPP CONTACTS	1,300	**1,471**	N/A *	738	662	374

* INSUFFICIENT DATA

Thank you to the 5,352 NGOs worldwide that participated in the 2017 Global NGO Technology Survey.

Your contribution is greatly appreciated.

SAVE THE DATES

The 2018 Global Trends in Giving Survey will be released April 22, 2018.

The 2018 Global NGO Technology Survey will be released August 1, 2018.

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