GLOBAL NGO

TECHNOLOGY REPORT 2019

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160
Countries

5,721
NGOs

About the Report

The Global NGO Technology Report is a biennial research project that seeks to gain a better understanding of how non-governmental organizations (NGOs) worldwide use technology. Sponsored by **Funraise** and produced by **Nonprofit Tech for Good**, the report examines how NGOs use web and email communications, online fundraising tools, social media, mobile technology, and productivity software.

Now in its fourth edition, this year's report provides technology benchmarks for Africa, Asia, Australia and New Zealand, Europe, Latin America and the Caribbean, and the United States and Canada. A global average of the benchmark data—as well as Global NGO Technology Ratings—is also provided.

The Global NGO Technology Report is a sister report to the **Global Trends in Giving Report**. 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 2019 Global NGO Technology Report is based upon the survey results of 5,721 NGOs worldwide. The survey was promoted online from March 1, 2019 through May 31, 2019 and to reach a global audience, the survey was published in 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 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.

funraise

FUNRAISE.ORG

Funraise provides innovative and friendly fundraising technology built on a foundation of nonprofit experience. Our platform was built for fundraisers by fundraisers, helping you raise the funds and the fun.

Nonprofit Tech for Good
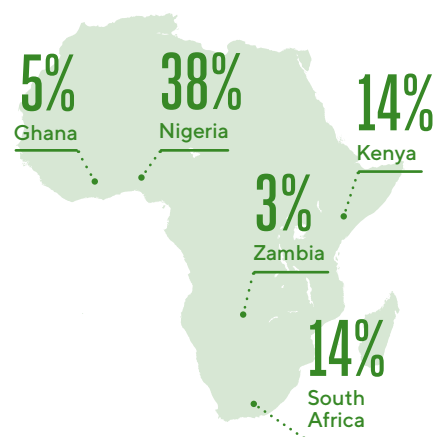
NPTECHFORGOOD.COM

With nearly 50,000 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.

AFRICA

About the Survey Respondents

40 Countries

928 NGOs

Top 5 Countries

5% Ghana

38% Nigeria

14% Kenya

3% Zambia

14% South Africa

Top 10 Causes

Children & youth	20%
Community development	15%
Education	12%
Health & wellness	11%
Women & girls	7%
Human & civil rights	4%
Human & social services	4%
Research & public policy	4%
Environment	3%
Peace & non-violence	3%

Type of Organization

Non-governmental organization (NGO)	44%
Non-profit organization (NPO)	27%
Charity	9%
Civil society organization (CSO)	7%
Religious organization	5%
Membership association	4%
Institution of higher education	3%
Grantmaking foundation	1%

Top 5 Key Findings

1 64% of NGOs in Africa accept credit card payments on their website, up from 50% in 2018. 28% accept mobile money and 5% accept cryptocurrency—both are higher rates than any other region.

2 #GivingTuesday is growing in Africa. 22% of NGOs participated in #GivingTuesday 2018, up from 17% in 2017. 64% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

3 44% use WhatsApp to communicate with supporters and donors —16% above the global average. Of those, 81% find WhatsApp effective, 16% higher than the global average.

4 87% use social media regularly and their strategy is advanced. 68% share Instagram Stories, 54% participate in Tweet Chats, 48% utilize Messenger bots, and 43% use YouTube Live.

5 African NGOs are embracing social advertising. Of those that use social media, 45% purchase Facebook Ads, 38% LinkedIn Ads, 37% Instagram Ads, 36% YouTube Ads, and 27% Twitter Ads.

Size of Organization*

16% Large

46% Small

38% Medium
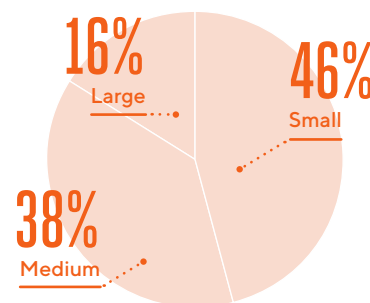
"NGOs should be paying close attention to advancements in machine learning and artificial intelligence. Both technologies will continue to transform how organizations communicate with their beneficiaries and funders—and in the process transform the workplace of the Third Sector."

OYEBISI BABATUNDE OLUSEYI, EXECUTIVE DIRECTOR NIGERIA NETWORK OF NGOs

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.
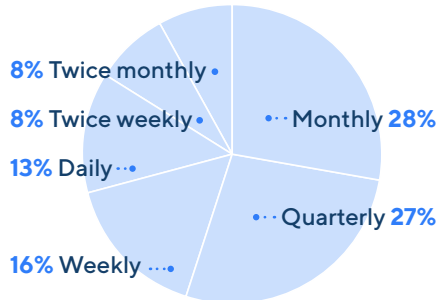
Web & Email Communications

61%
of NGOs in Africa have a website.

WEBSITE FEATURES

Mobile compatibility	89%
SSL certificate	73%
Privacy policy	72%
Blog	55%
Event registration	50%
Online store	26%
Live chat	24%
Accessible to people with disabilities	19%

** 2018 Global NGO Technology Report

66% send email updates to their supporters.

- 8% Twice monthly
- 8% Twice weekly
- 13% Daily
- 16% Weekly
- Monthly 28%
- Quarterly 27%

57% also send email fundraising appeals.

Quarterly	36%
Monthly	26%
Weekly	12%

5,298 Average number of email subscribers**

33% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

33% use encryption technology to protect their data and communications.**

Fundraising

63%
accept online donations on their website.

TYPES OF PAYMENTS

Credit card	64%
Direct debit	64%
Paypal	37%
Digital wallet	10%
Cryptocurrency	5%

FUNDRAISING TOOLS USED

Recurring/monthly giving	47%
Crowdfunding	32%
Mobile money	28%
Peer-to-peer fundraising	28%
Tribute giving	17%
Text-to-give	10%
Mobile card reader	8%
Smart speaker giving	4%
Giving through gaming	3%

#GivingTuesday

22% of NGOs in Africa participated in #GivingTuesday 2018. Of those, 45% participated for the first time.

64% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

70% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NGOs in Africa use technology? Please share articles and blog posts with your analysis of the data for Africa using **#NGOtech19** on social media.

Download Africa Data Separately

Social Media

72% use Facebook.   f

Have a Facebook Page	94%
Share Facebook Stories	69%
Have a Facebook Group	51%
Utilize Messenger bots	48%
Purchase Facebook Ads	45%
Use Facebook Live	43%
Use Facebook Charitable Giving Tools	24%

8,404 Average number of Facebook followers**

87% of NGOs in Africa regularly use social media to engage their supporters and donors.

29% use Instagram.

Share Instagram Stories	68%
Use Instagram Live	42%
Purchase Instagram Ads	37%

1,327 Average number of Instagram followers**

37% use Twitter.

Regularly tweet hashtags	74%
Participate in Tweet Chats	54%
Purchase Twitter Ads	27%
Use Twitter Live via Periscope App	27%

5,630 Average number of Twitter followers**

48% of NGOs in Africa have a written social media strategy.

45% utilize an editorial calendar for their social media campaigns.

33% have a system in place to track and report return on investment (ROI) on social media campaigns.

84% say that their board helps, rather than hinders, their use of social media.

93% agree that social media is effective for online brand awareness.

85% agree that social media is effective for creating social change.

79% agree that social media is effective for online fundraising.

81% agree that social media is effective for recruiting volunteers.

80% agree that social media is effective for recruiting event attendees.

79% agree that social media is effective for inspiring people to take political action.

16% use LinkedIn.   in

Have a LinkedIn Page	84%
Encourage staff to use LinkedIn Profiles	48%
Have a LinkedIn Group	41%
Purchase Linked Ads	38%

1,261 Average number of LinkedIn followers**

14% use YouTube.

Use YouTube Live	43%
Purchase YouTube Ads	36%
Use YouTube Giving Tools	28%

44% use WhatsApp and have an average of 1,300 contacts.**

Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND	VERY WELL	SOMEWHAT WELL	NOT VERY WELL	NOT AT ALL
Artificial intelligence	37%	30%	23%	10%
Augmented reality	18%	29%	30%	23%
Blockchain technology	17%	22%	34%	27%
Cloud computing	32%	29%	26%	13%
Internet of Things	42%	26%	20%	12%
Machine learning	28%	27%	28%	17%
Predictive analytics	20%	28%	30%	22%
Virtual reality	31%	31%	22%	16%

54%

of NGOs in Africa increased spending on technology in 2019.

13%

decreased spending.

33%

made no change in their technology budget from 2018.

20%

use an internal communications tool, such as Slack.

19%

use an online project management tool, such as Asana.

35%

purchase Google Ads; 46% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NGOs in Africa:

Social media	85%
Website	85%
Case studies	80%
Annual reports	79%
Email updates	79%
Social media ads	74%
Email fundraising appeals	73%
Messaging apps	73%
Peer-to-peer fundraising	73%
Photo slideshows/essays	72%

ASIA

About the Survey Respondents

40 Countries

1,734 NGOs

Top 5 Countries

4% Pakistan

67% India

6% Bangladesh

6% Malaysia

4% Philippines
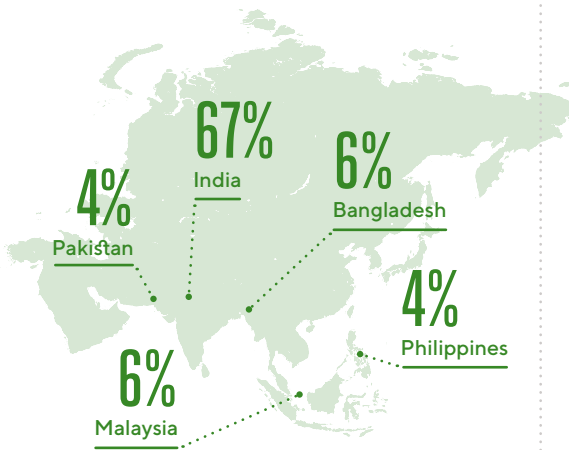
Top 10 Causes

Education	17%
Community development	16%
Children & youth	15%
Health & wellness	9%
Women & girls	9%
Environment & conservation	8%
Human & social services	5%
Animals & wildlife	4%
Disability rights	3%
Research & public policy	3%

Type of Organization

Non-governmental organization (NGO)	51%
Non-profit organization (NPO)	26%
Civil society organization (CSO)	7%
Charity	5%
Religious organization	4%
Institution of higher education	3%
Grantmaking foundation	2%
Membership organization	2%

Size of Organization*

15% Large

45% Small

40% Medium

Top 5 Key Findings

1 67% of NGOs in Asia send email updates to supporters and donors, up from 55% in 2018. At 30%, most send email updates monthly. 56% also regularly send email fundraising appeals, 32% quarterly.

2 Compared to the global average, NGOs in Asia are leading in the use of new fundraising technology. 7% utilize smart speaker giving, 5% giving through gaming, and 4% cryptocurrency.

3 57% accept online donations on their website. 72% accept direct debit, up from 61% in 2018. 24% accept digital wallet payments, up from 11% in 2018. 31% accept PayPal, down from 36% in 2018.

4 95% agree that social media is effective, yet all use social media at rates lower than the global average. 72% use Facebook, 32% Twitter, 28% Instagram, 26% YouTube, and 25% LinkedIn.

5 56% increased their spending on technology in 2019, the highest rate worldwide. NGOs are embracing and investing in the digital revolution rapidly spreading throughout the Asian continent.

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.
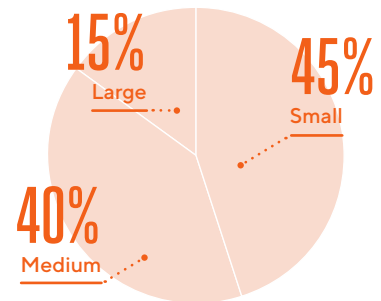
"As of 2019, India has 500 million mobile users and the largest youth population worldwide. Digital and demographic trends indicate that Indian NGOs will play key leadership roles in ushering in the next era of online engagement, fundraising, and mobile technology."

BHOMIK SHAH, FOUNDER & CEO
NGOBOX & CSRBOX (INDIA)

Web & Email Communications

70%
of NGOs in Asia have a website.

WEBSITE FEATURES

Mobile compatibility	84%
Privacy policy	68%
SSL certificate	58%
Event registration	53%
Blog	50%
Online store	25%
Live chat	20%
Accessible to people with disabilities	19%

** 2018 Global NGO Technology Report

67%
send email updates to their supporters.

4% Twice weekly

7% Twice monthly

14% Weekly

16% Daily

Monthly **30%**
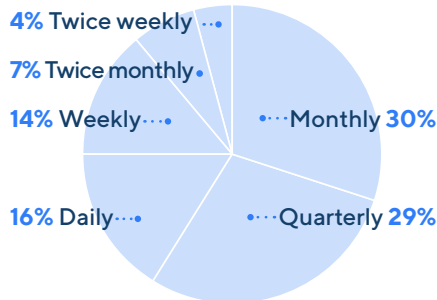
Quarterly **29%**

56%
also send email fundraising appeals.

Quarterly	32%
Monthly	27%
Daily	15%

10,460
Average number of email subscribers**

30%
use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

37%
use encryption technology to protect their data and communications.**

Fundraising

57%
accept online donations on their website.

TYPES OF PAYMENTS

Direct debit	72%
Credit card	65%
Paypal	31%
Digital wallet	24%
Cryptocurrency	4%

FUNDRAISING TOOLS USED

Recurring/monthly giving	54%
Crowdfunding	35%
Peer-to-peer fundraising	28%
Tribute giving	21%
Text-to-give	13%
Mobile money	11%
Mobile card reader	9%
Smart speaker giving	7%
Giving through gaming	5%

#GivingTuesday

19% of NGOs in Asia participated in #GivingTuesday 2018. Of those, 36% participated for the first time.

62% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

62% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NGOs in Asia use technology? Please share articles and blog posts with your analysis of the data for Asia using **#NGOtech19** on social media.

Download Asia Data Separately

ASIA

Social Media

74% use Facebook.

Have a Facebook Page	92%
Share Facebook Stories	67%
Have a Facebook Group	53%
Use Facebook Live	50%
Utilize Messenger bots	49%
Purchase Facebook Ads	40%
Use Facebook Charitable Giving Tools	26%

33,824 Average number of Facebook followers**

82% of NGOs in Asia regularly use social media to engage their supporters and donors.

28% use Instagram.

Share Instagram Stories	68%
Use Instagram Live	51%
Purchase Instagram Ads	32%

4,877 Average number of Instagram followers**

32% use Twitter.

Regularly tweet hashtags	66%
Participate in Tweet Chats	44%
Use Twitter Live via Periscope App	35%
Purchase Twitter Ads	23%

9,703 Average number of Twitter followers**

46% of NGOs in Asia have a written social media strategy.

37% utilize an editorial calendar for their social media campaigns.

29% have a system in place to track and report return on investment (ROI) on social media campaigns.

81% say that their board helps, rather than hinders, their use of social media.

91% agree that social media is effective for online brand awareness.

80% agree that social media is effective for creating social change.

76% agree that social media is effective for online fundraising.

80% agree that social media is effective for recruiting volunteers.

80% agree that social media is effective for recruiting event attendees.

74% agree that social media is effective for inspiring people to take political action.

25% use LinkedIn.

Have a LinkedIn Page	84%
Have a LinkedIn Group	42%
Encourage staff to use LinkedIn Profiles	40%
Purchase Linked Ads	28%

931 Average number of LinkedIn followers**

26% use YouTube.

Use YouTube Live	55%
Use YouTube Giving Tools	30%
Purchase YouTube Ads	28%

42% use WhatsApp and have an average of 1,471 contacts.**

Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND	VERY WELL	SOMEWHAT WELL	NOT VERY WELL	NOT AT ALL
Artificial intelligence	31%	36%	21%	12%
Augmented reality	19%	29%	30%	22%
Blockchain technology	16%	23%	33%	28%
Cloud computing	26%	31%	24%	19%
Internet of Things	33%	32%	21%	14%
Machine learning	25%	30%	26%	19%
Predictive analytics	20%	28%	29%	23%
Virtual reality	28%	33%	21%	18%

56%
of NGOs in Asia increased spending on technology in 2019.

10%
decreased spending.

34%
made no change in their technology budget from 2018.

19%
use an internal communications tool, such as Slack.

20%
use an online project management tool, such as Asana.

32%
purchase Google Ads; 54% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NGOs in Asia:

Website	87%
Social media	85%
Case studies	83%
Email updates	83%
Video	81%
Annual reports	79%
Photo slideshows/essays	78%
Crowdfunding	75%
Email fundraising appeals	75%
Social media ads	74%

AUSTRALIA & NEW ZEALAND

About the Survey Respondents

414
NPOs

71%
Australia

29%
New Zealand
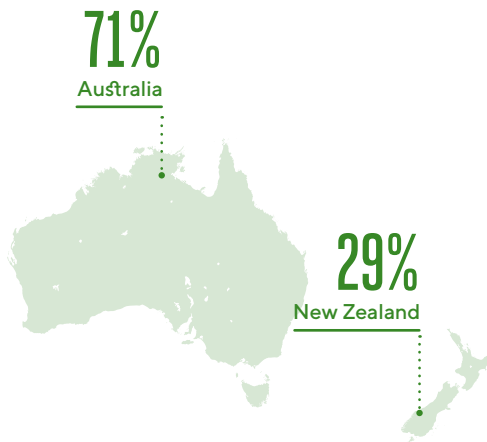
Top 10 Causes

Human & social services	**18%**
Health & wellness	**17%**
Children & youth	**14%**
Community development	**11%**
Education	**7%**
Hunger & homelessness	**4%**
Arts & culture	**3%**
International development & relief	**3%**
Research & public policy	**3%**
Women & girls	**3%**

Type of Organization

Non-profit organization (NPO)	**55%**
Charity	**21%**
Non-governmental organization (NGO)	**14%**
Membership organization	**4%**
Civil society organization (CSO)	**2%**
Religious organization	**2%**
Grantmaking foundation	**1%**
Institution of higher education	**1%**

Size of Organization*

14% Large
47% Small
39% Medium

Top 5 Key Findings

1 Compared to the global average, NPOs in Australia & New Zealand have an exceptionally high adoption of recurring/monthly giving at 84%, tribute giving at 49%, and peer-to-peer fundraising at 37%.

2 95% have a website. Of those, 25% are accessible to people with disabilities, the highest rate worldwide. The global average is 18%.

3 NPOs in Australia & New Zealand have the lowest participation rate in #GivingTuesday worldwide at 7%. Of those, only 20% plan to participate in 2019 despite raising 50% more in 2018 than in 2017.

4 The use of messaging apps dropped from 8% in 2018 to 3% in 2019. This decline reflects a drop in the effectiveness rating for messaging apps by NPOs worldwide from 88% in 2018 to 66% in 2019.

5 Australia & New Zealand is the only region where print newsletters and print fundraising appeals make the top 10 list of the most effective communication and fundraising tools used by NPOs.

"Nearly all Australian NPOs identify social media as a key tool for communication and fundraising, yet less than half have a written strategy. This reinforces the need to upskill NPOs in order to harness the full potential of social media platforms."

KAREN MAHLAB AM, CEO & FOUNDER
PRO BONO AUSTRALIA

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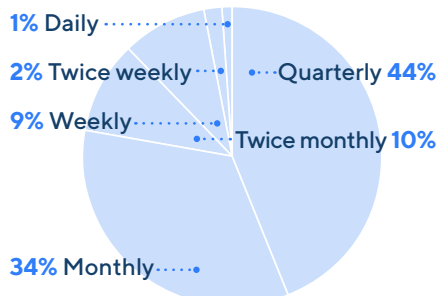
Web & Email Communications

95%
of NPOs in Australia &
New Zealand have a website.

WEBSITE FEATURES

Mobile compatibility	84%
Privacy policy	78%
SSL certificate	76%
Event registration	44%
Blog	36%
Online store	21%
Accessible to people with disabilities	25%
Live chat	8%

** 2018 Global NGO Technology Report

77% send email updates to their supporters.

- 1% Daily
- 2% Twice weekly
- 9% Weekly
- Quarterly 44%
- Twice monthly 10%
- 34% Monthly

43% also send email fundraising appeals.

Quarterly	65%
Monthly	23%
Twice Monthly	6%

13,625 Average number of email subscribers**

47% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

38% use encryption technology to protect their data and communications.**

Fundraising

62%
accept online donations
on their website.

TYPES OF PAYMENTS

Credit card	90%
Direct debit	53%
Paypal	37%
Digital wallet	3%
Cryptocurrency	2%

FUNDRAISING TOOLS USED

Recurring/monthly giving	84%
Tribute giving	49%
Peer-to-peer fundraising	37%
Crowdfunding	23%
Mobile card reader	13%
Text-to-give	8%
Giving through gaming	4%
Mobile money	3%
Smart speaker giving	2%

#GivingTuesday

7% of NPOs in Australia & New Zealand participated in #GivingTuesday 2018. Of those, 74% participated for the first time.

50% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

20% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NPOs in Australia & New Zealand use technology? Please share articles and blog posts with your analysis of the data for Australia & New Zealand using **#NGOtech19** on social media.

Download Australia & New Zealand Data Separately

Social Media

92% use Facebook. f

Have a Facebook Page	99%
Share Facebook Stories	56%
Purchase Facebook Ads	49%
Have a Facebook Group	45%
Use Facebook Live	34%
Utilize Messenger bots	27%
Use Facebook Charitable Giving Tools	17%

14,079 Average number of Facebook followers**

93% of NPOs in Australia & New Zealand regularly use social media to engage their supporters and donors.

40% use Instagram.

Share Instagram Stories	61%
Purchase Instagram Ads	31%
Use Instagram Live	27%

1,656 Average number of Instagram followers**

41% use Twitter.

Regularly tweet hashtags	74%
Participate in Tweet Chats	23%
Use Twitter Live via Periscope App	17%
Purchase Twitter Ads	13%

3,021 Average number of Twitter followers**

49% of NPOs in Australia & New Zealand have a written social media strategy.

33% utilize an editorial calendar for their social media campaigns.

25% have a system in place to track and report return on investment (ROI) on social media campaigns.

76% say that their board helps, rather than hinders, their use of social media.

94% agree that social media is effective for online brand awareness.

76% agree that social media is effective for creating social change.

61% agree that social media is effective for online fundraising.

64% agree that social media is effective for recruiting volunteers.

76% agree that social media is effective for recruiting event attendees.

75% agree that social media is effective for inspiring people to take political action.

36% use LinkedIn. in

Have a LinkedIn Page	92%
Purchase Linked Ads	24%
Have a LinkedIn Group	21%
Encourage staff to use LinkedIn Profiles	20%

987 Average number of LinkedIn followers**

20% use YouTube.

Use YouTube Live	50%
Purchase YouTube Ads	10%
Use YouTube Giving Tools	6%

3% use WhatsApp and have an average of 384 contacts.**

Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND	VERY WELL	SOMEWHAT WELL	NOT VERY WELL	NOT AT ALL
Artificial intelligence	28%	49%	18%	5%
Augmented reality	20%	33%	29%	18%
Blockchain technology	8%	23%	38%	31%
Cloud computing	44%	35%	15%	6%
Internet of Things	21%	29%	28%	22%
Machine learning	16%	26%	33%	25%
Predictive analytics	15%	34%	35%	16%
Virtual reality	30%	42%	21%	7%

56%
of NPOs in Australia & New Zealand increased spending on technology in 2019.

7%
decreased spending.

37%
made no change in their technology budget from 2018.

21%
use an internal communications tool, such as Slack.

22%
use an online project management tool, such as Asana.

30%
purchase Google Ads; 72% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in Australia & New Zealand:

Website	83%
Email updates	82%
Social media	78%
Case studies	77%
Video	74%
Infographics	68%
Email fundraising appeals	61%
Social media ads	61%
Print newsletters	58%
Print fundraising appeals	57%

EUROPE

About the Survey Respondents

34 Countries

754 NPOs

Top 5 Countries

18% Ireland

12% England

8% France

17% Spain

20% Greece
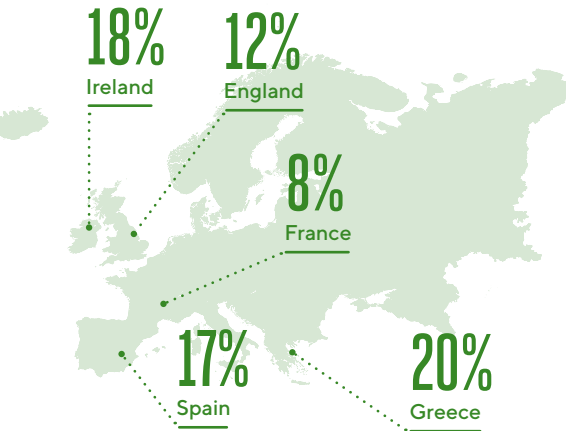
Top 10 Causes

Children & youth	13%
Health & wellness	13%
Human & social services	10%
Community development	9%
Education	9%
Human & civil rights	7%
International development & relief	6%
Disability rights	5%
Environment	5%
Research & public policy	4%

Type of Organization

Non-profit organization (NPO)	37%
Non-governmental organization (NGO)	26%
Charity	20%
Civil society organization (CSO)	7%
Membership organization	5%
Grantmaking foundation	2%
Religious organization	2%
Institution of higher education	1%

Size of Organization*

13% Large

49% Small

38% Medium

Top 5 Key Findings

1 95% of NPOs in Europe have a website, yet only 56% accept online donations on their website—8% below the global average. Interestingly, 26% have an online store, the highest rate worldwide.

2 86% have a privacy policy on their website, more than any other region. 40% use encryption technology to protect their data. These high rates of data protection likely reflect the impact of GDPR.

3 European NPOs are embracing email marketing. 80% send email updates to supporters and donors, up from 57% in 2018. Of those, 39% send email updates monthly, 29% quarterly, and 13% weekly.

4 23% utilize text-to-give, more than any other region. Of those that use text-to-give, 55% find the technology effective for fundraising —9% higher than NPOs in other regions that use text-to-give.

5 42% of NPOs in Europe purchase Google Ads, the highest rate worldwide. They also exceed the global average for investing in advertising on Facebook at 54%, Instagram 38%, and Twitter 18%.

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.
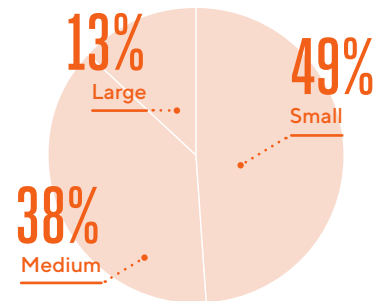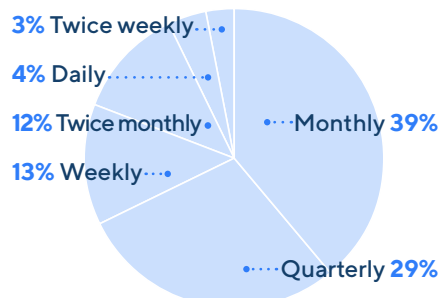
"A decade ago, NPOs in Europe that had a mobile website and a Facebook Page were at the forefront of technology. Today, those tools are standard practice. Early-adopter NPOs are now shifting their focus to mastering the tools of the AI Revolution—chatbots, voice commands, and machine learning."

ARIS SOURAS, MANAGER
HIGGS (GREECE)

Web & Email Communications

95%
of NPOs in Europe have a website.

WEBSITE FEATURES

Mobile compatibility	87%
Privacy policy	86%
SSL certificate	76%
Event registration	52%
Blog	51%
Online store	26%
Accessible to people with disabilities	22%
Live chat	7%

** 2018 Global NGO Technology Report

80% send email updates to their supporters.

- **3%** Twice weekly
- **4%** Daily
- **12%** Twice monthly
- **13%** Weekly
- Monthly **39%**
- Quarterly **29%**

49% also send email fundraising appeals.

Quarterly	54%
Monthly	27%
Twice Monthly	8%

23,181 Average number of email subscribers**

43%
use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

40%
use encryption technology to protect their data and communications.**

Fundraising

56%
accept online donations on their website.

TYPES OF PAYMENTS

Credit card	84%
Paypal	57%
Direct debit	54%
Digital wallet	6%
Cryptocurrency	2%

FUNDRAISING TOOLS USED

Recurring/monthly giving	77%
Tribute giving	40%
Crowdfunding	37%
Peer-to-peer fundraising	34%
Text-to-give	23%
Mobile card reader	8%
Mobile money	4%
Giving through gaming	3%
Smart speaker giving	2%

#GivingTuesday

25% of NPOs in Europe participated in #GivingTuesday 2018. Of those, 49% participated for the first time.

41% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

42% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NPOs in Europe use technology? Please share articles and blog posts with your analysis of the data for Europe using **#NGOtech19** on social media.

Download Europe Data Separately

EUROPE

Social Media

92% use Facebook. f

Have a Facebook Page	99%
Purchase Facebook Ads	54%
Share Facebook Stories	41%
Have a Facebook Group	39%
Use Facebook Live	34%
Use Facebook Charitable Giving Tools	32%
Utilize Messenger bots	31%

27,204 Average number of Facebook followers**

95% of NPOs in Europe regularly use social media to engage their supporters and donors.

51% use Instagram.

Share Instagram Stories	70%
Use Instagram Live	41%
Purchase Instagram Ads	38%

4,032 Average number of Instagram followers**

68% use Twitter.

Regularly tweet hashtags	85%
Participate in Tweet Chats	20%
Purchase Twitter Ads	18%
Use Twitter Live via Periscope App	16%

9,077 Average number of Twitter followers**

44% of NPOs in Europe have a written social media strategy.

46% utilize an editorial calendar for their social media campaigns.

27% have a system in place to track and report return on investment (ROI) on social media campaigns.

84% say that their board helps, rather than hinders, their use of social media.

95% agree that social media is effective for online brand awareness.

74% agree that social media is effective for creating social change.

66% agree that social media is effective for online fundraising.

72% agree that social media is effective for recruiting volunteers.

81% agree that social media is effective for recruiting event attendees.

75% agree that social media is effective for inspiring people to take political action.

39% use LinkedIn. in

Have a LinkedIn Page	96%
Have a LinkedIn Group	25%
Encourage staff to use LinkedIn Profiles	19%
Purchase Linked Ads	19%

2,118 Average number of LinkedIn followers**

39% use YouTube.

Use YouTube Live	37%
Purchase YouTube Ads	17%
Use YouTube Giving Tools	10%

11% use WhatsApp and have an average of 738 contacts.**

Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND	VERY WELL	SOMEWHAT WELL	NOT VERY WELL	NOT AT ALL
Artificial intelligence	36%	43%	17%	4%
Augmented reality	29%	37%	22%	12%
Blockchain technology	13%	23%	39%	25%
Cloud computing	44%	34%	15%	7%
Internet of Things	33%	36%	21%	10%
Machine learning	22%	36%	28%	14%
Predictive analytics	18%	34%	33%	15%
Virtual reality	42%	38%	15%	5%

50% of NPOs in Europe increased spending on technology in 2019.

8% decreased spending.

42% made no change in their technology budget from 2018.

22% use an internal communications tool, such as Slack.

23% use an online project management tool, such as Asana.

42% purchase Google Ads; 73% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in Europe:

Website	87%
Social media	85%
Email updates	79%
Case studies	74%
Infographics	74%
Social media ads	69%
Email fundraising appeals	64%
Photo slideshows/essays	63%
Peer-to-peer fundraising	61%
Search engine ads	57%

LATIN AMERICA & THE CARIBBEAN

About the Survey Respondents

29 Countries

820 NPOs

Top 5 Countries

32% Mexico

17% Dominican Republic

22% Brazil

3% Venezuela

5% Argentina
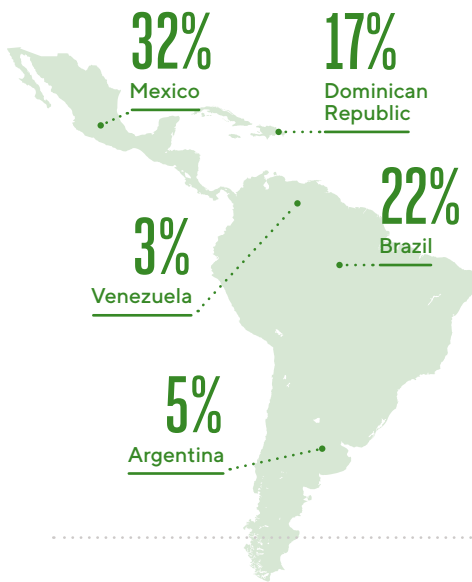
Top 10 Causes

Children & youth	19%
Community development	16%
Education	10%
Health & wellness	9%
Human & social services	8%
Environment	6%
Human & civil rights	6%
Women & girls	5%
Disability rights	4%
Arts & culture	3%

Type of Organization

Non-profit organization (NPO)	34%
Civil society organization (CSO)	33%
Non-governmental organization (NGO)	18%
Membership organization	6%
Charity	4%
Grantmaking foundation	2%
Religious organization	2%
Institution of higher education	1%

Size of Organization*

12% Large

51% Small

37% Medium

Top 5 Key Findings

1 NPOs in Latin America & the Caribbean lag behind other NPOs worldwide in their adoption of emerging fundraising tools. Only 3% utilize digital wallets, 1% cryptocurrency, and 1% smart speaker giving.

2 47% use WhatsApp to communicate with supporters and donors, the highest rate worldwide. Of those, 72% find WhatsApp effective, 16% higher than the global average.

3 NPOs are advanced in their use of Instagram with 53% regularly using Instagram to engage their supporters and donors. Of those, 73% publish Stories, the highest rate worldwide, and 45% go live.

4 Latin American & Caribbean NPOs embrace online advocacy. 81% agree that social media is effective for inspiring political action and 68% find online petitions effective, the highest rates worldwide.

5 58% send email updates to supporters and donors, up from 45% in 2018. Of those, 41% send email updates monthly, 33% quarterly, and 9% weekly.
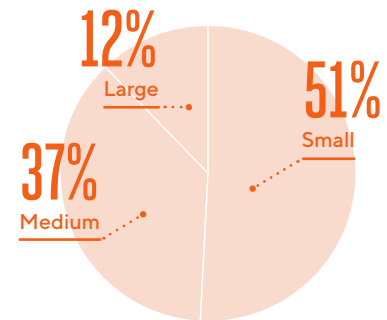
"The mobile revolution occurring throughout Latin America & the Caribbean has empowered NPOs to inspire a new generation of activists and donors that will transform the business sector and government institutions for generations to come."

HEATHER MANSFIELD, FOUNDER & EDITOR-IN-CHIEF NONPROFIT TECH FOR GOOD

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

Web & Email Communications

81%
of NPOs in Latin America & the Caribbean have a website.

WEBSITE FEATURES

Mobile compatibility	88%
SSL certificate	61%
Privacy policy	60%
Event registration	48%
Blog	38%
Online store	14%
Live chat	10%
Accessible to people with disabilities	7%

** 2018 Global NGO Technology Report

58% send email updates to their supporters.

- 3% Twice weekly
- 5% Daily
- 9% Weekly
- 33% Quarterly
- Monthly 41%
- Twice monthly 9%
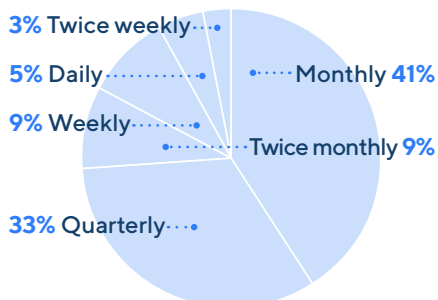
39% also send email fundraising appeals.

Quarterly	45%
Monthly	32%
Twice Monthly	9%

9,725 Average number of email subscribers**

22% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

31% use encryption technology to protect their data and communications.**

Fundraising

56%
accept online donations on their website.

TYPES OF PAYMENTS

Credit card	67%
Paypal	61%
Direct debit	41%
Digital wallet	3%
Cryptocurrency	1%

FUNDRAISING TOOLS USED

Recurring/monthly giving	81%
Crowdfunding	27%
Peer-to-peer fundraising	20%
Tribute giving	20%
Mobile card reader	6%
Mobile money	3%
Text-to-give	1%
Smart speaker giving	1%
Giving through gaming	0%

#GivingTuesday

20% of NPOs in Latin America and the Caribbean participated in #GivingTuesday 2018. Of those, 36% participated for the first time.

50% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

73% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

SHARE & FOLLOW

Are you an expert on how NPOs in Latin America and the Caribbean use technology? Please share articles and blog posts with your analysis of the data for Latin America and the Caribbean using #NGOtech19 on social media.

Download Latin America & the Caribbean Data Separately

Social Media

90% use Facebook. **f**

Have a Facebook Page	98%
Share Facebook Stories	56%
Use Facebook Live	46%
Purchase Facebook Ads	42%
Have a Facebook Group	39%
Utilize Messenger bots	33%
Use Facebook Charitable Giving Tools	19%

13,360 Average number of Facebook followers**

94% of NPOs in Latin America & the Caribbean regularly use social media to engage their supporters and donors.

53% use Instagram.

Share Instagram Stories	73%
Use Instagram Live	45%
Purchase Instagram Ads	34%

1,777 Average number of Instagram followers**

40% use Twitter.

Regularly tweet hashtags	68%
Participate in Tweet Chats	24%
Use Twitter Live via Periscope App	19%
Purchase Twitter Ads	12%

5,593 Average number of Twitter followers**

41% of NPOs in Latin America & the Caribbean have a written social media strategy.

40% utilize an editorial calendar for their social media campaigns.

18% have a system in place to track and report return on investment (ROI) on social media campaigns.

81% say that their board helps, rather than hinders, their use of social media.

96% agree that social media is effective for online brand awareness.

81% agree that social media is effective for creating social change.

76% agree that social media is effective for online fundraising.

84% agree that social media is effective for recruiting volunteers.

84% agree that social media is effective for recruiting event attendees.

81% agree that social media is effective for inspiring people to take political action.

15% use LinkedIn. **in**

Have a LinkedIn Page	88%
Have a LinkedIn Group	20%
Encourage staff to use LinkedIn Profiles	20%
Purchase Linked Ads	15%

573 Average number of LinkedIn followers**

25% use YouTube.

Use YouTube Live	44%
Use YouTube Giving Tools	16%
Purchase YouTube Ads	14%

47% use WhatsApp and have an average of 374 contacts.**

Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND	VERY WELL	SOMEWHAT WELL	NOT VERY WELL	NOT AT ALL
Artificial intelligence	36%	42%	16%	6%
Augmented reality	31%	33%	24%	12%
Blockchain technology	11%	18%	37%	34%
Cloud computing	47%	30%	16%	7%
Internet of Things	33%	31%	22%	14%
Machine learning	26%	32%	27%	15%
Predictive analytics	20%	30%	30%	20%
Virtual reality	39%	36%	18%	7%

40% of NPOs in Latin America & the Caribbean increased spending on technology in 2019.

14% decreased spending.

46% made no change in their technology budget from 2018.

10% use an internal communications tool, such as Slack.

13% use an online project management tool, such as Asana.

24% purchase Google Ads; 60% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in Latin America & the Caribbean:

Social media	87%
Video	86%
Website	85%
Social media ads	80%
Email updates	79%
Infographics	79%
Case studies	77%
Photo slideshows/essays	75%
Crowdfunding	72%
Online Petitions	68%

UNITED STATES & CANADA

1,071
NPOs

About the Survey Respondents

14%
Canada

86%
United States
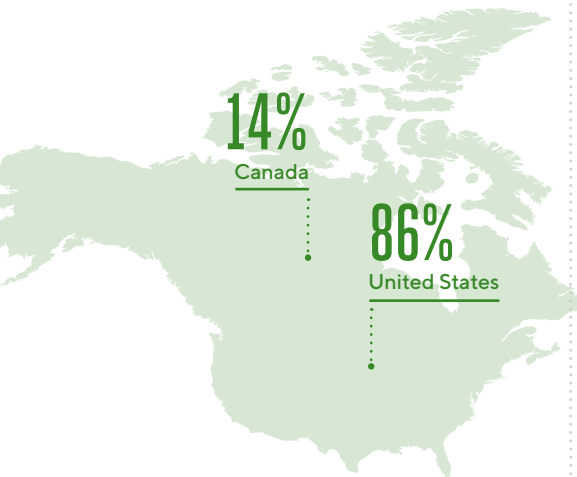
Top 10 Causes

Children & youth	13%
Human & social services	13%
Education	12%
Health & wellness	11%
Community development	9%
Arts & culture	6%
Faith & spirituality	5%
Environment & conservation	4%
Women & girls	4%
Human & civil rights	3%

Type of Organization

Non-profit organization (NPO)	72%
Charity	8%
Non-governmental organization (NGO)	6%
Religious organization	6%
Membership organization	3%
Grantmaking foundation	2%
Institution of higher education	2%
Civil Society Organization (CSO)	1%

Size of Organization*

8% Large
33% Medium
59% Small

Top 5 Key Findings

1 97% of NPOs in the United States & Canada have a website. Of those, 85% accept online donations on their website, the highest rate worldwide. However, only 6% offer live chat, the lowest rate worldwide.

2 39% use a peer-to-peer fundraising tool, up from 31% in 2018 and the highest rate worldwide. The adoption of crowdfunding, however, remains low at 24%—7% below the global average.

3 The use of mobile card readers is high at 34%, but the adoption of other emerging fundraising tools, such as cryptocurrency, giving through gaming, and smart speaker giving is below the global average.

4 58% participate in #GivingTuesday, the highest rate worldwide. Of those, 62% raised more money on #GivingTuesday 2018 than they did in 2017. 70% plan to participate in #GivingTuesday 2019.

5 The understanding of emerging technology by NPO staff is higher than the global average. 79% say they understand Artificial Intelligence, 75% cloud computing, and 58% predictive analytics.
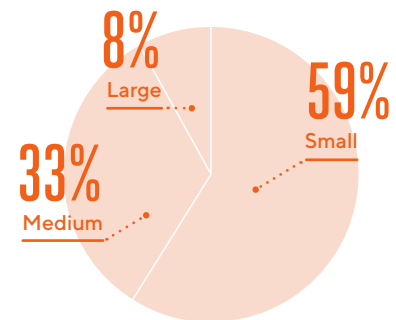
"As the 1.6 million US and Canadian NPOs fully embrace online funding streams—crowdfunding, peer-to-peer, text-to-give—the impact of nonprofit organizations worldwide will increase exponentially. It's our responsibility to ensure all NPOs are included in this wave of future funding."

JUSTIN WHEELER, CEO & CO-FOUNDER FUNRAISE

*There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

Web & Email Communications

97%
of NPOs in the United States & Canada have a website.

WEBSITE FEATURES

Mobile compatibility	92%
SSL certificate	81%
Event registration	67%
Privacy policy	66%
Blog	52%
Accessible to people with disabilities	21%
Online store	21%
Live chat	6%

** 2018 Global NGO Technology Report

82% send email updates to their supporters.

- 2% Daily
- 2% Twice weekly
- 11% Weekly
- Monthly 46%
- Twice monthly 13%
- 26% Quarterly
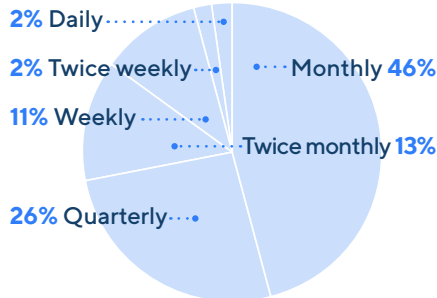
66% also send email fundraising appeals.

Quarterly	67%
Monthly	20%
Twice Monthly	7%

21,839 Average number of email subscribers**

64%
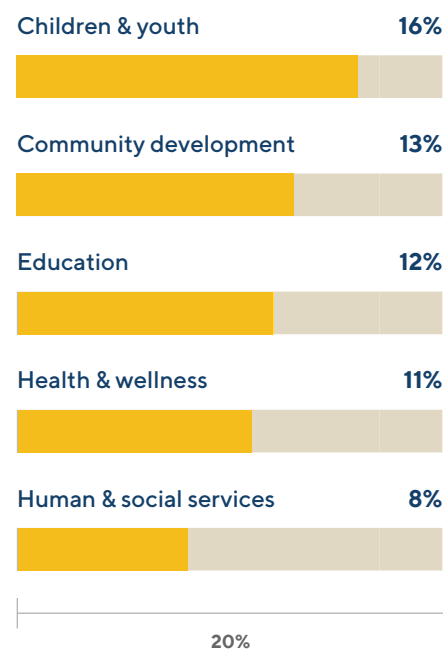use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors.

46%
use encryption technology to protect their data and communications.**

Fundraising

85%
accept online donations on their website.

TYPES OF PAYMENTS

Credit card	92%
Paypal	50%
Direct debit	32%
Digital wallet	7%
Cryptocurrency	2%

FUNDRAISING TOOLS USED

Recurring/monthly giving	84%
Tribute giving	68%
Peer-to-peer fundraising	39%
Mobile card reader	34%
Crowdfunding	24%
Text-to-give	13%
Smart speaker giving	2%
Giving through gaming	1%
Mobile money	1%

SHARE & FOLLOW

Are you an expert on how NPOs in United States & Canada use technology? Please share articles and blog posts with your analysis of the data for United States & Canada using **#NGOtech19** on social media.

Download United States & Canada Data Separately

#GivingTuesday

58% of NPOs in the United States & Canada participated in #GivingTuesday 2018. Of those, 15% participated for the first time.

62% raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017.

70% of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

UNITED STATES & CANADA

Social Media

95% use Facebook.

Have a Facebook Page	99%
Purchase Facebook Ads	53%
Use Facebook Charitable Giving Tools	45%
Use Facebook Live	43%
Share Facebook Stories	41%
Have a Facebook Group	37%
Utilize Messenger bots	25%

26,766 Average number of Facebook followers**

97% of NPOs in the United States & Canada regularly use social media to engage their supporters and donors.

56% use Instagram.

Share Instagram Stories	56%
Use Instagram Live	34%
Purchase Instagram Ads	29%

7,862 Average number of Instagram followers**

64% use Twitter.

Regularly tweet hashtags	82%
Participate in Tweet Chats	23%
Use Twitter Live via Periscope App	13%
Purchase Twitter Ads	12%

15,172 Average number of Twitter followers**

40% of NPOs in the United States & Canada have a written social media strategy.

48% utilize an editorial calendar for their social media campaigns.

29% have a system in place to track and report return on investment (ROI) on social media campaigns.

74% say that their board helps, rather than hinders, their use of social media.

96% agree that social media is effective for online brand awareness.

71% agree that social media is effective for creating social change.

69% agree that social media is effective for online fundraising.

65% agree that social media is effective for recruiting volunteers.

79% agree that social media is effective for recruiting event attendees.

70% agree that social media is effective for inspiring people to take political action.

37% use LinkedIn.

Have a LinkedIn Page	95%
Have a LinkedIn Group	22%
Encourage staff to use LinkedIn Profiles	20%
Purchase Linked Ads	16%

2,676 Average number of LinkedIn followers**

30% use YouTube.

Use YouTube Live	30%
Use YouTube Giving Tools	10%
Purchase YouTube Ads	9%

3% use WhatsApp and have an average of 662 contacts.**

Productivity & Emerging Technology

HOW WELL NGOs UNDERSTAND	VERY WELL	SOMEWHAT WELL	NOT VERY WELL	NOT AT ALL
Artificial intelligence	30%	49%	18%	3%
Augmented reality	20%	32%	32%	16%
Blockchain technology	9%	20%	35%	36%
Cloud computing	38%	37%	17%	8%
Internet of Things	25%	30%	24%	21%
Machine learning	16%	32%	32%	20%
Predictive analytics	20%	38%	28%	14%
Virtual reality	36%	41%	18%	5%

48%
of NPOs in the United States & Canada increased spending on technology in 2019.

8%
decreased spending.

44%
made no change in their technology budget from 2018.

22%
use an internal communications tool, such as Slack.

29%
use an online project management tool, such as Asana.

33%
purchase Google Ads; 73% have a Google Ad Grant.

Technology Effectiveness Ratings

The top 10 most effective communication and fundraising tools, according to NPOs in the United States & Canada:

Website	87%
Case studies	86%
Email updates	84%
Social media	83%
Video	81%
Email fundraising appeals	72%
Infographics	72%
Print fundraising appeals	67%
Online petitions	65%
Photo slideshows/essays	65%

Global NGO Technology Benchmarks

160 Countries

5,721 NGOs

Top 5 Countries

16% United States

5% Mexico

6% Nigeria

20% India

5% Australia

Size of Organization*

13% Large

49% Small

38% Medium
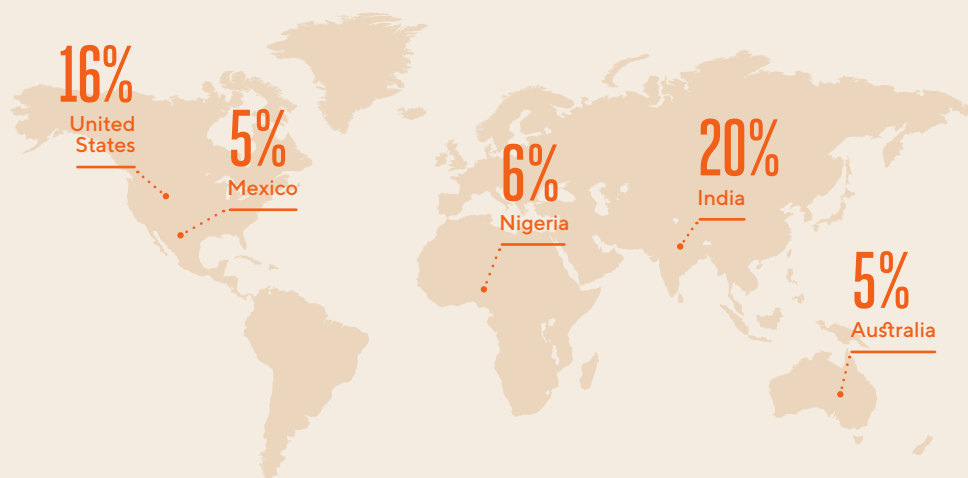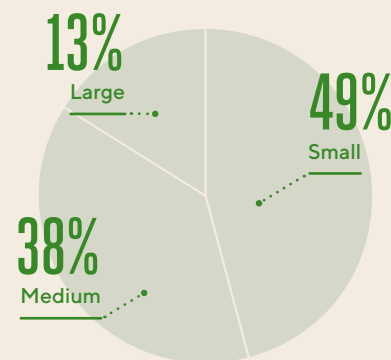
Fundraising

64% of NGOs worldwide accept online donations on their website. Of those, **79%** accept credit card payments, **50%** direct debit, **46%** PayPal, **10%** accept digital wallet payments, and **2%** Bitcoin.

40% use a Customer Relationship Management (CRM) software to track donations and manage communications with supporters and donors. Of those, 24% are unsatisfied with their current CRM software because it's difficult to use (**29%**), legacy and lacking in modern capabilities (**28%**), incompatible with many third-party apps (**21%**), too expensive (**12%**), and not cloud-based (**10%**).

41% use encryption technology to protect their data and communications.**

68% utilize recurring/monthly giving, **34%** tribute giving, **31%** crowdfunding, **30%** peer-to-peer fundraising, **14%** a mobile card reader, **12%** text-to-give, **9%** mobile money, **3%** smart speaker giving, and **2%** giving through gaming.

27% participated in #GivingTuesday 2018. Of those, **30%** participated for the first time. **59%** raised more on #GivingTuesday 2018 than they did on #GivingTuesday 2017. **60%** of those that participated in #GivingTuesday 2018 plan to participate in #GivingTuesday 2019.

Top 5 Causes

Cause	%
Children & youth	16%
Community development	13%
Education	12%
Health & wellness	11%
Human & social services	8%

20%

* There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

** 2018 Global NGO Technology Report

Web & Email Communications

80% **of NGOs worldwide have a website.** Of those, **88%** are mobile compatible, **71%** have a privacy policy, **70%** have an SSL certificate, **54%** have event registration, **48%** have a blog, **23%** have an online store, **18%** are accessible to people with disabilities, and **12%** have live chat.

71% **regularly send email updates to supporters and donors** and have an average of 14,021 email subscribers.** Of those, **35%** send monthly, **30%** quarterly, **13%** weekly, **10%** twice monthly, **8%** daily, and **4%** twice weekly. **54%** also send email fundraising appeals. Of those, **48%** send quarterly, **25%** monthly, **8%** weekly and twice monthly, **7%** daily, and **4%** twice weekly.

Productivity & Emerging Technology

19% **of NGOs worldwide use an internal communications tool,** such as Slack.

22% **use an online project management tool,** such as Asana.

51% **increased spending on technology in 2019.** **10%** decreased spending. **39%** made no change in their technology budget from 2018.

33% **purchase Google Ads;** **62%** have a Google Ad Grant.

74% **understand artificial intelligence**, **70%** virtual reality, **69%** cloud computing, **69%** Internet of Things, **54%** augmented reality, **53%** machine learning, **51%** predictive analytics, and **34%** blockchain technology.

* There is not an international standard of what defines an NGO as small, medium, or large, so survey respondents were asked to self-identify their NGO as small, medium, or large.

** 2018 Global NGO Technology Report

Social Media

90% **of NGOs worldwide regularly use social media to engage their supporters and donors. 94%** agree that social media is effective for online brand awareness, **80%** for recruiting event attendees, **78%** for creating social change, **75%** for recruiting volunteers and inspiring people to take political action, and **72%** for online fundraising.

84% **use Facebook** and have an average of 20,606 followers**. Of those, **97%** have a Facebook Page, **54%** share Facebook Stories, **47%** purchase Facebook Ads, **44%** have a Facebook Group, **43%** use Facebook Live, **36%** utilize Messenger bots, and **29%** use Facebook Charitable Giving Tools.

46% **use Twitter** and have an average of 8,033 followers**. Of those, **76%** regularly tweet hashtags, **30%** participate in Tweet Chats, **20%** use Twitter Live via Periscope App, and **17%** purchase Twitter Ads.

42% **use Instagram** and have an average of 3,322 followers**. Of those, **66%** share Instagram Stories, **41%** use Instagram Live, and **34%** purchase Instagram Ads.

28% **use LinkedIn.** Of those, **91%** have a LinkedIn Page and have an average of **1,424** followers**, **29%** have an organizational policy that encourages staff to use their personal LinkedIn Profiles during work hours, and **22%** purchase LinkedIn Ads.

28% **use WhatsApp** and have an average of 909 contacts**.

26% **use YouTube.** Of those, **42%** use YouTube Live, **19%** purchase YouTube Ads, and **17%** use YouTube Giving Tools.

44% **of NGOs worldwide have a written social media strategy.**

42% **utilize an editorial calendar for their social media campaigns.**

27% **have a system in place to track and report return on investment (ROI) on social media campaigns.**

80% **say that their board helps, rather than hinders, their use of social media.**

NGO TECHNOLOGY
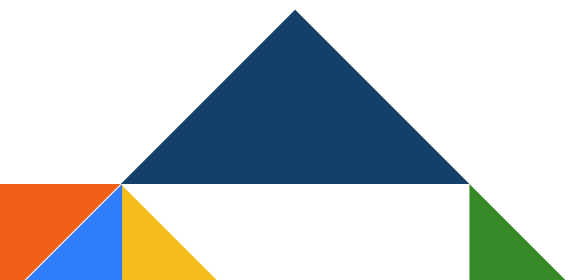
Effectiveness Ratings

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.

160
Countries

5,721
NGOs

HOW WELL NGOs UNDERSTAND	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT VERY EFFECTIVE	INEFFECTIVE
Website	**51%**	35%	11%	3%
Email updates	**41%**	**41%**	14%	4%
Email fundraising appeals	30%	**40%**	22%	8%
Text messaging	23%	29%	**30%**	18%
Text-to-give	17%	29%	**32%**	22%
Peer-to-peer fundraising	30%	**37%**	21%	12%
Crowdfunding	28%	**36%**	22%	14%
Social media	**47%**	37%	13%	3%
Messaging apps	24%	**32%**	28%	16%
Video	**45%**	36%	13%	6%
Photo slideshows/essays	30%	**40%**	21%	9%
Infographics	32%	**40%**	18%	10%
Podcasts	18%	**33%**	30%	19%
Online petitions	23%	**34%**	26%	17%
Search engine ads	26%	**34%**	26%	14%
Social media ads	33%	**38%**	18%	11%
Annual reports	34%	**36%**	21%	9%
Case studies	**40%**	36%	15%	9%
Print newsletters	23%	**35%**	26%	16%
Print fundraising appeals	26%	**36%**	24%	14%

Our Partnership Model

Our partnership model is simple and innovative: in exchange for promoting the Global NGO Technology Survey to organizations in their country, **our partners** receive the anonymized survey data for their country. By crowdsourcing our research, we're able to increase the participation of NGOs throughout the globe thus providing a more accurate understanding of how NGOs worldwide use technology.

UNITED ARAB EMIRATES	DOMINICAN REPUBLIC	SOUTH AFRICA	SWAZILAND
UNITED KINGDOM	IRELAND	BRAZIL	MEXICO
PORTUGAL	NEW ZEALAND	U.S. FOUNDATIONS	PERU
GREECE	GLOBAL	ISRAEL	SPAIN
INDIA	MALAYSIA	NICARAGUA	NIGERIA
AFRICA	AUSTRALIA	KENYA	FRANCE

Call for Partners

The survey for the 2021 Global NGO Technology Report goes live March 1, 2021. If your organization is interested in becoming a partner and located outside of the United States or Canada, learn more about eligibility and apply at **funraise.org/techreport-apply**.

funraise

Build your movement.

POWER UP AT FUNRAISE.ORG
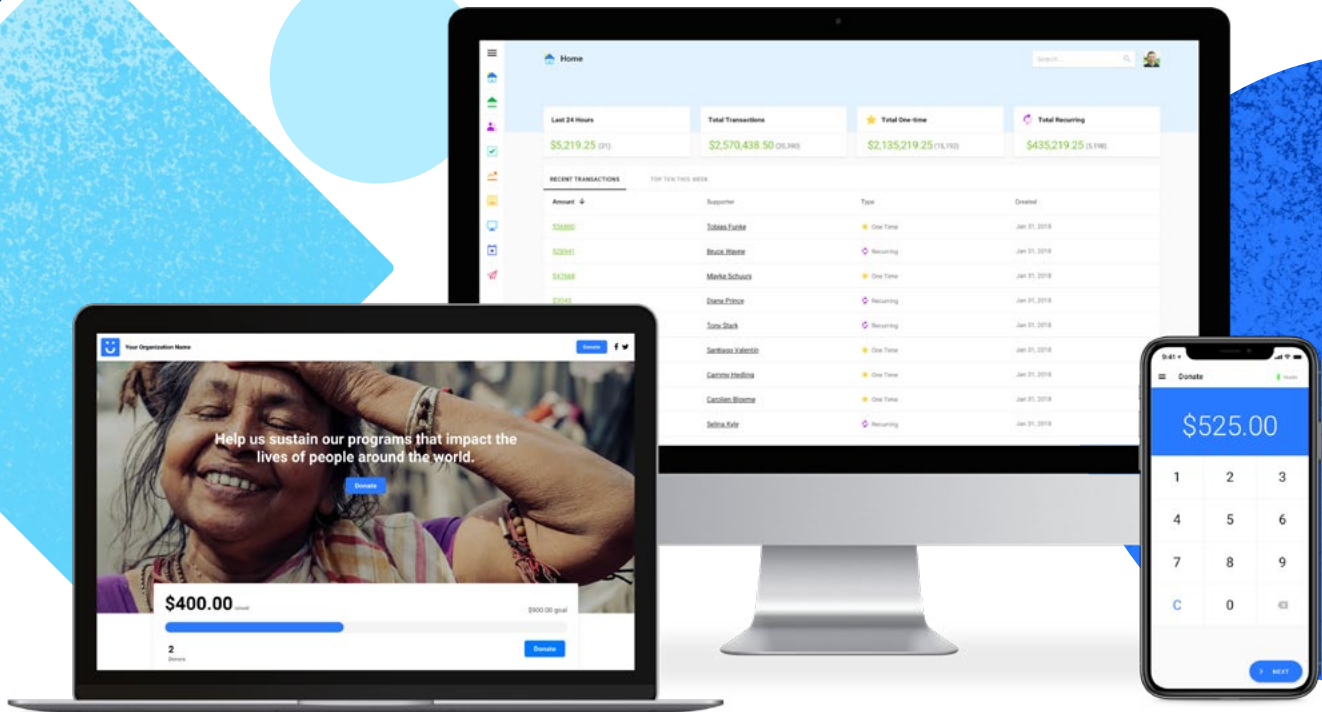
Smart fundraising tech for forward-thinking nonprofits.

RAISE

- Donation Forms
- Events & Ticketing
- Peer-to-Peer Fundraising
- Funraise App
- Recurring Giving

ENGAGE

- Text Engagement
- Automated Emails
- Donation Tasks

ANALYZE

- Donor CRM
- Donation Management
- Wealth Screening
- Donation Analytics
- Donation Pledges

Thank you to the **5,721 NGOs worldwide** that participated in the 2019 Global NGO Technology Survey.

Your contribution is greatly appreciated.

SAVE THE DATES

The 2021 Global NGO Technology Survey will be released **March 1, 2021.**

The 2021 Global NGO Technology Report will be released **September 15, 2021.**

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