

Giving Australia 2016

NONPROFIT ORGANISATIONS

Overview

Fundraising

In 2016, nonprofit organisations (NPOs) that engaged in fundraising activities most commonly sought revenue from regular givers and membership fees.

Table 1: Usage and significance of fundraising activities

Fundraising activity	Usage	Significance*
Regular giving	39%	33%
Membership fees	35%	17%
Raffles	25%	11%
Community grants	24%	25%
Major gifts	9%	23%
Bequests	6%	16%
Capital campaigns	4%	18%

* Percentage of organisations who use each activity that reported it was their most significant activity (in terms of revenue).

Although not commonly used, bequests, major gifts and capital campaigns can be significant for some.

... people can really move the needle on what they cared about during their lifetime. I love that.

Focus group, bequest managers, QLD

Organisations from different sectors used different fundraising practices.

Table 2: Commonly used fundraising practices by sector

Sector	Most common practice(s)	Percentage
Religious	Regular giving program	75%
Social services	Grant seeking	52%
Health	Corporate appeals/ events/ technology-based appeal	54%
Education	Events	61%
Culture and recreation	Fundraising campaigns	48%

Table 3: Commonly used fundraising practices by organisation size

	Most common practice	Percentage
Small	Membership fees	42%
Medium	Regular giving program	41%
Large	Regular giving program	51%

Volunteering

Some 94% of NPOs have volunteers. Of the NPOs surveyed, 63% actively recruited volunteers. Only one in ten reported experience with corporate employee volunteering, with a large number of organisations reporting lack of capacity to take up these opportunities.

Of those organisations with volunteers:

- ❖ the average number of volunteers per organisation was 71 and the median was 15
- ❖ volunteers contributed fewer than 10 hours per week for 38% of organisations
- ❖ only half have a dedicated volunteer manager (found to be the most useful resource for volunteer recruitment), and
- ❖ three quarters report having have some sort of volunteer recognition in place, a marked increase from 54% in 2005.

Half of the organisations with a volunteer program offer virtual opportunities, most commonly:

- ❖ skilled online volunteering
- ❖ promoting a cause via social media, and
- ❖ social media monitoring.

Nearly a third of virtual volunteering was by mobile phone.

NPOs believed giving back to society is a prime motivation for both their donors and volunteers, who want to be a part of something that creates impact.

New technologies and platforms

Table 4: NPO uptake of technology

Technologies	Percentage
Website	77%
Social Media	60%
Third party fundraising platforms	11%
Crowdfunding campaigns	4%

Some 23% of NPOs still do not have a website. Larger NPOs are more likely to use technological platforms, compared with small and mediums NPOs.

Table 5: NPO uptake of technology by organisation size

Technologies	Small	Medium	Large
Website	68%	87%	96%
Social media	52%	62%	80%
Third party fundraising platforms	8%	9%	21%
Crowdfunding campaigns	3%	5%	6%

The primary use of a website is to provide information. For those organisations with a website, less than half reported it is optimised for mobile technology.

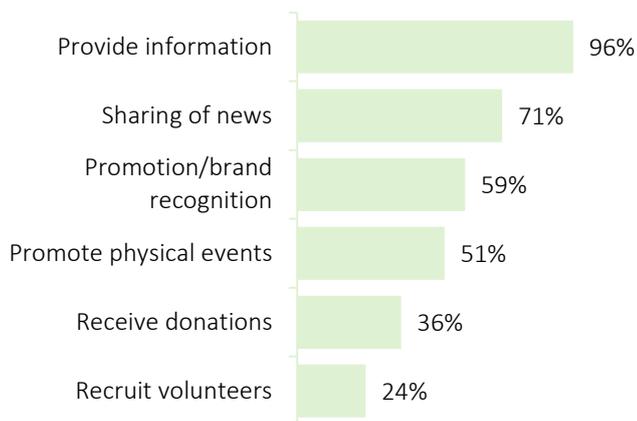


Figure 1: How do nonprofit organisations use their website?

The rise of crowdfunding and other technologies allow 'charity bypass' with more donors directly engaging with a cause they feel passionate about.

Donor expectations

NPOs reported that outcomes-reporting has an increasingly significant influence on donors' decisions.

...it's not just about being able to say we've put three people through a treatment program, it's being able to say... this is how their life is changed.

Focus Group, NPO Fundraisers, ACT

Issues affecting the sector

The sector identified the need to: diversify funding and appeal to supporter motivations; invest in innovation; and encourage planned giving including bequests.

Other key issues identified include:

- ❖ increasing difficulty attracting donors and volunteers
- ❖ public concerns about fundraising practices, administration costs and duplication, and
- ❖ 'stuck in tradition' attitudes turning off younger supporters.

Giving Australia 2016 report series

- ❖ *Giving Australia 2016: a summary*
- ❖ *Philanthropy and philanthropists*
- ❖ *Giving and volunteering – the nonprofit perspective*
- ❖ *Business giving and volunteering*
- ❖ *Individual giving and volunteering*
- ❖ *Giving Australia 2016 Literature review summary report*
- ❖ *Giving Australia 2016 Literature review*

For more information:

[The Australian Centre for Philanthropy and Nonprofit Studies](#)

QUT | 07 3138 1020

[Centre for Social Impact Swinburne](#)

Swinburne University of Technology | 03 9214 8000

[Centre for Corporate Public Affairs](#) | 02 8272 5101

Funded by the Australian Government Department of Social Services. Go to www.dss.gov.au for more information.