



# Pulse of the donor

Insights into online giving behavior

As fundraising evolves, so does the need for precise, actionable insights. Unlike traditional reports that rely on industry averages, Fundraise Up's data performance is light years ahead — offering nonprofits the ability to benchmark against the very best.



# Foreword

This report provides an unparalleled look into donor behavior and fundraising trends, empowering organizations to uncover what truly drives donor engagement and giving.

Special thanks to Stripe, our dedicated payment partner, for their collaboration in producing this inaugural report. Together, we're equipping nonprofits with the tools they need to grow and sustain their missions in 2025 and beyond.

“

At Stripe, we've seen that actionable data can be a powerful tool for organizations operating in today's digital-first landscape. We're excited for this report to provide deeper insights into donor behavior and fundraising campaigns.”

Neetika Bansal, Head of Money Movement at Stripe

# Methodology

Leveraging anonymized, non-PII data from millions of transactions processed through Fundraise Up, from more than 500 nonprofits, this report presents average metric values for nonprofits across four countries: the United States, Canada, the United Kingdom, and Australia.

To allow for a comprehensive assessment of performance, the data focuses on nonprofits using Fundraise Up for at least one full year or two full years for year-over-year (YoY) metrics.

To account for variability in organizational performance, certain metrics are reported with ranges from the 25th to the 75th percentiles. This approach provides a more nuanced understanding of performance across countries.

## Specifically

**25th percentile.** This represents the lower bound of performance, where the bottom 25% of organizations in a country experienced a YoY change of X% or lower in a given metric. Conversely, the remaining 75% of nonprofits achieved a YoY change of X% or higher.

**75th percentile.** This highlights the upper bound of performance, where the top 25% of organizations in a country achieved a YoY increase of X% or higher.

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In 2024, geography wasn't a backdrop — it was a game-changer for understanding donor behavior. Where your supporters live influences not only how much they give, but also how often they contribute, how likely they are to stick with recurring donations, and even how long they stay engaged with your mission.

# Gains across geography

## Global trends in giving





Naturally, regions with higher disposable income and a strong culture of philanthropy might skew towards larger average donations. But it's also important to note the popularity of online giving across regions, as it varies.

By digging into these geographic insights, you can fine-tune your strategy and meet donors where they are — literally and figuratively — for deeper impact.







## How generous are donors feeling?

Donors overall were feeling generous in 2024. The average size of one-time donations saw growth across the board. Year-over-year (YoY) monthly donations had double-digit growth in the U.S. (10.8%) and Canada (11.4%).

## One-time donations





Region				
Avg. one-time amount, \$USD	\$206.5	\$163.8 CAD 234.2	\$73.6 GBP 58.9	\$102.6 AUD 163.1
Avg. one-time amount, mobile	\$152.3	\$131.4 CAD 187.9	\$53.1 GBP 42.5	\$73.4 AUD 116.7
Avg. one-time amount, desktop	\$254.2	\$187.4 CAD 268	\$111.4 GBP 89.1	\$131.5 AUD 209.9

## YoY one-time donations









Region				
Range of YoY differences (25th - 75th percentiles)	-6% to +10%	-1% to +5%	-3% to +17%	+4% to +17%
Avg. YoY difference	+1.9% 	+2.4%	+5.4%	+7.9%
Median YoY difference	+1.8% 	+1.9%	+4.1%	+6.9%

 Represents a statistical significance.

## Monthly donations

Region				
Avg. monthly amount, \$USD	\$45.1	\$34.8 CAD 49.8	\$18.5 GBP 14.8	\$23.1 AUD 36.7
Avg. monthly amount, mobile	\$36.3	\$28.2 CAD 40.3	\$16.7 GBP 13.4	\$20.8 AUD 33.1
Avg. monthly amount, desktop	\$53.5	\$40.1 CAD 57.3	\$23 GBP 18.4	\$23.1 AUD 36.7

## YoY monthly donations







Region				
Range of YoY differences (25th - 75th percentiles)	-10% to +29%	-0.2% to +17%	-8% to +3%	-5% to +4%
Avg. YoY difference	+10.8% 	+11.4% 	-0.5%	-0.3%
Median YoY difference	+10.5% 	+12.4% 	-0.3%	-0.8%

 Represents a statistical significance.

## How many of us are giving?

Interestingly, YoY donation count varies strongly across nonprofits from country to country. Among the regions, Canada is experiencing the strongest YoY improvement, while Australia is facing the most significant challenges in growth. The U.S. and U.K. show mixed results, with the U.K. leaning slightly positive and the U.S. slightly negative.

### YoY donation count

Region				
Range of YoY differences (25th - 75th percentiles)	-14% to +12%	-1% to +16%	-7% to +11%	-8% to +1.5%
Avg. YoY difference	-0.1%	+7.4% 	+3.4%	-3.8%
Median YoY difference	-2.9%	+7.6% 	+3.4%	-1.5%





 Represents a statistical significance.

## How often do donors give?

The lifeblood of sustainable fundraising saw single to double-digit growth in recurring donations. For a clearer picture of the impact, we've calculated these ratios as a percentage of recurring plans in **new donations**.

For example, if a nonprofit received 90 one-time donations and had 10 new recurring plans during that period, then the ratio of recurrings would be equal to 10%.

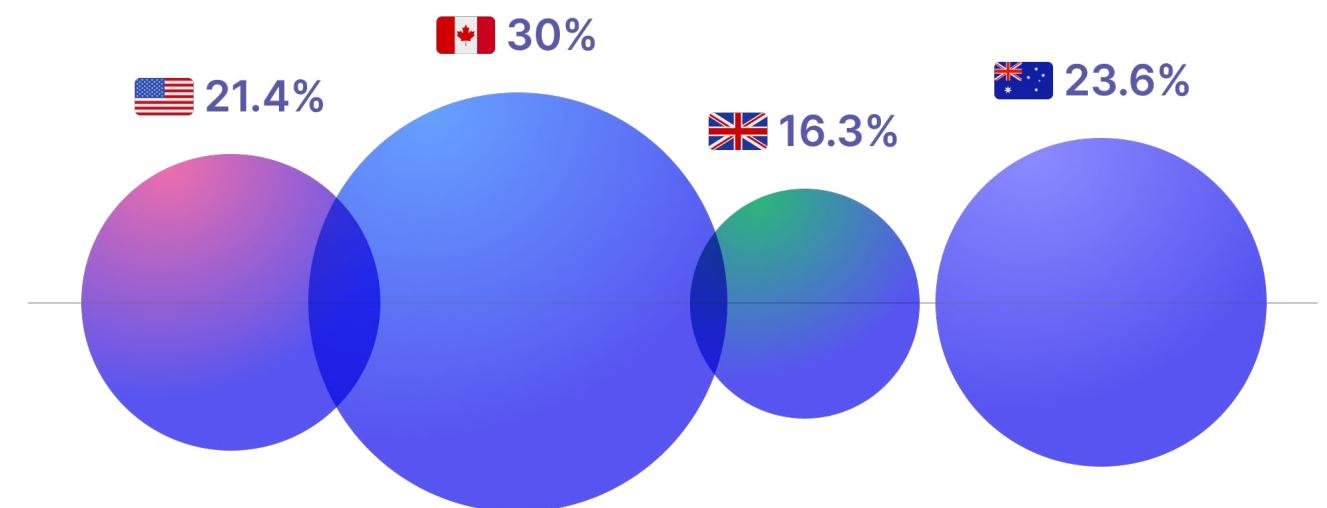
## Percentage of recurring plans

Region	Range of differences (25th - 75th percentiles)	% of recurrings in new donations, median
 United States	4.2% to 10.8%	6.7%
 Canada	3.3% to 7.9%	5.4%
 United Kingdom	5.3% to 15.1%	8.7%
 Australia	5.3% to 12.6%	8.2%

## How often do donors give (again!)?

Digging deeper, let's explore how often donors **make a net-new donation** (separate from any existing recurring plans) within 365 days of their last donation. This is a popular behavior in Canada with one-third of donors giving again during the year.

% of supporters making another donation within a 1-year period, median

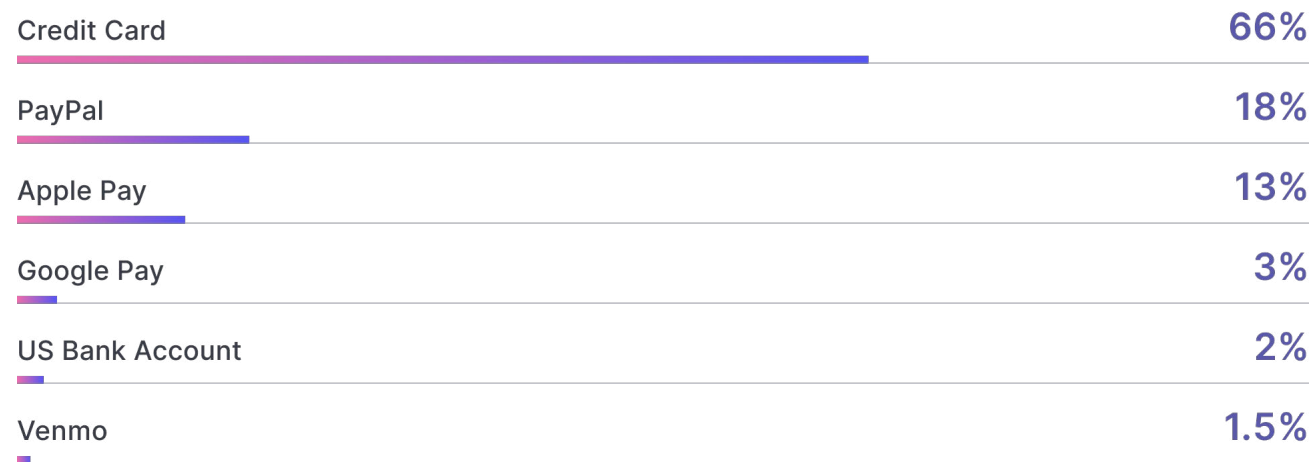


# What payment methods do donors use?

Understanding donor preferences is the key to unlocking their generosity. One critical factor in this equation is offering the right payment methods — ones that align with the convenience, security, and flexibility that donors have come to expect when acting as consumers. But what do donors really want when it comes to payment options? The answer might surprise you.

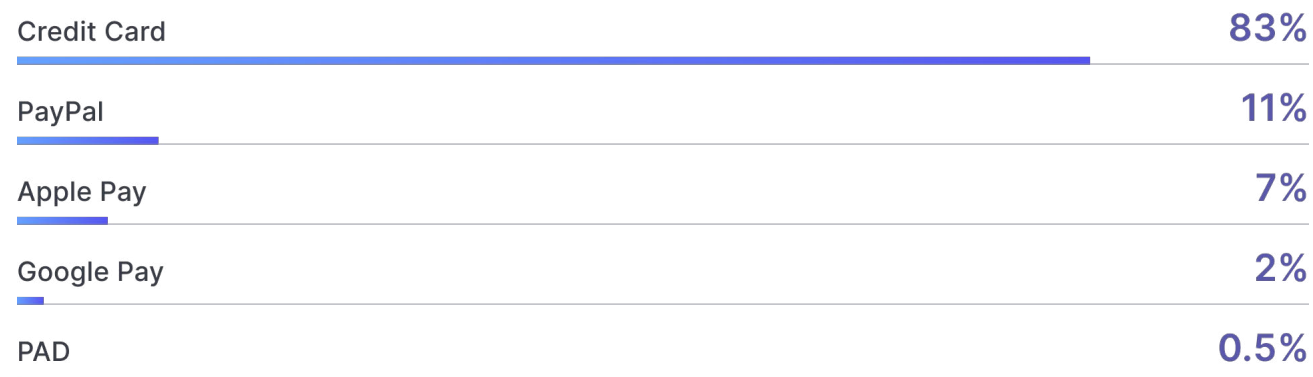
## USA

Avg. % of donations via method



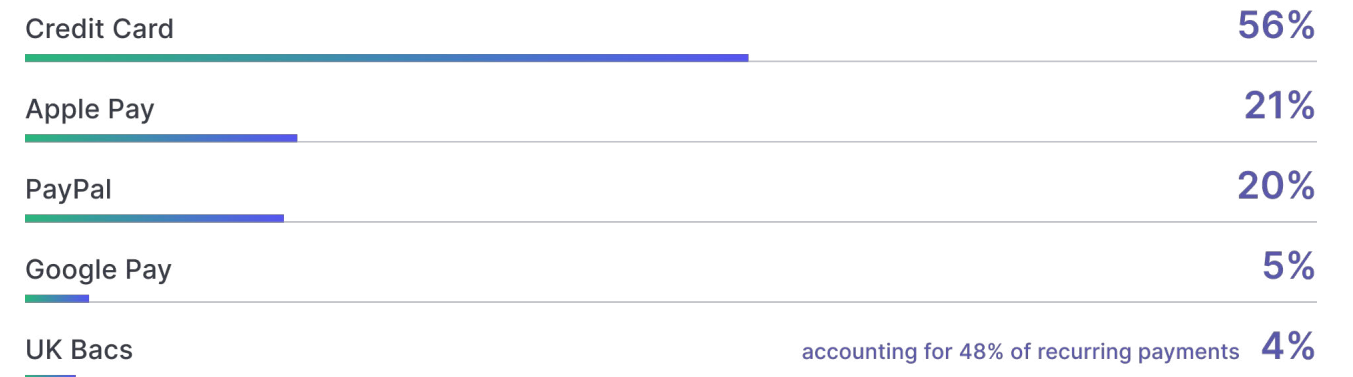
## Canada

Avg. % of donations via method



## United Kingdom

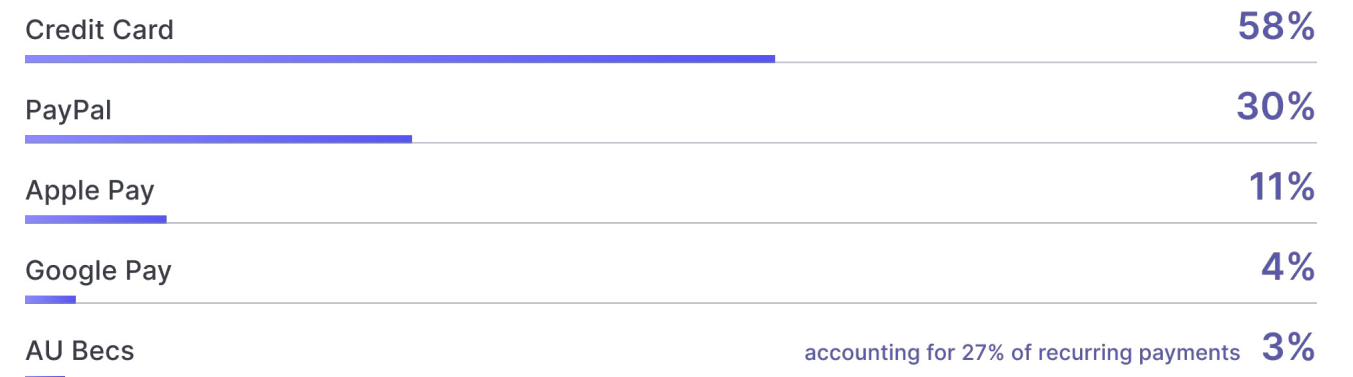
Avg. % of donations via method



UK Bacs are used for almost half of all recurring plans.

## Australia

Avg. % of donations via method



Australia has the largest ratio of PayPal donations across these regions.



# Insights in use

## Prioritize mobile for immediate revenue goals

### Insight

Acquiring donors through mobile channels fosters stronger donor relationships and boosts organizational resiliency to maintain a positive ROI.

### Action

Invest in mobile-first strategies, including optimized donation forms and targeted campaigns that emphasize urgency and immediate impact to maximize revenue.

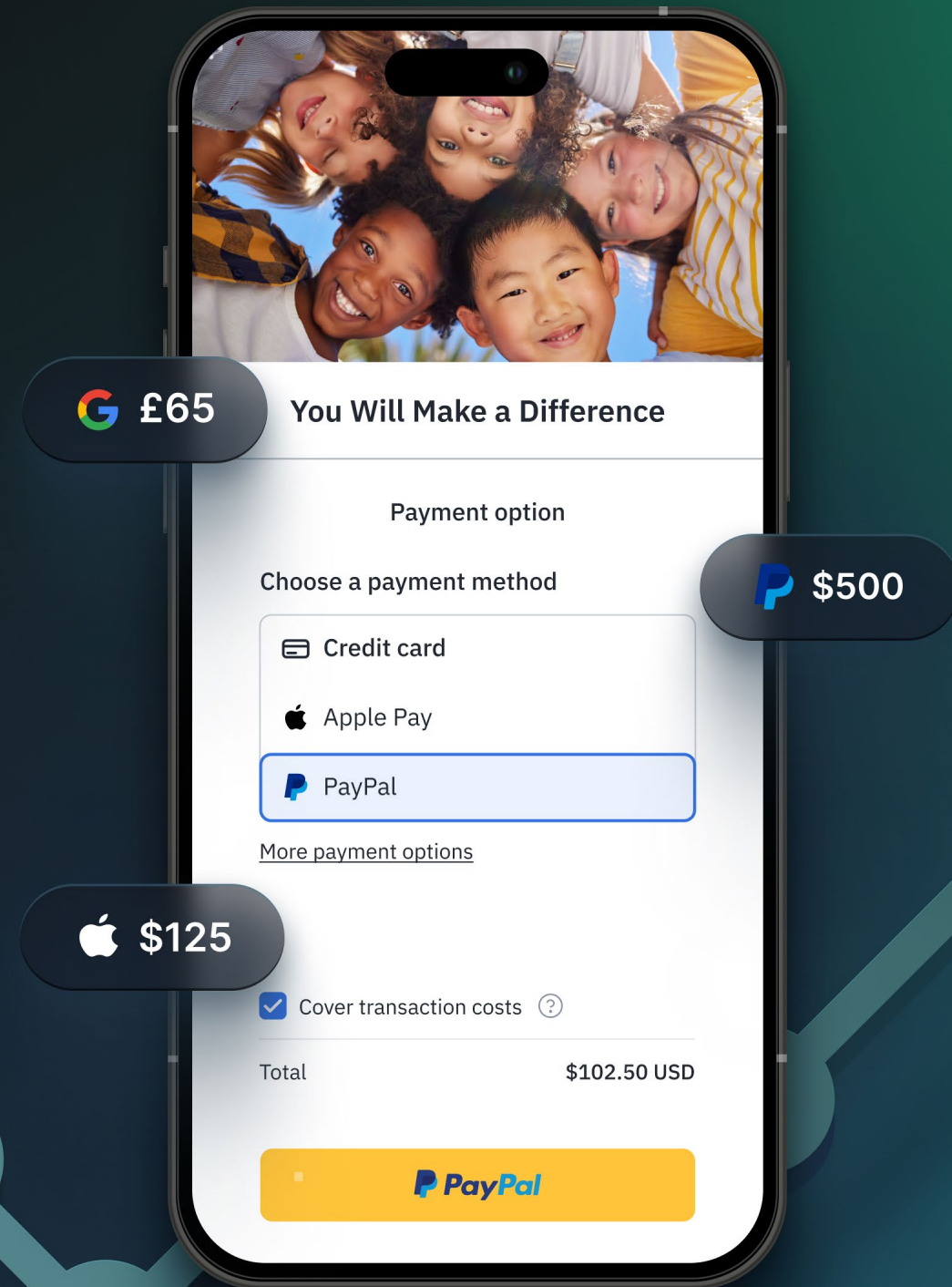
## Meet donors where they are with payment preferences

### Insight

Offering diverse payment options, such as PayPal, builds trust and encourages higher conversion rates, especially among new donor groups.

### Action

Integrate PayPal and other popular payment methods into donation flows to increase total revenue and attract net-new donors.





Popular giving periods ignite a surge in donor engagement, driven by a mix of generosity, urgency, and cultural significance. During these times, we see donors exhibit heightened responsiveness to compelling campaigns, with online giving and recurring contributions often spiking.





# Generosity milestones

## The giving season

Donors tend to behave differently during giving season — typically November through December.\* But how, exactly, do their actions change? Let's look at giving during this time period compared to the whole year.

### Highlights

- In Canada, the ratio of donations both in terms of count (#) and amount (\$) are higher in comparison to other countries. In fact, 47.1% of new donations within a year are made during the giving season.
- In the U.K., Giving Season does not represent as large a donation percentage as the U.S. or CA — only 26% of U.K. donations are made during this time.

Region				
% donations received during giving season, median	35.5%	47.1%	26%	15.3% in June  19.3% in Nov-Dec
% of recurring plans received during giving season, median	23.6%	26.7%	19.3%	8.6% in June  18.1% in Nov-Dec

\* Since the Australian fiscal year ends in June, Australian orgs basically have two giving seasons. And each season has noticeable differences in donation amounts and new recurring plans.

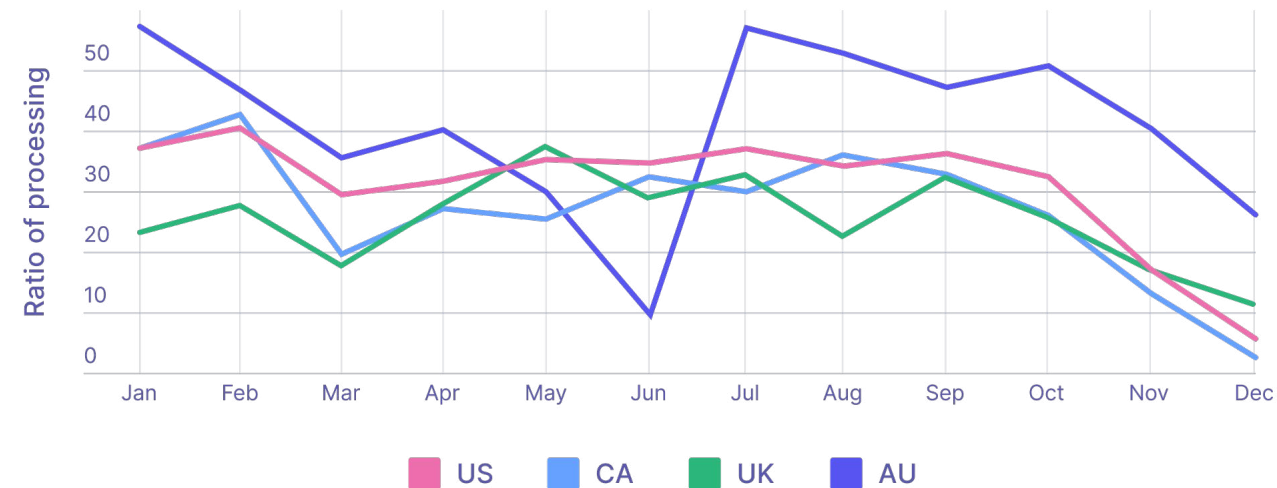
## Let's break this down by processing...

When recurring goes down, one-time donations go up.

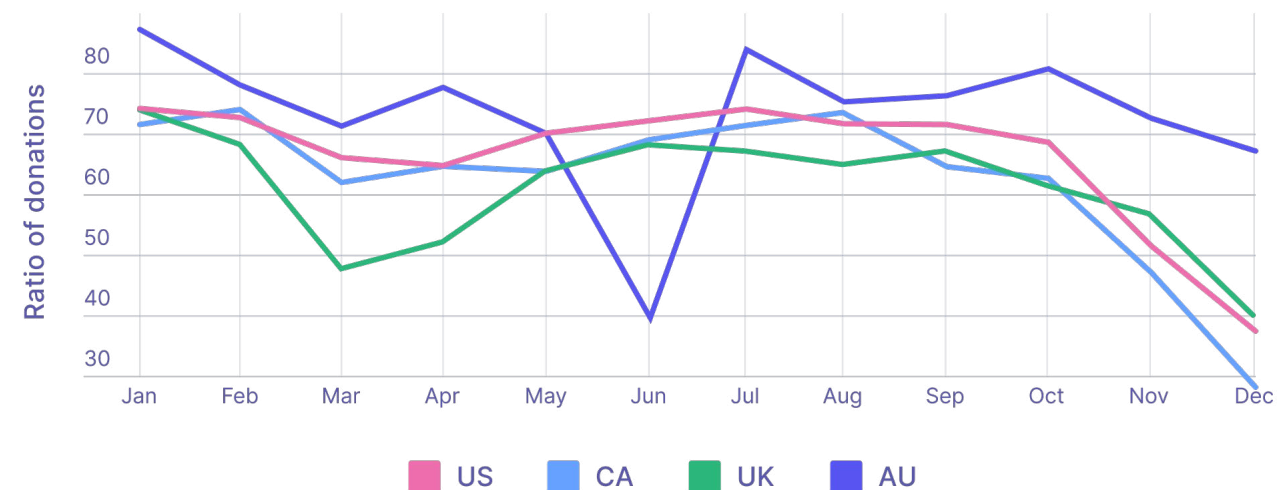
Recurring donations generally account for 20-40% of monthly donation volume globally. However, giving seasons, events, and crises lead to a sharp rise in one-time donations, reducing the share of recurring donations.

2024 was a perfect example of this phenomenon. During the end-of-year (EOY) giving season, the percentage of recurring donation volume dropped to approximately 10%. Conversely, one-time donations rose dramatically during the same period.

Median ratio of recurring processing in specific month







Median ratio of recurring donations (not plans) in specific month



This highlights the importance of leveraging one-time giving opportunities during high-impact periods, even as recurring donations provide a stable revenue foundation.

## GivingTuesday

GivingTuesday continues to demonstrate growth for nonprofits in both the U.S. and Canada, with organizations showing notable year-over-year increases in donation processing. Donor activity extends well beyond typical working hours, with donations peaking late into the evening, highlighting the sustained momentum of giving throughout the day.

Region	Avg processing YoY difference	Range of YoY difference (25th-75th percentile)
 United States	+12.4%	-12% to +35%
 Canada	+28.3% 	+10% to +49% 

 Represents a statistical significance.

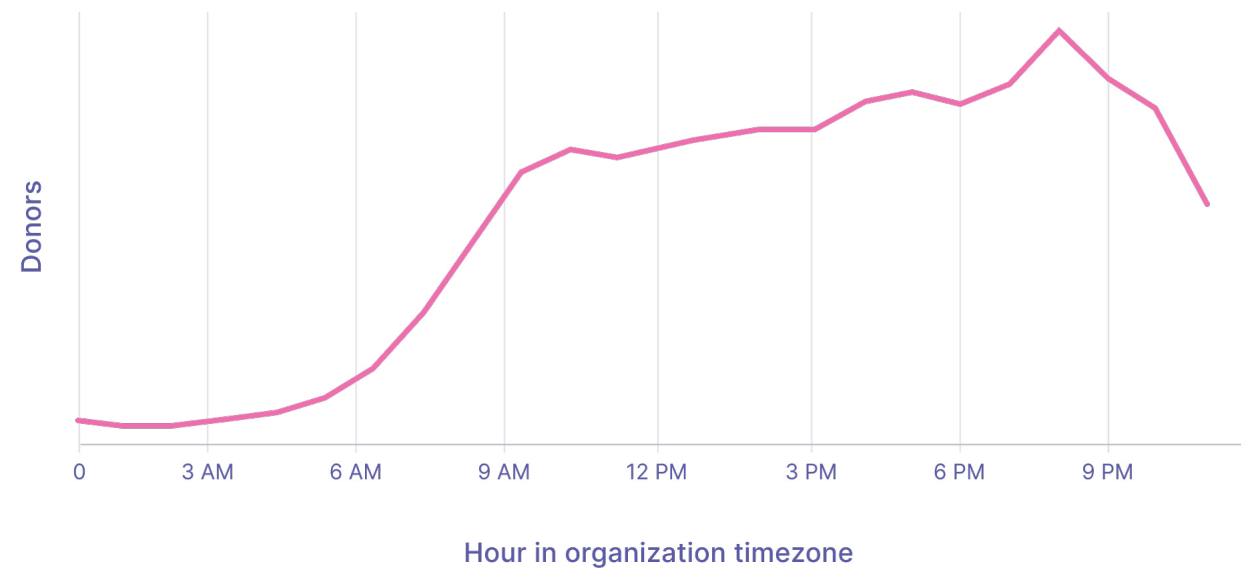
### When are donors giving on GivingTuesday?

On GivingTuesday, organizations experience a surge in donations, extending well beyond their usual working hours. In the U.S. and Canada, the peak giving period begins at approximately 10am, marking the start of a donation surge that persists throughout the day, after the work day ends, and well into the evening.

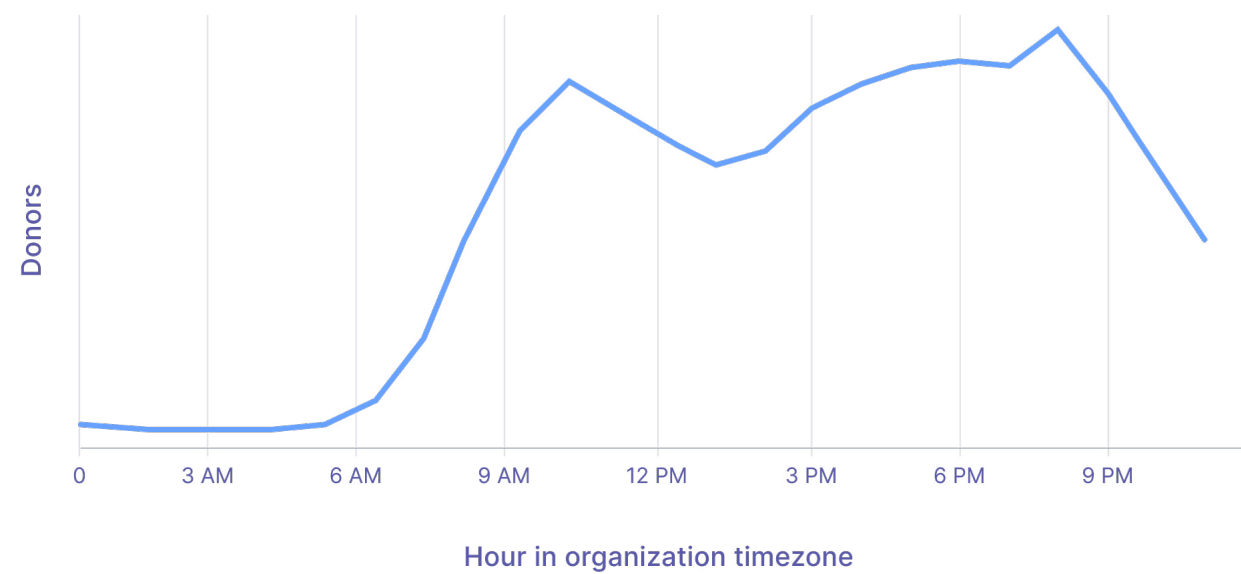


Fundraise Up is a proud contributing data partner of the official GivingTuesday Data Commons.

## Activity distribution U.S.



## Activity distribution Canada



# Insights in use

## Extended donation periods create opportunities

### Insight

Nonprofits can capitalize on evening campaigns or targeted messaging closer to the end of the day. This could include sending reminders or creating urgency around donation goals.

### Action

Plan for a “last chance to give” campaign targeting the hours after 6 PM; experiment with live-streamed events, flash goals, or countdowns to midnight.

## Get strategic with timing campaign launches

### Insight

With peak activity beginning at 10 AM, organizations should ensure their campaigns are ready by this time.

### Action

Pre-schedule emails, social media posts, and other outreach efforts to go-live in the morning.

Psychographics play a pivotal role in understanding and influencing donor behavior within the nonprofit sector. With a deeper understanding of donor lifestyle choices, nonprofits can craft highly personalized and emotionally resonant campaigns, fostering stronger connections with supporters and driving sustained engagement. Let's review some interesting psychographics that affected donor conversions in 2024.

# Psychographic science

## How does mobile preference vs. desktop preference affect giving behavior?

Overall desktop one-time donations are **twice as large** as mobile donations

**\$203** avg. one-time amount, desktop

**\$101** avg. one-time amount, mobile

Overall desktop monthly donations are **larger than** mobile donations

**\$35** avg. monthly recurring plan amount, desktop

**\$26** avg. monthly recurring plan amount, mobile

Overall desktop checkout visitors **convert better** than the mobile visitors

**35%** avg. conversion rate, desktop

**24%** avg. conversion rate, mobile






Overall desktop recurring donations are **34% larger** than mobile devices

Interestingly, mobile behavior is the same across the nonprofit space and the eCommerce space. People tend to give (or spend) less, but they give more often in what's known as a "quick-trigger" behavior. Keep this in mind when building timely appeals.



## Times are a-changing!

A year-over-year comparison shows a significant increase in mobile donations across the U.S., Canada, and the U.K. This trend underscores a global shift toward mobile as a dominant giving channel.

Region			
YoY difference of mobile ratio	+4.3% relative to 2023 	+5% relative to 2023 	+5.2% relative to 2023 





 Represents a statistical significance.

And it makes sense. With the convenience of doing everything from our phones, donating is a logical next step. So nonprofits that prioritize the mobile donation experience now are aligning themselves to what donors already expect.



## How does donor location affect giving behavior?

While most donors give to organizations within their own country, there is compelling evidence that international giving is a growing trend. This is particularly noticeable in regions like the U.K. and AU., where 5-7% of donations come from abroad compared to 2-3% in the U.S. and CA.

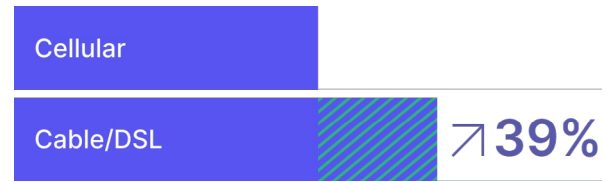
Region				
% of donations made from donors abroad in 2024, median	2.5%	3.5%	6.9%	4.8%
% of processing donated from donors abroad in 2024, median	2.2%	4.3%	9.5%	4.2%
Top 3 abroad countries	Canada United Kingdom Australia	United States United Kingdom Mexico	United States France Ireland	United States United Kingdom New Zealand

It's worth noting that international donations often come from culturally or geographically close countries — such as Ireland for the U.K. or New Zealand for AU. Even so, localization features are driving higher conversion rates for donations coming from abroad.

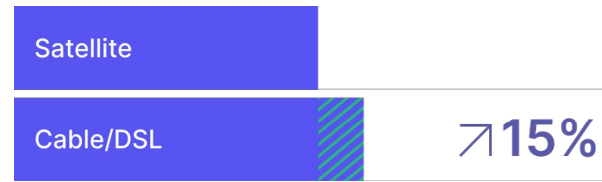
## How do times of day affect giving behavior?

- Most donations are made between 9 AM to 8 PM (09:00-20:00).
- After 8 PM the average donation count declines until 5 AM.
- The lowest donation count is between 12 AM to 5 AM.
- After 9 AM, the donation count starts rising to the peak 3 PM to 8 PM (15:00-20:00) period.

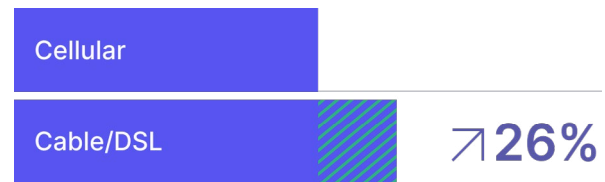
## How does internet connection affect giving behavior?



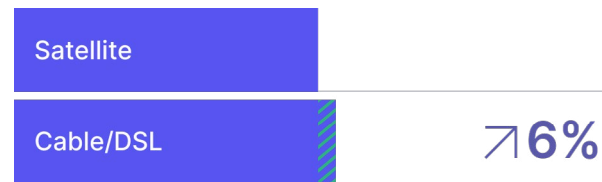
Donors using cable/DSL give a 39% larger one-time donation amount than cellular connection donors.



Donors using cable/DSL give a 15% larger one-time donation amount than satellite connection donors.



Donors using cable/DSL give a 26% larger recurring donation amount than cellular connection donors.



Donors using cable/DSL give a 6% larger recurring donation amount than satellite connection.



Donors using cable/DSL and satellite connection types have a 22% higher conversion rate than cellular connection donors.

# Insights in use

## Target high-engagement time periods for campaigns

### Insight

Most donations occur between 9 AM to 8 PM (09:00-20:00).

### Action

Always take your donor base into account when scheduling campaigns as some nonprofits or missions might attract night owls while others attract early birds.

## Leverage high-speed internet donor behavior

### Insight

Donors using cable/DSL connections donate significantly more on average — **39% larger** one-time donations and **26% larger** recurring donations compared to cellular donors.

### Action

Nonprofits can use this insight to prioritize advertising and outreach efforts to audiences likely to have these higher-speed connections.





At Fundraise Up, innovation is at the heart of everything we do, and we're always striving to launch new features that make giving easier and more impactful for donors. In 2024, these efforts led to game-changing updates that noticeably boosted donor conversion rates, helping nonprofits like yours raise more for the causes that matter most. If you're looking to elevate your fundraising strategy, these features are definitely worth exploring — because when your donors have a great giving experience, everyone wins.

# Features for the win

## Don't be afraid of the big, bad "ask"

Pre-donation upsell tools (prompts that encourage donors to switch from one-time to a recurring donation plan) have a 2.3% conversion rate which can result in 2-3x more recurring gifts.

### Takeaway

Implement pre-donation upsell tools on donation forms to encourage donors to convert one-time donations into recurring plans.

## People want to be part of a community

Adding [social proof Elements](#) increases conversion rates by 4%.

### Takeaway

Displaying real-time donation activity, donor stories, or testimonials on campaign pages encourages supporters to join the community and give.

## An extra nudge works

10% of users who provided emails at checkout later donated after receiving a [reminder email](#).

### Takeaway

Send follow-up emails tailored to previous engagement, emphasizing impact and urgency.

## Reduce plan cancellations with more options

26% of recurring donors who click "Cancel" in the Donor Portal don't actually cancel.

### Takeaway

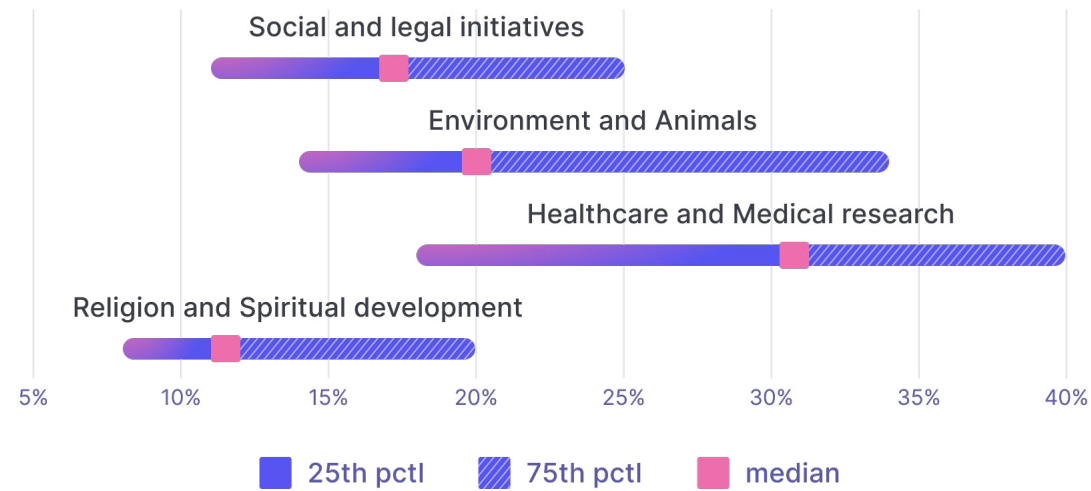
Give donors a chance to stay by offering "pause" or "reduce giving" options for recurring donors. By empowering donors with choices, you're building even more loyalty.

## Dedications affect the donor experience positively

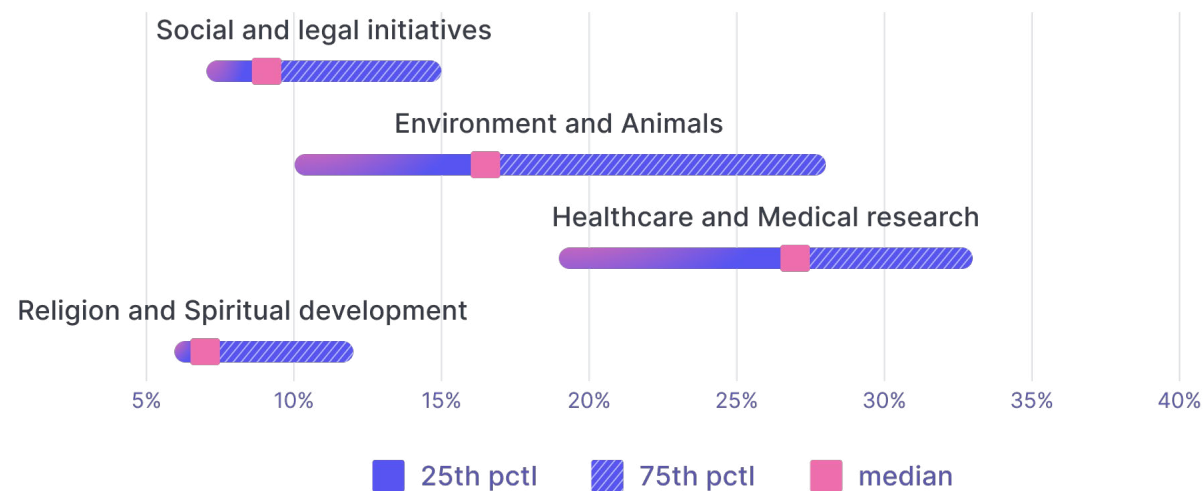
No matter the mission, donors want the opportunity to give in tribute to someone or something.



% of tributed donations (ranges by 25th-75th percentile)



% of tributed donations (ranges by 25th-75th percentile)



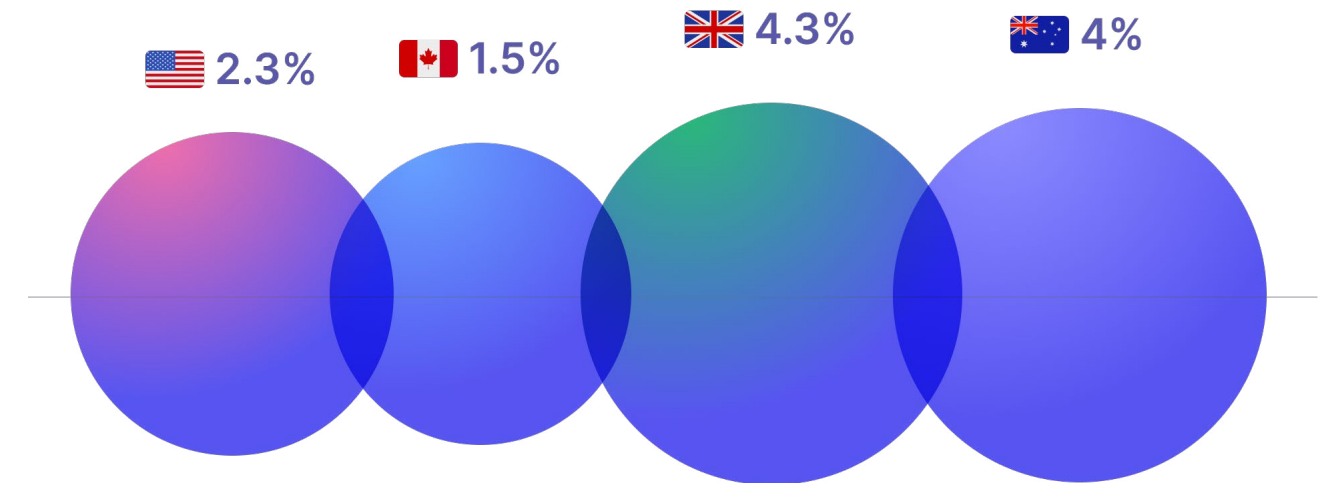
### Takeaway

Offer Tributes as part of your donation form to connect with donors more deeply.

## Choices make a difference

When given the choice to donate with a currency different from the default, donors appreciate being given the choice.

Median % of donors using non-default currency



### Takeaway

Allowing donors to give how they prefer is a commonsense move that results in positive gains.

## Supporters want to help you!

Campaigns with [Adaptive Cost Coverage](#) see up to a 3% revenue boost.

### Takeaway

Give donors the option to cover processing fees and educate donors on its purpose.

As we look ahead, the landscape of nonprofit fundraising continues to evolve, shaped by emerging trends, shifting donor expectations, and growing volatility in tried-and-true funding sources. From the growing emphasis on transparency and measurable impact to the increasing influence of younger, tech-savvy donors, nonprofits are navigating a dynamic environment that demands innovation and adaptability.

# Forecasting 2025

“

When we look at the nonprofit space as a whole, and digital fundraising metrics specifically, the metrics and statistics often paint a picture of decline. However, when we look at data from nonprofits that are open to new technologies and adopting innovations, we see that they're able to achieve results that defy the industry results as a whole.

Today more than ever, it's critical that nonprofits work to close the gap. There is a bright future for nonprofits, as this report shows. It's up to all of us in this space to make it a reality.”

Salvatore Salpietro, Chief Community Officer, Fundraise Up

## Forecast

### **Geography will play a greater role in donor acquisition**

**Prediction:** Regions with higher disposable income, such as the U.S. and Canada, will drive larger one-time and recurring donations.

**Action:** Use regional insights (like donation size or payment preferences) to create targeted campaigns for deeper engagement.

#### Forecast

## Repeat giving is an untapped market

**Prediction:** Canada leads the pack in donors making repeat donations within a year (outside recurring giving plans). But, the U.S., U.K., and AU all have the opportunity to catch up.

**Action:** Implement reactivation campaigns to take advantage of repeat-giving opportunities.

#### Forecast

## Credit cards reign supreme, for now

**Prediction:** Credit cards will remain the dominant payment method globally, but alternative payment options like Apple Pay, PayPal, and regional systems (UK Bacs and AU Becs) will gain traction.

**Action:** We can take a cue from the eCommerce space and expand types of payment methods and integrate localized options to cater to regional preferences.

#### Forecast

## Monthly giving will become more important for sustainability

**Prediction:** Monthly donor acquisition continues to grow for organizations that prioritize grassroots sustainability through activated donor bases.

**Action:** Make the ask. Donors are more willing to give monthly today than ever before. Pairing this with transparency and impact updates will maximize monthly donor retention.

It's clear that generosity knows no borders. What's truly remarkable is how people from anywhere are making a difference everywhere. By embracing the insights in this report, nonprofits understand the pulse of the donor—turning action into impact. It's a testament to the boundless generosity of the human spirit, proving that when it comes to making a difference, there are no limits.



# Fundraise Up's mission is to unlock the world's generosity

As the best-in-class donation platform, Fundraise Up helps nonprofits engage more supporters and grow revenue by providing easy ways to increase conversion, add modern payment methods, and personalize the giving experience for every donor.

Today, nonprofits from mid-sized to enterprise use Fundraise Up's AI-driven platform to make a bigger impact on their missions.

Fundraise Up has headquarters in Brooklyn.

[Visit Fundraise Up](#)



# Our mission is to increase the GDP of the internet

Stripe is a technology company that builds economic infrastructure for the internet. Businesses of every size—from new startups to public companies—use our software to accept payments and manage their businesses online.

Stripe has dual headquarters in San Francisco and Dublin, as well as offices in London, Paris, Singapore, Tokyo, and other locations around the world.

[Visit Stripe](#)