



THE CONVIO ONLINE NONPROFIT BENCHMARK™ STUDY

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INTRODUCTION

For the fourth consecutive year, Convio — the leading provider of on-demand constituent relationship management software solutions for nonprofits — has created *The Convio Online Nonprofit Benchmark™ Study* to help nonprofit marketers like you answer the following questions:

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

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

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

This year's study uses data from nearly 500 nonprofit organizations and aggregates their results into benchmarks that your nonprofit organization can use to compare its results with those of its peer group. When selecting which organizations to benchmark your results against, you can consider multiple dimensions. For most organizations, though, a common mission can provide the most valid comparison. Therefore, this study provides separate benchmarks for the nonprofit industry as a whole, as well as for 15 nonprofit industry subgroups, or verticals.

This year's study includes the addition of one new vertical for comparison that we call "Hospital, Hospital Foundation & Medical Research". The organizations that form this vertical share a common mission focused on providing clinical care, education, or medical related research.

Previous Convio benchmark studies have shown that most organizations with large email files perform more like other large organizations than

organizations of a similar mission but with smaller email files. This is because online programs of this size often correlate to large organizational infrastructure, budgets, staff and sophisticated offline fundraising programs. For this study, we designated most organizations with more than 250,000 online constituents, or National Nonprofit Mailers, as their own segment. These organizations are removed from vertical benchmarks to avoid skewing them. The exceptions are groups within the Higher

Education, Public Broadcasting and Christian verticals, where we believed that vertical-specific comparison was more applicable.

For additional assistance in understanding how your organization is performing and what strategies and tactics can help improve any areas where your performance is below that of your peer group, please contact your Convio Account Manager or Sales Executive about engaging the Convio Analytics team.

KEY FINDINGS

The Convio Online Nonprofit Benchmark Study looked at nearly 500 nonprofit organizations' online marketing results and compiled a series of benchmarks for evaluating fundraising, email, advocacy and marketing success online. At a macro cross-segment level, this study revealed the following:

- **Online giving grew 14 percent despite a difficult economy.** Overall, 69 percent of organizations raised more in 2009 than 2008, while 31 percent saw declines in their online fundraising.
- **An increase in gifts drove fundraising gains.** Of those that grew fundraising in 2009, 92 percent saw an increase in the number of gifts in 2009 compared with just 43 percent of organizations seeing an increase in their average gift amount.
- **Donors were still giving, but giving smaller amounts.** 61 percent of all organizations saw their average gift drop in 2009.
- **Regardless of mission, online fundraising continued to grow.** The only exception was Disaster & International Relief organizations, for which 2008 was a year with more significant disasters than 2009.
- **Small organizations grew fastest.** Organizations with fewer than 10,000 email addresses on file, many of which are participants in the [Convio Go!](#) program, grew online revenue by 26 percent, and gifts by 32 percent.
- **Email files continued to grow strongly.** The total email file grew 27 percent in 2009 to 39,100 constituents.

- **Web traffic growth continued for most, but at a slower rate.** 60 percent of organizations grew their website traffic from 2008 to 2009. Web traffic growth in 2009 was in the single digits at 6 percent compared with double digit growth seen in previous years.
- **Web traffic was strongly correlated with email file growth.** 38 percent of an organization's success building large email files could be directly attributed to the amount of traffic to the organization's website.
- **Registration rates dropped.** The rate at which organizations converted website visitors to their email file declined to 2.12 percent in 2009.
- **Constituents more reluctant to open emails and click-through.** While open rates for both fundraising appeals and newsletters remained around 20 percent, the click-through rates for both types of online communication declined in 2009.

NONPROFIT VERTICAL PERFORMANCE TRENDS

When selecting which organizations to benchmark your results against, there are multiple dimensions to consider. We believe that for the majority of organizations, comparing organizations with a common mission (vertical) — such as all Animal Welfare groups, or all Public Affairs organizations — provides the most valid comparison. As such, this study provides separate benchmarks for the industry as a whole, as well as 15 nonprofit industry subgroups, or “verticals”.

For each of the metrics in this section, a portion of the 499 study participants may be shown based on their relevance given the time frame indicated, or the metric being discussed. For instance, 420 organizations in this year's study sent an email newsletter, whereas only 306 sent an online appeal during the year. The “n” value in the title of each chart describes how many organizations are included for that particular metric. For more information, please refer to the Methodology section of this study.

MONTHLY WEBSITE TRAFFIC

For many constituents, your website is their first interaction with your organization. When used effectively, your website can convey the importance of your organization's mission and help you to register new constituents so you can continue to communicate with them via email

and generate desired actions, such as making a donation or signing a petition. Website traffic is, for most nonprofit organizations, the best source for growing their email files. In the seminal research about the online behavior of mid-level and major donors,

[The Wired Wealthy Study](#), we learned that 49 percent of online mid-level and major donors will always visit a nonprofit's website before making a first-time gift online or offline.

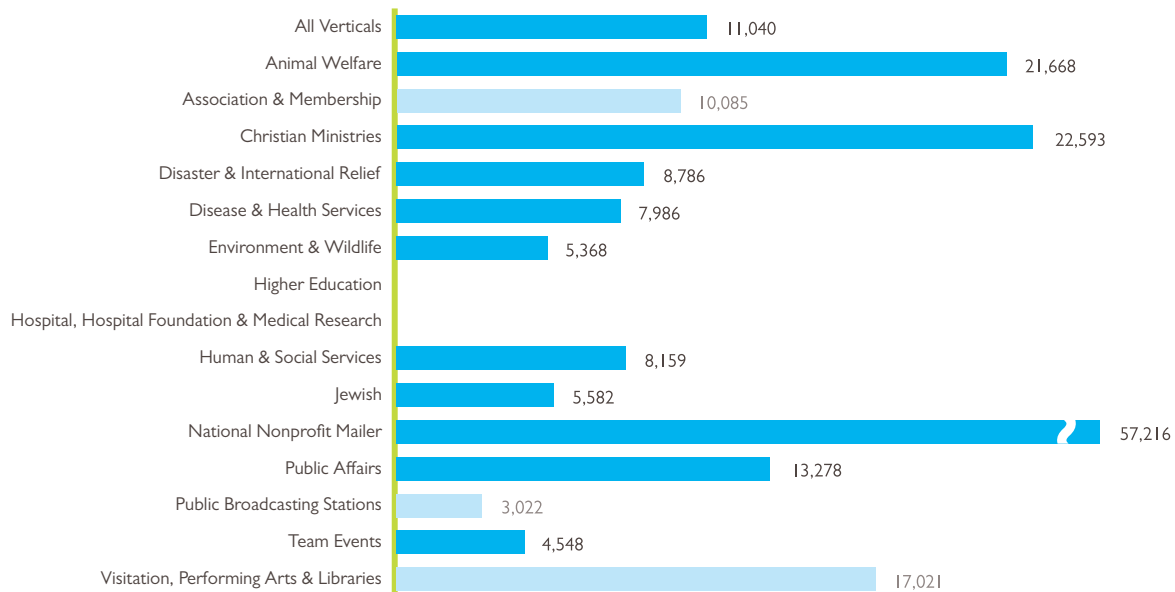
Chart I shows how successful organizations were at driving traffic to their websites, as measured by the median number of unique visitors to their sites per month. The term “unique” means that each visitor is counted only once within a given time period — in this case a calendar month — regardless of how many times the individual visited the website. (Note that not all of the 499 organizations within this study have their entire website hosted by Convio. Organizations whose websites are

hosted by solutions other than Convio were not available to us. Therefore, those organizations were excluded from this metric.)

The 166 organizations that constitute this benchmark had 11,040 unique website visitors per month during the 2009 calendar year. Verticals performing better than the benchmark included Animal Welfare, Christian Ministries, Visitation, Performing Arts & Libraries and Public Affairs. In most cases, these verticals tend to have reasons to visit their website outside of just giving. For example, many of these website offer access to useful information/content, to engage in advocacy, volunteering, etc.

Monthly Unique Website Visitors

Monthly Visitors 2009 (Fully Hosted on Convio Sites Only), n=166



*Light blue denotes sample size fewer than 10 organizations.

Chart I

Website traffic is a strong predictor for how large an organization’s email file will grow. Chart 2 shows the correlation between monthly website traffic and building larger email files is moderately strong ($r=0.62$) and statistically significant ($p<0.01$). From these results we can conclude

that, on average, 38 percent of an organization’s success in building its email file is attributable to its web traffic, while the remaining is attributable to aspects unrelated to the organization’s website — such as its mission, organization structure, or offline marketing programs, among other things.

Web Traffic and Email File Size Correlation

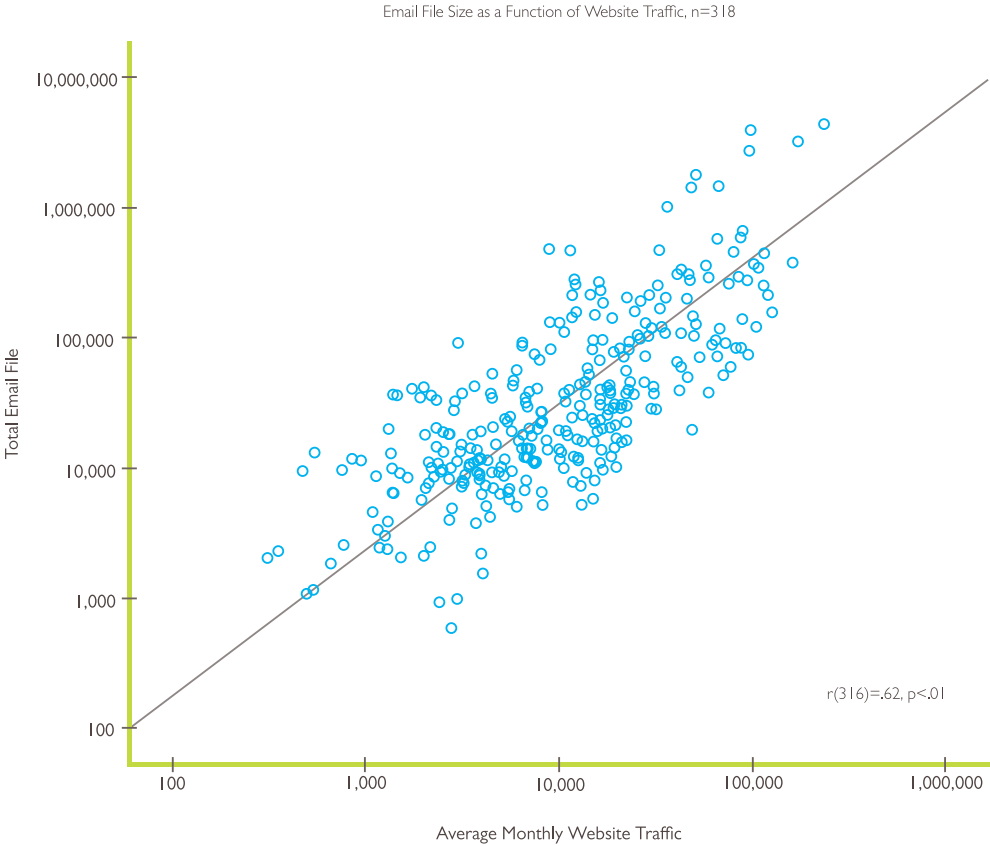


Chart 2

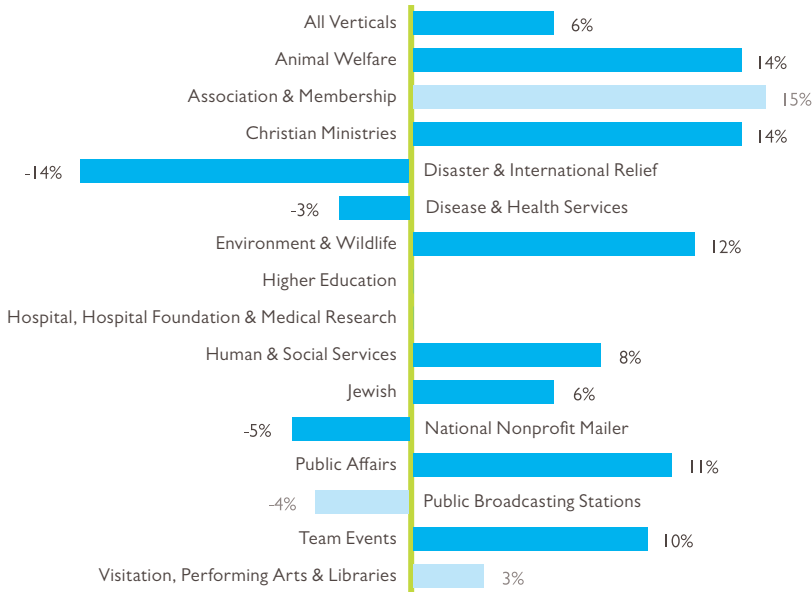
38 percent of an organization’s success building large email files could be directly attributed to the amount of traffic to the organization’s website.

Comparing website traffic with the previous year's results, we see in Chart 3 that website traffic across verticals on average grew at 6 percent. Of those in the study, 60 percent of organizations grew their website traffic from 2008 to 2009. However, not all organizations experienced positive gains during this period. For instance, National Nonprofit Mailer web traffic declined by 5 percent from median monthly website traffic of 57,216 in 2008 to 51,422 in 2009. Other verticals experiencing a decline in monthly web visitors include Disaster & International Relief, Disease & Health Services and Public Broadcasting Stations.

We believe the decline in traffic in Disaster & International Relief agencies is most likely due to the occurrence of fewer major disasters in 2009 than in 2008. We are unclear as to the reasons for the decline in other verticals. One hypothesis is that in the context of difficult economic times, some organizations may have shifted resources to fundraising initiatives at the expense of updating their organization's web content, paid search and other online marketing initiatives, resulting in fewer compelling reasons for constituents to repeatedly visit the website.

Website Traffic Growth

Change in Median Monthly Average Website Visitors 2008 to 2009, n=166



60 percent of organizations grew their website traffic from 2008 to 2009.

*Light blue denotes sample size fewer than 10 organizations.

Chart 3

In addition to looking at how organizations are performing based on a common vertical, it is sometimes helpful to study how organizations are performing according to their size. From an email file size perspective, we see in Chart 4 that the

highest website traffic growth was for organizations with small (10,000-25,000) and mid-sized (50,000-100,000) email file ranges.

Monthly Website Traffic Growth by Email File Tier

Median Website Traffic Growth 2008-2009, n=167

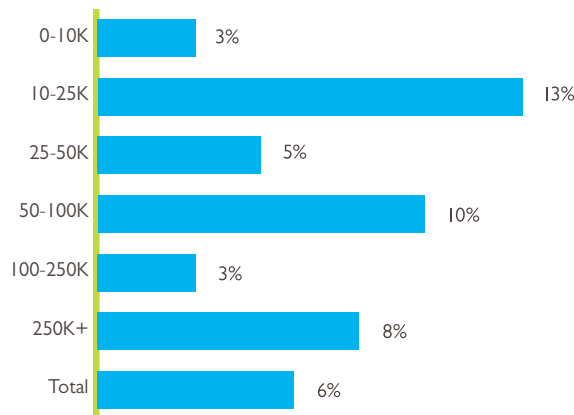


Chart 4

REGISTRATION RATE

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

This metric measures the median percentage of new website visitors who registered on the

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

actually higher than the calculated site registration rate.

Chart 5 shows that approximately 2 percent of monthly unique visitors provided their email addresses to the organization by registering for email updates or taking some other action online. The remaining 98 percent of monthly unique visitors either registered during a prior period or represent an opportunity for the organization to convert them to their email file.

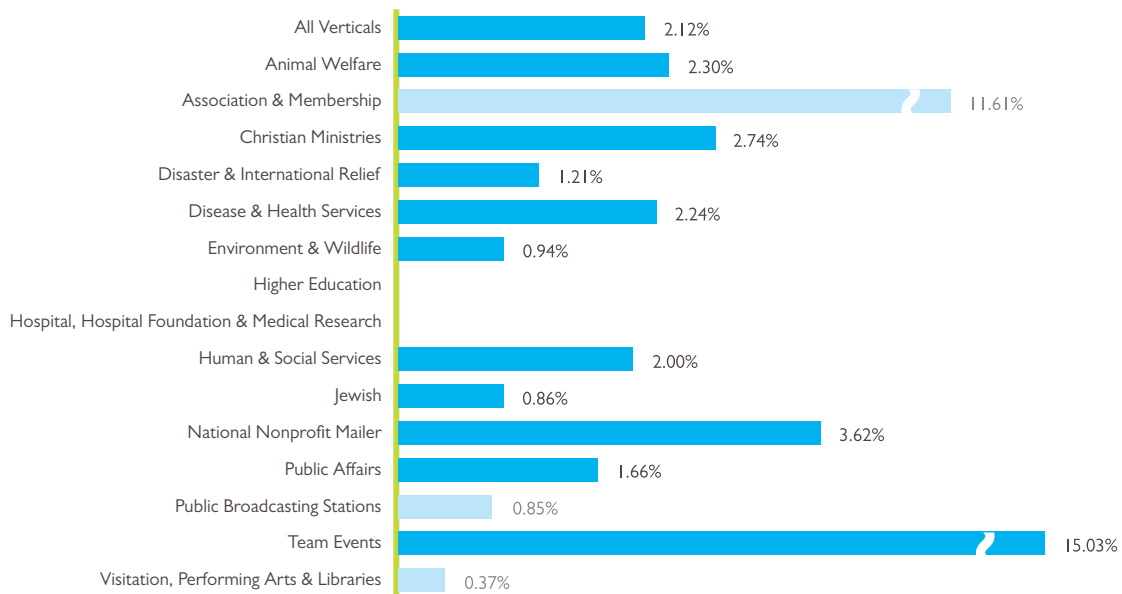
This rate declined from the 3.0-3.5 percent range we have seen the past few years. This decline may suggest that constituents increasingly require more compelling reasons to register such as enhanced content, premiums, or other incentives before they will provide their email

address. For instance, Association & Membership groups have a conversion rate of 11.61 percent due to the private content they provide to their base of members.

At 15.03 percent, the registration rate for the Team Events vertical is nearly eight times that of the sector as a whole. This is due to the large number of first-time visitors to the organization's website who either entered their email address in order to register for an event or made a donation in support of a participant in that event. As a result, Team Event organizations had a very high number of registrants converting to the email file, but for many of these registered constituents, their engagement with the organization was limited to the event itself.

Website Traffic Conversion Rate

Median Site Registration 2009, n=166



*Light blue denotes sample size fewer than 10 organizations.

EMAIL FILE SIZE

A key step in any effective online marketing strategy is to build and maintain your email file. The email file size measures the total number of constituent email addresses in the Convio Constituent360™ online database as of December 31, 2009.

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

Despite slowing web traffic and declining conversion rates, many organizations' email files continued to grow strongly, as shown in Chart 6. Organizations that grew email files larger than the median of 39,100 include those in the Higher Education, Christian Ministries, Public Broadcasting Stations and Association & Membership verticals. These verticals often have compelling reasons for people to opt into communications, and in some cases have venues

or channels that can be used to either capture email addresses or motivate people to go online. Note that this year, we elected to leave large (above 250,000 email address) public broadcasting stations, higher education and Christian groups in their respective verticals as opposed to moving them to the National Nonprofit Mailer vertical, so that also explains some of the difference in results from previous year's studies. For more information about vertical composition, please see the Methodology section of this study.

The National Nonprofit Mailer segment, which we defined as national nonprofit organizations with more than 250,000 email records, had a median email file size of 599,766 as seen in Chart 6. In general, these organizations have on average much larger constituencies, have been active online the longest and have high web traffic that they can convert. Many have also invested at a higher rate in paid email acquisition strategies. As a result, these organizations over time have been able to compile email files that are more than 15 times larger than the industry average.

The median email file grew 27% in 2009 to 39,100 constituents.

Total Email File Size

Median Email File Size As of Dec. 31, 2009, n=499

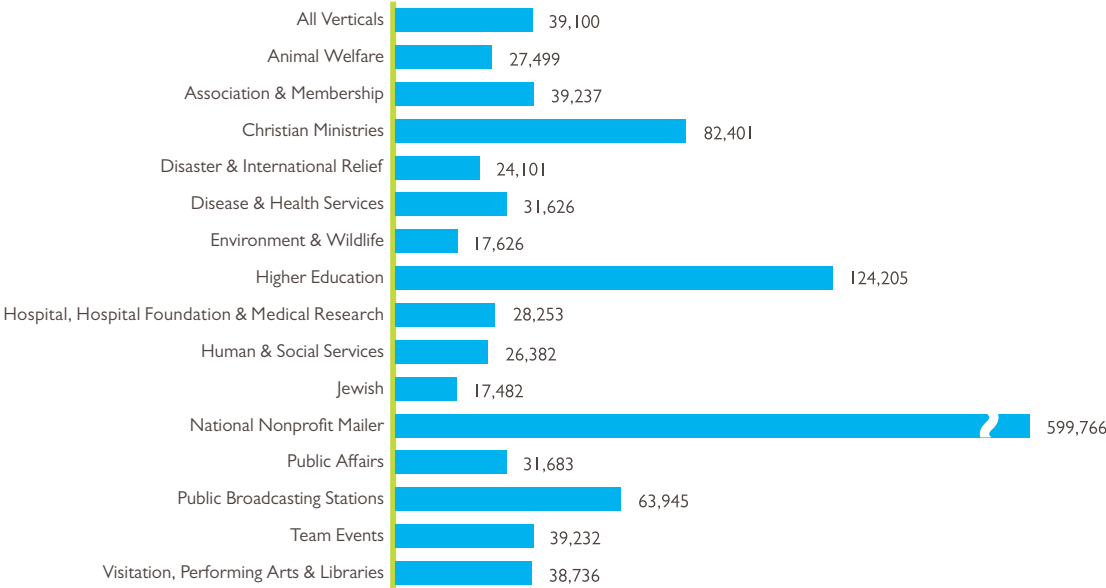


Chart 6

Although growing a large email file is the first step in creating an effective online marketing program, ongoing success is determined by your organization's ability to continue to communicate with your constituents. Over time, a portion of your email file will become unusable as a result of people opting out of communications with your organization, or will be lost simply through the natural attrition of people changing their email

addresses and not keeping you updated. What remains is the “usable” portion of your email file, which contains constituents who are opted in to receive email communications from your organization and whose email address is valid (meaning that previous attempts to email this address have not reported a “hard bounce” from the constituent’s ISP). Chart 7 shows that the median usable email file size is 21,416.

Usable Email File Size

Median Usable Email File Size as of Dec. 31, 2009, n=499

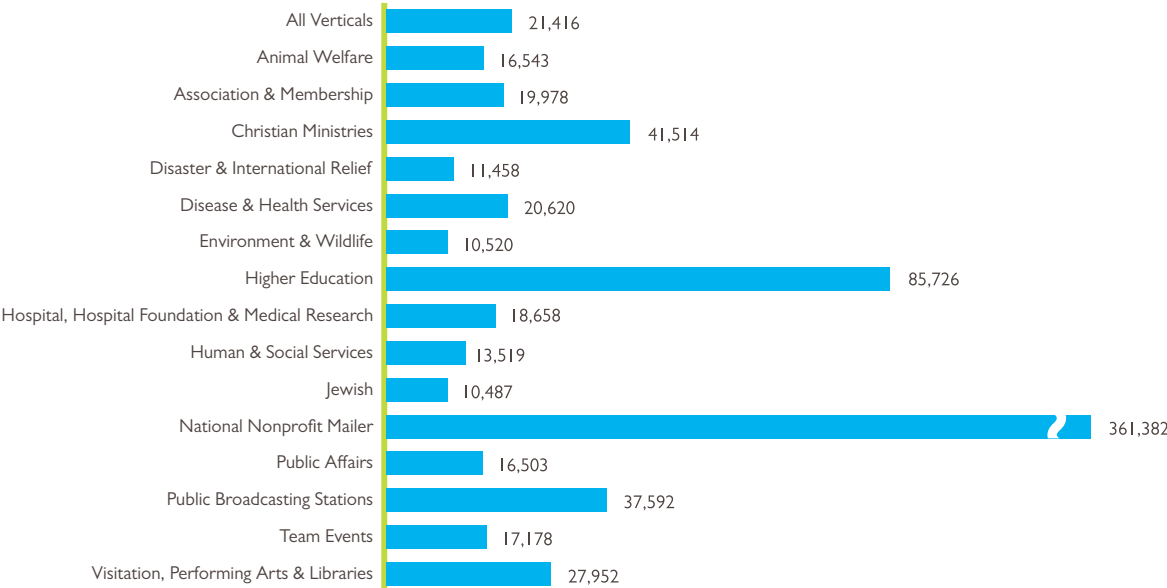


Chart 7

In a world of increasing email spam, geographical mobility and job hopping, the rate of attrition for most nonprofits' email files will likely increase unless they continue to engage with their constituents and proactively provide ways for constituents to update their email addresses and communication preferences. Chart 8 shows that the percentage of email addresses that are usable at most organizations is 56 percent of their total email file. This means that most organizations are able to engage with approximately three out of every five constituents in their email file.

Those in the Higher Education and Association & Membership verticals had the highest percentage of usable emails on file at 69 percent and 59 percent, respectively. This is because they are typically communicating to “closed” communities, such as alumni or members, where affinity toward the organization is stronger. Visitation, Performing Arts & Libraries also have high usable email file rates, largely due to the informational content they send that subscribers generally want to keep receiving.

Usable Percent of Total Email File

Median Percent of Total File Usable As of Dec. 31, 2009, n=499

At most organizations, 56 percent of their total email file is made up of usable email addresses

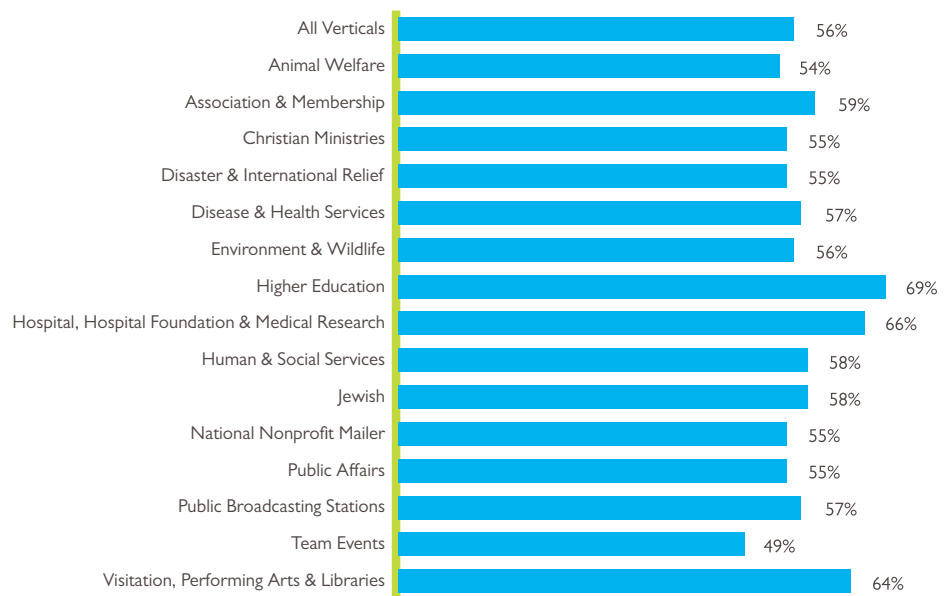


Chart 8

Compared with the previous year, the total number of email addresses grew by 27 percent on average. In general, organizations that are growing are proactive in collecting email addresses at events and at their facilities, if appropriate. Some organizations, particularly those in the National Nonprofit Mailer segment, also engaged in email appends. An append is a tactic by which an organization pays a third-party database company to find updated email addresses for constituents or email addresses for new direct mail constituents. For a fee, the

nonprofit gains the ability to engage/re-engage with the constituent online.

Chart 9 shows email file growth by vertical, with Hospital, Hospital Foundation & Medical Research experiencing the fastest year-over-year growth at 50 percent. In general, many Hospital, Hospital Foundation & Medical Research organizations are relatively new to Internet marketing, and thus saw strong gains in email file development, as they started from a relatively low baseline.

Total Email File Growth

Median Total Email File Size Change 2008 to 2009, n=499

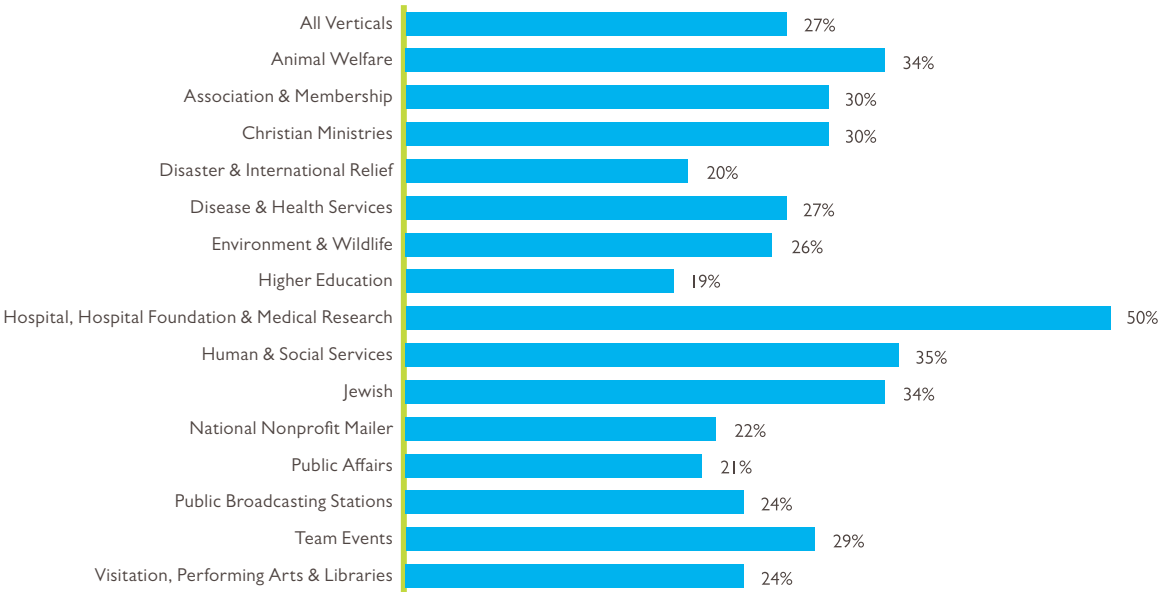


Chart 9

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

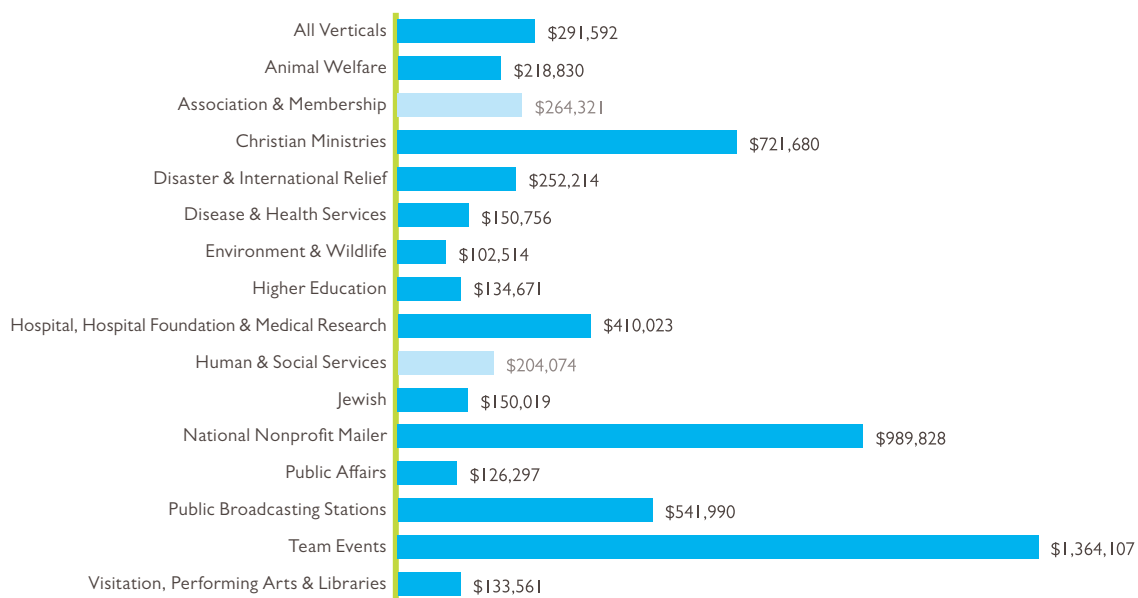
The goal of online fundraising is to raise more money at a lower cost than possible through offline fundraising programs alone. The benchmarks in this section measure the total contributions made online over a 12-month period. Total contributions include money raised from “direct” online donations and sustaining gifts, ecommerce store transactions and money raised online to support team-based events using Convio’s [TeamRaiser™](#) product. The metric does not factor in gifts that were made offline by constituents who originated or were engaged online. For example, some organizations find that a meaningful proportion of major donors originate from the organization's online marketing efforts.

Since a vast majority of major gifts are still given offline, they are not factored into this metric.

Chart 10 shows that the median amount raised during 2009, was \$291,592. The Christian Ministries and Public Broadcasting Stations segments both raised considerably more than the industry average at \$721,680 and \$541,990 respectively. These groups often have significant offline media programs which they use effectively to drive people online to respond. At just over \$1.3 million raised online, the Team Events segment raised the most money due in part to the large number of events and broad recognition of many of the causes these events support.

Online Revenue

Median Total Fundraising 2009, n=337



*Light blue denotes sample size fewer than 10 organizations.

Chart 10

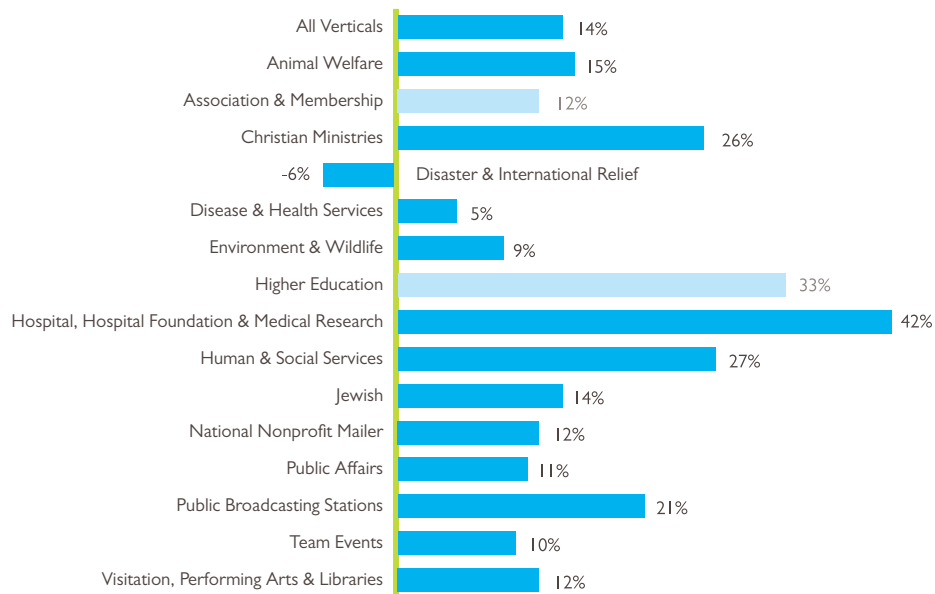
Chart 11 illustrates that online revenue grew 14 percent in 2009 despite ongoing challenging economic conditions. Overall, 69 percent of the 337 organizations studied in this metric raised more online in 2009 than 2008, while 31 percent saw declines. Of those that grew online revenue, 92 percent did so through an increase in the number of gifts, compared to 43 percent seeing an increase in the average gift amount.

The verticals with the highest rate of online revenue growth included Hospital, Hospital

Foundation & Medical Research, Higher Education and Human & Social Services. Many organizations in these verticals were relatively new to online fundraising and as a result grew quickly. The one vertical that saw a decrease in online revenue was Disaster & International Relief. Many organizations in this vertical raised record amounts in 2008, partly in response to major disasters in China (earthquake), Myanmar (cyclone) and the United States (Hurricanes Ike and Gustav). By comparison, 2009 was a relatively quiet disaster period.

Online Revenue Growth

Median Change 2008 to 2009, n=337



*Light blue denotes sample size fewer than 10 organizations.

Chart 11

Online giving grew 14 percent despite a difficult economy. Of those organizations that grew online fundraising, 92 percent saw an increase in the number of gifts in 2009.

Reviewing online revenue growth according to email file size, we see that growth was strongest among very small (<10,000 email address) and mid-sized (50,000-100,000 email address) organizations, seen in Chart 12. Of note, organizations with fewer than 10,000 emails on file — many of which are participating in the Convio Go! program, a CFRE certified program designed to help nonprofit organizations new to online marketing and fundraising maximize their online results in their first year on the Convio platform — experienced growth in online revenue of more than 25 percent. Organizations with larger files often have the most mature and sophisticated online programs and have invested substantial time, staff and resources to build their

programs to these levels. As a result, there are not many ways for these organizations to continue to grow their programs at historic rates.

Organizations with fewer than 10,000 emails on file, many of which are participating in the Convio Go! Program, experienced growth in online revenue of more than 25 percent.

Online Revenue and Online Gifts Growth by Email Tier

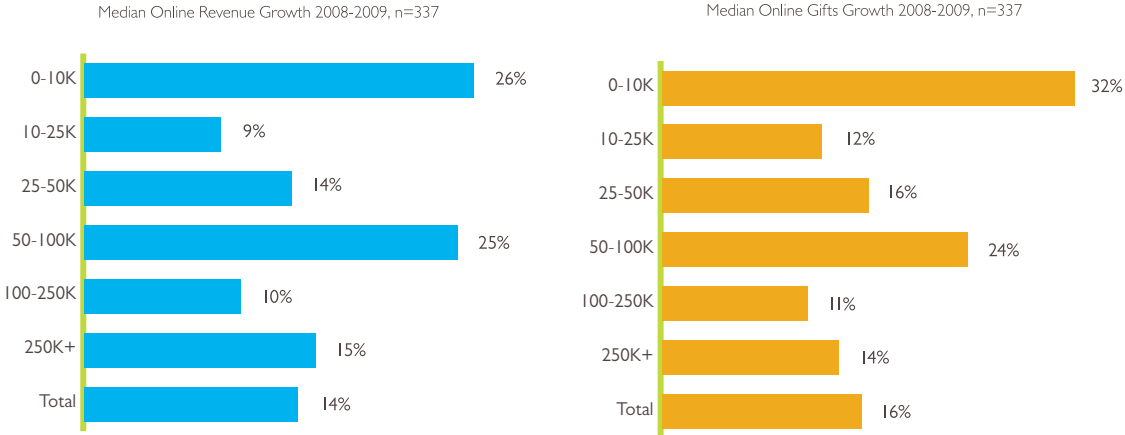


Chart 12

Chart 13 shows average online gift (measured as the sum of each organization’s online donations divided by the number of online gifts), which gives us an indication of the average amount each constituent gave. The average gift raised online during the period studied was \$80.80. Sixty-one percent of the organizations in this study saw their average gift decline in 2009. So, despite the economy, donors chose to continue to financially support organizations in 2009 even if it meant they had to give smaller gifts to do so. As we saw in Chart 11, for many organizations, the increase in gifts was enough to offset the decrease in average gift.

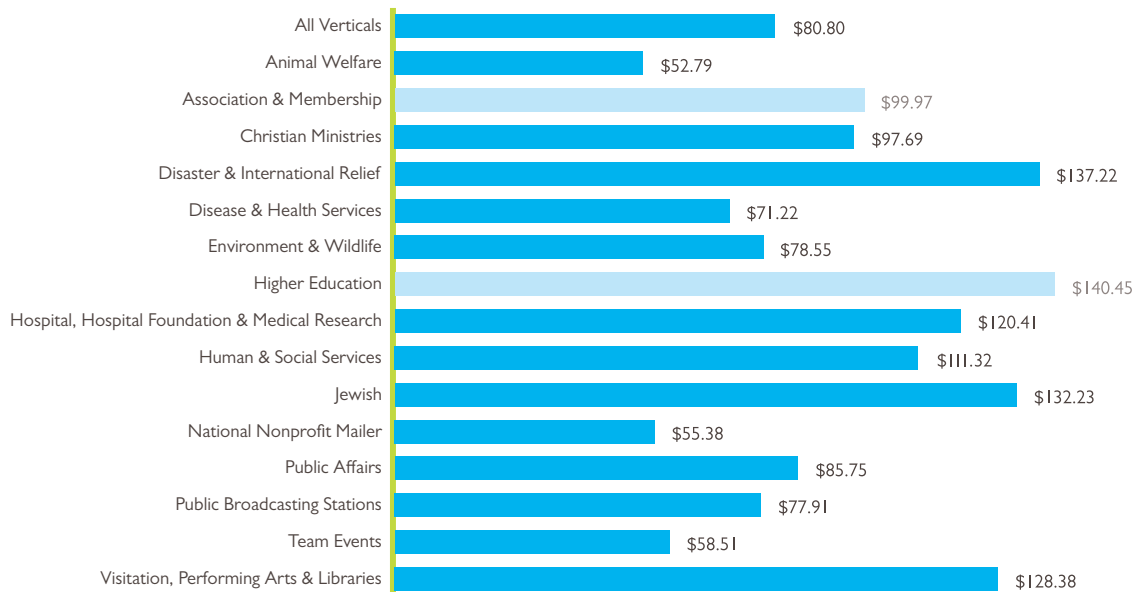
The National Nonprofit Mailer and Team Events verticals had the largest number of gifts in this year’s study; however, as the National Nonprofit Mailer and Team Events average gifts show (at \$55.38 and

\$58.51, respectively), gifts for these verticals tended to be smaller than those in other verticals. In general, groups that are more reliant on mass fundraising techniques, like direct response and a-thon events, see smaller gifts online commensurate with smaller average gifts offline. This is in contrast to groups in segments like Higher Education and Hospitals, which are more focused on major and planned gifts from a smaller number of individuals.

Another influence on the average online gift is the emergence of sustainer or monthly giving programs. If an organization is successful in building a sustainer program, total revenue increases, but the average online gift actually declines as each separate monthly contribution is counted toward average gift or transaction size.

Average Online Gift

Median Average Gift Amount 2009, n=337



*Light blue denotes sample size fewer than 10 organizations.

Chart 13

Despite the economy, donors chose to give in 2009 — even if it meant giving smaller gifts.

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

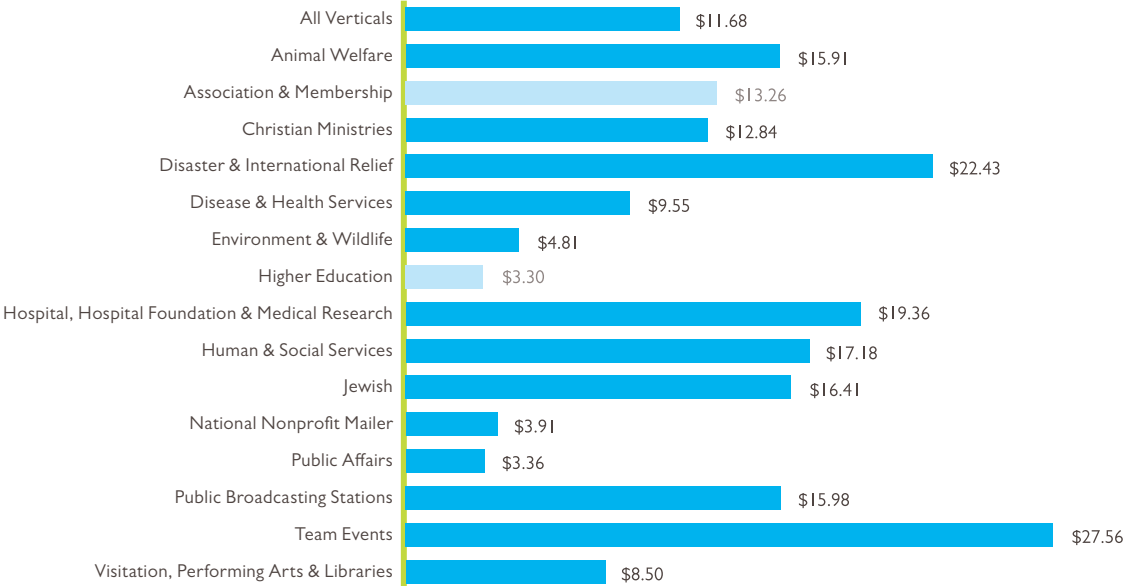
As a percentage of the total file, the average dollars raised online per email address across sectors is \$6.10 down from \$6.76 in last year’s study suggesting that email files are growing faster than online revenue at many organizations. However, as we saw in Chart 8, roughly half of the email addresses on file were not usable, or

were unable to be solicited via email. Looking at this same metric again, but this time as a ratio of the usable file, we see in Chart 14 that the average dollars raised online, based on only the usable email addresses, was \$11.68, down from \$13.96 in last year’s study.

The value of an email address for Disaster & International Relief organizations was approximately double the sector-wide benchmark, as many of their email subscribers originated as donors in response to disasters. However, the average revenue per email address in this segment was down from \$29 in last year’s paper suggesting that people are more generous during times of heavy disasters such as those in 2008. The value of an email address within the Team Events vertical also was high, mainly because a large proportion of new email addresses captured were those of friends and family members making a donation to a participant.

Online Revenue Per Usable Email Address

Median Revenue As a % of the Usable Email File 2009, n=337



*Light blue denotes sample size fewer than 10 organizations.

Chart 14

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

Unlike direct mail and telemarketing, email appeals allow you to solicit constituents for a very low cost. Your email appeal's effectiveness can be measured at various stages by looking at the open rate, click-through rate and donation (or response) rate.

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

In calculating this metric, we counted only “unique opens”; we did not count instances in which a

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

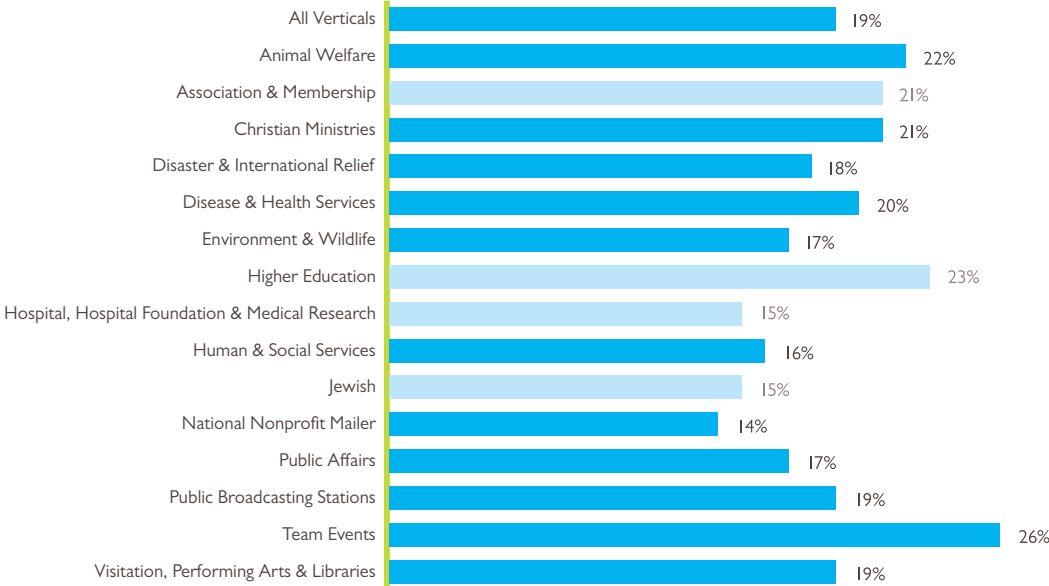
In 12,887 separate email fundraising messages sent during 2009 indicated an average open rate of 19 percent. This is down slightly from 20 percent in 2008. The segment average for each vertical is seen in Chart 15.

Some verticals, such as Team Events, achieved an open rate that was higher than the sector-wide benchmark. (Note: Team Event emails include only those emails sent by the organization, and do not include fundraising solicitation emails sent by event participants.)

Open rates for email appeals averaged 19 percent in 2009.

Fundraising Appeal Open Rate

Median Organizational Appeal Open Rate, n=306



*Light blue denotes sample size fewer than 10 organizations.

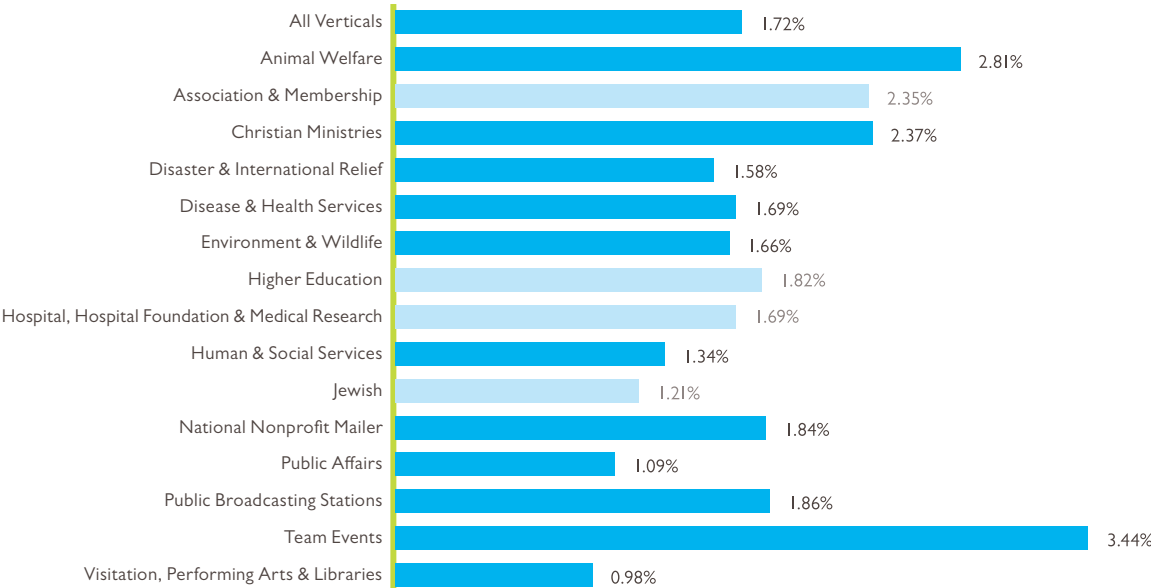
Chart 15

Chart 16 shows the click-through rate as the percentage of recipients who clicked on one or more links contained within the email appeal divided by the number of email appeals

delivered. The 306 organizations in this study had a median click-through rate of 1.72 percent in 2009 compared with 2.07 percent in 2008.

Fundraising Appeal Click-Through Rate

Median Organizational Appeal Click-Through Rate, n=306



*Light blue denotes sample size fewer than 10 organizations.

Chart 16

The success of an online fundraising appeal is ultimately measured by the response rate, or proportion of the recipient list that actually makes a donation to the organization. Chart 17 shows that the median blended appeal response rate across verticals is 0.15 percent.

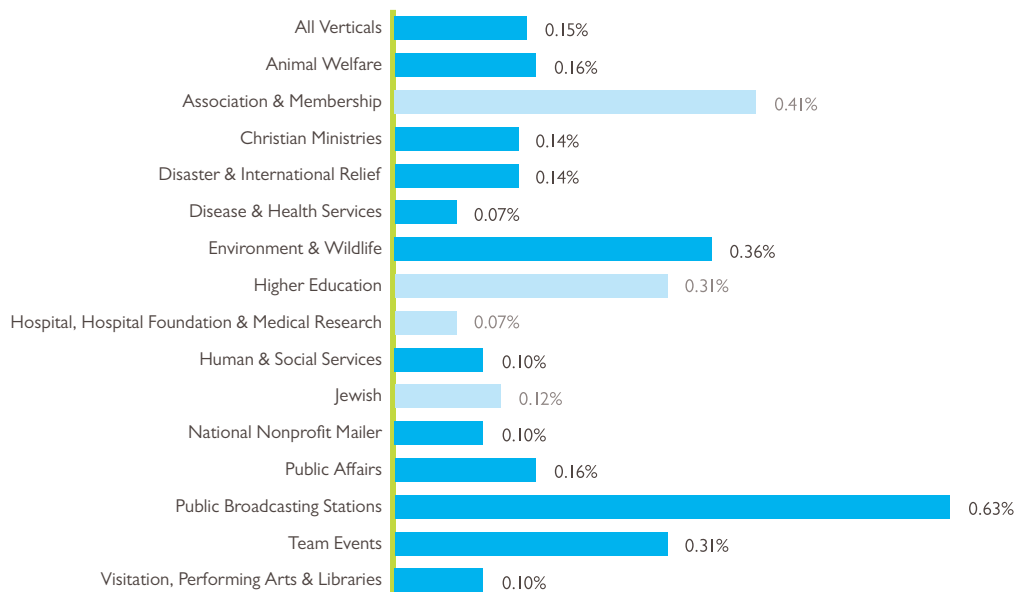
The response rate can be influenced by many factors, including the mix of prospects and active donors in the recipient list, the degree to which the list is composed of organically acquired versus appended emails, and the effectiveness of the email appeal and landing page/donation form. Appended emails tend to generate much lower open, click-through and response rates. Appeals sent to lists that consist predominantly of prospects will drive lower response rates than those that consist mainly of existing donors. In this

metric, we measured a “blended” response rate, or a response rate for organizations sending email appeals to files that include both prospects and existing donors.

We saw the influence of a large donor file in membership-driven organizations — such as those in the Association & Membership and Public Broadcasting Stations verticals — that send appeals to existing members at renewal time. Chart 17 shows that the Public Broadcasting Stations vertical's response rate of 0.63 percent is approximately four times the All Verticals benchmark. Organizations in the Public Affairs and Visitation, Performing Arts & Libraries verticals had lower response rates; these organizations have extremely large files of both prospects and donors that they regularly solicit.

Fundraising Appeal Response Rate

Median Organizational Fundraising Appeal Response Rate, n=306



*Light blue denotes sample size fewer than 10 organizations.

Chart 17

EMAIL NEWSLETTERS: OPEN AND CLICK-THROUGH RATES

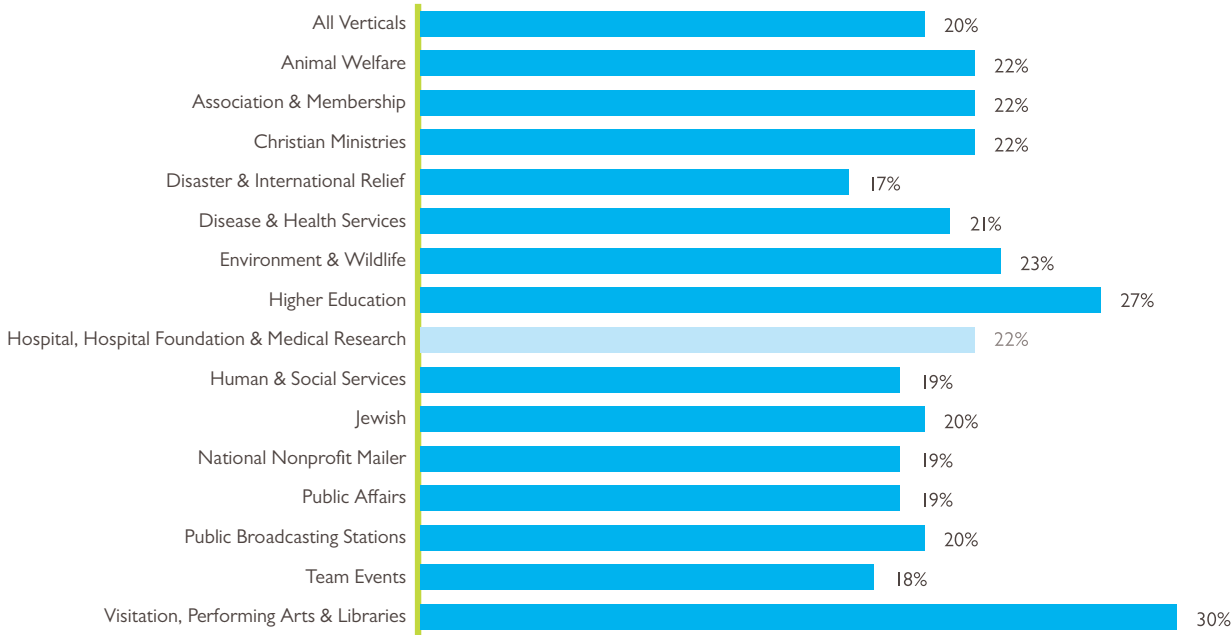
Email newsletters allow you to build and maintain relationships with constituents before asking them for a donation. They are also a cost-effective way to build relationships with new constituents, increase engagement and educate supporters about your organization’s mission. So, it is critical that constituents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

In calculating this benchmark shown in Chart 18, we reviewed 420 organizations that sent weekly,

monthly, bimonthly, or quarterly email newsletters during 2009. The median open rate was 20 percent. This was lower than in previous years, suggesting that organizations need to continue to refine their subject lines, content and use of segmentation to resonate with subscribers. Email newsletters from organizations within the Visitation, Performing Arts & Libraries; Higher Education; and Environment & Wildlife verticals had the highest newsletter open rates at 30 percent, 27 percent and 23 percent, respectively.

Email Newsletter Open Rate

Median Organizational Newsletter Open Rate, n=420



*Light blue denotes sample size fewer than 10 organizations.

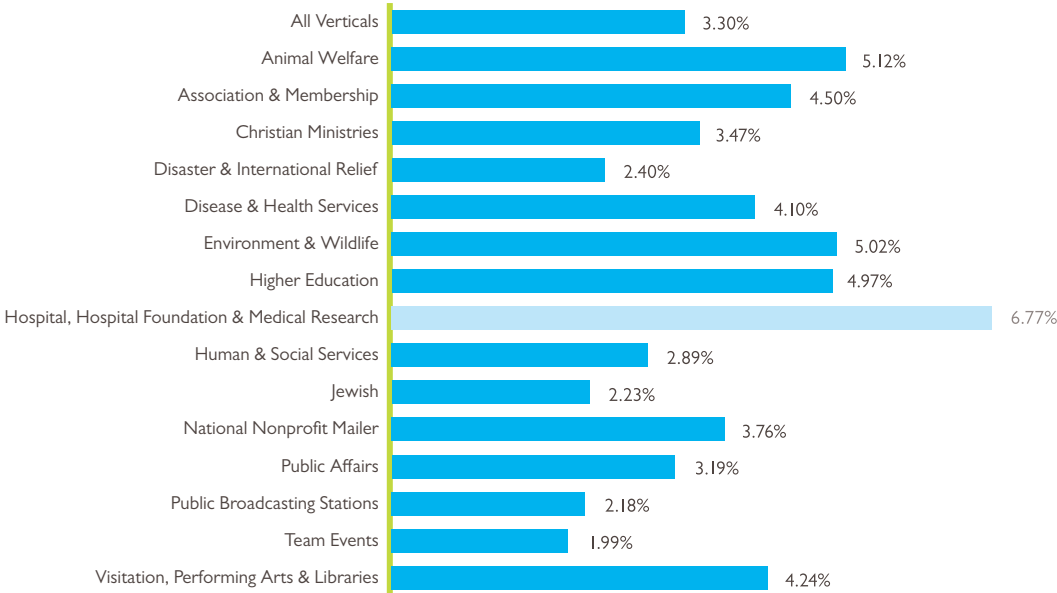
Chart 18

At 3.30 percent, the email newsletter click-through rate down from 3.96 percent in 2008, but was still nearly double that of email fundraising appeals, showing constituents' willingness to click items that had a lower level of commitment than a fundraising ask. Chart 19

shows that email newsletters from organizations in the Hospital, Hospital Foundation & Medical vertical had the highest click-through rate at 6.77 percent, followed by Animal Welfare at 5.12 percent.

Email Newsletter Click-Through Rate

Median Organizational Newsletter Click-Through Rate, n=420



*Light blue denotes sample size fewer than 10 organizations.

Chart 19

The email newsletter click-through rate was nearly double that of email fundraising appeals, showing constituents' willingness to click items with a lower level of commitment than a fundraising ask.

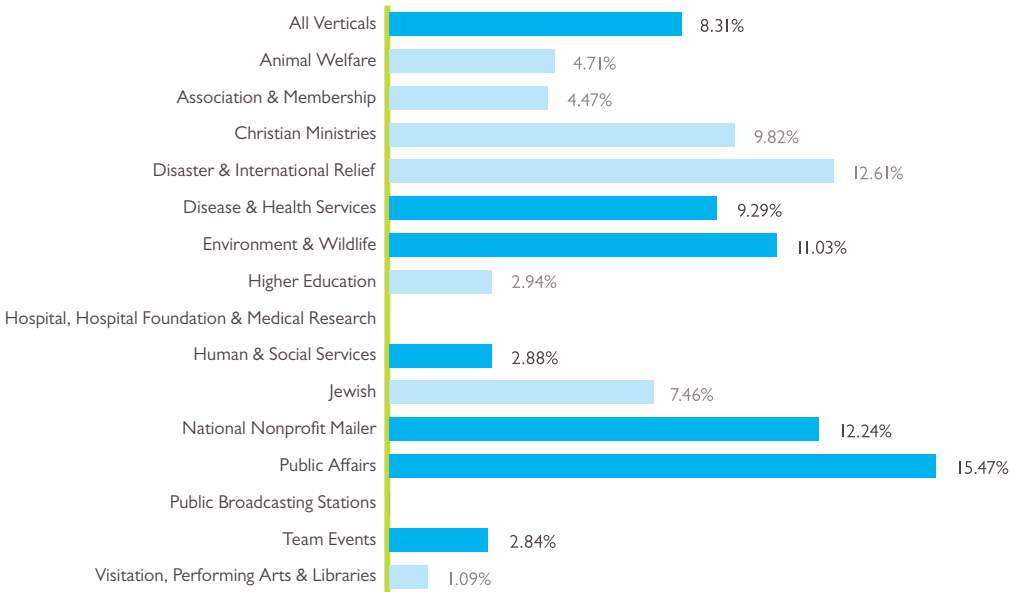
ADVOCACY

Online advocacy allows you to build and mobilize a loyal network of activists ready to support the issues most important to your organization. Of this year’s 499 study participants, 134 were engaged in advocacy on the Convio platform during 2009. Verticals such as Environment & Wildlife and Public Affairs are traditionally heavy users of advocacy because this tactic promotes their missions or causes; other verticals, such as Public Broadcasting Stations generally do not use advocacy.

Chart 20 shows that of those organizations engaged in online advocacy with Convio, 8.31 percent of constituents on their email file took at least one advocacy action. For some verticals, such as Public Affairs, as much as 15 percent of their constituents engaged in online advocacy. (Note: No study participants from the Public Broadcasting Stations or Hospital, Hospital Foundation & Medical Research verticals engaged in online advocacy via Convio during this period.)

Advocates on Email File

Median % of Advocates on the Total Email File 2009, n=134



*Light blue denotes sample size fewer than 10 organizations.

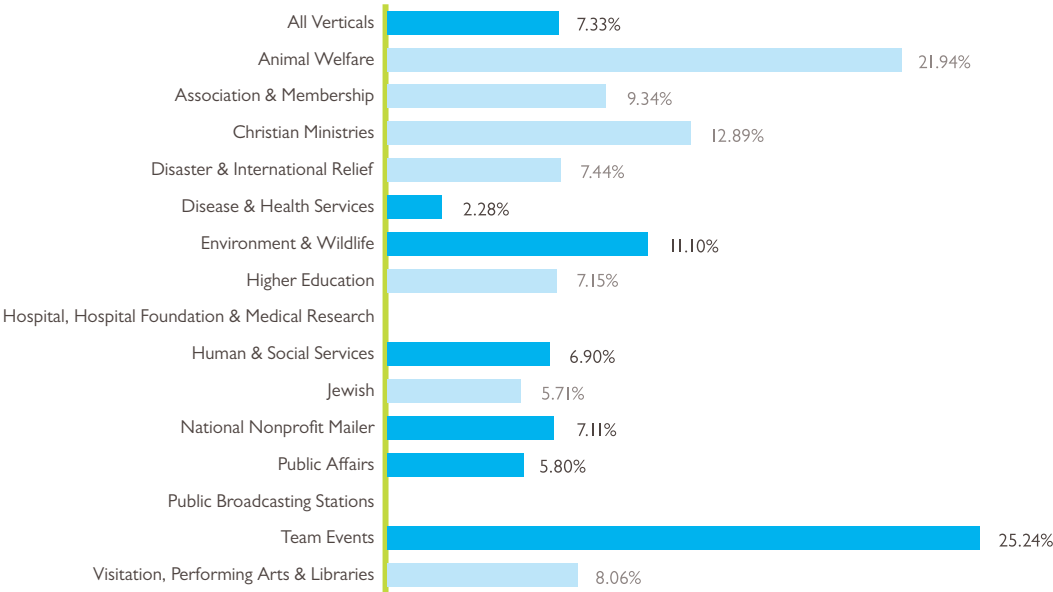
Chart 20

Another important metric is how effectively organizations convert activists to financial supporters. Chart 21 shows that 7.33 percent of online activists also supported the same organization financially online. This metric does not factor in activists who made a gift offline, but not online. For some verticals, such as Animal Welfare, this metric was almost three times the

industry average, which suggests that online advocacy, in addition to advancing an organization’s mission, may be a significant source of prospects for fundraising. Organizations are becoming increasingly sophisticated at converting activists to donors, but much potential still remains.

Advocates Who Have Also Donated Online

Median % of Advocates Who Have Made a Donation, n=134



*Light blue denotes sample size fewer than 10 organizations.

Chart 21

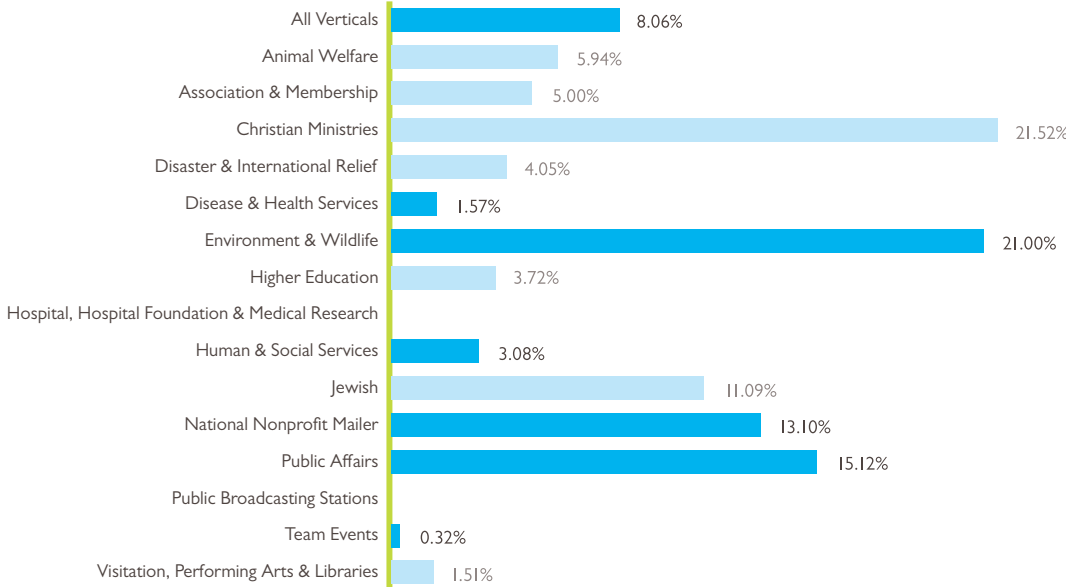
Over 7 percent of online activists also supported the same organization financially online.

Conversely, Chart 22 shows that 8.06 percent of all online donors on file also took an online advocacy action with the same organization. For the Environment & Wildlife vertical, 21 percent of

online donors engaged in online advocacy. We believe that engaging donors in online advocacy helps to cement relationships, thus enhancing donor retention rates and lifetime value.

Online Donors Who Have Also Advocated Online

Median % of Donors Who Have Taken an Advocacy Action, n=134



*Light blue denotes sample size fewer than 10 organizations.

Chart 22

SUMMARY

In just a few years, many nonprofit organizations have begun online marketing programs and seen dramatic increases in their ability to reach their objectives, including raising more money, communicating more effectively, mobilizing advocates and increasing awareness. To put it in perspective, since we began this study just three years ago, the average email file has doubled to nearly 40,000 addresses; the amount raised per organization online has nearly tripled to \$291,592; and the average gift has increased more than 30 percent to \$80.81.

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

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

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

- Effective content and incentives to convert website traffic into registered users who can then be cultivated into supporters
- Proven ability to build large email files via online registration programs, list uploads and viral campaigns
- Effective email communication through compelling content, segmentation and personalization to sustain interest in their programs
- A high response rate for online appeals, generated by having an effective case for supporting their organization, segmenting and personalizing their appeals and testing elements of each email, such as the subject line, frequency and delivery timing

The Convio Online Nonprofit Benchmark Study provides you with insights into how other comparable organizations are performing in metrics relating to key online success drivers. However, every organization is different, each with its own strengths, organizational challenges and goals. So, use this study as a starting point to better understand why metrics are important, and which metrics and drivers can have the largest effect on your online marketing programs. And then, continue to test what works best for your organization.

METHODOLOGY

Study Participants

Convio is the provider of on-demand constituent relationship management software and services for more than 1,200 nonprofit organizations. The Convio Online Marketing suite includes products for fundraising, advocacy, event fundraising, ecommerce, web content management and email communications. And, these products all share the online marketing database, Constituent360™, giving nonprofits a complete view of constituents' online interactions with their organization in a single database.

Using close to 500 nonprofit organizations' transaction data from the Convio data warehouse allows us to avoid two major source of research bias common in many recent studies. The first, called referral bias, occurs when groups who volunteer to participate in a survey often perform differently than those non-volunteers. The second bias, called measurement bias, occurs when trying to compare organizations' results from different sources and measured in different ways. This can commonly be seen in how different organizations may include or exclude different sources of online fundraising such as ecommerce, ticket sales, event registration fees and donation form giving in their definition of online revenue. Making valid comparisons becomes difficult when this data is volunteered or self-reported from sources outside of the researching organization.

As much as we would like to include every Convio client in this year's study, our overarching objective is to provide nonprofits with the best

insight into how the industry actually fared in 2009. So, we excluded organizations that we felt had results that were driven by factors not representative of the overall industry.

One such exclusion was organizations that did not have at least 2 full years (24 months) of data on the Convio platform. This is important because organizations that are newer to online fundraising tend to perform differently than organizations with more mature marketing programs. The most relevant analogy from the for-profit world would be that of retail store sales: Comparing only stores that have been open at least a full year would avoid skewing the growth numbers upward by including stores that have recently opened in an area and are growing rapidly. The same is true with nonprofits as they deploy their organization on Convio during the year. As a result of this exclusion, the number and composition of organizations in our study each year will vary slightly as organizations join Convio and add additional software modules.

Another exclusion included organizations that experienced extraordinary growth due to a one-time, unrepeatable event, such as moving a large number of team-based fundraising events from a major competitor to an existing Convio account. Once again, this growth is not new growth driven by either the nonprofit performing better or the industry as a whole, but rather the consolidation of existing events onto one vendor's platform.

WHAT'S NEW THIS YEAR?

In an effort to further understand what drives variability in these results, we added a breakdown by email file tier to several of the key metrics. While we still maintain that vertical, or mission, is still the biggest driver in understanding results, size of organization may also yield important insights in some cases.

We added a new vertical to this year's study: Hospital, Hospital Foundation & Medical Research. This vertical included 15 organizations whose mission focuses on providing clinical care, teaching and medical research.

Industry Verticals

Organizations with at least 24 complete months of data were combined into groups that we believed to be similar based on a common organizational mission, or vertical, within the nonprofit sector, as described in Table 1. There are 16 benchmarks, including an "All Verticals" benchmark for each of the metrics in this study. The only time a vertical would not be represented in a particular metric would be if no study participants had data for that particular metric. For instance, advocacy is a metric that is not as relevant for a Public Broadcasting Station as it might be for a Public Affairs organization. As a result, none of the Public Broadcasting Stations in this year's study had results for any of the advocacy related metrics.

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

Vertical Segment Descriptions

Vertical	Description	Study Participants
Animal Welfare	Regional humane societies and national organizations devoted to animal welfare issues	30
Association & Membership	Organizations whose members have a common professional affiliation	10
Christian Ministries	Churches, ministries and other organizations of various religious affiliations	34
Disaster & International Relief	Domestic and international organizations that provide disaster relief, humanitarian relief, aid and assistance around the world, often in response to a catastrophic event or disaster	25
Disease & Health Services	Organizations that provide information and patient support on particular diseases and disorders, raise money for medical research and/or are involved in medically related public policy issues	52
Environment & Wildlife	Regional and national environmental and conservation organizations	22
Higher Education	Colleges, universities and their alumni associations	17
Hospital, Hospital Foundation & Medical Research	Organizations that provide clinical care, teaching and medical research	15
Human & Social Services	Local, regional and national organizations that deliver human and social services to people in need	62
Jewish	Organizations that provide human services, aid to Israel and support for issues of importance to Jewish constituents	14
National Nonprofit Mailer	Organizations from various verticals with more than 250,000 constituent email addresses in their email file	42
Public Affairs	Organizations involved in shaping public policy and legislative advocacy at a state or federal level	49
Public Broadcasting Stations	Public radio and public television stations	25
Team Events	Organizations that derive at least 80 percent of their online fundraising revenue from team-based fundraising events such as walks, runs, or bicycle rides created to raise money and awareness for the organization	83
Visitation, Performing Arts & Libraries	Organizations such as zoos, museums and aquariums that rely on members and guests visiting their facilities	19
Total 2010 Study		499

Table I

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

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

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

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

National Nonprofit Mailer by Vertical

Vertical	Study Participants
Animal Welfare	2
Association & Membership	2
Christian Ministries	0
Disaster & International Relief	5
Disease & Health Services	10
Environment & Wildlife	6
Higher Education	0
Hospital, Hospital Foundation & Medical Research	0
Human & Social Services	1
Jewish	2
Public Affairs	13
Public Broadcasting Stations	0
Team Events	0
Visitation, Performing Arts & Libraries	1
Total 2010 Study	42

Table 2

Other Considerations

SAMPLE SIZE: Each metric studied included a breakdown of how each of the 15 verticals performed compared with an All Verticals benchmark composed of all organizations relevant for that particular metric, as noted by the “n” value, or number of organizations, displayed in the chart title. Some metrics in this study include an “n” value of fewer than 499 participants based on the number of study participants who employed the tactic in question. For instance, not all study participants used Convio for their online fundraising in 2009; as a result, the Online Fundraising (Revenue) by Vertical metric contained fewer than 499 participants. This sometimes created a metric in which there were fewer than 10 organizations with a full set of data for an established vertical. Given the decreased precision resulting from a small sample, this data is denoted by vertical being displayed in a lighter color in each chart. For more information on the volatility smaller samples can create see Appendices A-F.

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

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

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

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

METRICS SUMMARY TABLES BY VERTICAL

Website and Email File Metrics by Vertical

	Website			Email File			
	Monthly Unique Website Visitors (Median)	Website Traffic Growth (Median Growth Rate of Organizations)	Website Traffic Conversion Rate (Median)	Total Email File Size (Median)	Usable Email File Size (Median)	Total Email File Growth (Median Growth Rate of Individual Organizations)	Usable Percentage of Total Email File (Median)
Clients Included in This Benchmark ("n" Value)	166	166	166	499	499	499	499
All Verticals	11,040	6%	2.12%	39,100	21,416	27%	56%
Animal Welfare	21,668	14%	2.30%	27,499	16,543	34%	54%
Association & Membership	10,085	15%	11.61%	39,237	19,978	30%	59%
Christian Ministries	22,593	14%	2.74%	82,401	41,514	30%	55%
Disaster & International Relief	8,786	-14%	1.21%	24,101	11,458	20%	55%
Disease & Health Services	7,986	-3%	2.24%	31,626	20,620	27%	57%
Environment & Wildlife	5,368	12%	0.94%	17,626	10,520	26%	56%
Higher Education	N/A	N/A	N/A	124,205	85,726	19%	69%
Hospital, Hospital Foundation & Medical Research	N/A	N/A	N/A	28,253	18,658	50%	66%
Human & Social Services	8,159	8%	2.00%	26,382	13,519	35%	58%
Jewish	5,582	6%	0.86%	17,482	10,487	34%	58%
National Nonprofit Mailer	57,216	-5%	3.62%	599,766	361,382	22%	55%
Public Affairs	13,278	11%	1.66%	31,683	16,503	21%	55%
Public Broadcasting Stations	3,022	-4%	0.85%	63,945	37,592	24%	57%
Team Events	4,548	10%	15.03%	39,232	17,178	29%	49%
Visitation, Performing Arts & Libraries	17,021	3%	0.37%	38,736	27,952	24%	64%
	Website			Email File			

Table 3

Online Revenue Metrics by Vertical

	Online Revenue			
	Total Annual Revenue (Median)	Online Revenue Growth (Median Growth Rate of Individual Organizations)	Average Gift (Median)	Median Online Revenue per Email Address (Percent Usable)
Clients Included in This Benchmark ("n" Value)	337	337	337	337
All Verticals	\$291,592	14%	\$80.80	\$11.68
Animal Welfare	\$218,830	15%	\$52.79	\$15.91
Association & Membership	\$264,321	12%	\$99.97	\$13.26
Christian Ministries	\$721,680	26%	\$97.69	\$12.84
Disaster & International Relief	\$252,214	-6%	\$137.22	\$22.43
Disease & Health Services	\$150,756	5%	\$71.22	\$9.55
Environment & Wildlife	\$102,514	9%	\$78.55	\$4.81
Higher Education	\$134,678	33%	\$140.45	\$3.30
Hospital, Hospital Foundation & Medical Research	\$410,023	42%	\$120.41	\$19.36
Human & Social Services	\$204,074	27%	\$111.32	\$17.18
Jewish	\$150,019	14%	\$132.23	\$16.41
National Nonprofit Mailer	\$989,828	12%	\$55.38	\$3.91
Public Affairs	\$126,297	11%	\$85.75	\$3.36
Public Broadcasting Stations	\$541,990	21%	\$77.91	\$15.98
Team Events	\$1,364,107	10%	\$58.51	\$27.56
Visitation, Performing Arts & Libraries	\$133,561	12%	\$128.38	\$8.50

Table 4

Advocacy Metrics by Vertical

	Advocacy		
	Advocates on File (Percent of Total)	Who Donate (Percent of Advocate File)	Advocate (Percent of Donor File)
Clients Included in This Benchmark (“n” Value)	134	134	134
All Verticals	8.31%	7.33%	8.06%
Animal Welfare	4.71%	21.94%	5.94%
Association & Membership	4.47%	9.34%	5.00%
Christian Ministries	9.82%	12.89%	21.52%
Disaster & International Relief	12.61%	7.44%	4.05%
Disease & Health Services	9.29%	2.28%	1.57%
Environment & Wildlife	11.03%	11.10%	21.00%
Higher Education	2.94%	7.15%	3.72%
Hospital, Hospital Foundation & Medical Research	N/A	N/A	N/A
Human & Social Services	2.88%	6.90%	3.08%
Jewish	7.46%	5.71%	11.09%
National Nonprofit Mailer	12.24%	7.11%	13.10%
Public Affairs	15.47%	5.80%	15.12%
Public Broadcasting Stations	N/A	N/A	N/A
Team Events	2.84%	25.24%	0.32%
Visitation, Performing Arts & Libraries	1.09%	8.06%	1.51%

Table 5

Email Appeal and Email Newsletter Metrics by Vertical

	E-Appeals			E-Newsletters	
	E-Appeal Open Rate (Median)	Click-Through Rate (Median)	Response Rate (Median)	Newsletter Open Rate (Median)	Newsletter Click-Through (Median)
Clients Included in This Benchmark ("n" Value)	306	306	306	420	420
All Verticals	19%	1.72%	0.15%	20%	3.30%
Animal Welfare	22%	2.81%	0.16%	22%	5.12%
Association & Membership	21%	2.35%	0.41%	22%	4.50%
Christian Ministries	21%	2.37%	0.14%	22%	3.47%
Disaster & International Relief	18%	1.58%	0.14%	17%	2.40%
Disease & Health Services	20%	1.69%	0.07%	21%	4.10%
Environment & Wildlife	17%	1.66%	0.36%	23%	5.02%
Higher Education	23%	1.82%	0.31%	27%	4.97%
Hospital, Hospital Foundation & Medical Research	15%	1.69%	0.07%	22%	6.77%
Human & Social Services	16%	1.34%	0.10%	19%	2.89%
Jewish	15%	1.21%	0.12%	20%	2.23%
National Nonprofit Mailer	14%	1.84%	0.10%	19%	3.76%
Public Affairs	17%	1.09%	0.16%	19%	3.19%
Public Broadcasting Stations	19%	1.86%	0.63%	20%	2.18%
Team Events	26%	3.44%	0.31%	18%	1.99%
Visitation, Performing Arts & Libraries	19%	0.98%	0.10%	30%	4.24%
	Website			Email File	

Table 6

DISCUSSION OF METRICS

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

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

CONVIO ANALYTICS

Interested in learning more about how your organization's results compare to those of your peer group, what the key metrics are for your organization, or a more detailed analysis and

recommendations of your online marketing program's success? Contact your Convio Account Manager or Sales Executive about engaging the Convio Analytics team today.

SUCCESS STORIES

Convio clients have a history of success online — often sharing lessons learned and best practices with other nonprofit organizations. We invite you to read more about the success organizations have had using Convio online marketing, fundraising and advocacy software

and services. These success stories and the results of this year's benchmark study might help you develop ideas and programs to improve your organization's results. Please visit www.convio.com/casestudies or www.convio.com/portfolio.

JOIN THE DISCUSSION

On Convio's blog, Connection Café, and in the Online Convio Client Community, you will find ongoing discussions and ideas related to this year's benchmark study and other industry trends and issues of importance to nonprofit organizations. Connection Café is open to the

public, whereas the client community is accessible only to clients and partners. Please visit www.connectioncafe.com and community.customer.convio.com to join the discussion.

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

	Online Revenue											
	Total Annual Online Revenue (Median)			Online Revenue Growth (Median growth Rate of Individual Orgs)			Average Gift (Median)			Median Online Revenue Per Email Address (% Usable)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	337			337			337			337		
All Verticals	\$102,217	\$291,592	\$819,012	-9%	14%	37%	\$55.38	\$80.80	\$127.86	\$4.15	\$11.68	\$24.49
Animal Welfare	\$134,547	\$218,830	\$469,082	4%	15%	34%	\$46.75	\$52.79	\$65.21	\$7.81	\$15.91	\$22.17
Association & Membership	\$124,162	\$264,321	\$524,122	8%	12%	31%	\$54.99	\$99.97	\$222.05	\$1.73	\$13.26	\$17.95
Christian Ministries	\$143,212	\$721,680	\$1,487,072	-4%	26%	43%	\$65.98	\$97.69	\$125.92	\$7.88	\$12.84	\$27.02
Disaster & International Relief	\$98,064	\$252,214	\$547,832	-19%	-6%	28%	\$110.29	\$137.22	\$172.73	\$8.54	\$22.43	\$33.14
Disease & Health Services	\$42,151	\$150,756	\$624,415	-17%	5%	32%	\$55.13	\$71.22	\$97.22	\$3.17	\$9.55	\$24.49
Environment & Wildlife	\$59,859	\$102,514	\$214,555	-19%	9%	63%	\$63.64	\$78.55	\$84.87	\$2.67	\$4.81	\$8.84
Higher Education	\$87,386	\$134,671	\$464,718	-11%	33%	79%	\$66.32	\$140.45	\$162.32	\$2.39	\$3.30	\$7.34
Hospital, Hospital Foundation & Medical Research	\$125,813	\$410,023	\$1,047,187	3%	42%	98%	\$91.97	\$120.41	\$169.96	\$13.35	\$19.36	\$28.92
Human & Social Services	\$80,656	\$204,074	\$422,139	6%	27%	47%	\$77.52	\$111.32	\$138.60	\$5.11	\$17.18	\$32.17
Jewish	\$78,791	\$150,019	\$392,527	-28%	14%	26%	\$90.98	\$132.23	\$434.01	\$9.56	\$16.41	\$44.44
National Nonprofit Mailer	\$355,752	\$989,828	\$4,454,182	-14%	12%	32%	\$40.30	\$55.38	\$102.62	\$1.59	\$3.91	\$5.97
Public Affairs	\$51,233	\$126,297	\$340,011	-20%	11%	38%	\$52.17	\$85.75	\$136.71	\$1.20	\$3.36	\$9.72
Public Broadcasting Stations	\$223,563	\$541,990	\$1,006,403	-7%	21%	31%	\$51.84	\$77.91	\$116.46	\$7.51	\$15.98	\$23.32
Team Events	\$593,647	\$1,364,107	\$3,749,122	-4%	10%	18%	\$49.86	\$58.51	\$66.41	\$21.55	\$27.56	\$39.37
Visitation, Performing Arts & Libraries	\$84,250	\$133,561	\$520,587	-2%	12%	33%	\$104.76	\$128.38	\$133.92	\$2.47	\$8.50	\$11.02
	Online Revenue											

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

	E-Appeals								
	E-Appeal Open Rate (Median)			E-Appeal Click-Through Rate (Median)			E-Appeal Response Rate (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	306			306			306		
All Verticals	14%	19%	24%	0.96%	1.72%	3.37%	0.05%	0.15%	0.39%
Animal Welfare	15%	22%	28%	1.11%	2.81%	4.03%	0.08%	0.16%	0.26%
Association & Membership	18%	21%	24%	0.57%	2.35%	4.13%	0.05%	0.41%	0.76%
Christian Ministries	16%	21%	24%	1.38%	2.37%	3.48%	0.07%	0.14%	0.28%
Disaster & International Relief	12%	18%	21%	0.84%	1.58%	1.96%	0.06%	0.14%	0.20%
Disease & Health Services	14%	20%	23%	0.73%	1.69%	3.47%	0.02%	0.07%	0.24%
Environment & Wildlife	13%	17%	23%	0.84%	1.66%	2.37%	0.11%	0.36%	0.66%
Higher Education	20%	23%	26%	1.32%	1.82%	2.25%	0.12%	0.31%	0.60%
Hospital, Hospital Foundation & Medical Research	11%	15%	27%	0.99%	1.69%	2.64%	0.06%	0.07%	0.22%
Human & Social Services	13%	16%	20%	0.74%	1.34%	2.76%	0.05%	0.10%	0.30%
Jewish	14%	15%	19%	0.89%	1.21%	1.63%	0.05%	0.12%	0.20%
National Nonprofit Mailer	12%	14%	22%	1.23%	1.84%	3.41%	0.05%	0.10%	0.28%
Public Affairs	14%	17%	22%	0.50%	1.09%	2.42%	0.05%	0.16%	0.26%
Public Broadcasting Stations	16%	19%	23%	1.29%	1.86%	2.86%	0.18%	0.63%	1.08%
Team Events	21%	26%	32%	1.94%	3.44%	6.87%	0.07%	0.31%	0.90%
Visitation, Performing Arts & Libraries	17%	19%	24%	0.51%	0.98%	1.97%	0.06%	0.10%	0.22%
	E-Appeals								

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

	E-Newsletters					
	E-Newsletter Open Rate (Median)			E-Newsletter Click-Through Rate (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	420			420		
All Verticals	16%	20%	26%	1.89%	3.30%	5.67%
Animal Welfare	16%	22%	34%	2.67%	5.12%	6.61%
Association & Membership	18%	22%	33%	2.73%	4.50%	6.80%
Christian Ministries	20%	22%	27%	1.86%	3.47%	6.58%
Disaster & International Relief	14%	17%	22%	1.70%	2.40%	5.08%
Disease & Health Services	16%	21%	25%	2.20%	4.10%	5.78%
Environment & Wildlife	18%	23%	29%	2.91%	5.02%	6.50%
Higher Education	23%	27%	30%	3.70%	4.97%	9.50%
Hospital, Hospital Foundation & Medical Research	20%	22%	37%	2.96%	6.77%	10.76%
Human & Social Services	16%	19%	26%	1.62%	2.89%	4.08%
Jewish	17%	20%	23%	1.74%	2.23%	4.24%
National Nonprofit Mailer	11%	19%	26%	2.01%	3.76%	6.19%
Public Affairs	14%	19%	24%	1.94%	3.19%	5.96%
Public Broadcasting Stations	17%	20%	24%	1.37%	2.18%	3.79%
Team Events	15%	18%	26%	1.25%	1.99%	4.10%
Visitation, Performing Arts & Libraries	23%	30%	36%	2.46%	4.24%	5.76%
	E-Newsletters					

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

	Advocacy								
	Advocates on File (% of Total)			Advocates Who Donate (% of Advocate File)			Donors Who Advocate (% of Donor File)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	134			134			134		
All Verticals	2.32%	8.31%	20.33%	3.13%	7.33%	13.20%	2.20%	8.06%	26.78%
Animal Welfare	2.08%	4.71%	24.29%	14.86%	21.94%	30.12%	2.49%	5.94%	23.02%
Association & Membership	0.86%	4.47%	27.98%	0.43%	9.34%	10.54%	2.63%	5.00%	26.99%
Christian Ministries	9.22%	9.82%	21.15%	5.62%	12.89%	18.02%	10.57%	21.52%	39.23%
Disaster & International Relief	3.26%	12.61%	56.97%	2.68%	7.44%	12.90%	0.04%	4.05%	41.94%
Disease & Health Services	2.15%	9.29%	14.90%	0.00%	2.28%	14.30%	1.18%	1.57%	8.36%
Environment & Wildlife	5.57%	11.03%	21.19%	4.35%	11.10%	11.60%	11.11%	21.00%	31.17%
Higher Education	2.94%	2.94%	2.94%	7.15%	7.15%	7.15%	3.72%	3.72%	3.72%
Hospital, Hospital Foundation & Medical Research	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Human & Social Services	1.37%	2.88%	6.72%	3.51%	6.90%	15.07%	1.21%	3.08%	6.90%
Jewish	0.51%	7.46%	13.58%	1.51%	5.71%	7.64%	0.18%	11.09%	16.61%
National Nonprofit Mailer	3.23%	12.24%	23.39%	5.15%	7.11%	11.32%	5.77%	13.10%	33.73%
Public Affairs	2.75%	15.47%	25.28%	2.80%	5.80%	10.96%	5.52%	15.12%	40.04%
Public Broadcasting Stations	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Team Events	0.26%	2.84%	7.20%	7.51%	25.24%	32.20%	0.07%	0.32%	0.81%
Visitation, Performing Arts & Libraries	1.09%	1.09%	1.09%	8.06%	8.06%	8.06%	1.51%	1.51%	1.51%

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

	Website								
	Monthly Unique Website Visitors (Median)			Website Traffic Growth (Median Growth Rate of Individual Orgs)			Website Traffic Conversion Rate (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	166			166			166		
All Verticals	3,845	11,040	22,593	-8%	6%	21%	1.07%	2.12%	4.51%
Animal Welfare	12,014	21,668	32,603	2%	14%	21%	1.58%	2.30%	2.82%
Association & Membership	5,159	10,085	16,627	1%	15%	64%	2.83%	11.61%	19.54%
Christian Ministries	7,246	22,593	84,542	-9%	14%	43%	1.85%	2.74%	4.86%
Disaster & International Relief	3,921	8,786	11,930	-15%	-14%	-1%	0.48%	1.21%	1.78%
Disease & Health Services	3,022	7,986	32,765	-12%	-3%	6%	1.70%	2.24%	5.23%
Environment & Wildlife	5,205	5,368	7,768	-1%	12%	24%	0.71%	0.94%	4.53%
Higher Education	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Hospital, Hospital Foundation & Medical Research	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Human & Social Services	3,521	8,159	17,605	-5%	8%	23%	1.19%	2.00%	3.26%
Jewish	2,379	5,582	8,138	-8%	6%	21%	0.60%	0.81%	1.54%
National Nonprofit Mailer	12,048	57,216	89,801	-23%	-5%	4%	1.83%	3.62%	5.02%
Public Affairs	6,763	13,278	21,013	-2%	11%	37%	1.29%	1.66%	2.21%
Public Broadcasting Stations	2,422	3,022	18,451	-11%	-4%	37%	0.75%	0.85%	3.00%
Team Events	1,401	4,548	12,200	-13%	10%	22%	11.11%	15.03%	21.58%
Visitation, Performing Arts & Libraries	11,115	17,021	26,220	-5%	3%	8%	0.25%	0.37%	0.98%

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

	Email File											
	Total Email File Size (Median)			Usable Email File Size (Median)			Total Email File Growth (Median Growth Rate of Individual Orgs)			Usable Percentage of Total Email File (Median)		
	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile	25th Percentile	50th Percentile (Median)	75th Percentile
Clients Included in This Benchmark ("n" Value)	499			499			499			499		
All Verticals	16,199	39,100	121,463	8,876	21,416	67,259	17%	27%	49%	48%	56%	64%
Animal Welfare	19,311	27,499	70,931	9,622	16,543	42,421	22%	34%	54%	47%	54%	60%
Association & Membership	15,905	39,237	76,971	8,141	19,978	44,113	17%	30%	49%	47%	59%	68%
Christian Ministries	29,463	82,401	203,236	16,902	41,514	108,713	19%	30%	59%	49%	55%	60%
Disaster & International Relief	12,250	24,101	35,084	7,424	11,458	21,244	16%	20%	33%	51%	55%	62%
Disease & Health Services	15,558	31,626	86,499	7,529	20,620	39,225	16%	27%	55%	45%	57%	64%
Environment & Wildlife	11,568	17,626	83,548	6,481	10,520	40,345	16%	26%	52%	50%	56%	65%
Higher Education	61,292	124,205	306,637	38,812	85,726	201,666	10%	19%	52%	58%	69%	80%
Hospital, Hospital Foundation & Medical Research	8,163	28,253	79,977	5,950	18,658	41,204	25%	50%	97%	56%	66%	68%
Human & Social Services	10,273	26,382	51,409	5,726	13,519	26,784	23%	35%	57%	50%	58%	65%
Jewish	7,063	17,482	30,316	4,255	10,487	16,214	25%	34%	65%	53%	58%	64%
National Nonprofit Mailer	361,059	599,766	1,548,406	198,026	361,382	909,237	12%	22%	33%	46%	55%	64%
Public Affairs	15,206	31,683	94,351	8,144	16,503	50,281	10%	21%	38%	49%	55%	65%
Public Broadcasting Stations	39,100	63,945	166,201	20,103	37,592	86,757	15%	24%	42%	53%	57%	63%
Team Events	20,201	39,232	90,903	10,229	17,178	40,094	22%	29%	41%	43%	49%	58%
Visitation, Performing Arts & Libraries	17,903	38,736	119,712	10,572	27,952	54,400	16%	24%	35%	55%	64%	70%
Email File												

ABOUT CONVIO

Convio is a leading provider of on-demand constituent relationship management software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Common

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