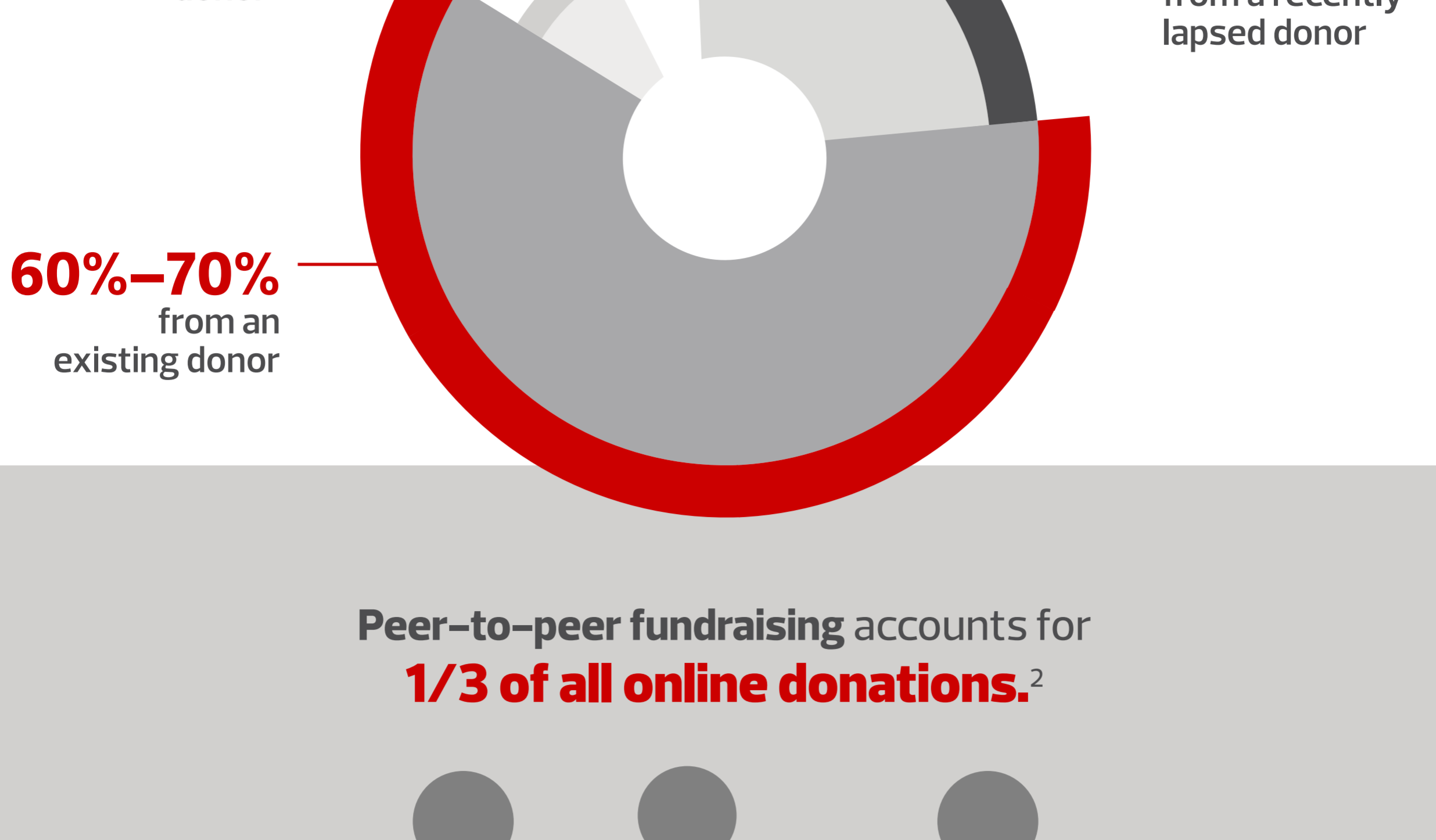


DIGITAL STRATEGIES DELIVER MEASURABLE FUNDRAISING BENEFITS

Ramp up your fundraising effectiveness with mobility, data analytics, the cloud and other game-changing technologies that help you attract new donors — and, ever more important, improve your chances of retaining and engaging existing ones.

EXISTING DONORS ARE A PRECIOUS RESOURCE — VALUE THEM AND INSPIRE THEM TO INSPIRE OTHERS

Chances of obtaining an additional gift:¹



Peer-to-peer fundraising accounts for **1/3 of all online donations.**²



1 in 4 solicitation emails from peer-to-peer fundraisers result in donations, compared to **1 in 1,250** from a nonprofit organization.²



Every 100 donors gained are offset by 96 donors lost through attrition, and every \$100 gained is offset by \$91 lost.³

IMPROVE YOUR DONOR DATA AND YOU'LL IMPROVE YOUR FUNDRAISING EFFECTIVENESS

Poor data means lost opportunities. For example, in the average nonprofit:⁴



4 fundamental metrics to track your retention success:¹

- Number of new donors making a second gift**
- Number of new donors retained into the second year**
- Multiple-year retention rate**
- Lifetime value (LTV) of a donor**

MAKE IT EASY FOR DONORS TO GIVE AND CONNECT, WHERE AND WHEN THEY PREFER



Millennials and GenX donors don't carry cash or checks and prefer to give online via debit or credit card.⁵

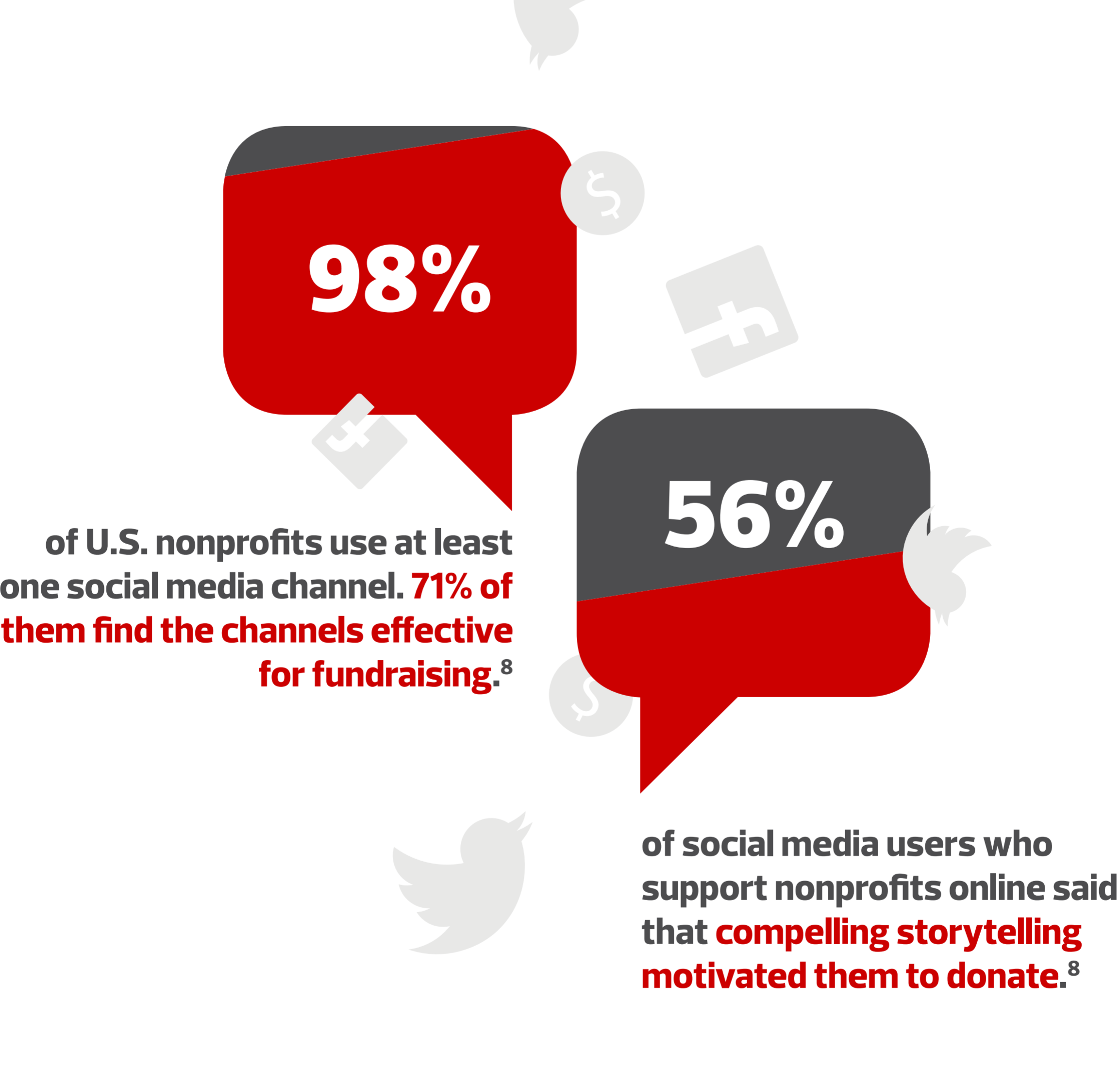


More than **55%** of emails are now opened — and **14%** of donations are made — on a mobile device.⁶



Mobile subscribers had a **60% higher conversion rate** to monthly donations than non-mobile subscribers.⁷

IT PAYS TO BE SOCIAL MEDIA-SAVVY



#GivingTuesday

raised \$116.7M online in 2015 and achieved:⁹

- 114 billion** Twitter impressions in 71 countries
- 917,313** Facebook users reached
- 1.3 million** social media mentions



SEE HOW CDW NONPROFIT CAN HELP

With the right technology solutions and the right partner, you can improve your fundraising effectiveness by attracting new donors and solidifying your relationships with existing ones. To learn more, contact a CDW Nonprofit account manager today. Call **888.294.4239** or visit CDW.com/nonprofit.



#GIVINGTUESDAY: YOUR TECH SURVIVAL GUIDE

Find out how you can map out a successful course for #GivingTuesday with tips from our new infographic.

LEARN MORE

A TECHNOLOGY BOOST FOR FUNDRAISING

Read our white paper to find out how technology plays an important role in a productive fundraising program.

DOWNLOAD NOW

Sources: ¹nonprofitshub.org, "How to Stop Donor Attrition and Track Relevance," 2016 | ²causevox.com, "14 Innovative Online Fundraising Ideas for Nonprofits and Charities," June 2016 | ³bloomerang, "2016 Fundraising Effectiveness Project Survey Report," April 2016 | ⁴npengage.com, "Solved! The Nonprofit Data Mystery," July 2016 | ⁵pndblog.typepad.com, "A New Generation of Giving," 2016 | ⁶blackbaud.com, "Philanthropy by the Numbers 2016," 2016 | ⁷mobilecommons.com, "Greenpeace's Mobile Subscribers Were 60% More Likely to Become Monthly Donors than Non-Subscribers," July 2016 | ⁸causevox.com, "How (and Why) to Measure Social Media Fundraising ROI," July 2016 | ⁹givingtuesday.org, "2015 By the Numbers," 2016

