

CHARITY DYNAMICS

Boundless Fundraising™

2020

Benchmark Report



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Introduction

This year, we're celebrating Charity Dynamics' 15th anniversary, and it's incredible to look back at how much the nonprofit arena has changed, particularly in how people fundraise. At the time, websites and online donations were still relatively new for many organizations, and smartphones were still on the horizon.

In 2008, we introduced Boundless Fundraising™ to help organizations and fundraisers go beyond the traditional website. It included a Facebook app, when many people still weren't sure what Facebook was or why they would want to use it to fundraise. Now Facebook is a known entity in the fundraising world.

And in 2010, we launched the Boundless Fundraising mobile app, which has seen exponential growth as mobile app adoption has skyrocketed (currently, of their time spent on a mobile device, users average 90% of that time,¹ **in an app!**)

In looking back over the years, I'm quite proud of the fact that Charity Dynamics has always been on the leading edge of identifying and developing innovative solutions by leveraging new technology.

Rest assured, we continue to look out for challenges organizations are facing that we can transform into opportunities to improve their growth and success.

Kathy Kempff
CEO
Charity Dynamics



Summary Results

In 2019, when leveraging the full suite of Boundless Fundraising™ products — Mobile App, Social and Mobile Check Deposit:

Boundless Fundraising users raised

4X MORE

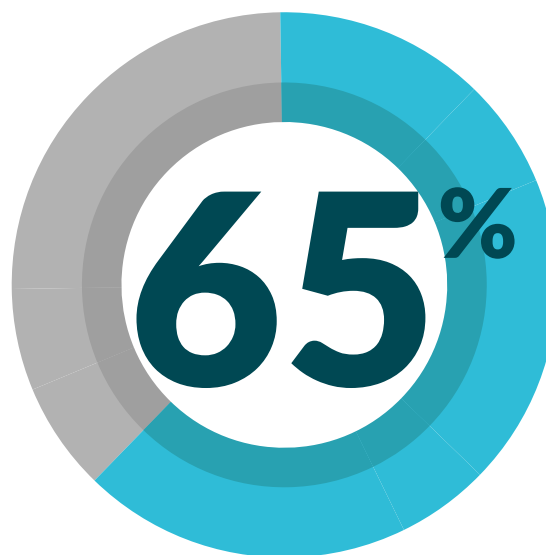
than their peers who did not use BF

\$570

was the avg raised per
Boundless Fundraising participant

**BF USERS HAD
3.5X**

more individual donations
than non-BF users



of BF donations
come from
NEW
donors



A Crash Course in Boundless Fundraising

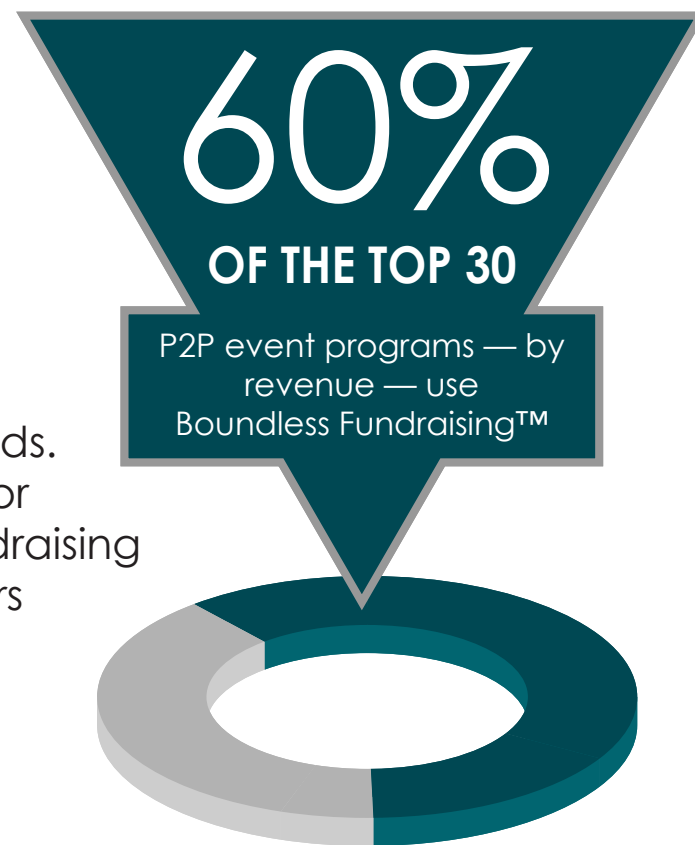
The Leading Fundraising Mobile App

As peer-to-peer events have grown and evolved, so have participants' expectations about fundraising. With today's busy schedules, fundraisers are looking for convenience and ease, whether contacting potential donors or tracking progress. All of which is found in the Boundless Fundraising mobile app.

Since 2008, Boundless Fundraising has evolved right alongside today's fundraisers to meet their changing needs. Its robust suite of applications serves as a one-stop shop for all things fundraising. Participants can power up their fundraising with the app's tools and options, and connect with donors across a range of channels — social, mobile, text, email.

Available in the Apple App Store and Google Play, Boundless Fundraising offers powerful features including:

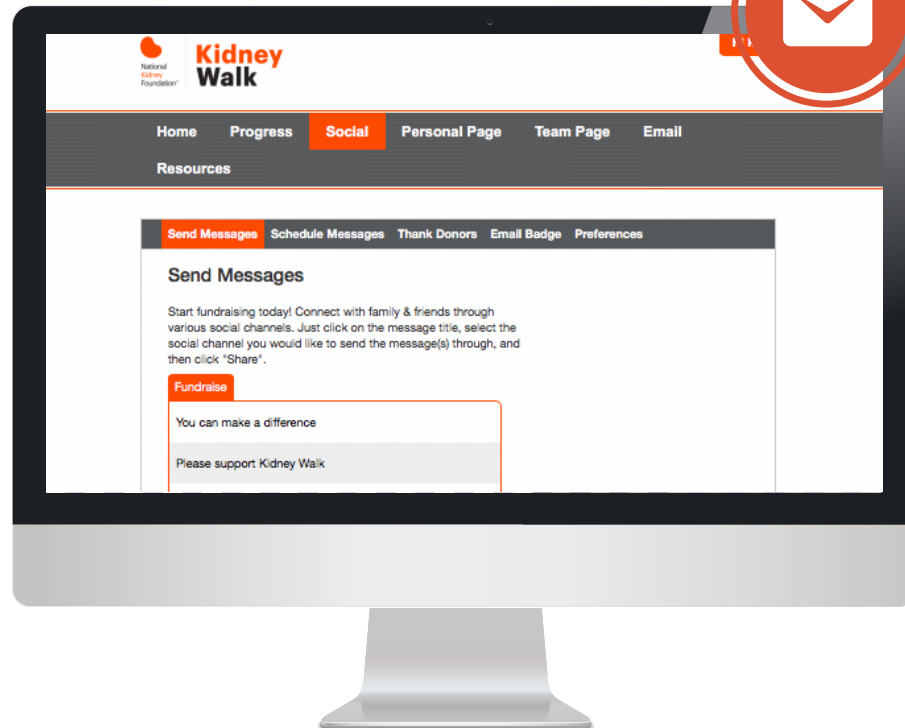
- 70+ fundraising and recruiting message templates across 7 social channels
- Easily edit content, photos, and URLs for personal and team pages
- Engage participants with push notifications, which opens up a new channel of communication between you both
- Enable participants to deposit checks and not have to wait for approval from your staff — instant gratification!



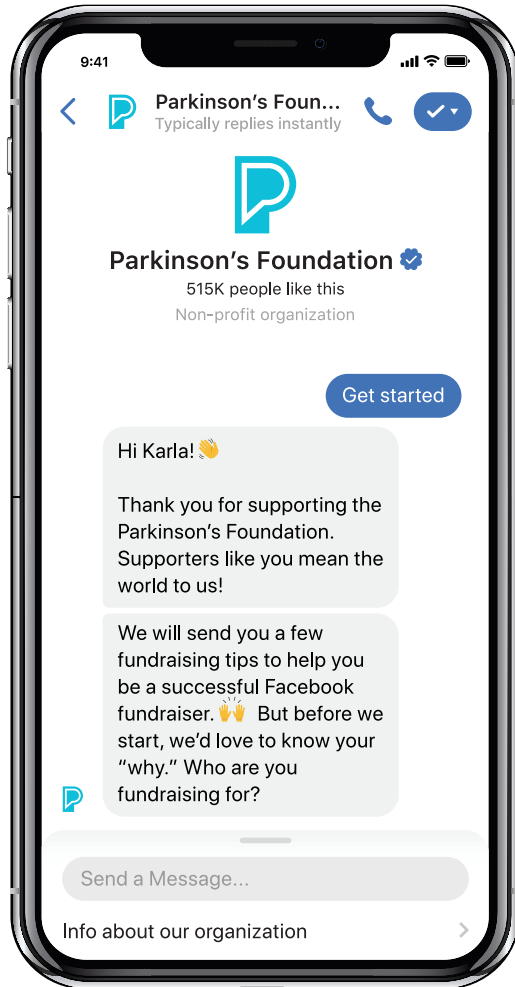
Boundless Fundraising Social

Boundless Fundraising Social seamlessly integrates into an organization's event website, allowing participants to:

- Fundraise via their favorite social channels (Facebook, Twitter, LinkedIn, What's App), plus native email and text
- Schedule messages across channels
- Have greater flexibility in where and when they fundraise — and reach a wider pool of potential donors



Facebook Messenger Bot



Through the power of AI technology, the Boundless Fundraising Facebook Messenger Bot provides your staff with a way to engage further with Facebook fundraisers. With the Messenger Bot, Facebook Fundraisers can be invited to opt in receive communications from your organization via Messenger.

Boundless Fundraising Facebook Messenger Bot conducts dynamic discussions with the subscriber based on their connection to your organization, fundraising goals and amount raised. With data privacy concerns a growing trend, the Facebook Messenger Bot provides an opt-in avenue for organizations to fully connect with these fundraisers.

[Get the Case Study](#)

Mobile Check Deposit

Organizations can streamline their offline donation process for peer-to-peer events using Boundless Fundraising Mobile Check Deposit. With this tool, fundraisers can safely deposit offline donations electronically — and this comes with several advantages:

- Checks post immediately — providing fundraisers with the instant gratification of seeing their totals rise faster
- By eliminating time in transit, organizations minimize the chance that checks are lost or forgotten
- Organizations receive the funds sooner
- Less administrative time needed for data entry
- Less time overall for participant checks to process

Mobile Check Deposit also allows organizations to start engaging with these offline donors more quickly.



Case Study: Alzheimer's Association

When it came time for the Alzheimer's Association's signature do-it-yourself fundraising program, The Longest Day, the organization was looking to create a better, more efficient process to collect and process checks from fundraisers across the country. Close to half of the revenue for the program came from mailed checks, which came with the risk of lost mail, time-consuming data entry, and a delay in participant and donor recognition.

After implementing Boundless Fundraising Mobile Check Deposit in 2018, the Alzheimer's Association had approximately 4,500 checks come in via the app.

In 2019, The Longest Day processed more than 9,000 checks via Mobile Check Deposit — a **100% increase in volume** and **137% increase in revenue!**

“We love that we're getting donations in the system faster than ever.

We're able to credit participants in real time, thank donors sooner and focus on building relationships.

— Noel Beebe, Director of Digital Fundraising”

Adding Offline Donations to the Mix

What impact can Mobile Check Deposit have on your event? Let's look at the numbers for Alzheimer's Association's Walk to End Alzheimer's program.

Supporters leveraging Mobile Check Deposit, in addition to the Boundless Fundraising Mobile App, yielded 2.8 times MORE revenue than their peers who used the app alone.





Why Managed Solutions?

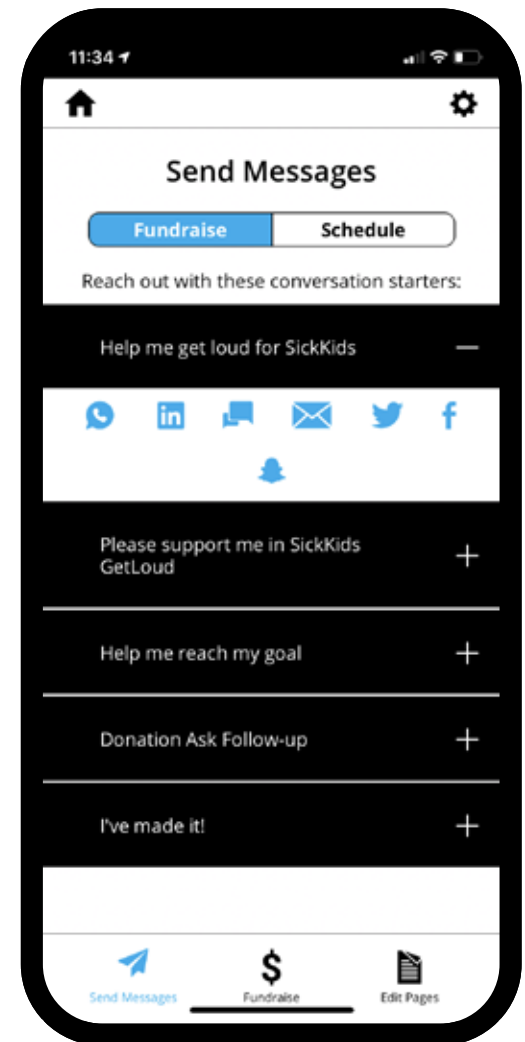
Sit Back and Relax... We Got This!

Your organization probably uses a number of fully managed software solutions on a daily basis — Office 365, WebEx, Slack, and DocuSign, to name a few. With a “plug and play” model, an organization subscribes and receives access to the licensed product and off they go. Fully managed solutions offer plenty of benefits, particularly when it comes to adding new features and functionality. With fully managed solutions, you get ongoing updates and support, so you don't have to worry — it's taken care of.

Take, for example, your phone's operating system or a favorite app. You might have it set for manual updates — but you keep forgetting to install the new version. That can lead to cybersecurity issues or poor functionality.

With a fully managed solution, like Boundless Fundraising, you get:

- Seamless, ongoing updates
- Ongoing vendor support and maintenance
- Quick setup and troubleshooting
- Proactive testing of all updates (to ensure it works right the first time)



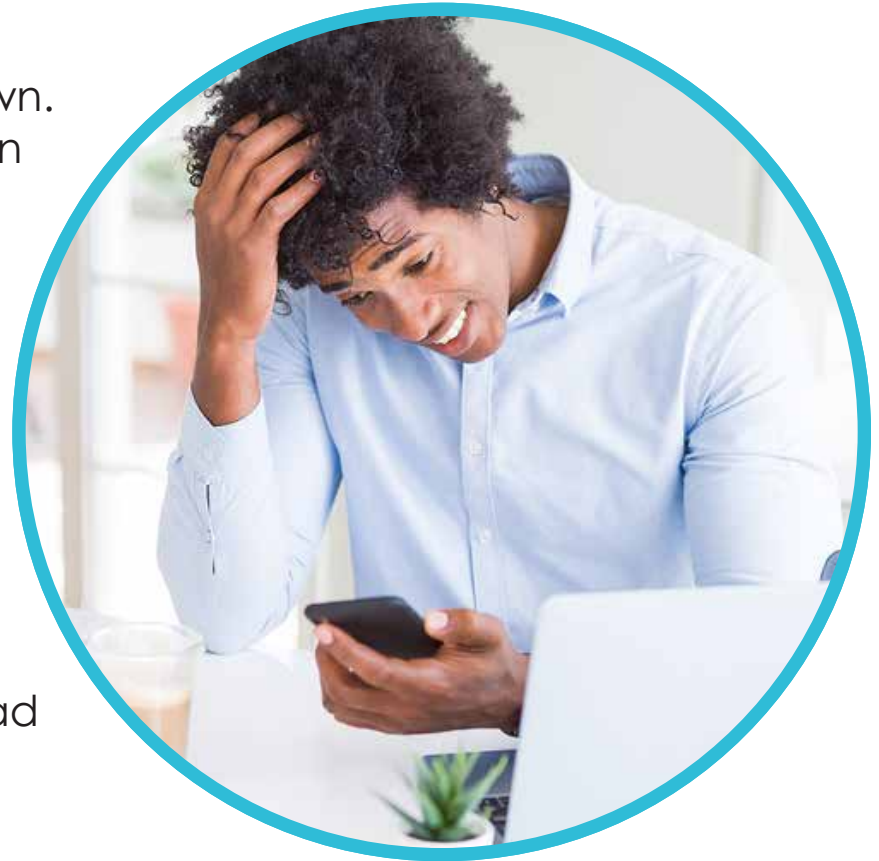
Avoiding Participant Frustration

Nonprofits work hard to build strong relationships with their constituents. Providing reliable tools for fundraisers is key.

Today's consumers have little patience for tech or software, including apps, that glitches or goes down. 75% of apps are downloaded, used once and then never used again.³ And one of the main reasons? Bugs and bad user experience.

From an organizational standpoint, having a fully managed solution provides great value:

- The vendor provides ongoing support and maintenance
- The vendor tests updates prior to official release to find those annoying bugs
- The organization can focus on its mission instead of troubleshooting IT issues



Ongoing Maintenance & Support

As a fully managed solution, Boundless Fundraising receives guided deployment and continuous management from Charity Dynamics' support teams, including that all-important ongoing maintenance and updates.

We work hard to stay ahead of any software changes coming down the line to minimize any impact to clients' apps. And we proactively review and verify our clients' results to see if their content is doing what they want it to do — make a difference.

“

We don't have to worry about Boundless Fundraising because Charity Dynamics takes care of everything behind the scenes.

And that allows us to focus on building deeper relationships with our supporters instead of dealing with user issues.

— Francesca Villa, National Manager, Signature Events
Parkinson's Foundation

”



Generational Usage of Mobile Apps

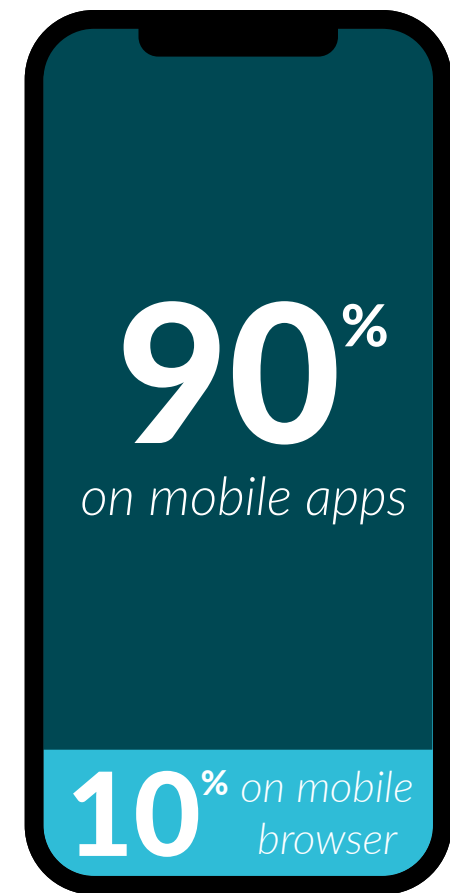
Mobile App Use Stays Strong

Not surprisingly, mobile app use continues to dominate mobile browsers: 90% of time users spend on a mobile device is in an app vs. a browser.¹

Mobile app use is growing 6% year over year with 57% of digital media use coming from apps. The average smartphone user spends 2.5 hours per day in apps.¹ Not surprisingly, the younger demographic (ages 18-24) spends the most time in app — 3.2 hours/day — but those ages 45-54 still average 2.0 hours/day using apps.³

Mobile browsers do have their place, though: 48% of consumers start mobile research in their phone's browser — and 33% go directly to a specific site in their browser.¹

Of time spent on a mobile device, users spend:



Mobile Behavior by Generation

Baby Boomers^{4,5} (ages 54-72)

- 65.8% own a smartphone
- 55% own a tablet
- 52% use retail apps, but...
- Only 14% use mobile payment apps
- Least active in app



Generation X^{4,5} (ages 39-53)

- Spend 2.5 hours/day on smartphone
- 66% of that time on social media
- Prefer Facebook to YouTube
- Prefer apps that assist in everyday life
- Online activity is purpose-driven, rather than entertainment

Millennials^{4,5,6} (ages 24-38)

- 94% use smartphones
- 80% use social networking apps
- 84.8% make online purchases
- 59% spend at least 4 hours/day on smartphone
- 21% open an app 50+ times/day



The View from Gen Z

Generation Z (ages 6-23), or Digital Natives, are the first to grow up completely digital. 98% of Gen Z own a smartphone — they get their first phone at 10 years old on average. They use apps heavily — their engagement rate is 35% higher than older generations. And Gen Z's spending power is estimated at \$44 billion.⁷

What Does Gen Z Expect from Apps?⁸

- Download quickly
- Work smoothly
- Intuitive user experience
- Personalization
- Creative tools
- Privacy and sharing control

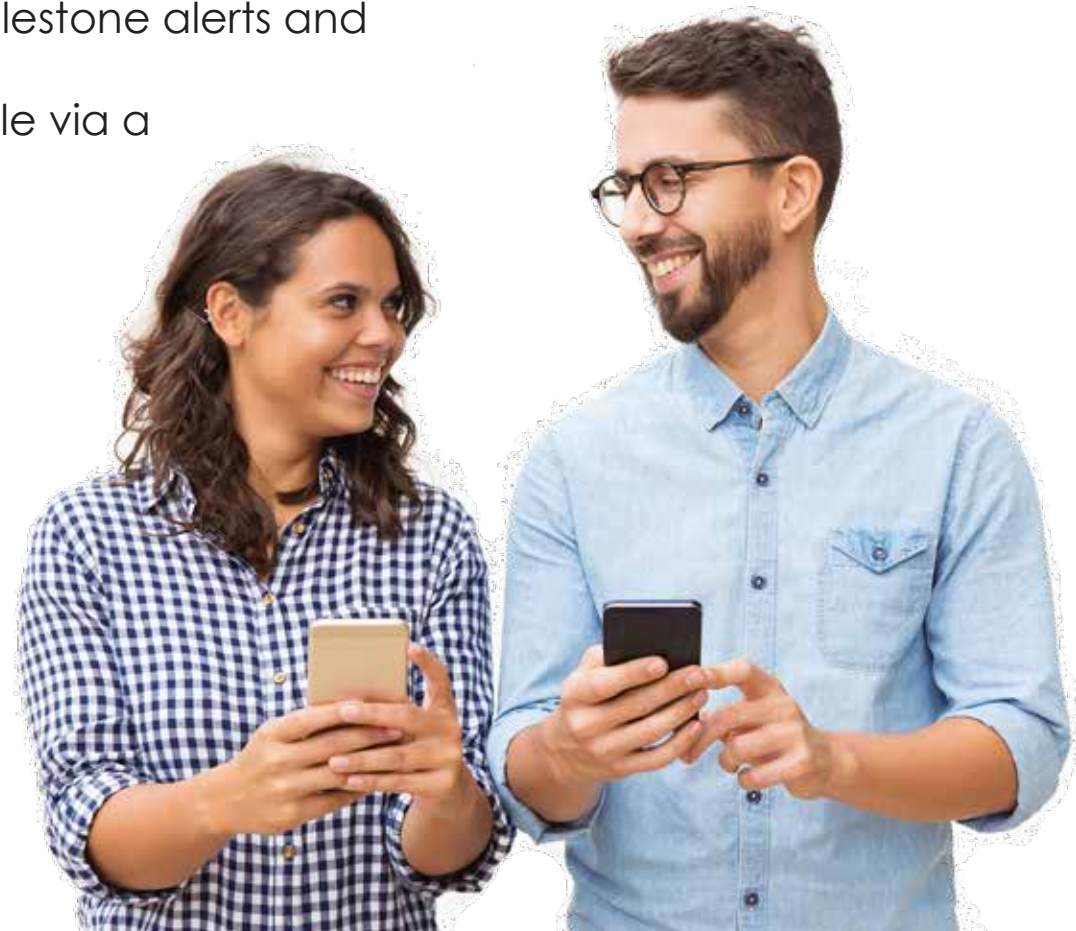


Optimized User Experience

So, where do you think you should invest your time and money? The statistics show mobile apps are here to stay and growing — and the optimized experience they provide users plays a major role. If you want to focus on younger audiences, are you prepared? (Remember that list of Gen Z expectations!)

With mobile apps, you get:

- Access to other mobile features like the camera, contacts, GPS, etc.
- Personalized features like event and milestone alerts and updates
- Communications channels not available via a browser: push notifications
- Enhanced brand recognition and user engagement
- Quicker access than browsers





A Flexible Approach to Partnerships

Maximizing Connections

Boundless Fundraising is platform agnostic. What does that mean exactly? It means that we work to support clients' event programs and fundraisers regardless of what platform they use. If 10+% of your online revenue is coming through a particular channel, then you don't need any user disruptions if you switch platforms. Our goal is to minimize any impact to your participants. We seamlessly update your app and your fundraisers keep on going.



We are also constantly evaluating platforms our clients are using to ensure that we can service all of our clients regardless of the platform they supply.

Platforms supported by Boundless Fundraising include Blackbaud, DonorDrive, Neon One (Rallybound) and, coming in 2020, Classy.

“

When switching fundraising platforms, it was good to know that one thing would remain constant and wouldn't require migration — Boundless Fundraising.

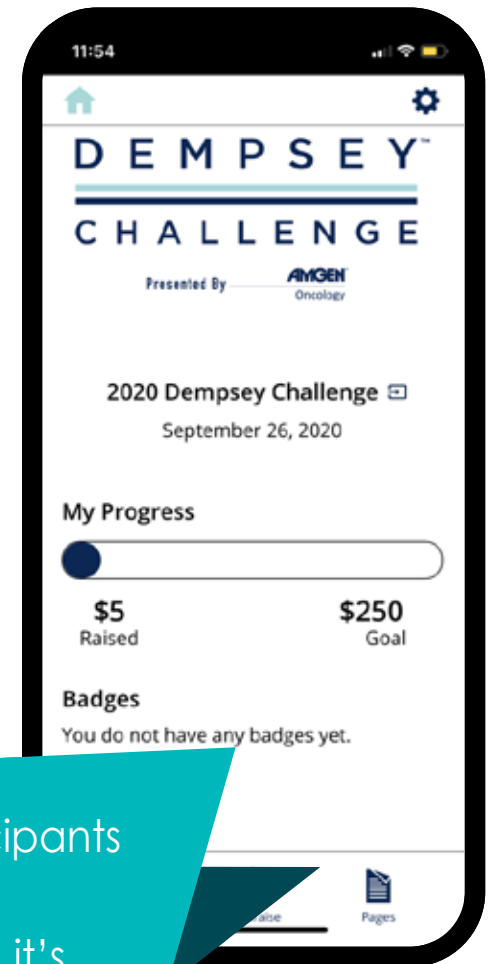
— Deanna van Lear, Kidney Walk National Director
National Kidney Foundation

”

Case Study: Dempsey Center

The Dempsey Center, which provides cancer support services in Maine, added Boundless Fundraising in 2019 for its annual run, walk, cycle experience, the Dempsey Challenge. In less than a year, the organization, and in less than a year, has already experienced some incredible results!

- In Year 1, 15% of all online donations were sourced through Boundless Fundraising
- Of those donations, 72% came in via Boundless Fundraising Mobile App, and 28% via Boundless Fundraising Social
- Dempsey made it a priority to focus on educating its participants about the new tools available to help them with their fundraising efforts — and the hard work paid off, with **over 50% leveraging the Boundless Fundraising mobile app!**



“

We wanted to enable Dempsey Challenge participants on the platform of choice, which was mobile.

In 2019, we invested in Boundless Fundraising and it's been an integral fundraising tool for our participants in allowing them to fundraise how and where they want to, on the go.

”

— Cheryl Ramsay, Event Manager
Dempsey Center

Case Study: Arthritis Foundation



Two years ago, the Arthritis Foundation moved its Walk To Cure Arthritis event program to Boundless Fundraising. Prior to the transition, the Arthritis Foundation had mobile apps supporting their event programs; however, they were not fully managed solutions so the results were suboptimal.

By the end of 2019, the Arthritis Foundation had **2X** the amount raised through the apps. Optimizing the participant experience, making it easy to fundraise and providing ongoing app upgrades and support to participants were key factors in their increased results.

“

With our previous mobile fundraising app, all changes were manual and required a new statement of work.

Boundless Fundraising updates are seamless — which is one less thing I have to worry about!

— Karen Wills, Director of Fundraising Systems
Arthritis Foundation

”

Facebook Fundraiser Direct

Facebook Fundraiser Direct is an exciting integration from Charity Dynamics and Neon One/Rallybound that allows nonprofits to connect peer-to-peer event participants' Rallybound dashboard (via Boundless Fundraising Social) or Boundless Fundraising mobile app with their corresponding Facebook Fundraiser campaign.

Event participants can raise money via Facebook while still being able to sync their fundraising progress across both platforms. Here's how it works:

- The Facebook Fundraiser Direct integration will update the participant's fundraising campaign in Rallybound for donations made on Facebook within minutes
- Donations made on Rallybound will reflect in Facebook within one hour
- A participant's fundraising campaign stays in sync between systems so amount raised is the same regardless of where the donation was made
- If a user creates a fundraiser campaign that's integrated to their Rallybound participant registration, the tab changes to "Manage Facebook Fundraiser"

\$3 Million

raised with Facebook Fundraisers in 2019





Boundless Fundraising 2019 Benchmarks

Adoption Rates

34%

of walk participants that raised at least \$1 in 2019 used Boundless Fundraising.*

**Given the large volume of zero-dollar fundraisers taking part in our clients' walk programs, it's important to note that Boundless Fundraising adoption jumps to 34% when looking exclusively at fundraisers vs. all participants.*

When we looked across all of our Boundless Fundraising clients, we saw a lot of great stats and accomplishments in fundraising. As a general best practice, when participants adopt Boundless Fundraising apps, organizations witness an increase across the board in number of fundraisers, donations and new donors. With the mobile app exclusively, we witnessed a growth in adoption across all event types.

Event Type	Boundless Fundraising % Adoption (all registrants)
Cycling	66%
Endurance	50%
Obstacle	14%
Walk/5K	16%

Dollars Raised Per User

\$110

Average dollar amount raised by BF users across all event types

In 2019, each individual Boundless Fundraising Mobile App user generated an average of \$110 for their respective mission via the mobile app.

This significant result can be attributed to the release of additional functionality within the app that provides fundraisers with more avenues to ask for support.

Event Type	Dollars Raised by Each Boundless Fundraising User
Cycling	\$192
Endurance	\$263
Obstacle	\$104
Walk/5K	\$62

Percentage of Online Donations

10%

**Avg percentage of online donations
across all event types**



**% of Online Donations
for Younger Generations
is Much Higher at**

20% - 33%

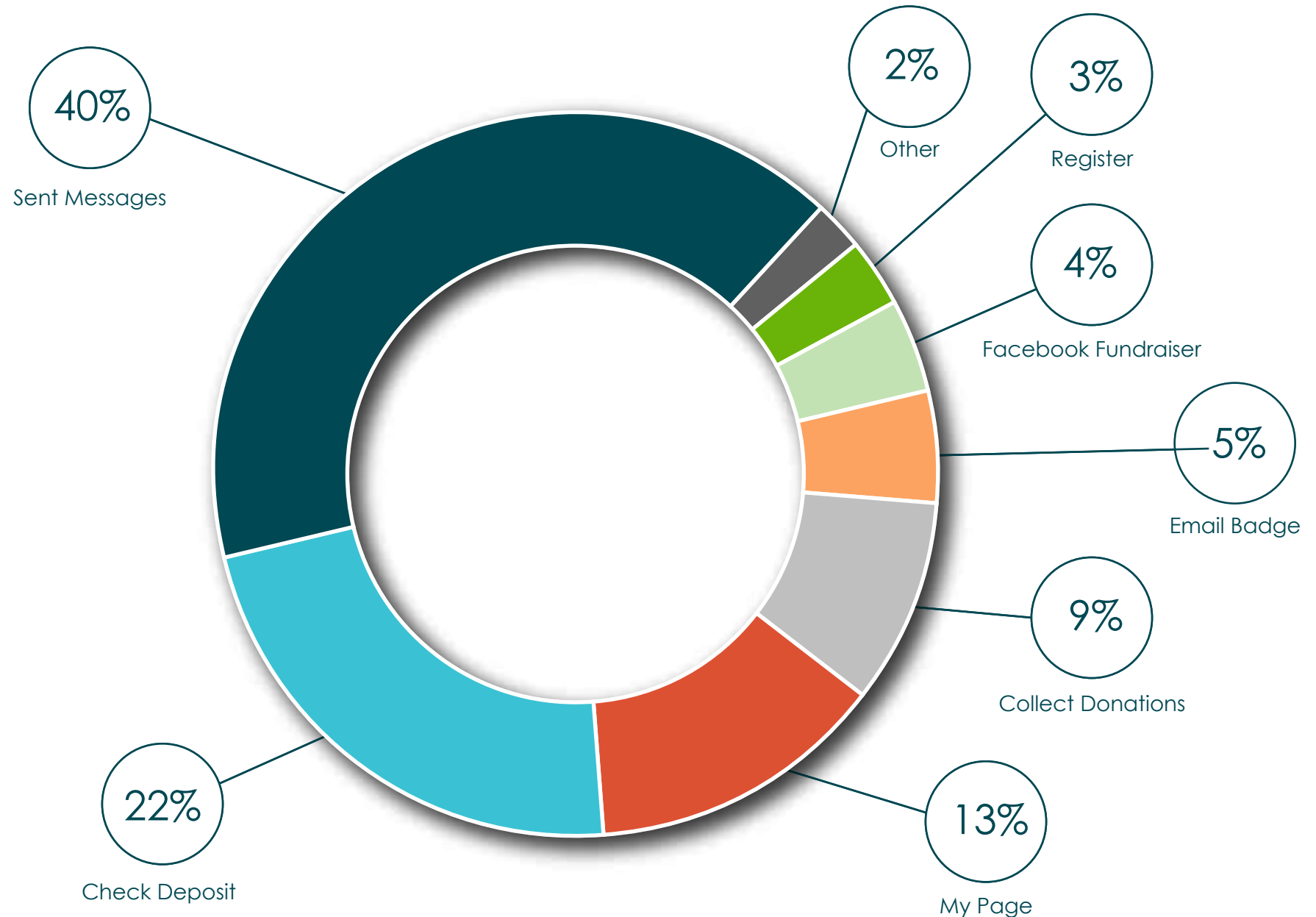
Participants using Boundless Fundraising realize a significant impact on their online fundraising.

Providing the tools to help participants be successful fundraisers and promoting adoption can add significant growth to peer-to-peer programs.

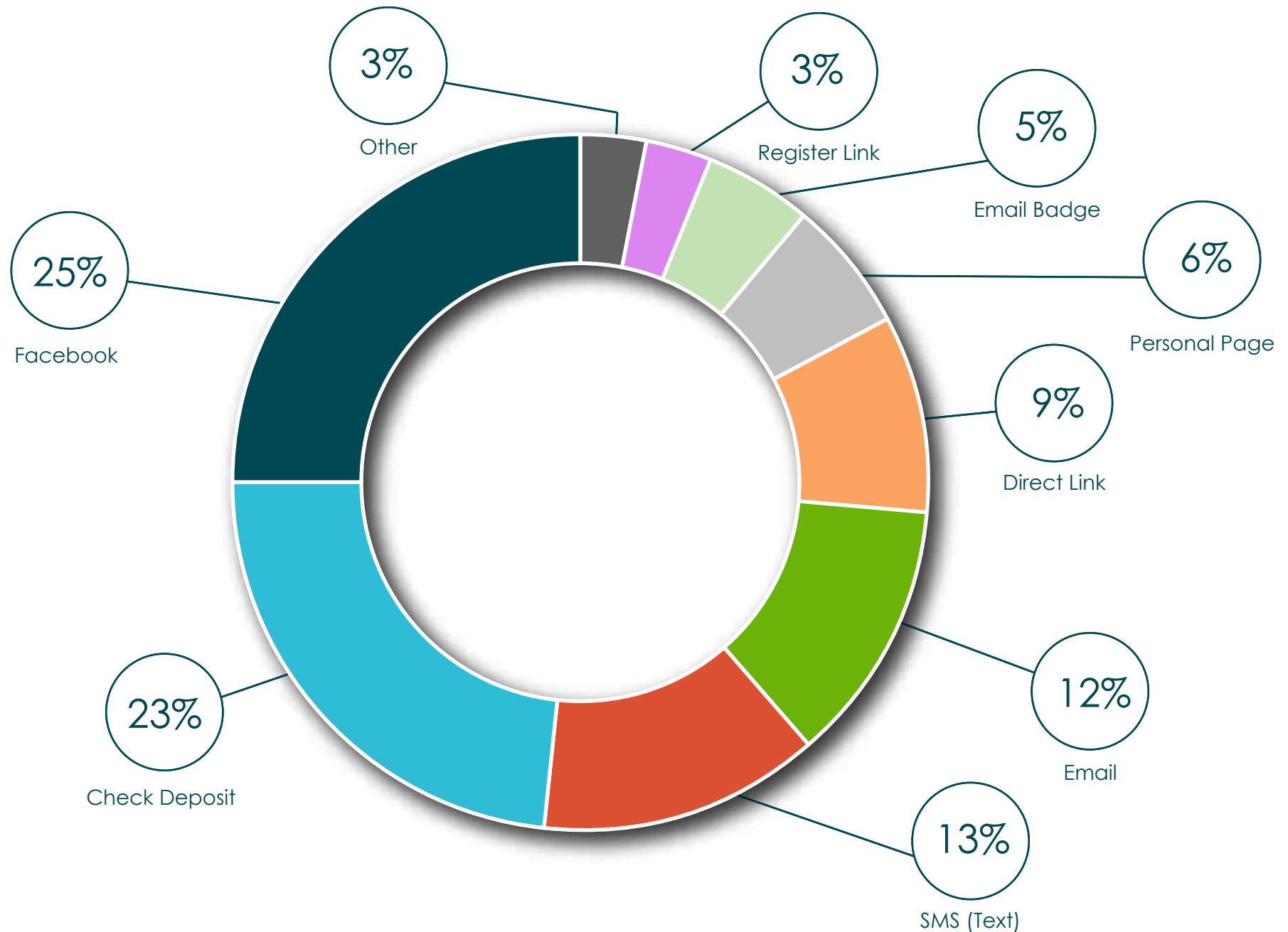
Across all organizations utilizing Boundless Fundraising, nearly 10% of all online donations are currently sourced through the platform suite.

Event Type	Boundless Fundraising % of Online Dollars
Cycling	10%
Endurance	9%
Obstacle	8%
Walk/5K	9%

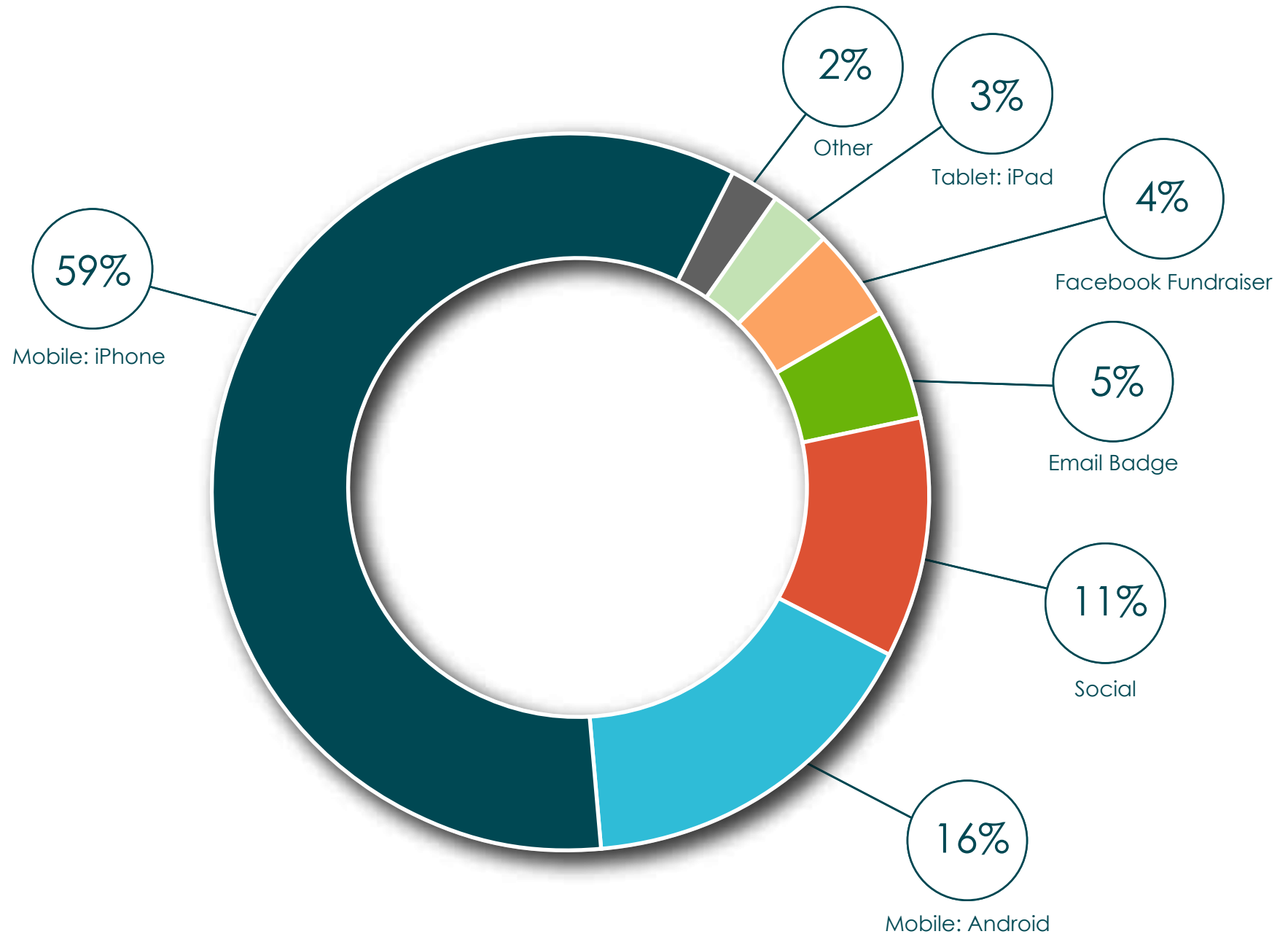
Top Revenue Generating Features



Top Revenue Generating Share Channels



Top Revenue Generating Products



Conclusions

As this report illustrates, Boundless Fundraising can empower your fundraisers by providing them with the tools and resources to fundraise where they are and in the method that works best for them. And, as the data proves, this transforms your participants into stronger, more engaged supporters.

Charity Dynamics offers plenty for organizations as well, such as ongoing management and support, proactive analytics and engagement tools that help them better understand and connect with their constituents — and stay on mission.

We hope the benchmark data and insights we've presented inspire you to look for new and exciting ways to use Boundless Fundraising to give your fundraisers an amazing fundraising and event experience.

For more information about how to make the most of your peer-to-peer fundraising tools or to request a demo of Boundless Fundraising, contact us at info@charitydynamics.com.

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