



BENCHMARKS

mrbenchmarks.com

benchmarks@mrss.com

Food Banks Comparison

2024 EDITION



START

WE ARE M+R AND WE ARE NOT PLAYING AROUND

We believe that the nonprofits we work for are essential to advancing the cause of justice, alleviating suffering, and solving the greatest challenges we face.

We bring experience, talent, and unshakeable dedication to our clients through fundraising and supporter engagement, movement building and issue advocacy, and message and brand development.

We have more resources, advice, tools, and other fun stuff waiting for you at www.mrсс.com.

Find out more about working at M+R and join our crew at mrсс.com/careers.

WIN!

Benchmarks Terminology

SECTOR: Participants self-identify by sector. In cases where a chart does not report a given sector, it's because we lacked sufficient data to report a reliable average.

SIZE: We use these definitions for nonprofit size:

- **Small:** Nonprofits with annual online revenue less than \$500,000
- **Medium:** Nonprofits with annual online revenue between \$500,000 and \$3,000,000
- **Large:** Nonprofits with annual online revenue greater than \$3,000,000

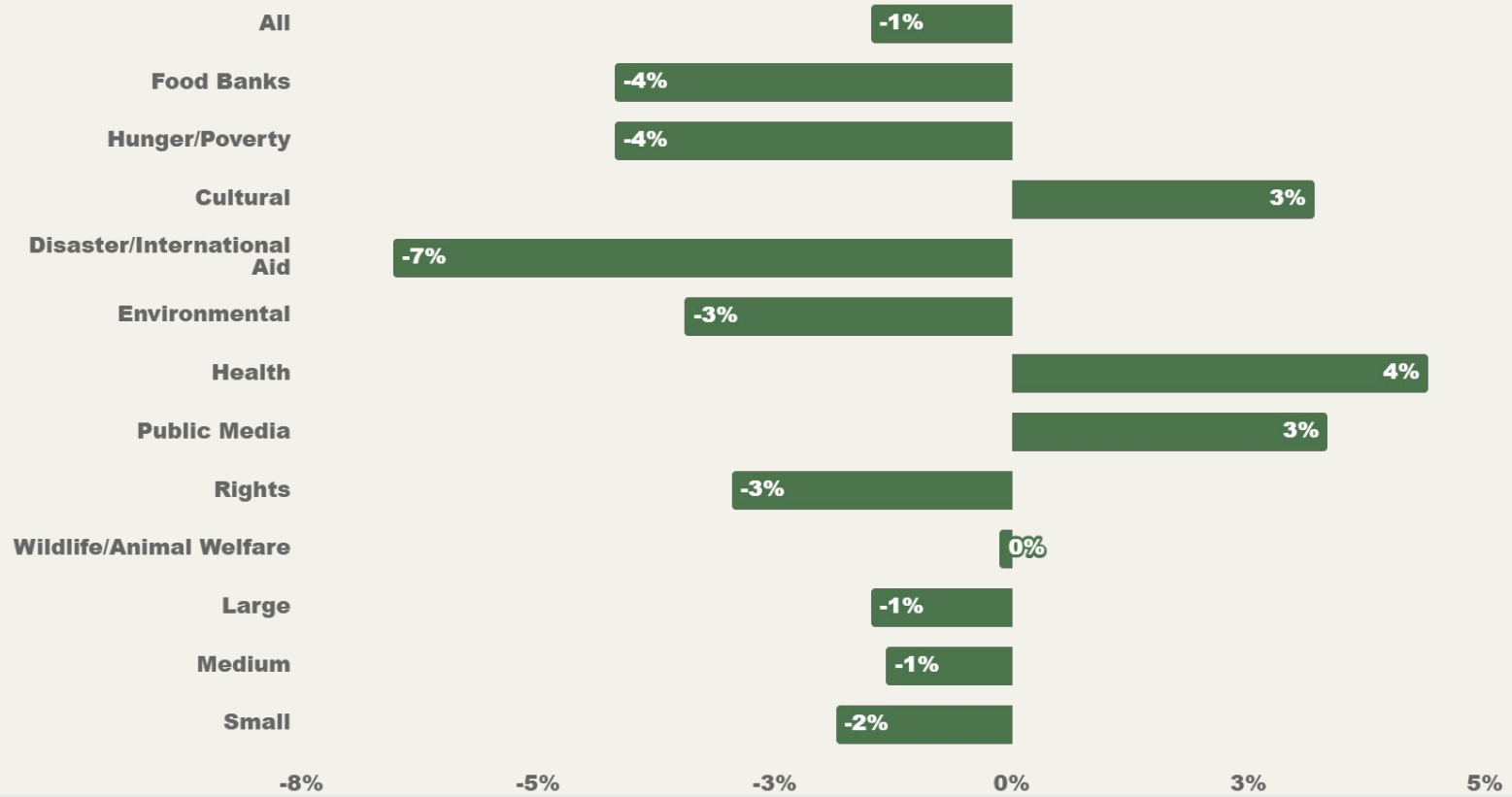
AVERAGE: We use the median figure when we calculate averages, to avoid swings based on outliers.

YEAR-OVER-YEAR CHANGE: We base all YOY comparisons using historical data from this year's participants, rather than referencing previous editions of Benchmarks.

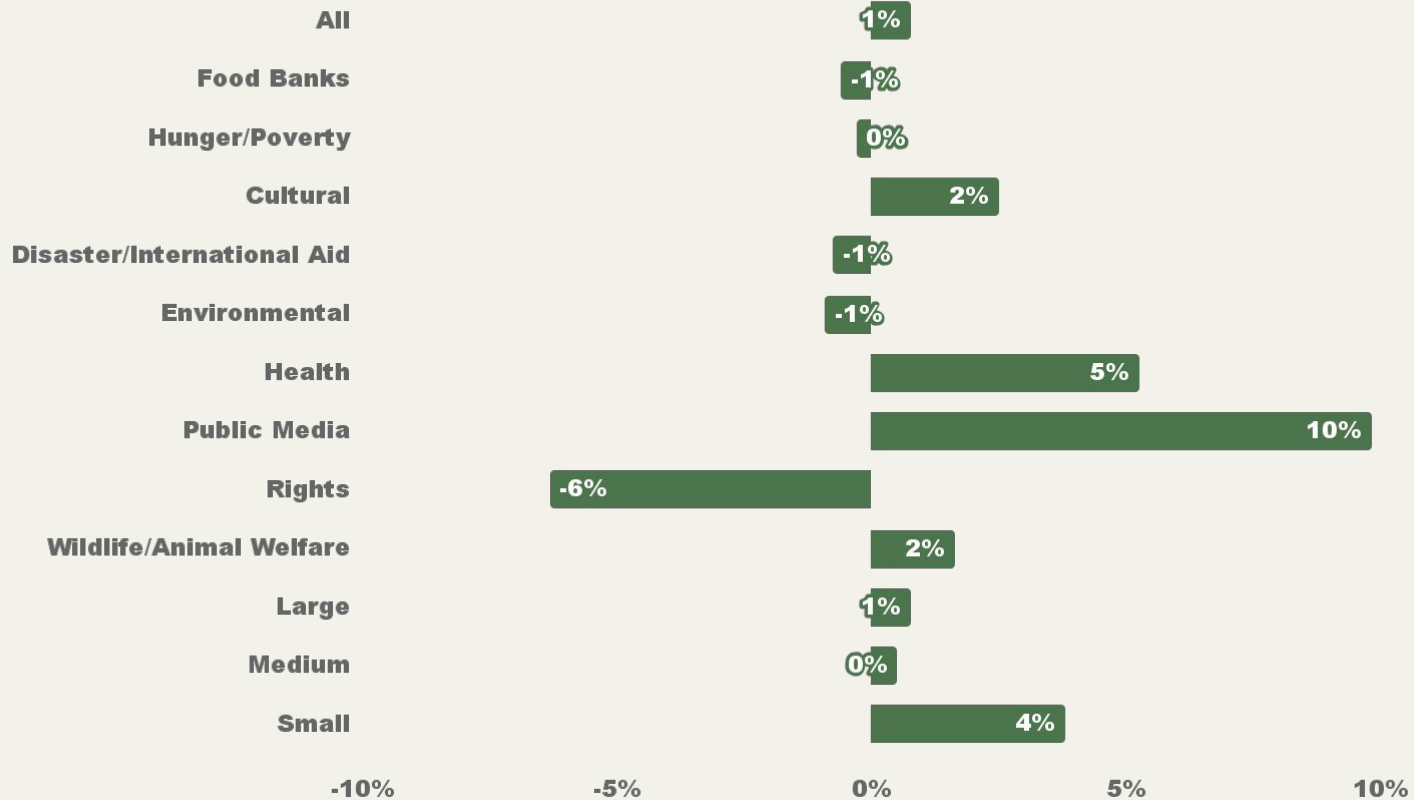
PASS GO

FUNDRAISING

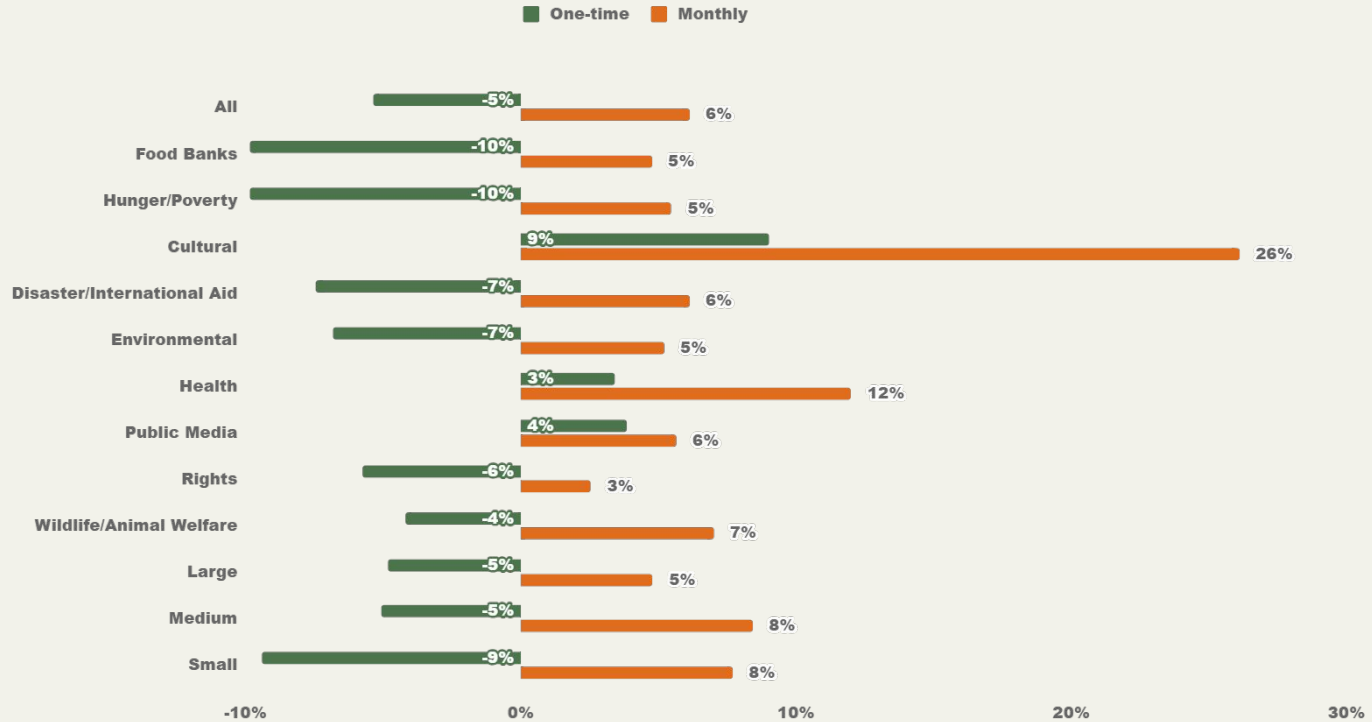
Change in online revenue 2022-23



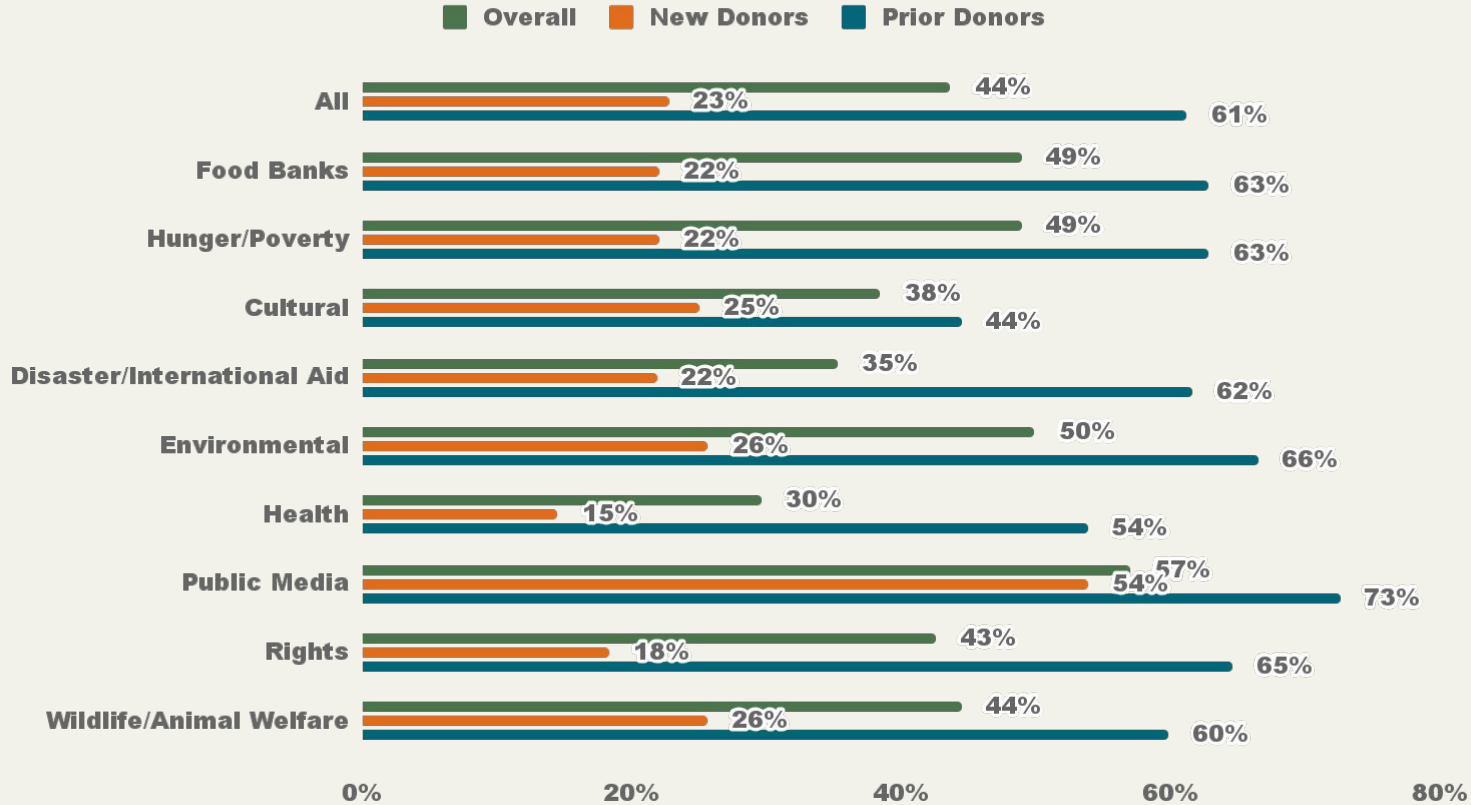
Change in number of online gifts 2022 to 2023



Change in online revenue by type 2022 to 2023



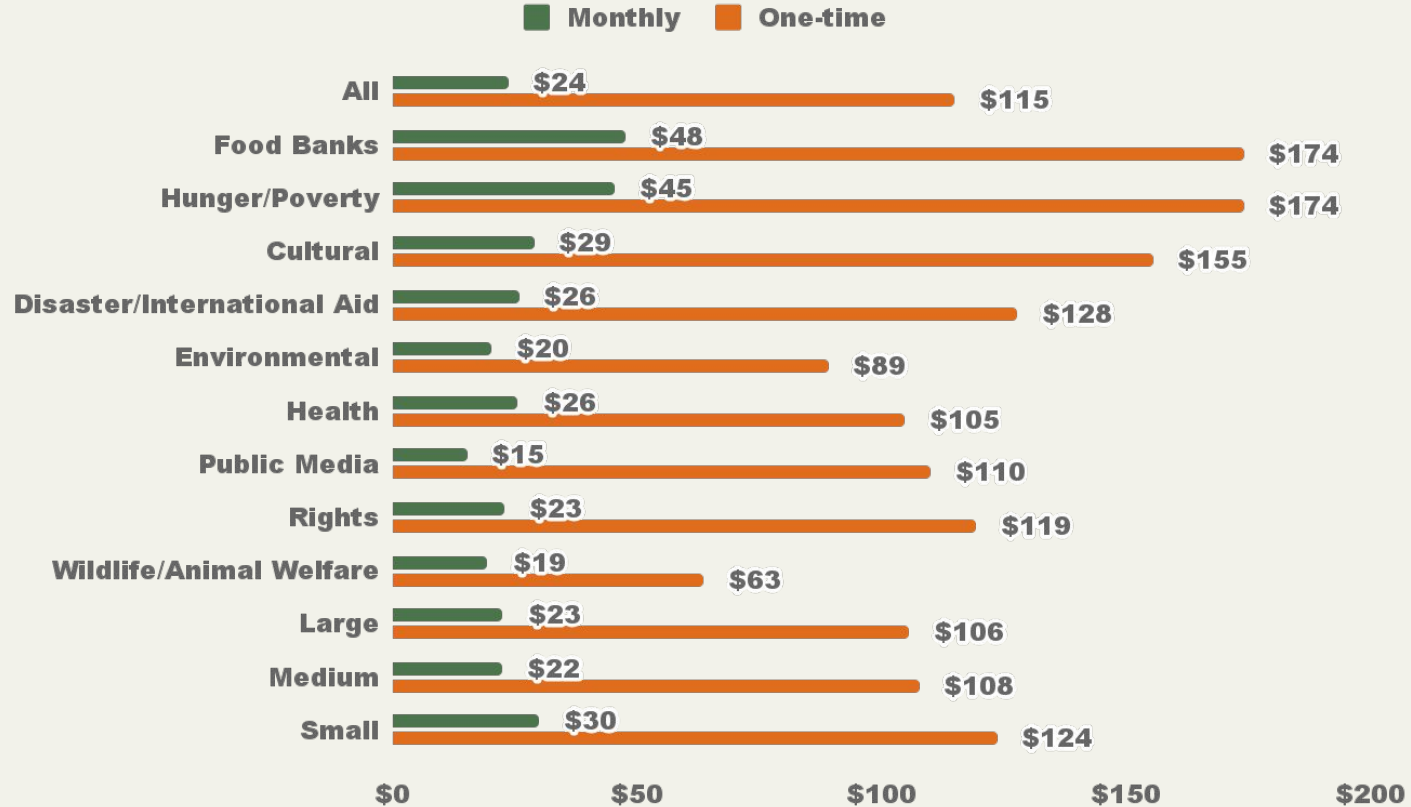
Online one-time donor retention



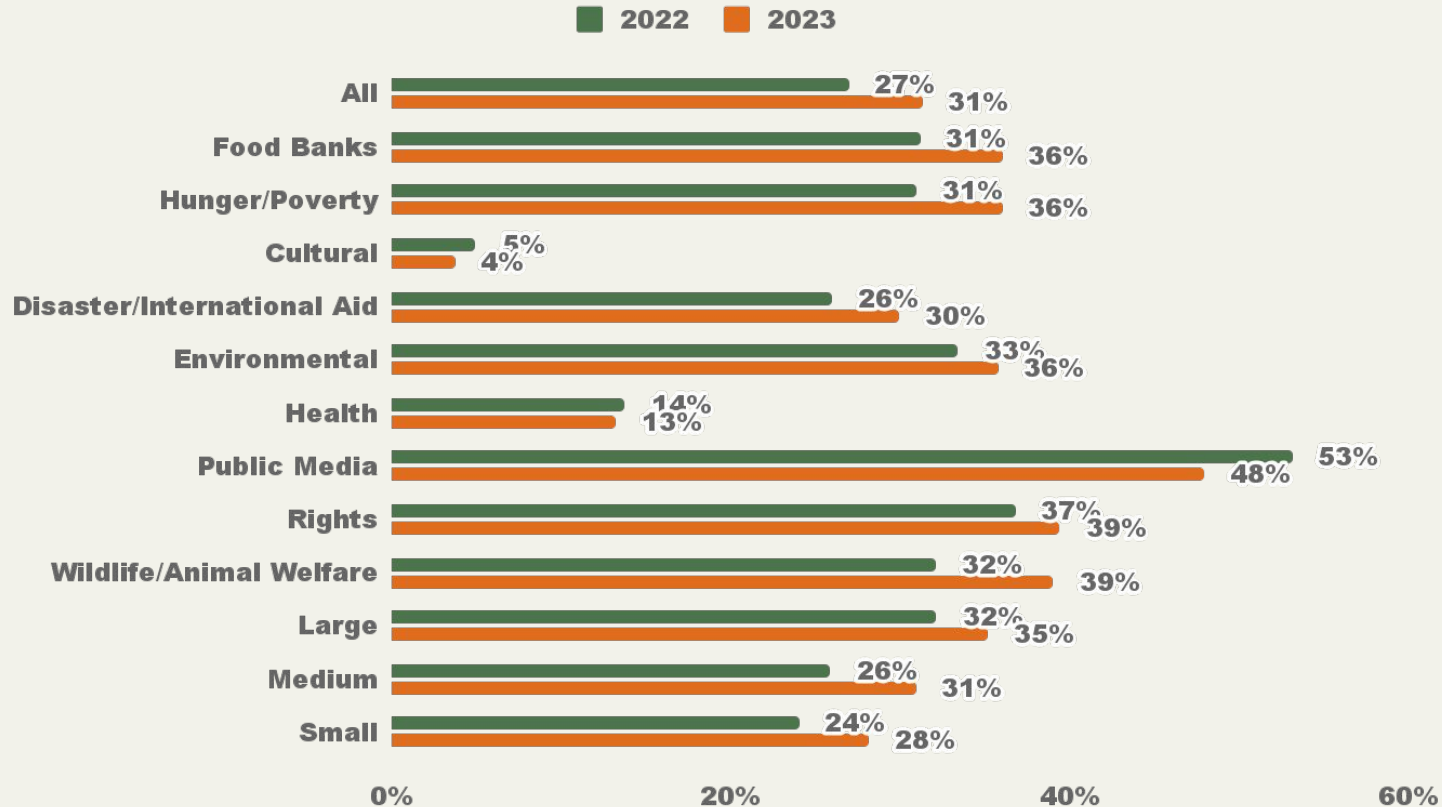
Online revenue change year over year



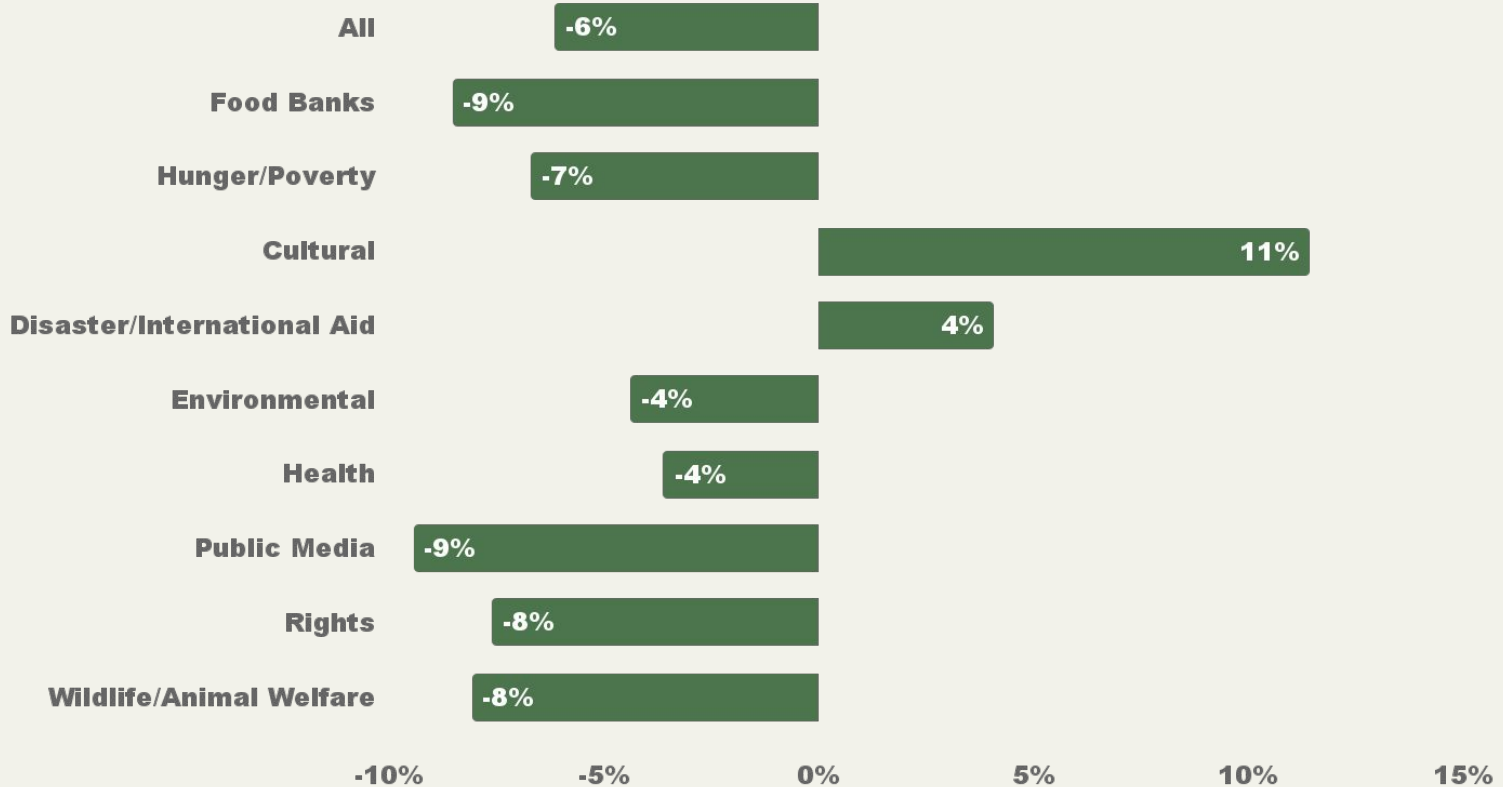
Average Gift



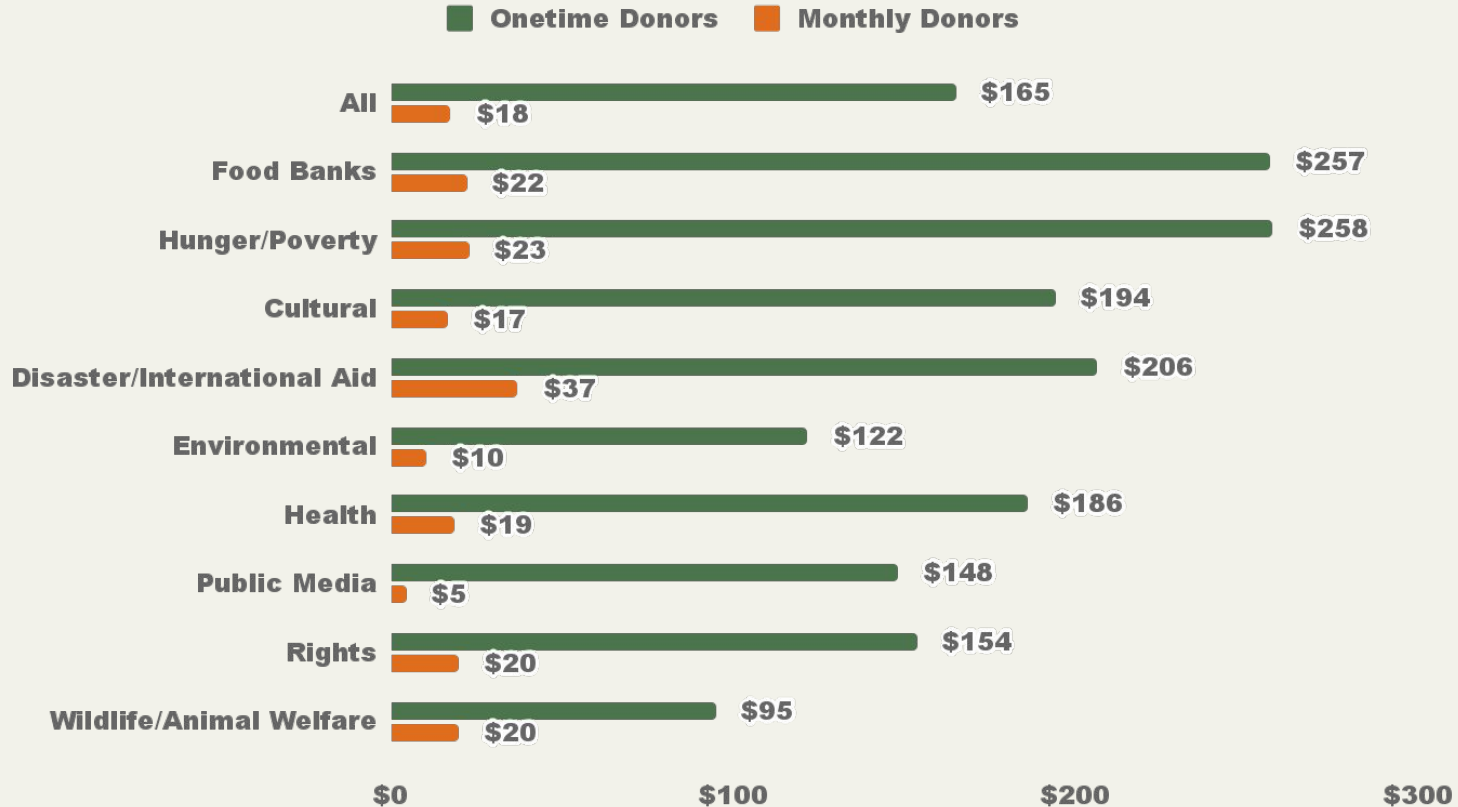
Monthly giving as a percentage of online revenue



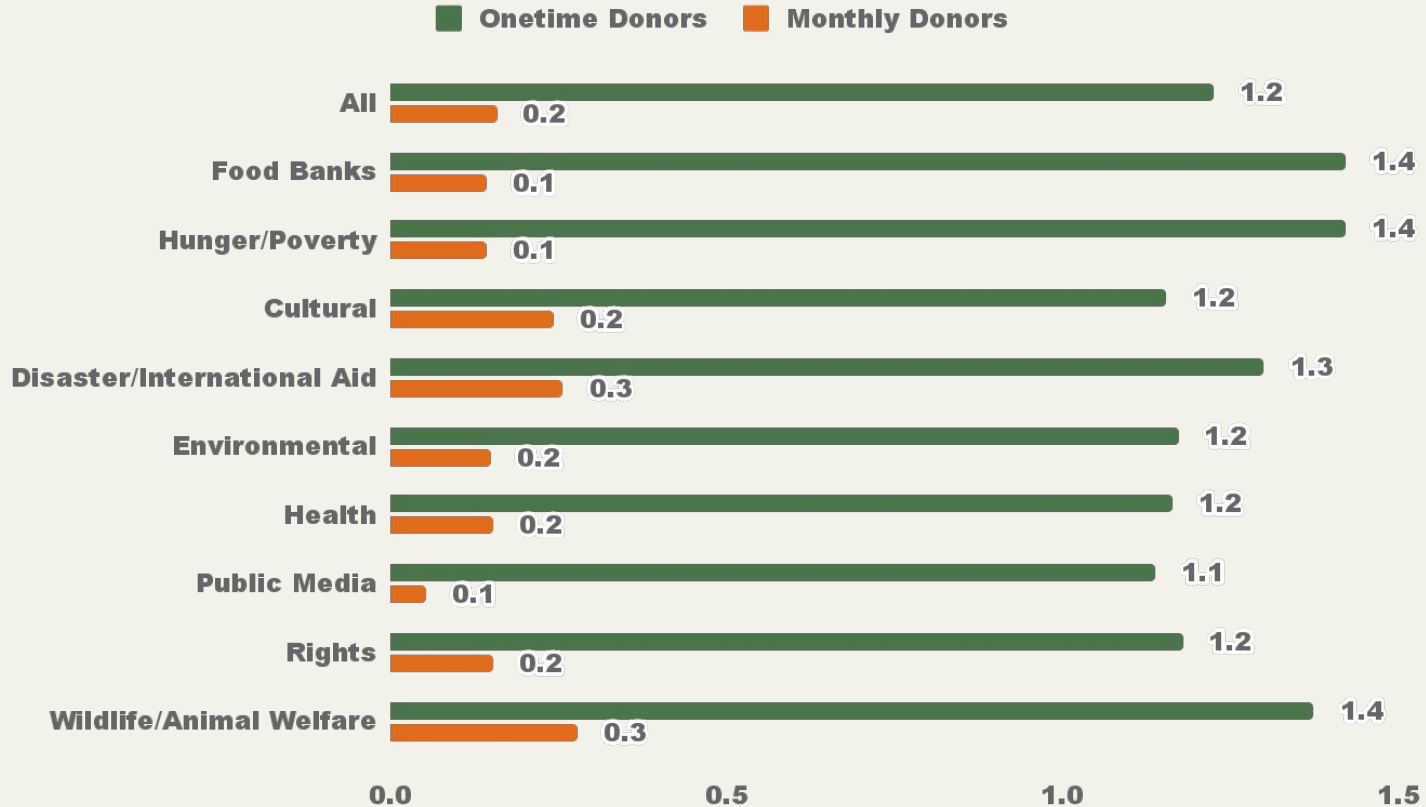
Change in revenue from direct mail



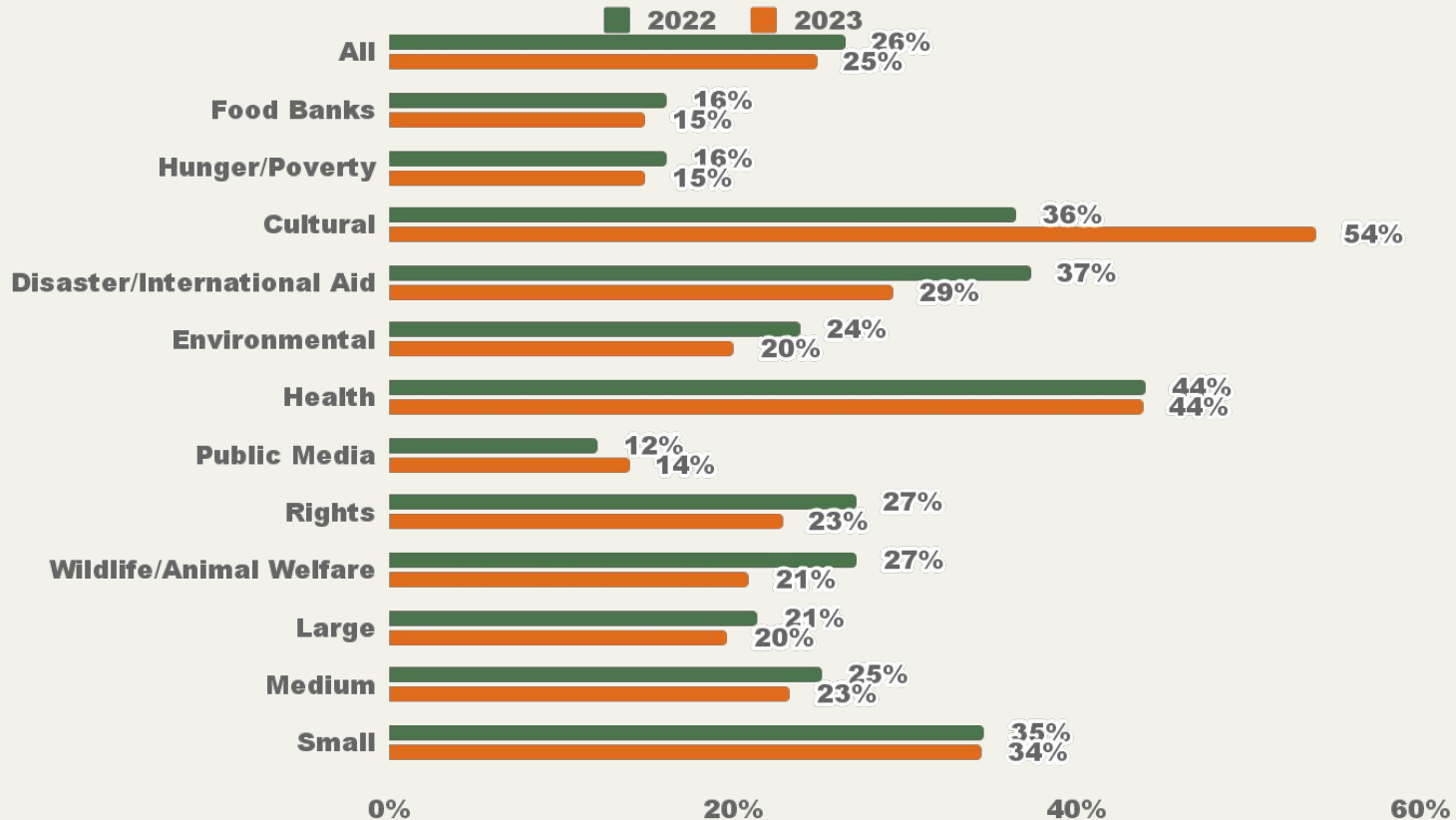
One-time revenue per donor per year



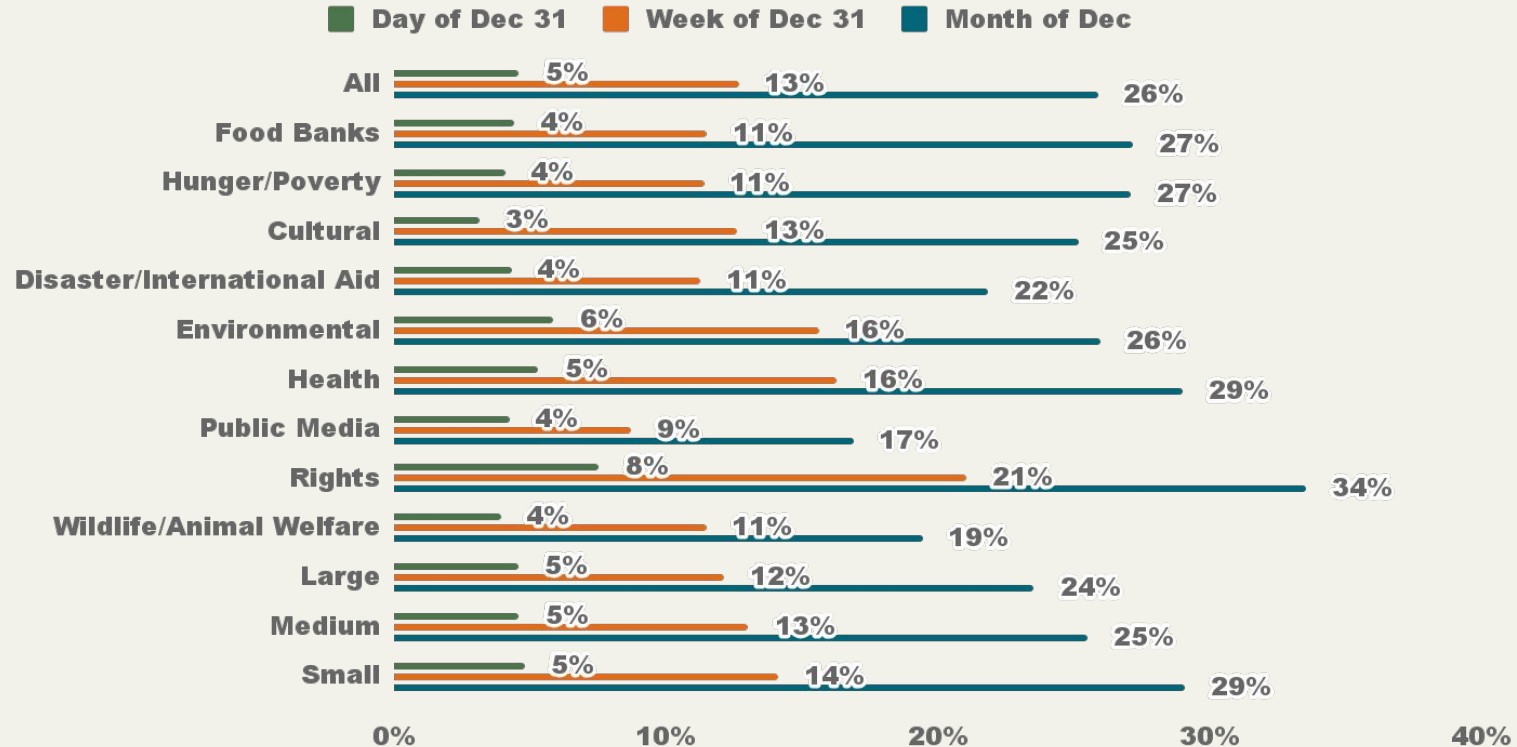
One-time gifts per donor per year



Share of online revenue from new donors



Share of annual online revenue raised in a time period



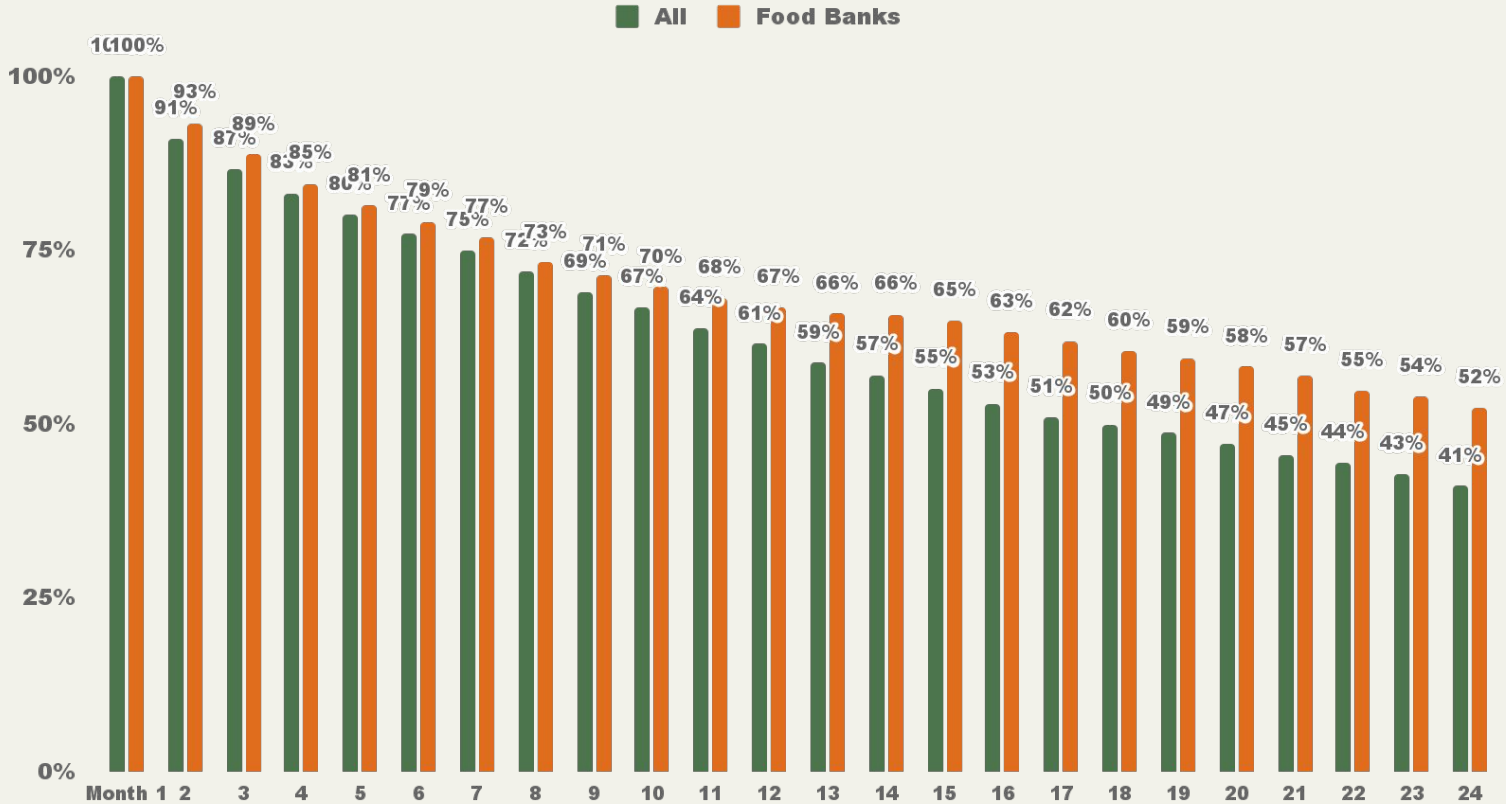
For every dollar raised online, organizations raised this through direct mail



PERCENT OF REVENUE RAISED BY MONTH

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	3%	3%	5%	5%	4%	4%	4%	4%	4%	5%	15%	34%
Food Banks	3%	3%	5%	5%	4%	4%	4%	3%	4%	5%	21%	36%
Hunger/Poverty	3%	3%	5%	5%	4%	4%	4%	3%	4%	5%	21%	36%

Percent of sustainers retained by month



BENCHMARKS METRICS GLOSSARY

Fundraising	Average Gift	Total monthly revenue divided by number of monthly gifts and total one-time revenue divided by number of one-time gifts
	Change in number of online gifts 2022 to 2023	Total 2023 online gifts minus 2022 gifts, divided by 2022 gifts.
	Change in online revenue 2022-23	Total 2023 online revenue minus 2022 revenue, divided by 2022 revenue.
	Change in online revenue by type 2022 to 2023	Total 2023 online revenue minus 2022 revenue, divided by 2022 revenue, split by gift type.
	Share of annual online revenue raised in a time period	Total 2023 online revenue raised on Dec 31, the week of Dec 31, and the month of December, divided by total 2023 online revenue.
	Change in revenue from Direct Mail	Total 2023 direct mail revenue minus 2022 direct mail revenue, divided by 2022 direct mail revenue.
	For every dollar raised online, organizations raised this through direct mail	Total 2023 direct mail revenue divided by total 2023 online revenue.
	Monthly giving as a percentage of online revenue	Total 2023 monthly online revenue divided by total 2023 online revenue.
	One-time gifts per donor per year	Number of one-time gifts from one-time only donors versus one-time gifts from monthly donors.
	One-time revenue per donor per year	One-time revenue from one-time only donors versus revenue from monthly donors.
	Online one-time donor retention	Of the donors that made a one-time online gift in the previous calendar year, the percent that made an online gift in the current calendar year.
	Online revenue change year over year	Total online revenue in a year minus previous year revenue, divided by previous year revenue.
	Percent of revenue raised by month	Percent of online revenue raised in each month of 2023.
	Share of online revenue from new donors	Total 2023 online revenue from new donors divided by total 2023 online revenue.

BACK TO



SQUARE ONE



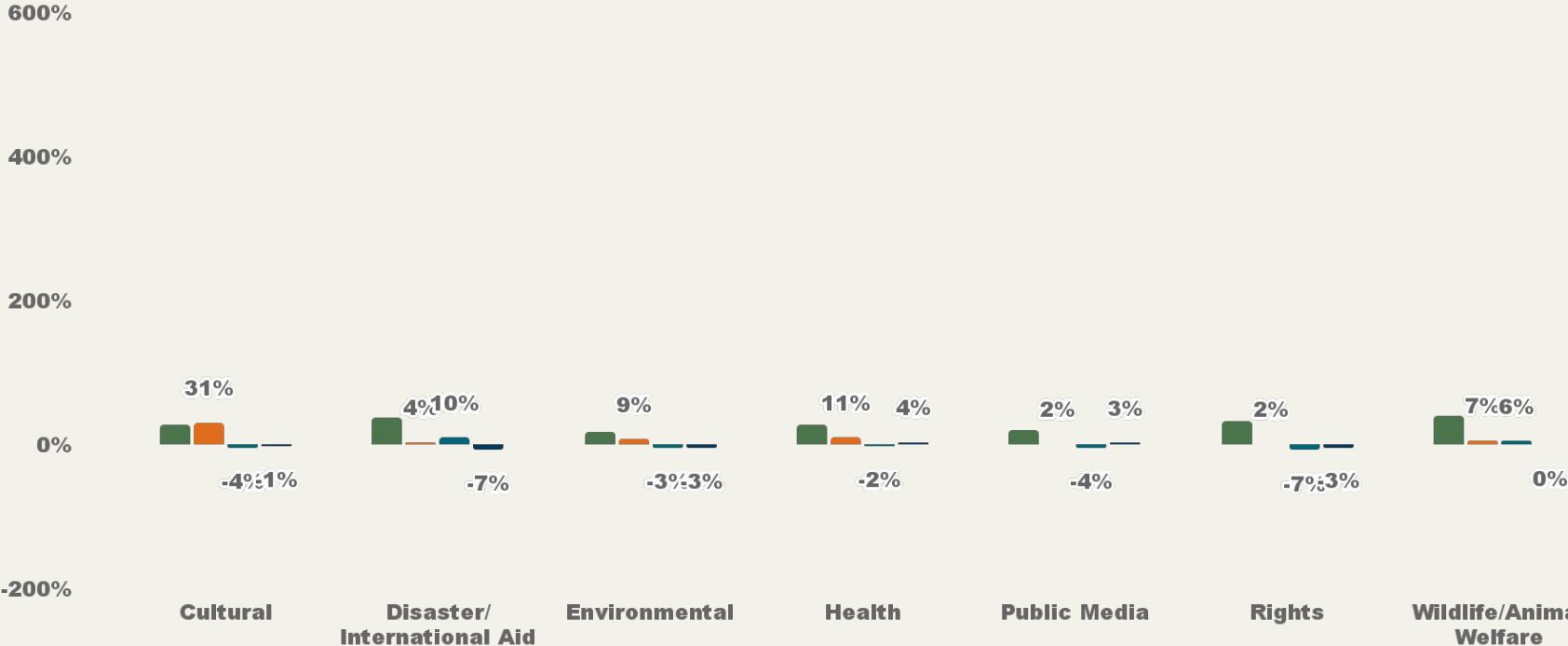
EMAIL MESSAGING

Online revenue change year over year

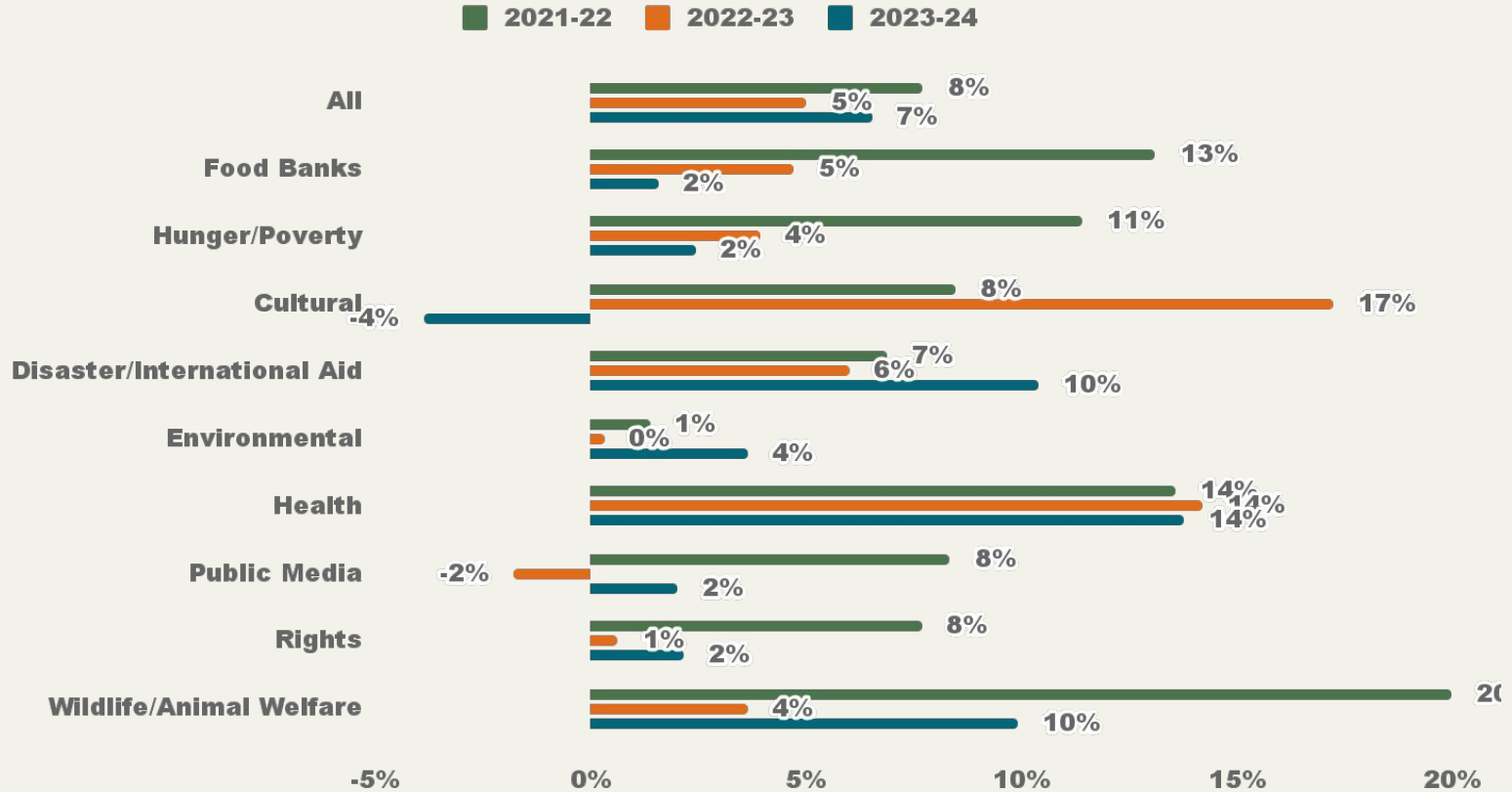


Online revenue change year over year

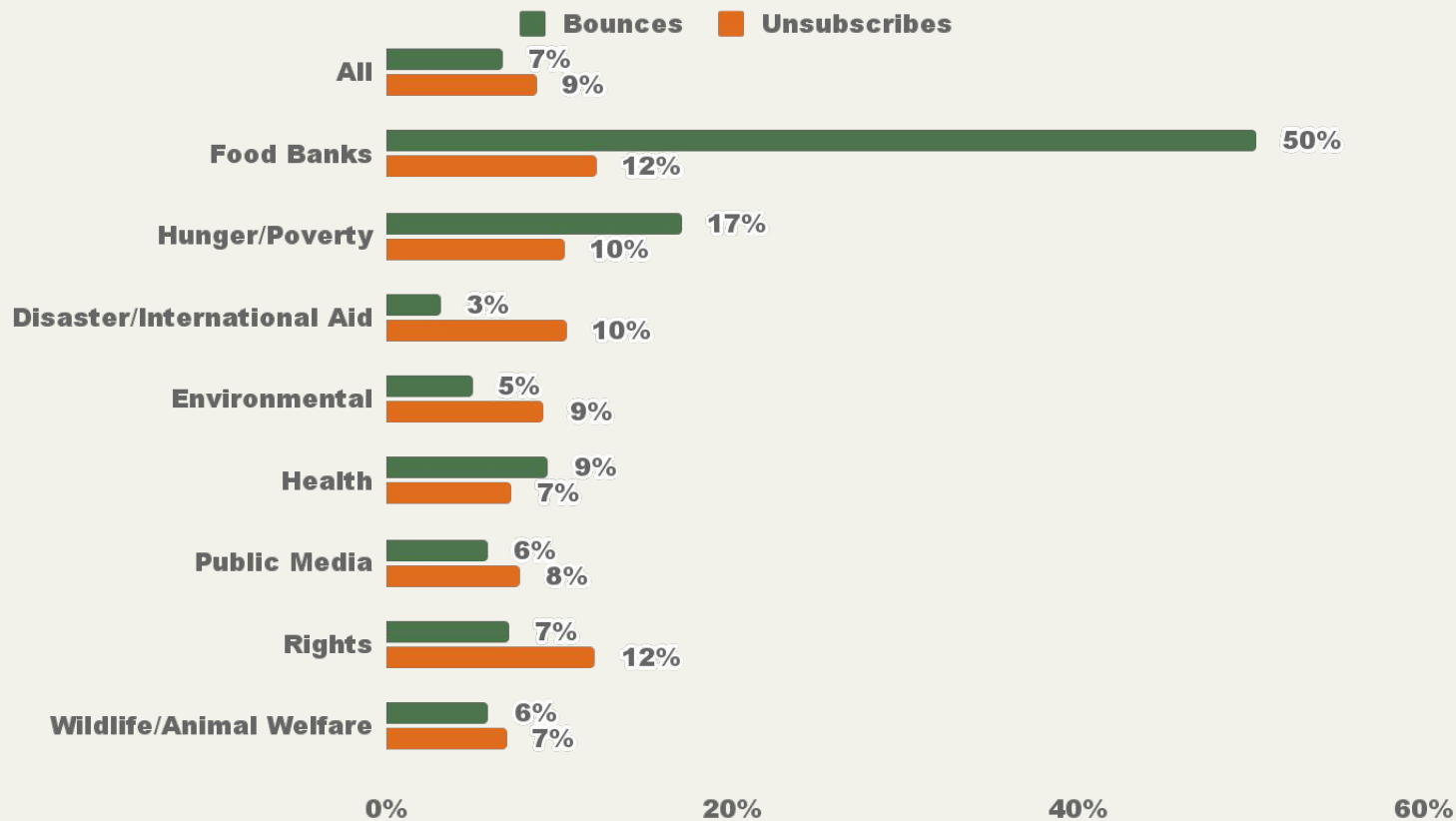
2019-20 2020-21 2021-22 2022-23



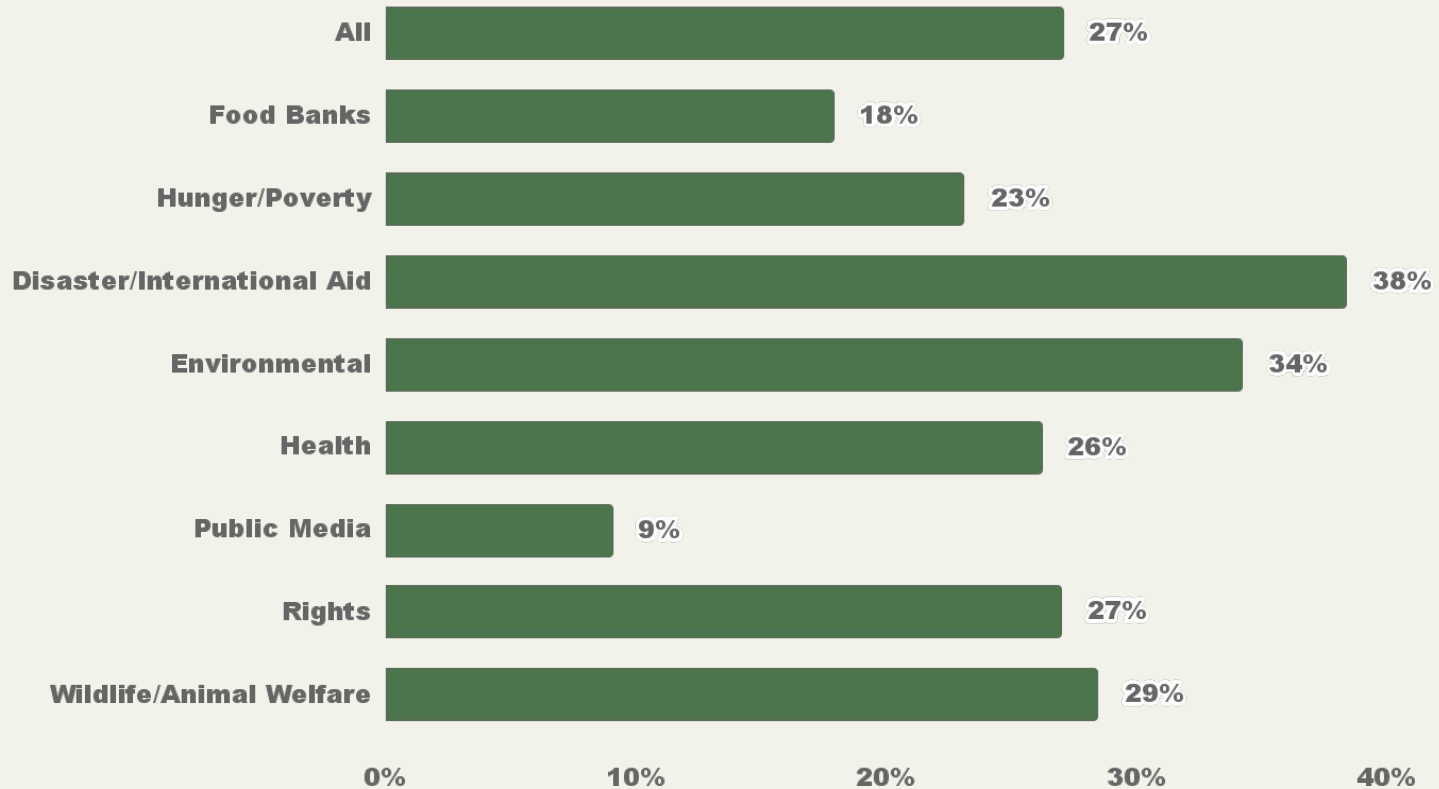
List growth



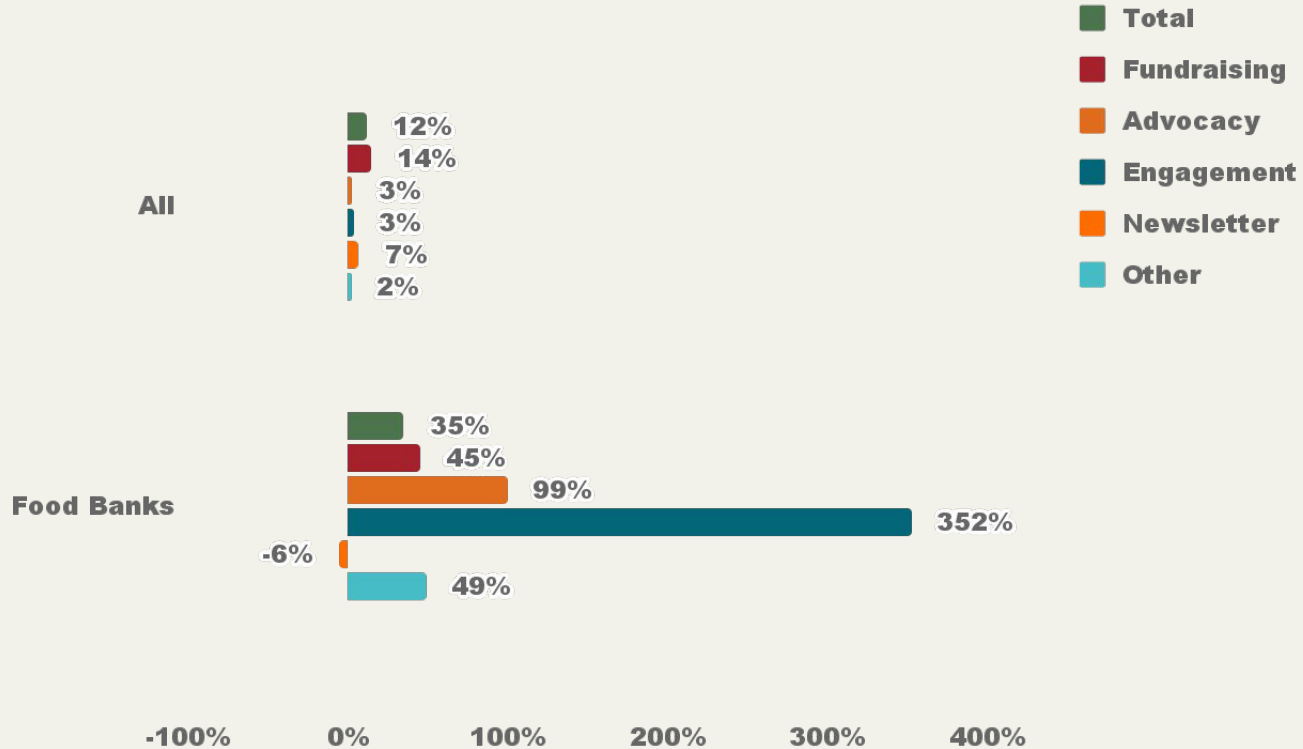
Bounces and unsubscribes



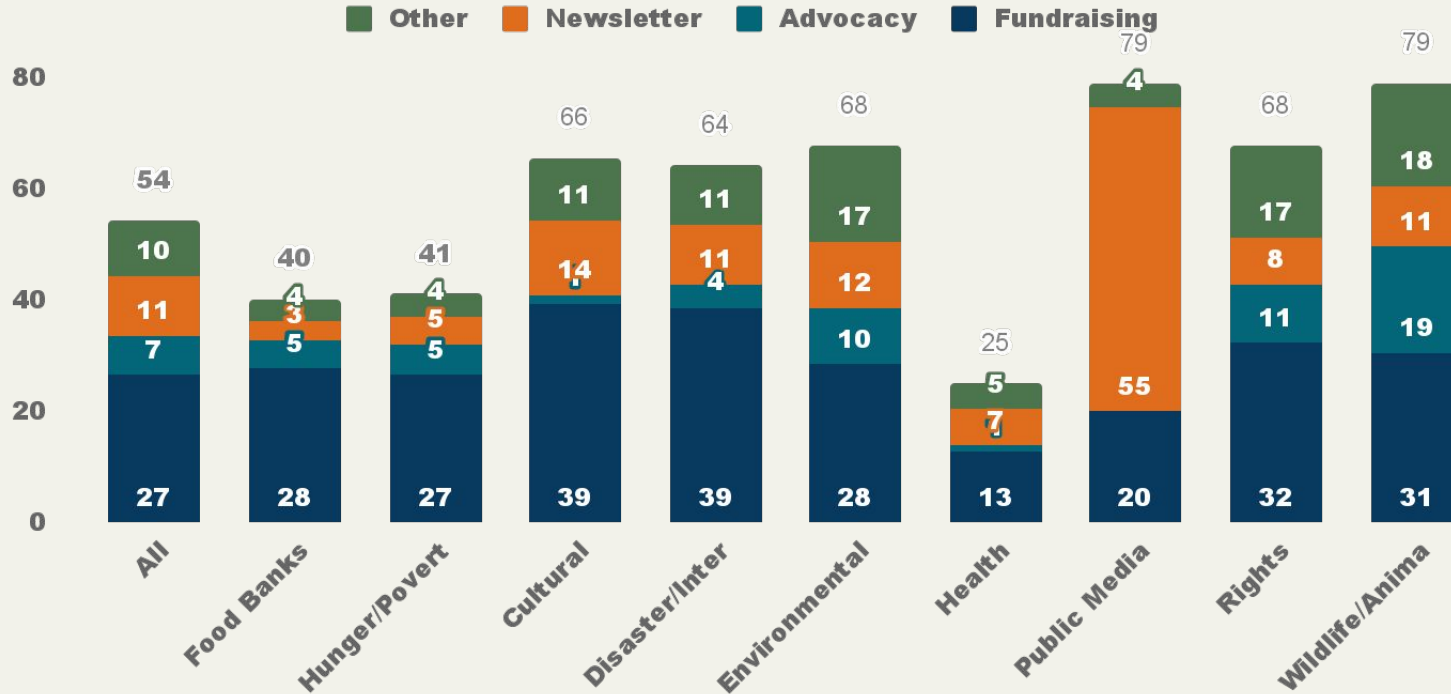
Ratio of new joins to start of year email list size



Change in total email messages sent 2022 to 2023



Messages per year per subscriber



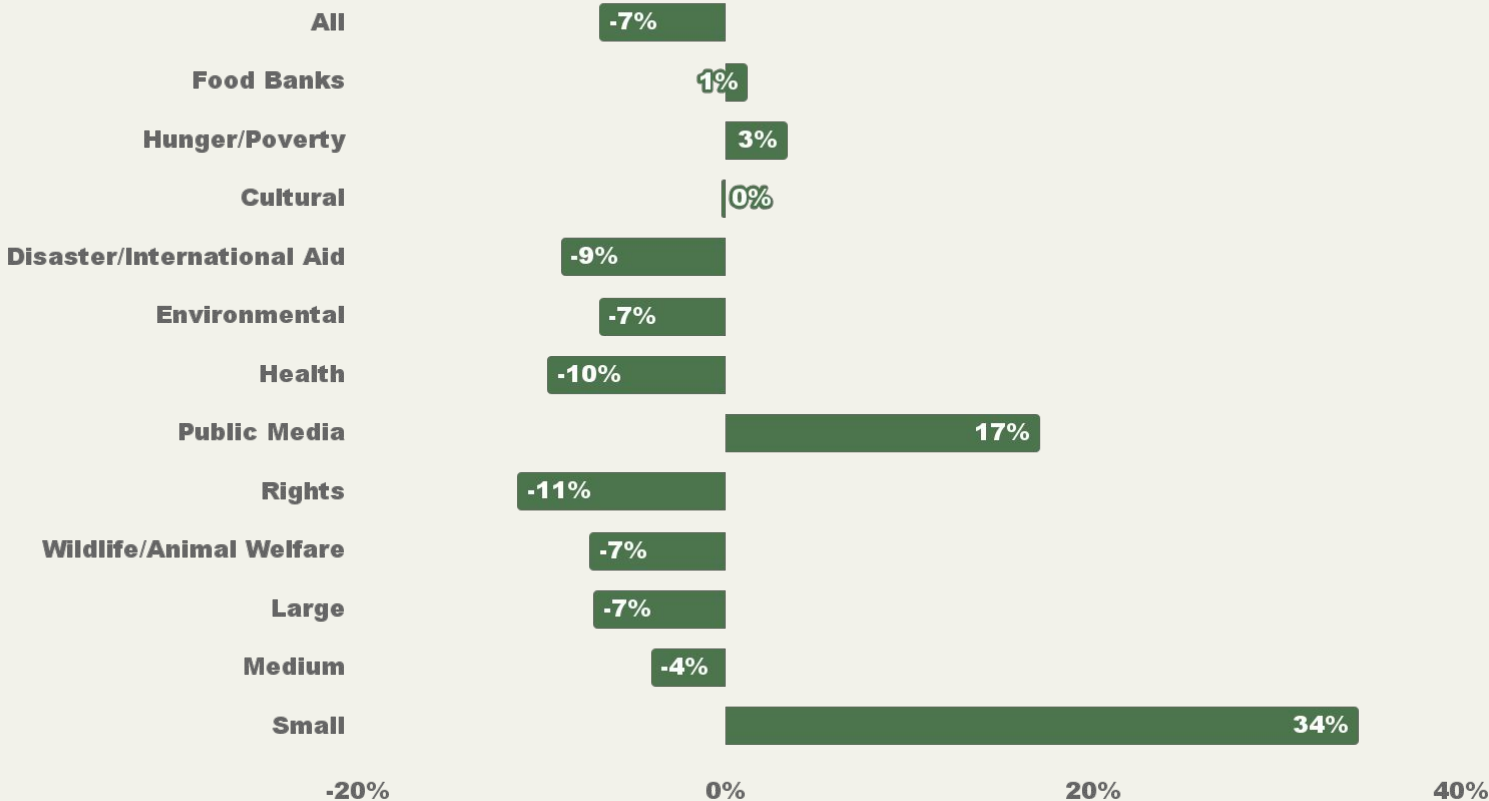
EMAIL RATES BY MESSAGE TYPE		CLICK-THROUGH RATE	PAGE COMPLETION RATE	RESPONSE RATE	UNSUBSCRIBE RATE
Fundraising	All	0.5% (-5%)	15% (-12%)	0.07% (-16%)	0.19% (-10%)
	Food Banks	0.7% (-8%)	18% (-12%)	0.13% (-26%)	0.16% (-19%)
Advocacy	All	2.1% (-6%)	72% (-2%)	1.36% (-10%)	0.14% (-10%)
	Food Banks	1.3% (65%)	24% (-14%)	0.23% (51%)	0.10% (123%)
Newsletter	All	1.3% (-1%)			0.18% (-3%)
	Food Banks	1.3% (4%)			0.19% (-13%)
Welcome Series	All	3.1% (-11%)			1.09% (18%)
	Food Banks	3.0% (-55%)			1.25% (24%)
Engagement	All	1.6% (11%)			0.18% (-3%)
	Food Banks	1.6% (5%)			0.16% (-21%)
All	All				0.19% (-8%)
	Food Banks				0.17% (-6%)

Numbers in parentheses represent the change from 2022.

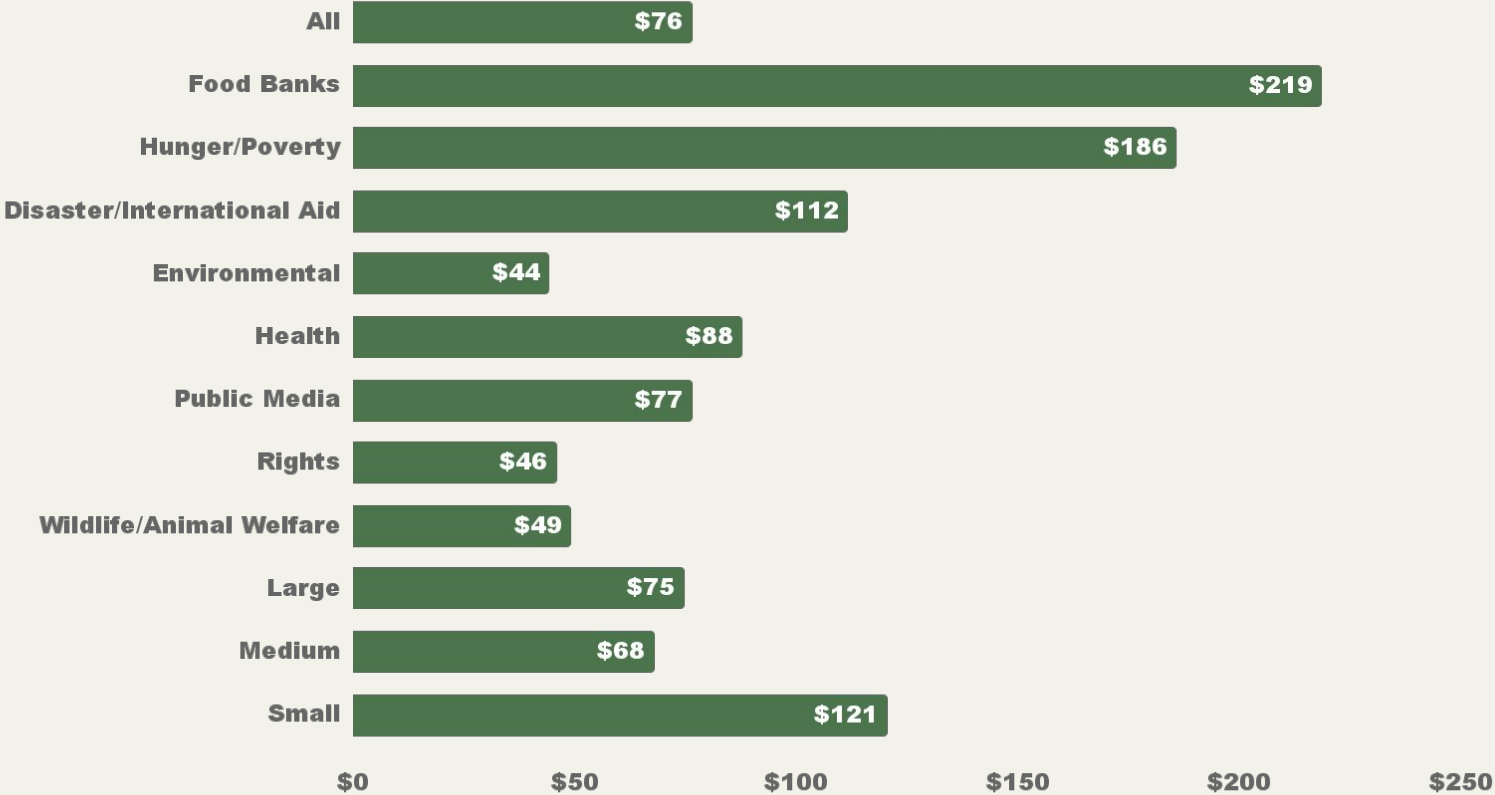
EMAIL MESSAGES PER SUBSCRIBER PER MONTH

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
All	2.7	3.5	3.9	3.8	4.2	4.2	3.6	3.3	4.1	3.8	7.1	7.7
Food Banks	2.6	2.0	3.1	2.4	2.4	3.8	2.3	3.2	4.7	3.3	8.6	6.9
Hunger/Poverty	2.1	2.0	2.8	2.8	2.7	3.6	2.5	2.5	4.2	3.1	7.6	6.5

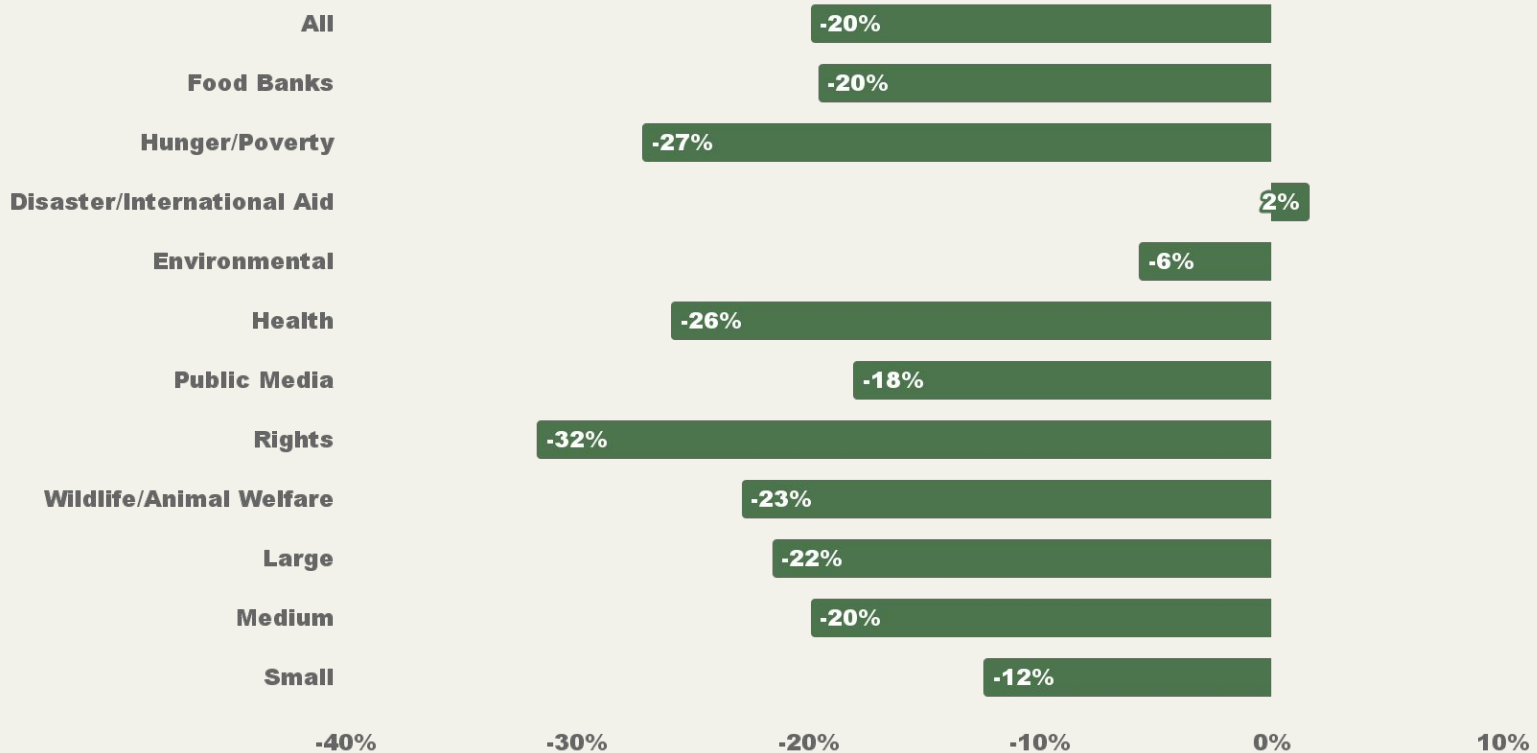
Change in email revenue 2022 to 2023



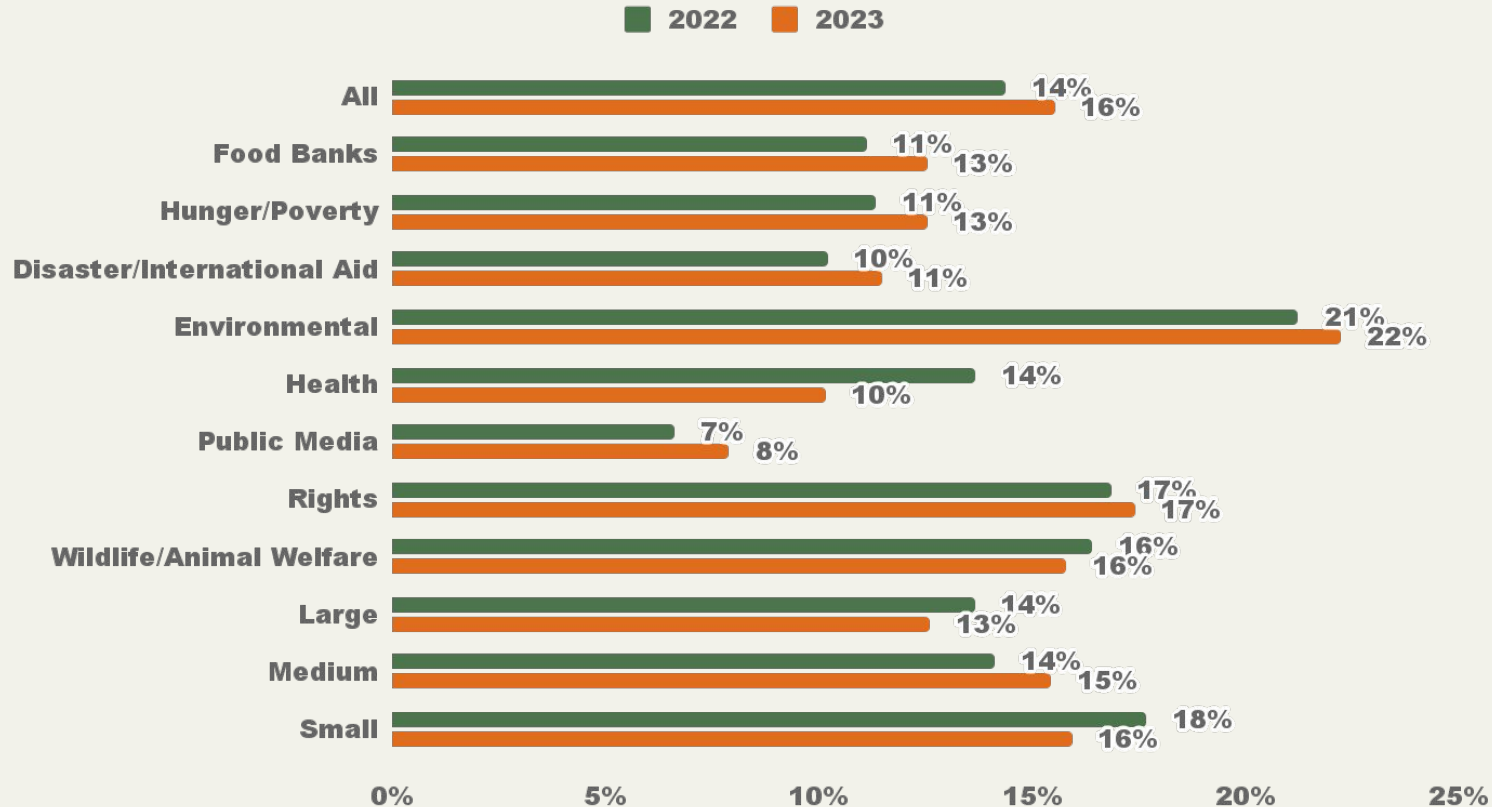
Email revenue per 1,000 fundraising emails sent



Change in email revenue per 1,000 fundraising emails sent 2022 to 2023



Share of online revenue from email

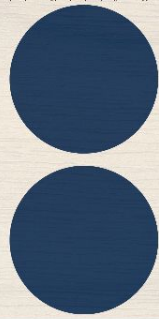
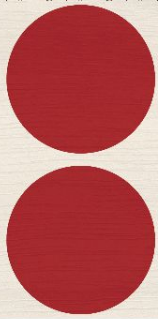


BENCHMARKS METRICS GLOSSARY

Messaging

Ratio of new joins to start of year email list size	Number of new joins throughout 2023 divided by start of year email list size
Change in total email messages sent 2022 to 2023	Total 2023 email message recipients minus 2022 email messages recipients, divided by 2022 email messages recipients, split by message type.
List growth	List size on Jan 1 of current year minus list size on Jan 1 of previous year divided by previous year size. This is only reachable subscribers.
Churn	Percent of reachable subscriber list lost due to bouncing or unsubscribing.
Messages per year per subscriber	Total for the year of the total number of email messages sent per month divided by list size in that month. This helps control for changing list size throughout the year.
Messages per subscriber per month	Total number of email messages sent per month divided by list size in that month.
Change in email revenue 2022 to 2023	Total 2023 online email revenue minus 2022 email revenue, divided by 2022 email revenue.
Email revenue per 1,000 fundraising emails sent	Fundraising revenue divided by fundraising email recipients times 1,000. OR Fundraising email response rate times fundraising email one-time avg gift times 1,000.
Change in email revenue per 1,000 fundraising emails sent 2022 to 2023	2023 rate minus 2022 rate divided by 2022 rate.
Email messaging rates	Email rates by message type. Numbers in parentheses are the change from previous year.
Share of online revenue from email	Total 2023 email online revenue divided by total 2023 online revenue.
Change in fundraising response rate 2022 to 2023	2023 rate minus 2022 rate divided by 2022 rate.

TWISTS



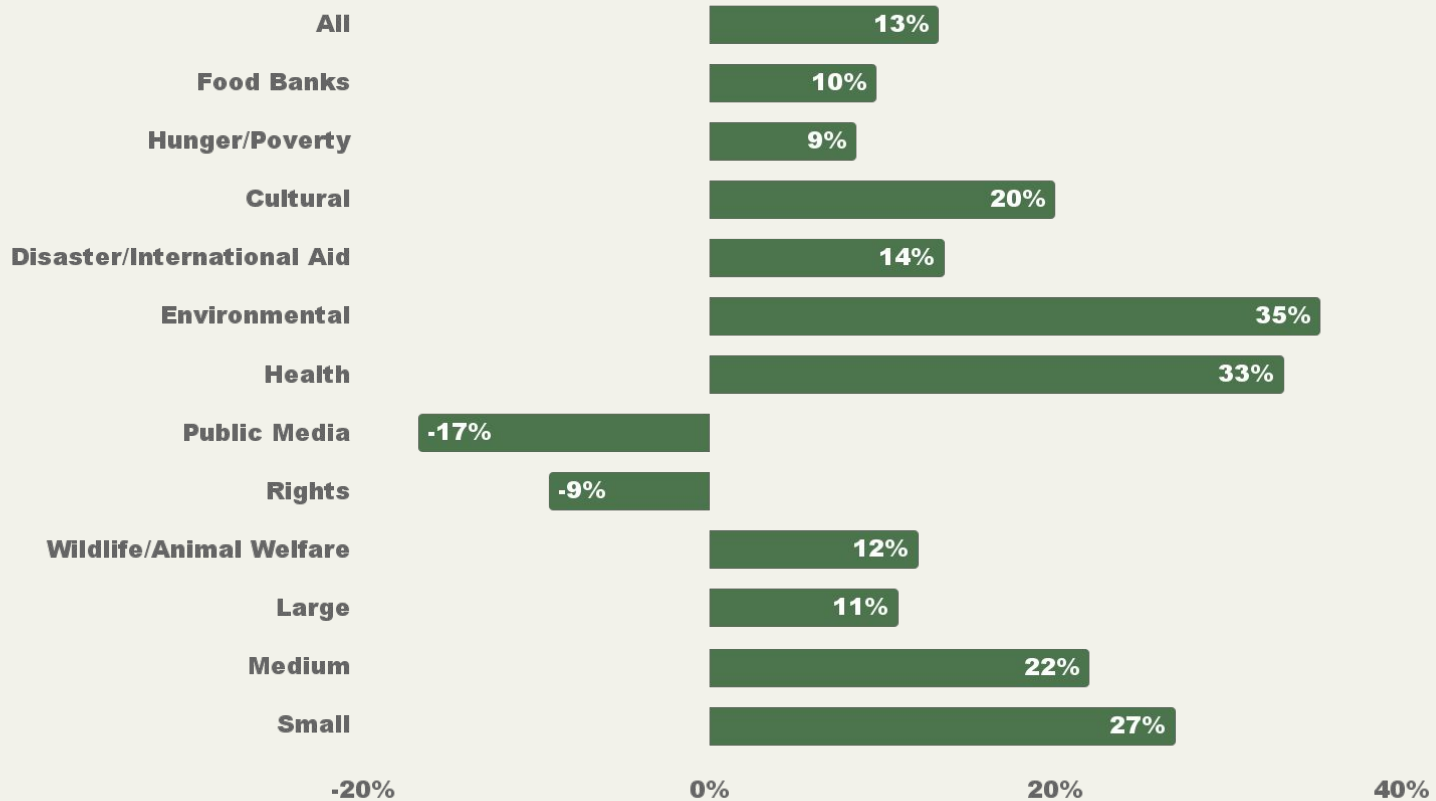
& TURNS

ADVERTISING

Investment in digital advertising divided by total online revenue

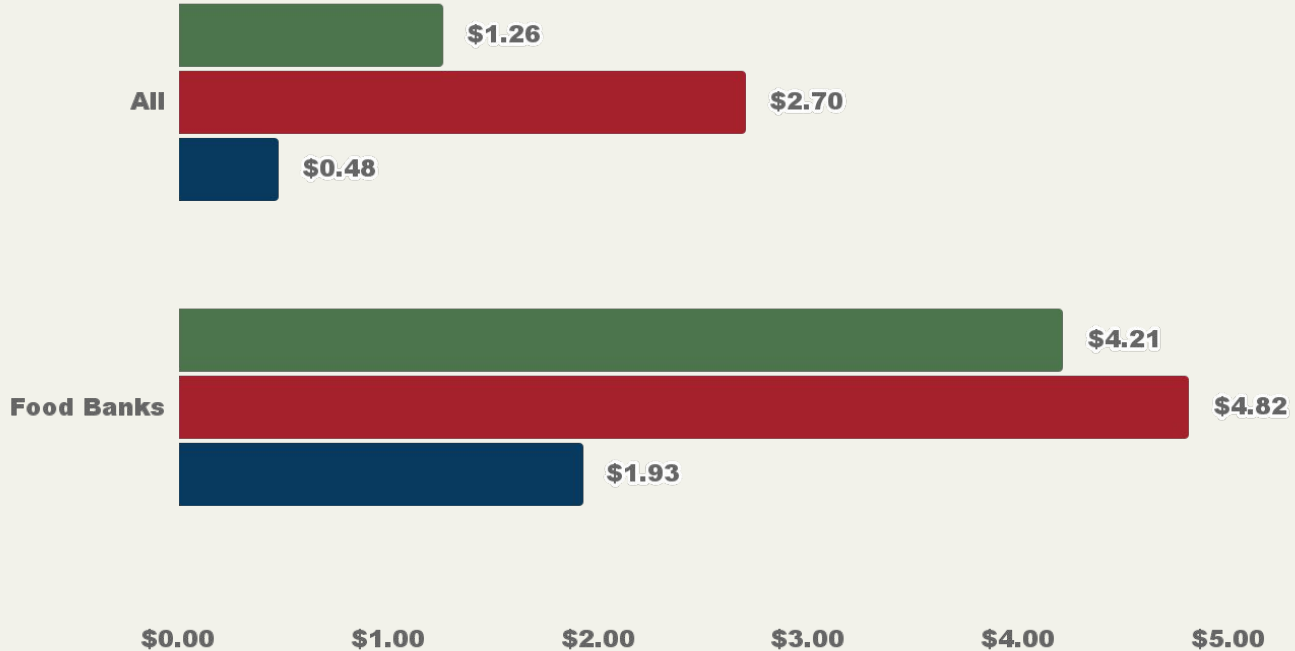


Change in investment in digital advertising 2022 to 2023

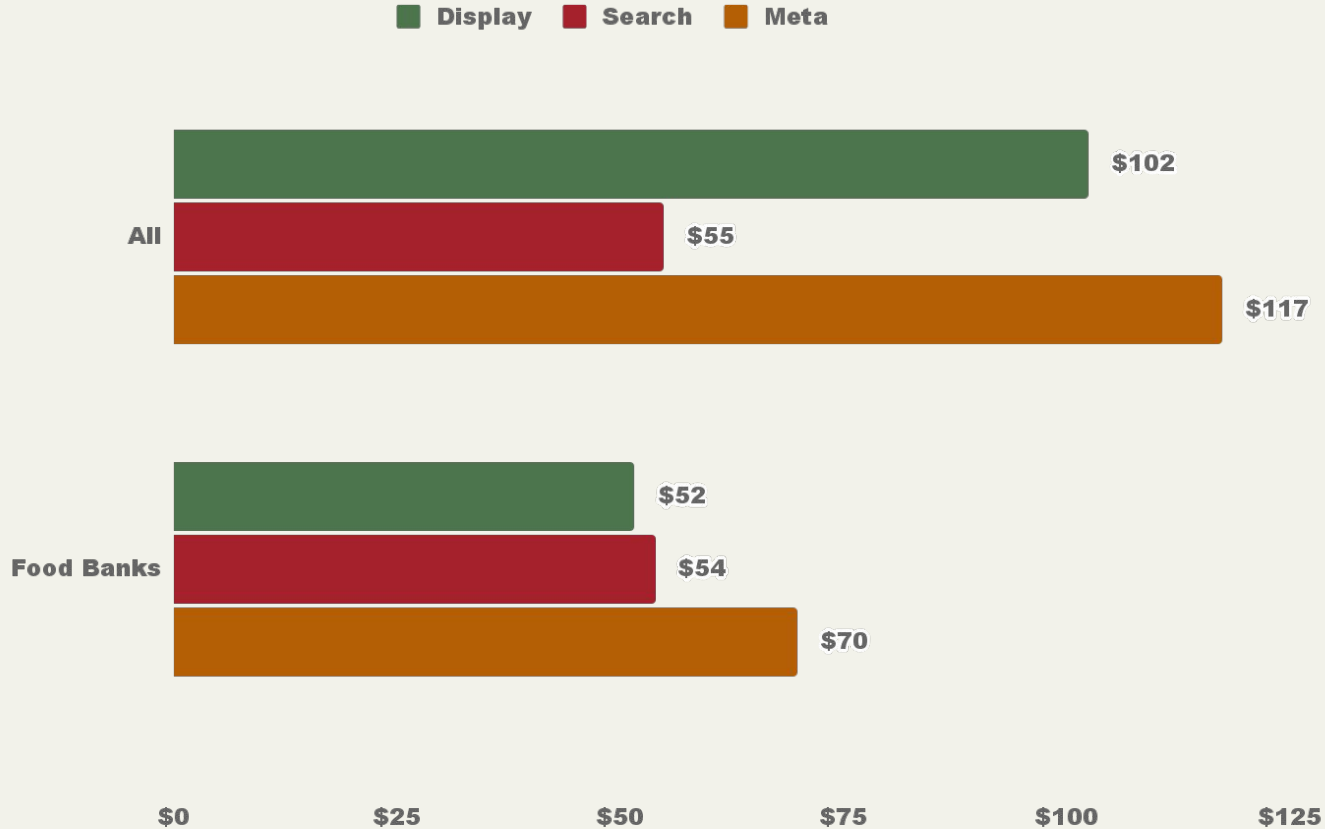


Digital advertising: return on ad spend (ROAS)

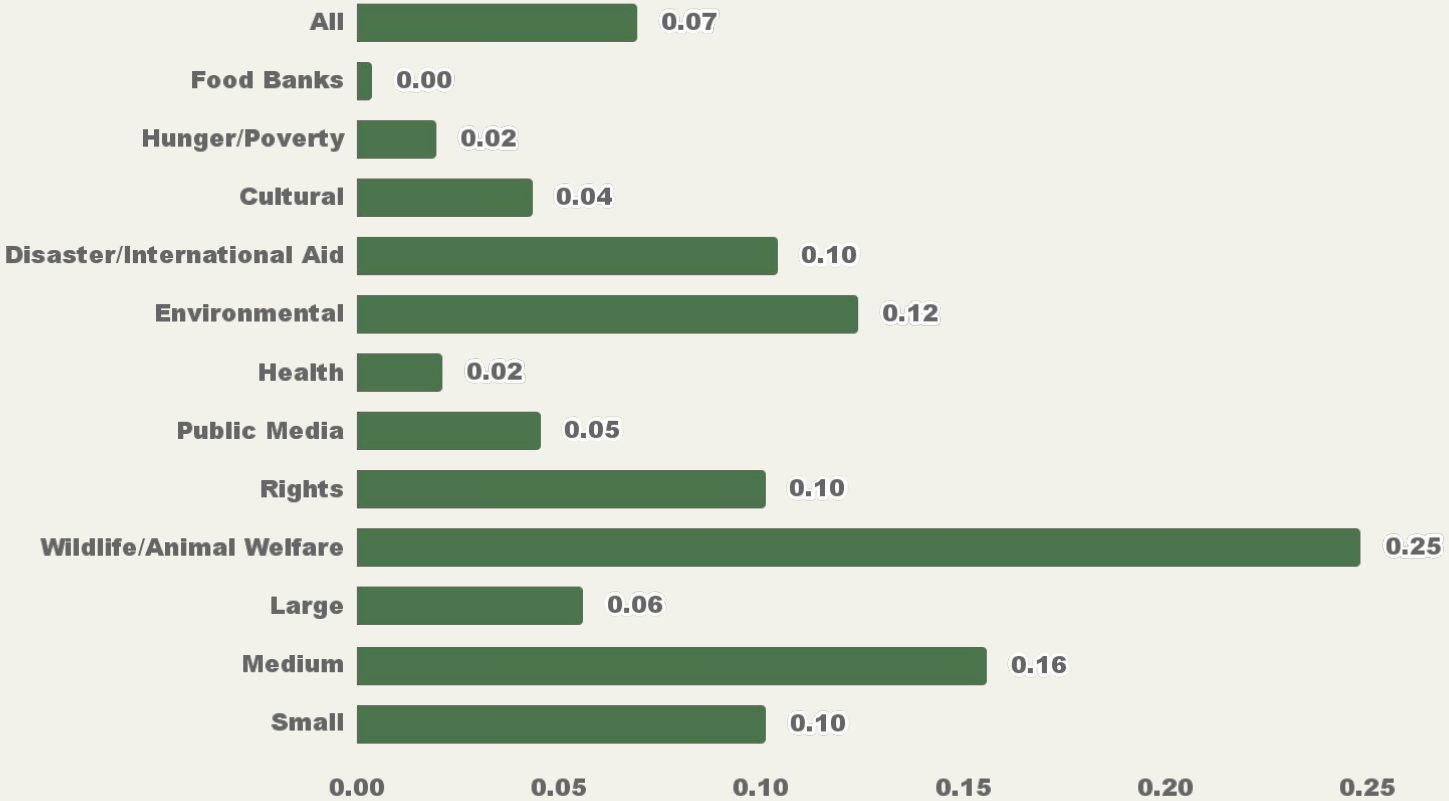
■ Display ■ Search ■ Meta



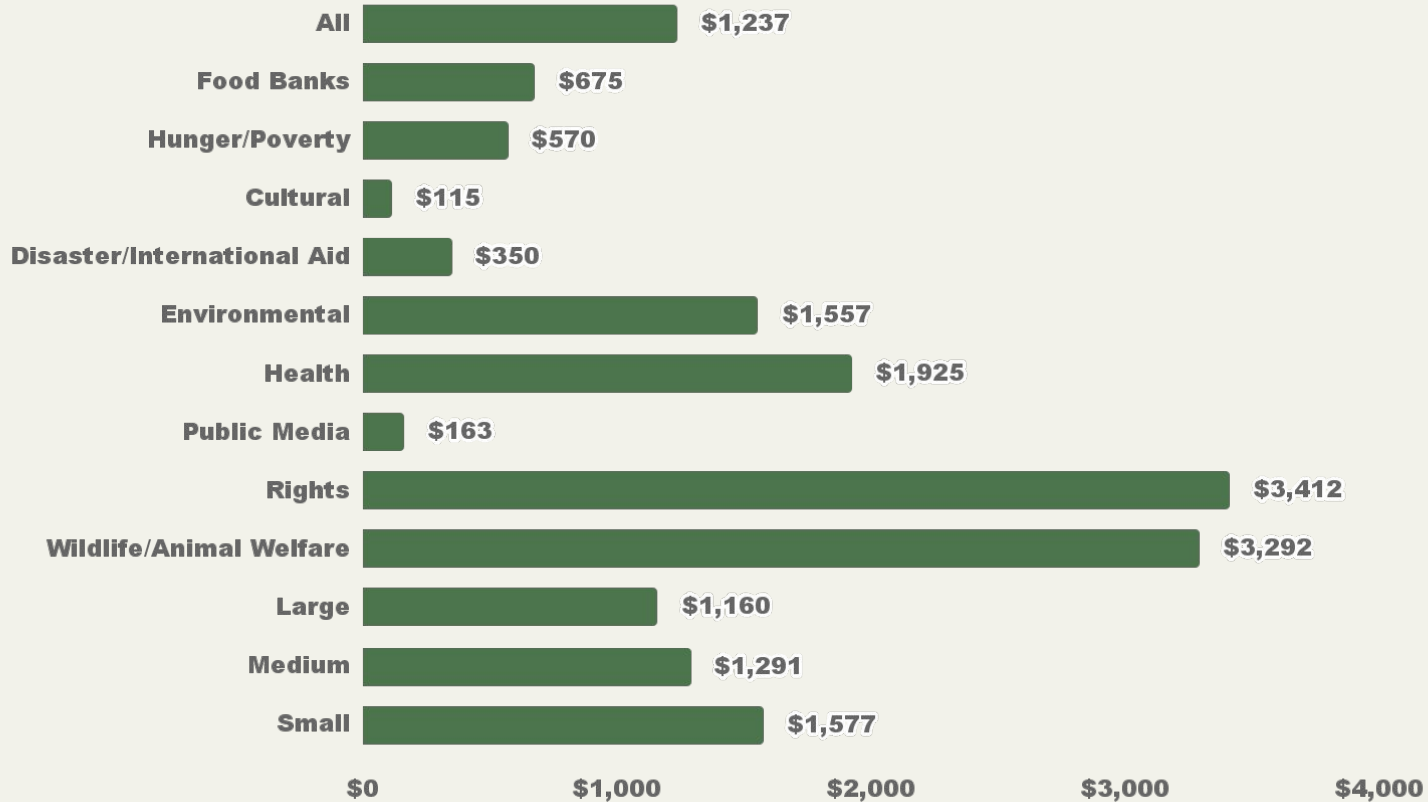
Digital advertising: cost per donation



Ratio of ad-acquired leads to start of year email list



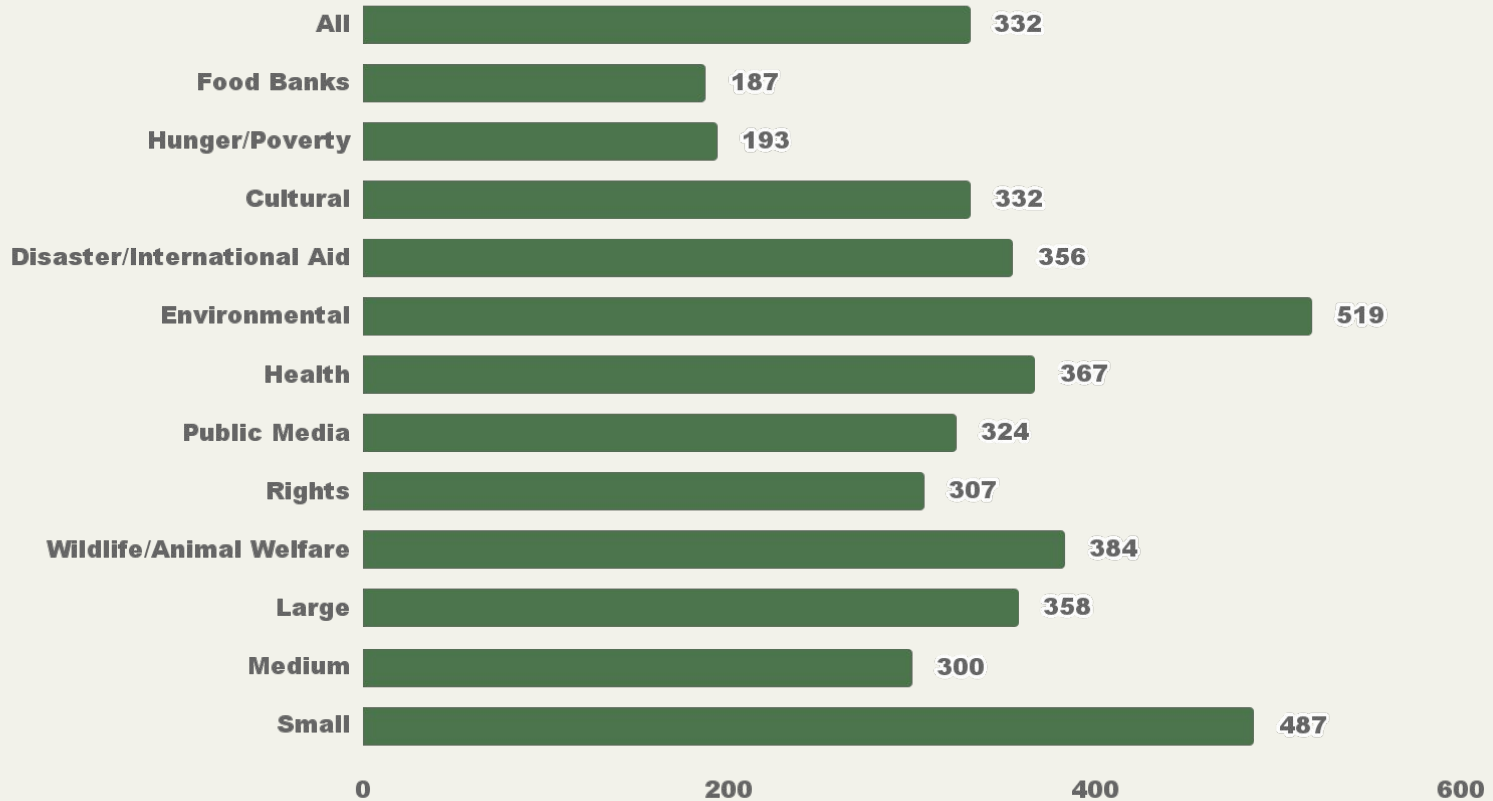
Google Grants: cost per donation



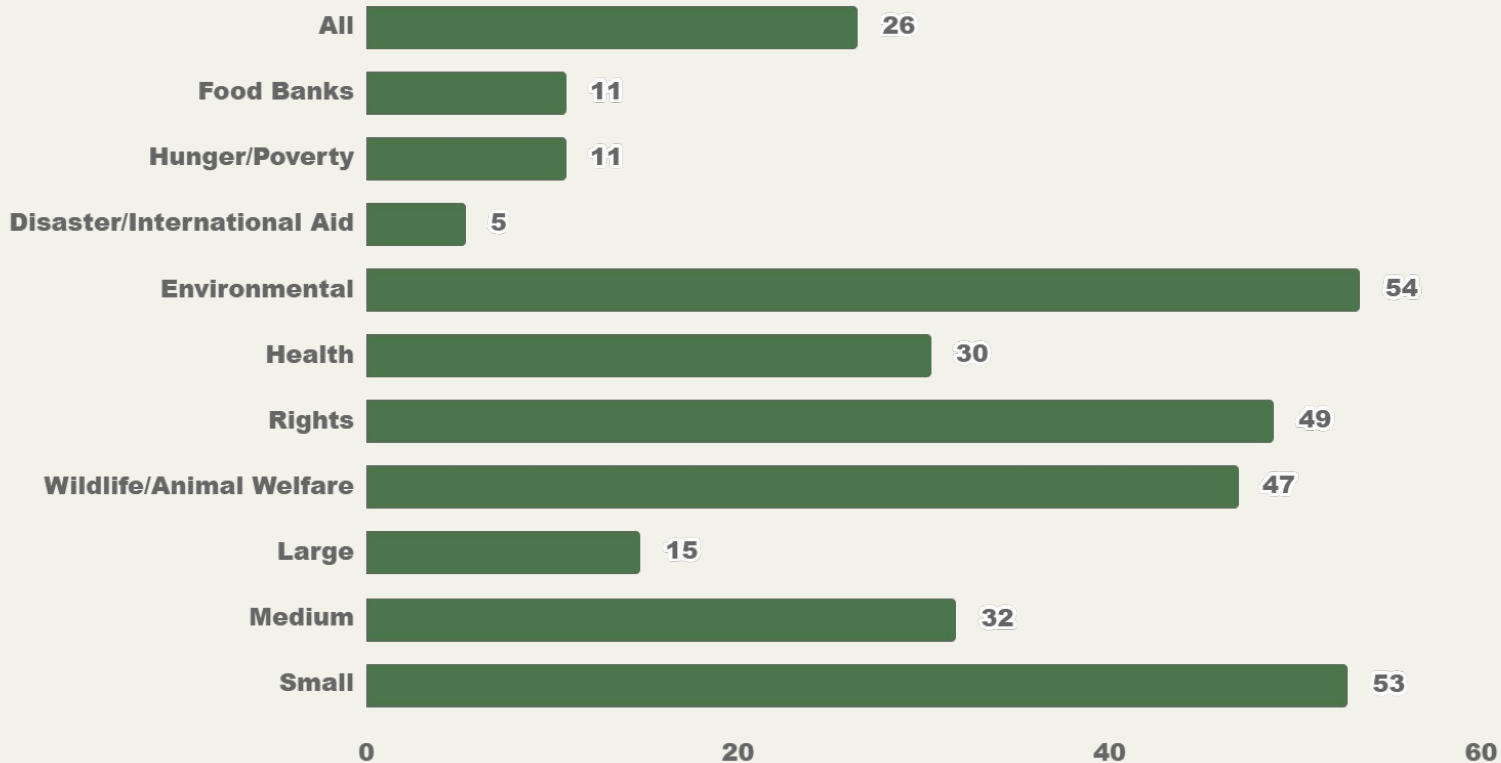
Google Grants: ROAS



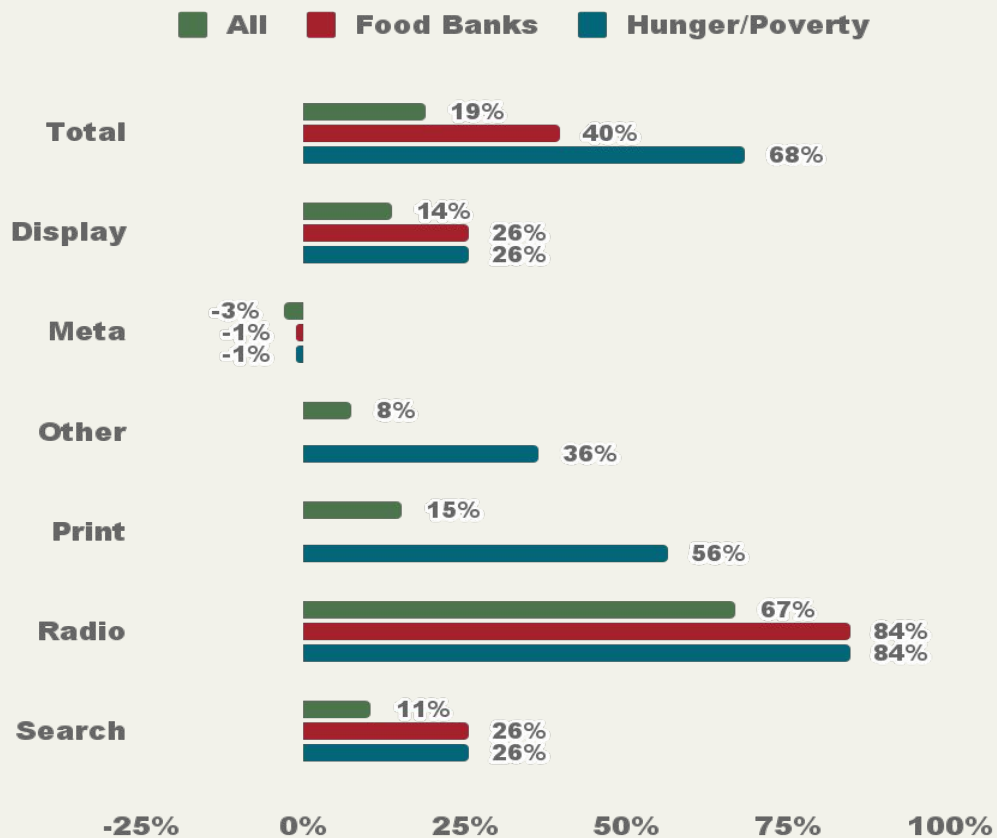
Google Grants: site visits per \$1k



Website visitors for every \$1 spent in fundraising display ads



Change in investment in fundraising advertising channels 2022 to 2023



SHARE OF ADVERTISING BUDGET BY GOAL

	All	Food Banks
Direct Fundraising	61%	70%
Lead Generation	10%	2%
Awareness	25%	28%
Non Lead Generation Advocacy	3%	0%
Other	2%	0%

SHARE OF DIRECT FUNDRAISING BUDGET BY NON-DIGITAL CHANNEL

	All	Food Banks
Linear Television	77%	48%
Out of Home	3%	13%
Print	17%	24%
Radio	2%	14%

**SHARE OF DIRECT
FUNDRAISING BUDGET BY
DIGITAL CHANNEL**

	All	Food Banks
Social	38%	32%
Display	12%	14%
Search	42%	41%
Digital Video	4%	6%
Connected TV	3%	3%
Digital Audio	2%	3%

BENCHMARKS METRICS GLOSSARY

Advertising

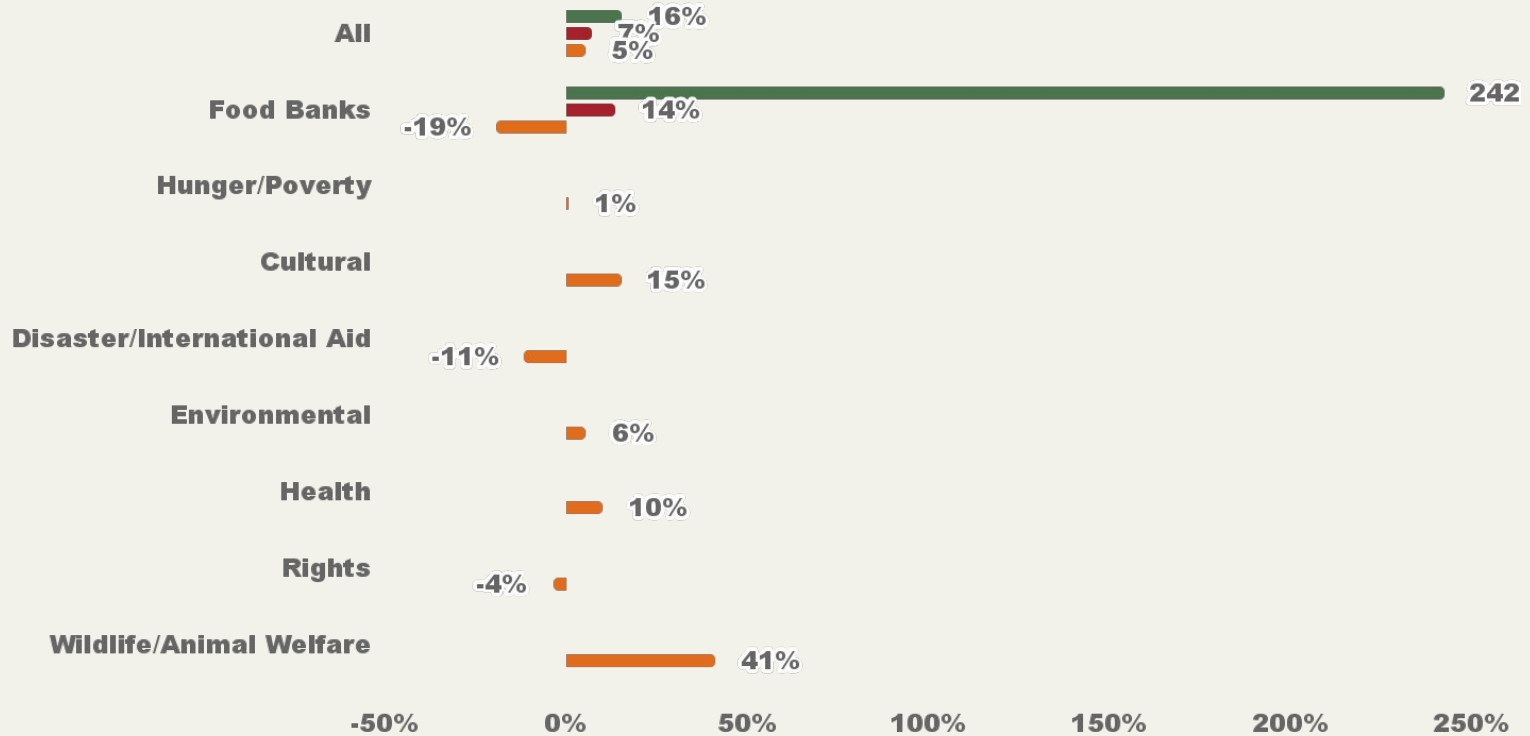
Change in investment in digital advertising 2022 to 2023	Total 2023 investment in digital ads minus 2022 investment, divided by 2022 investment.
Change in investment in fundraising advertising channels 2022 to 2023	Total 2023 investment in fundraising advertising channels minus 2022 investment, divided by 2022 investment.
Google Grants: cost per donation	"Cost" for Google Grants divided by number of donations from Google Grants. "Cost" is in quotes here because the Grant program means no one actually pays those amounts.
Google Grants: ROAS	Return on Ads Spend. Revenue from Google Grants divided by "cost" of Google Grants. "Cost" is in quotes here because the Grant program means no one actually pays those amounts.
Google Grants: site visits per \$1k	Number of site visits from Google Grants divided by "cost" of Google Grants times 1000. "Cost" is in quotes here because the Grant program means no one actually pays those amounts.
Investment in digital advertising divided by total online revenue	Total 2023 investment in digital ads divided by total online budget in 2023.
Ratio of ad-acquired leads to start of year email list size	Ratio of new email leads acquired through digital advertising divided email size at the start of the year.
Website visitors for every \$1 spent in fundraising display ads	Monthly website visitors divided by total advertising spend on display ads.



MOBILE MESSAGING

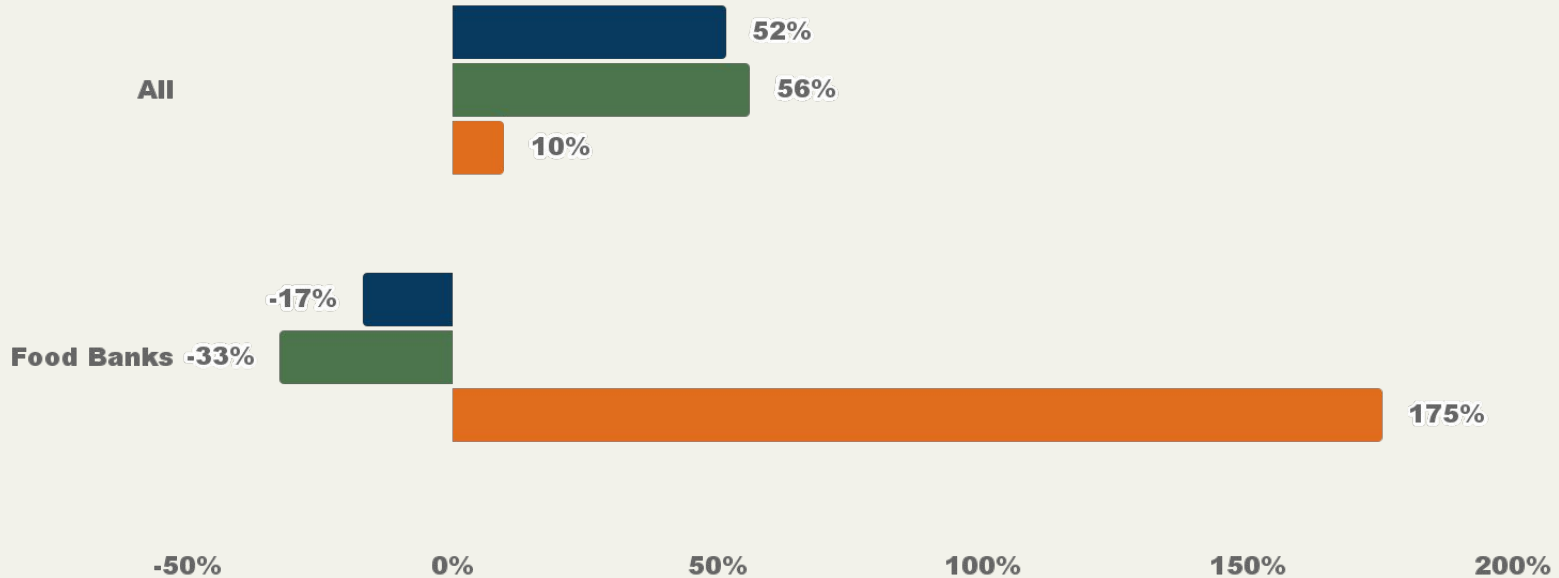
Mobile list growth

■ 2021-22 ■ 2022-23 ■ 2023-24



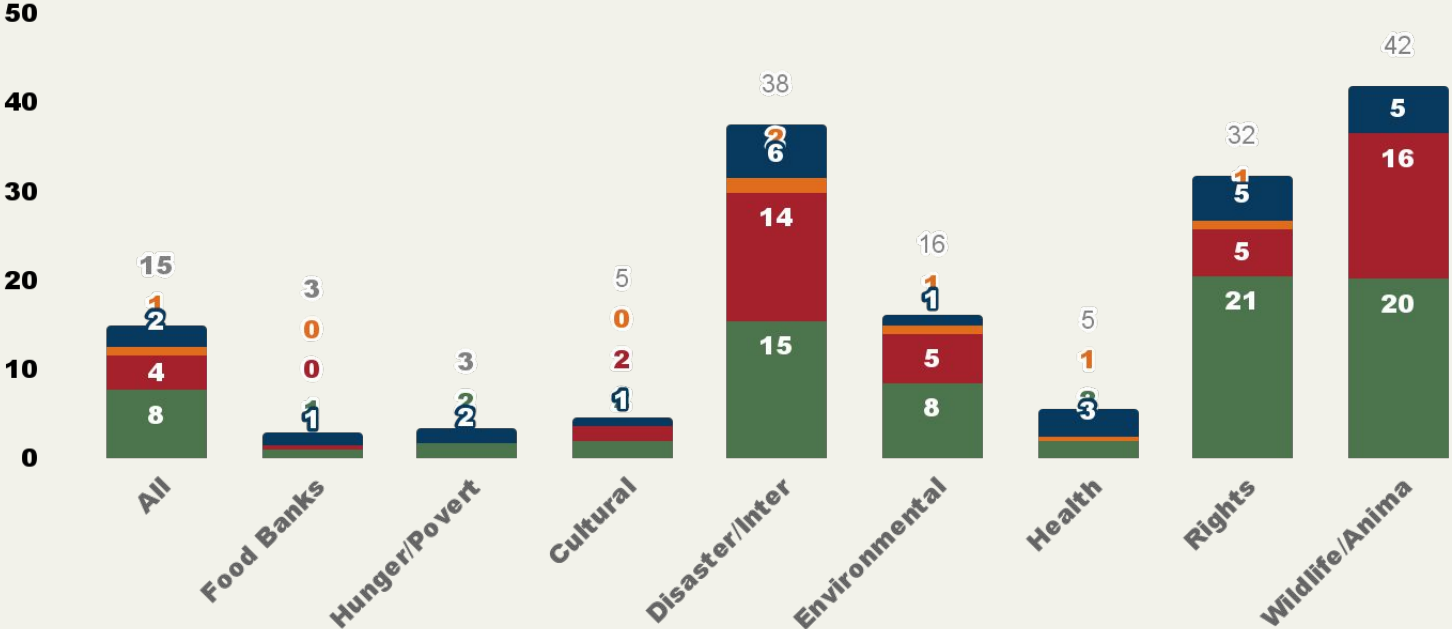
Change in total mobile messages sent 2022 to 2023

Fundraising Advocacy Other

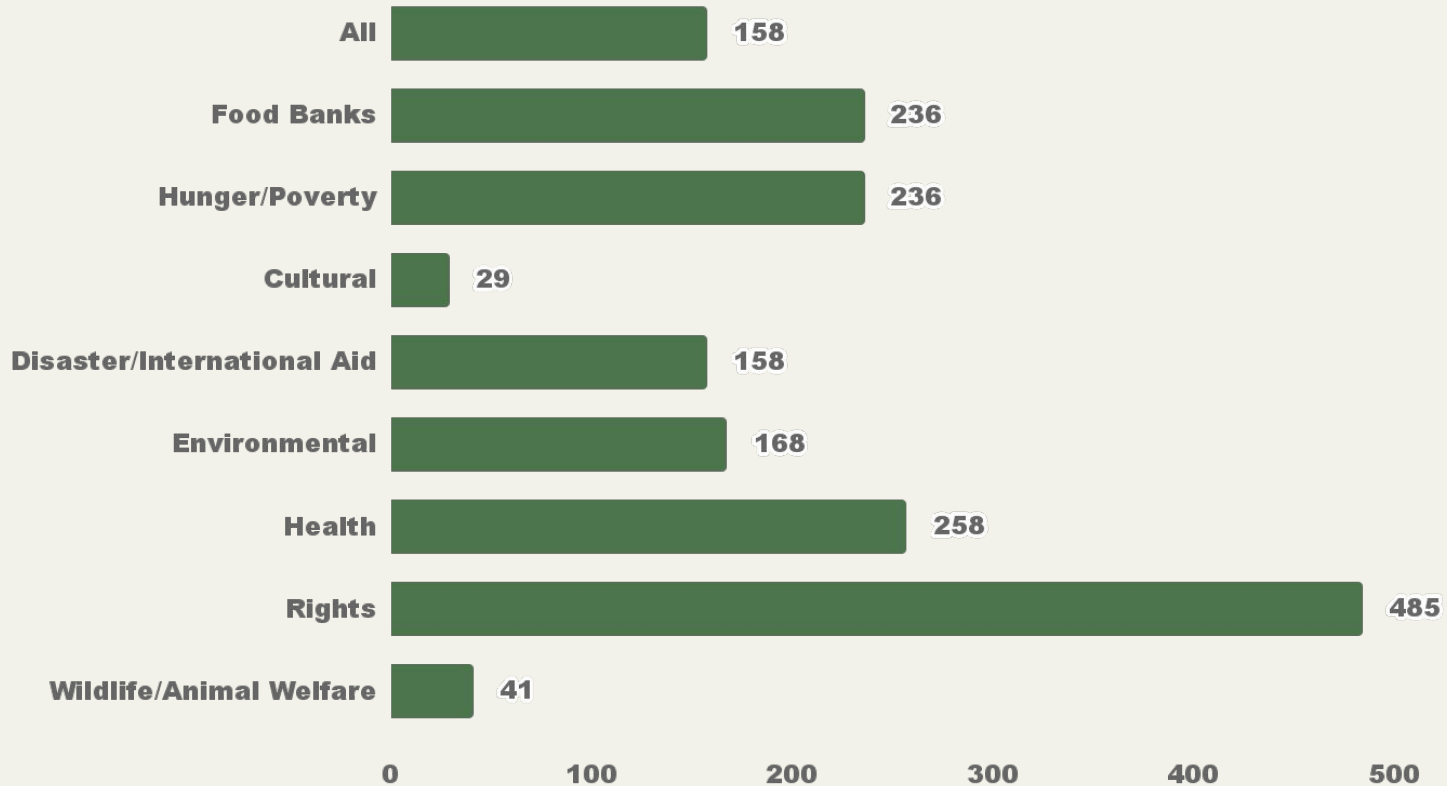


Mobile messages per year per subscriber

Other Invitation Advocacy Fundraising



For every 1,000 email subscribers, groups have this many mobile subscribers...

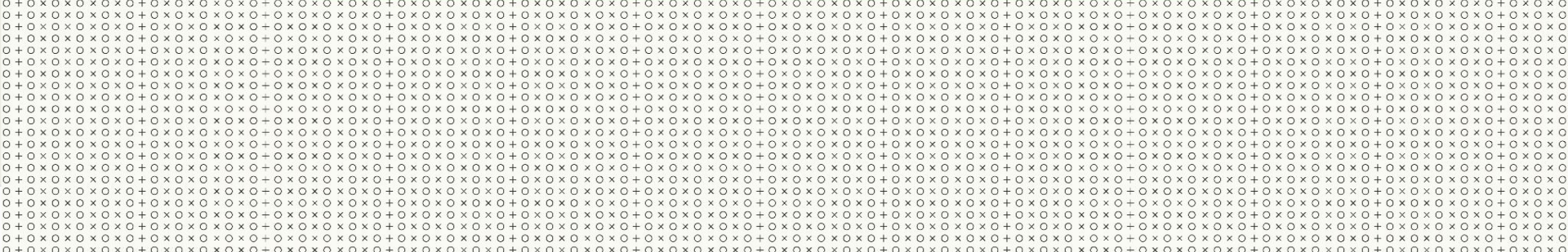


Mobile

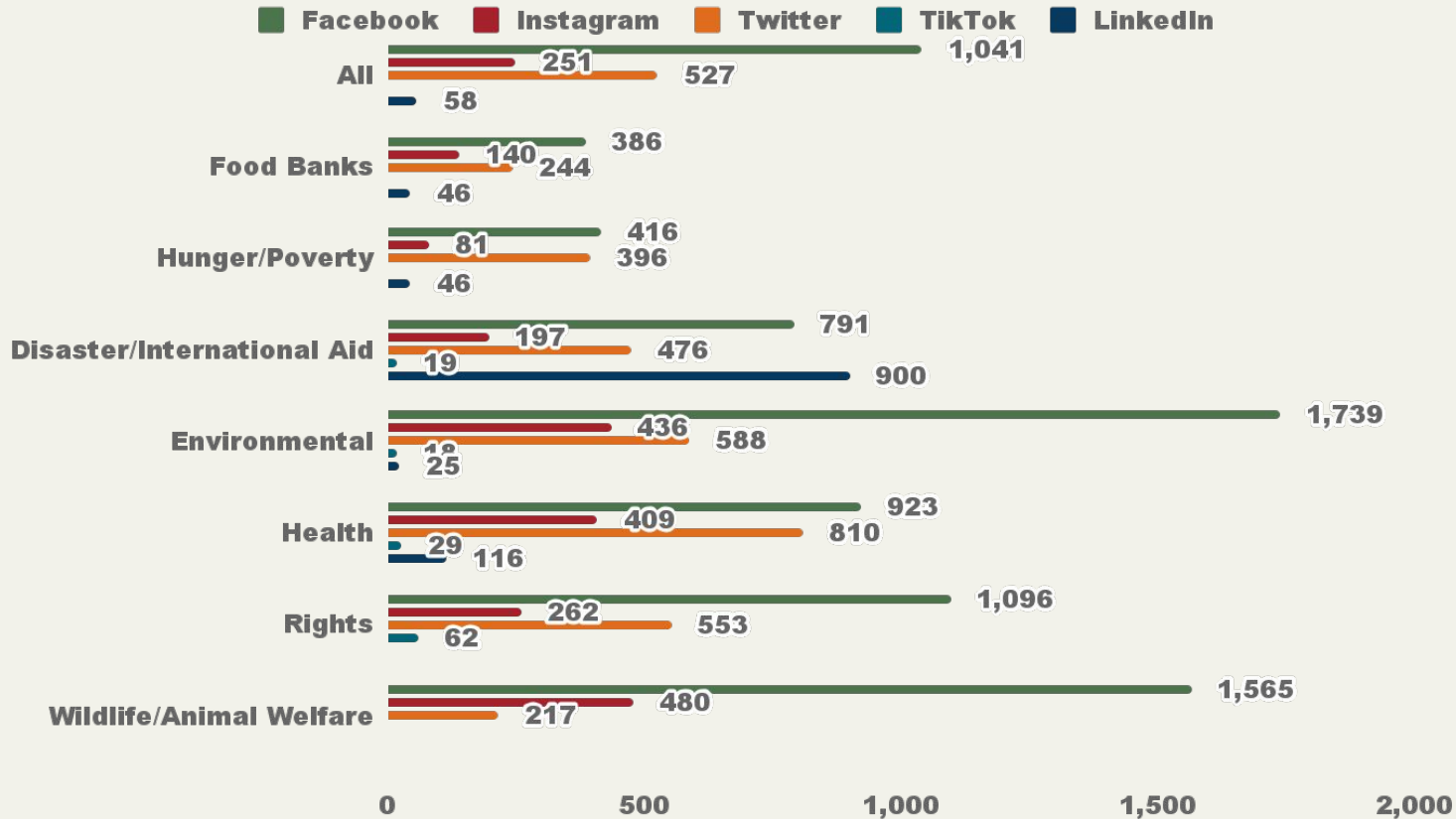
Change in total mobile messages sent 2022 to 2023	Total 2023 mobile message recipients minus 2022 mobile messages recipients, divided by 2022 mobile messages recipients, split by message type.
Mobile list growth	List size on Jan 1 of current year minus list size on Jan 1 of previous year divided by previous year size. This is only reachable subscribers.
Mobile messages per subscriber per month	Total number of mobile messages sent per month divided by list size in that month.
Mobile messages per year per subscriber	Total for the year of the total number of mobile messages sent per month divided by list size in that month. This helps control for changing list size throughout the year.
Mobile messaging statistics	Mobile message rates by message type. Numbers in parentheses are the change from previous year.
Share of online revenue from mobile	Total 2023 mobile revenue divided by total 2023 online revenue.



SOCIAL MEDIA

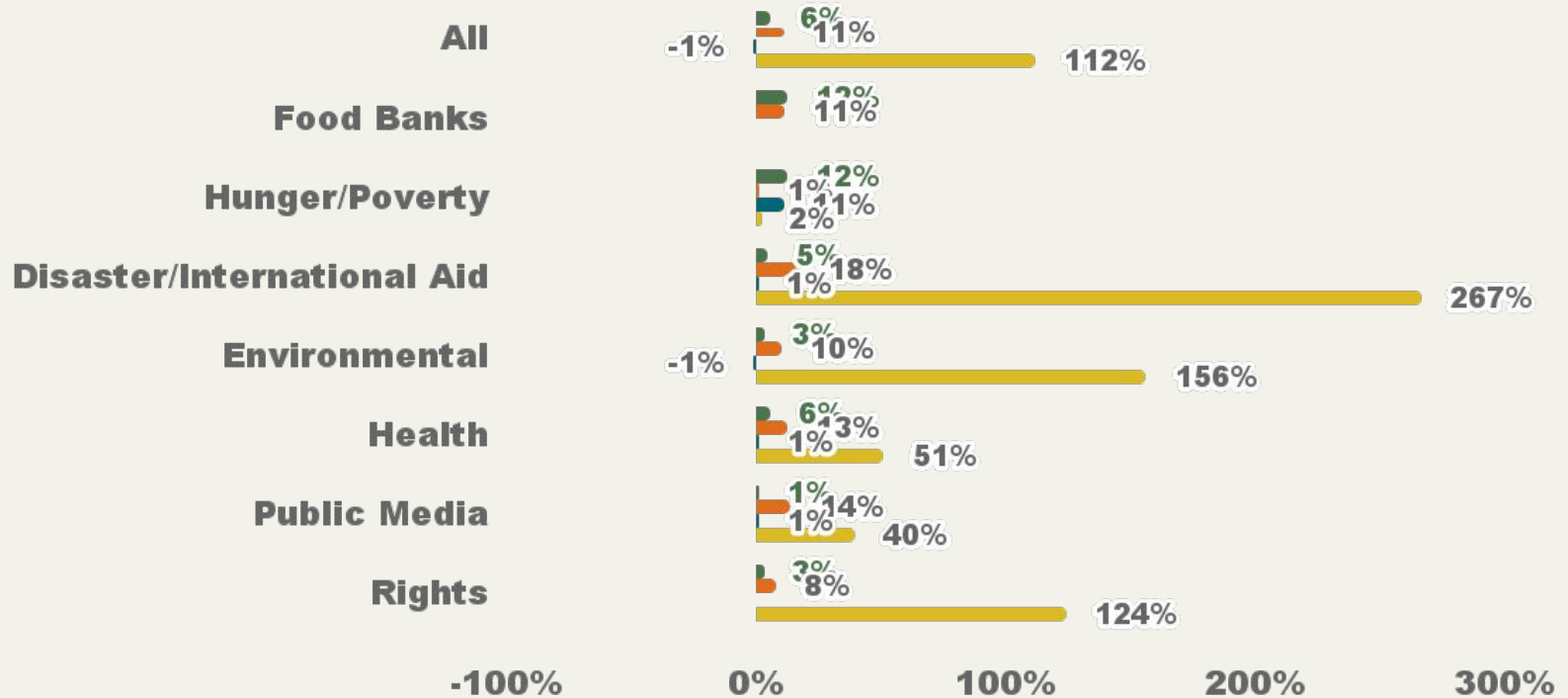


For every 1,000 email subscribers, groups have...



Change in number of fans/followers 2022 to 2023

■ Facebook
 ■ Instagram
 ■ Twitter
 ■ TikTok



Posts per day

Facebook Instagram



BENCHMARKS METRICS GLOSSARY

Social Media

For every 1,000 email subscribers, groups have...

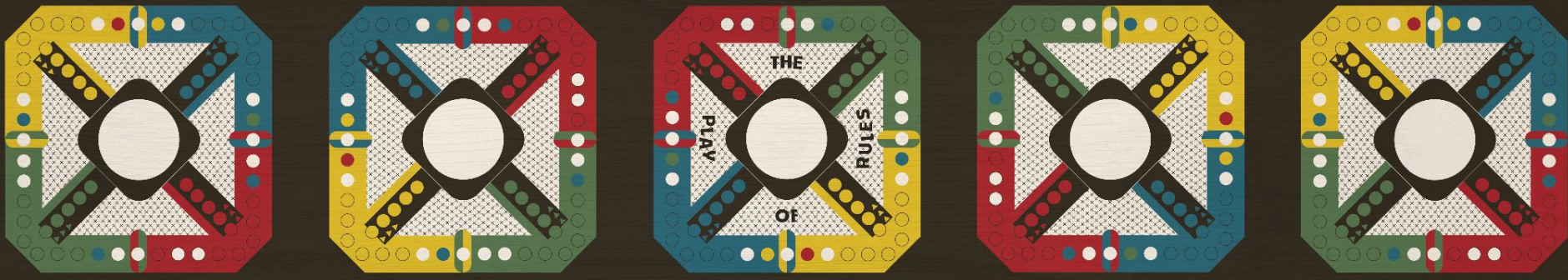
Number of fans/followers divided by number of email subscribers times 1,000.

Change in number of fans/followers 2022 to 2023

Number of fans/followers on Jan 1 of current year minus followers on Jan 1 of previous year divided by previous year fans/followers.

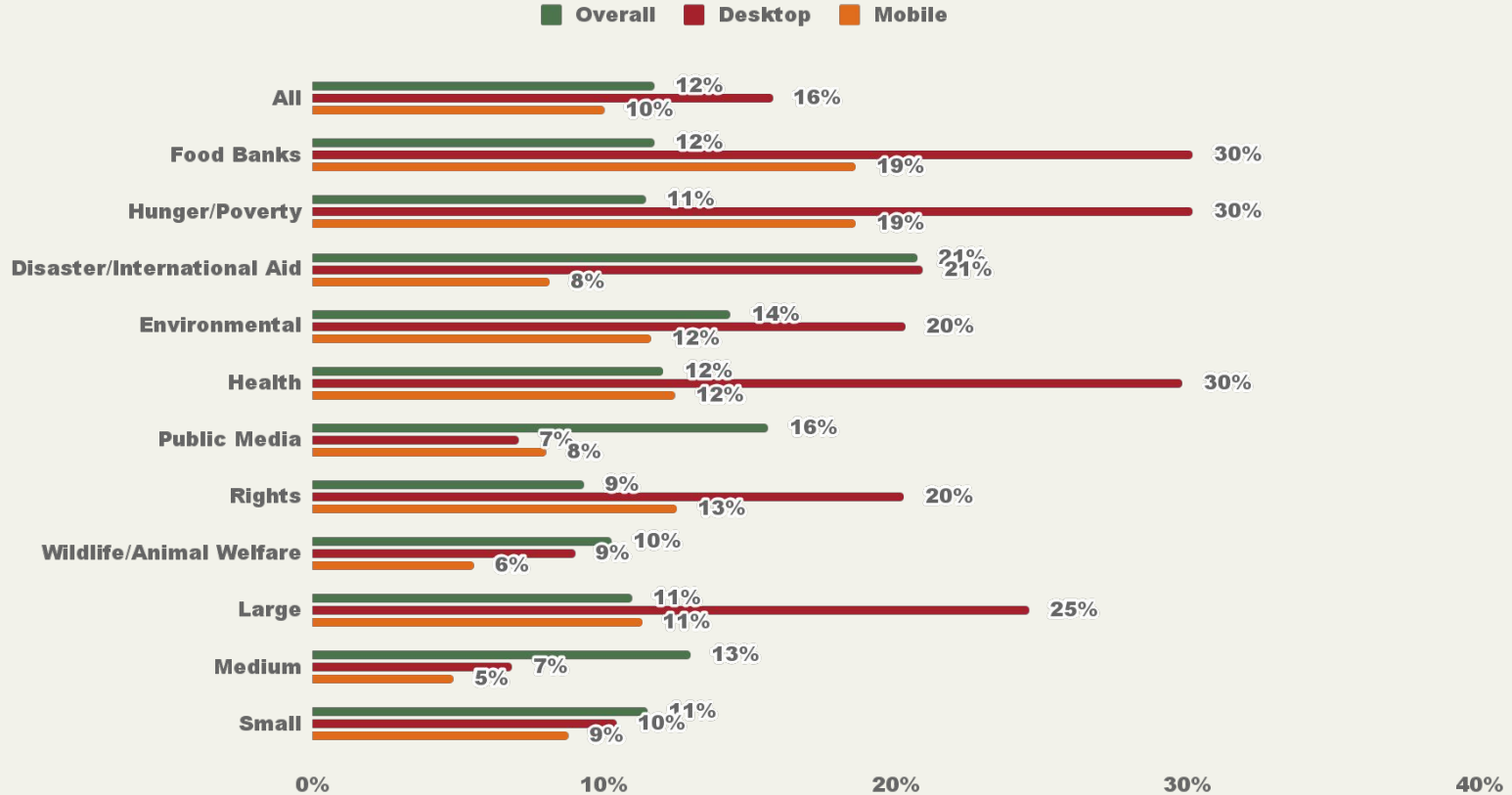
Posts per day

Number of posts in 2023 divided by 365.

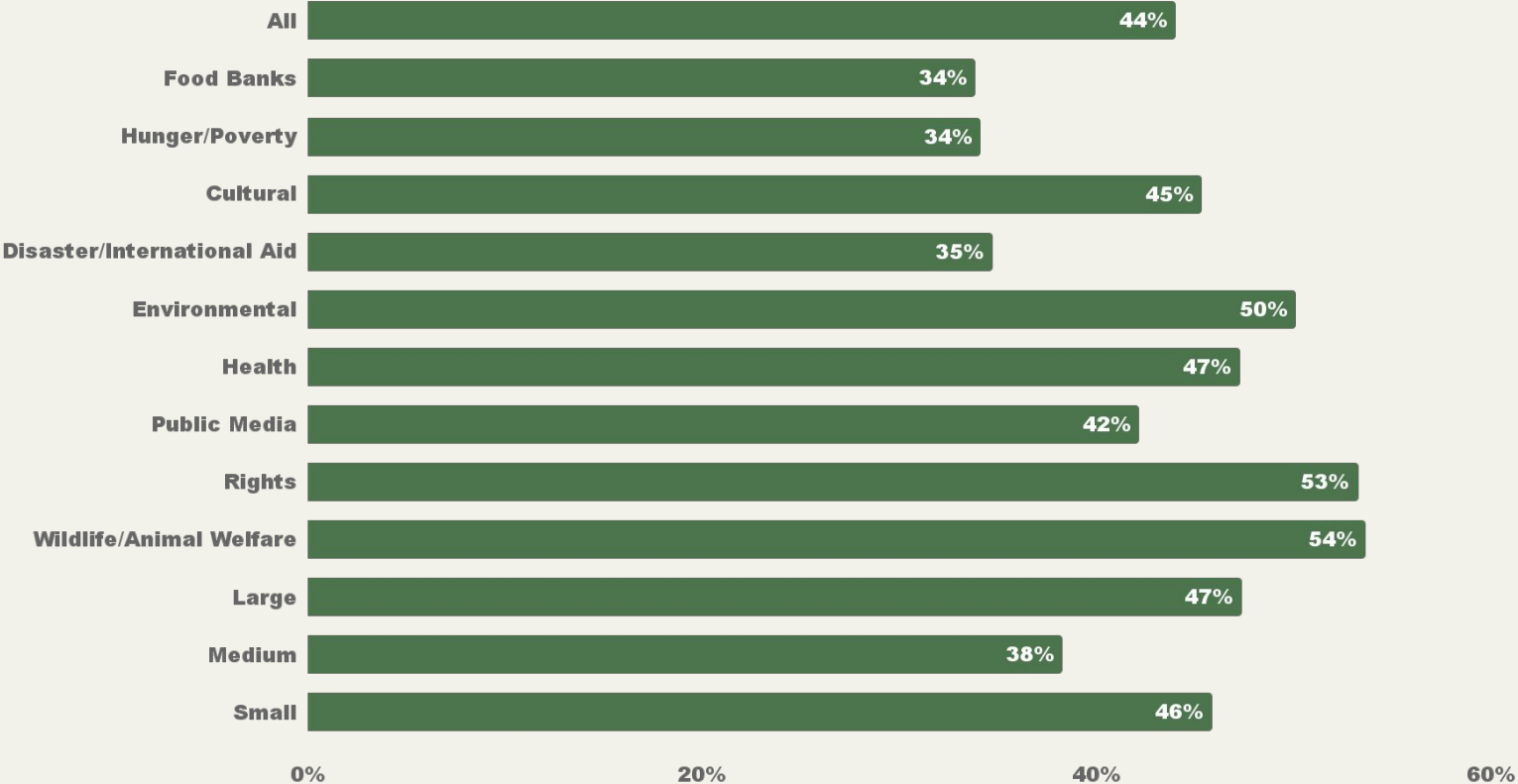


WEBSITE PERFORMANCE

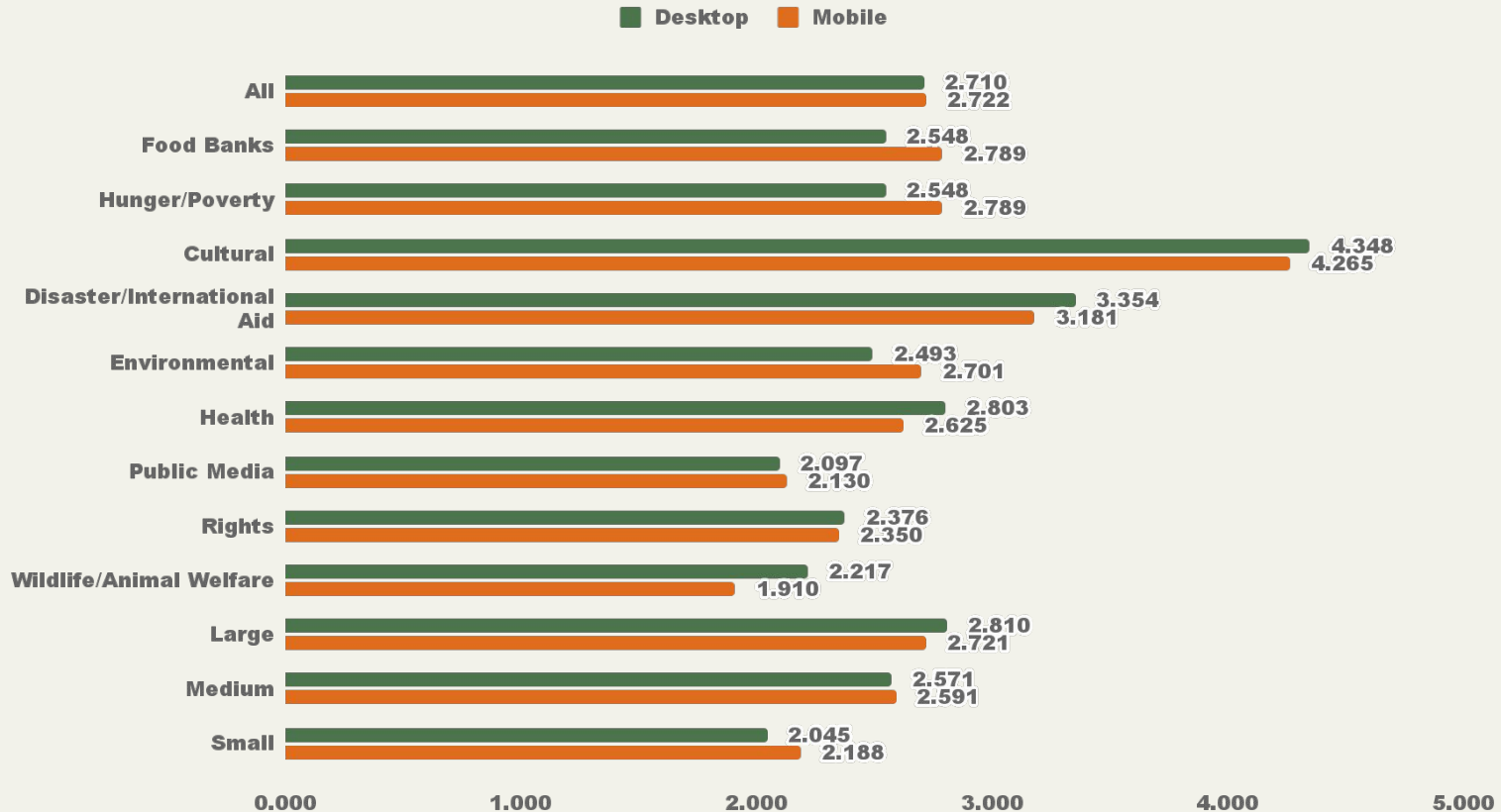
Main donation page conversion rate



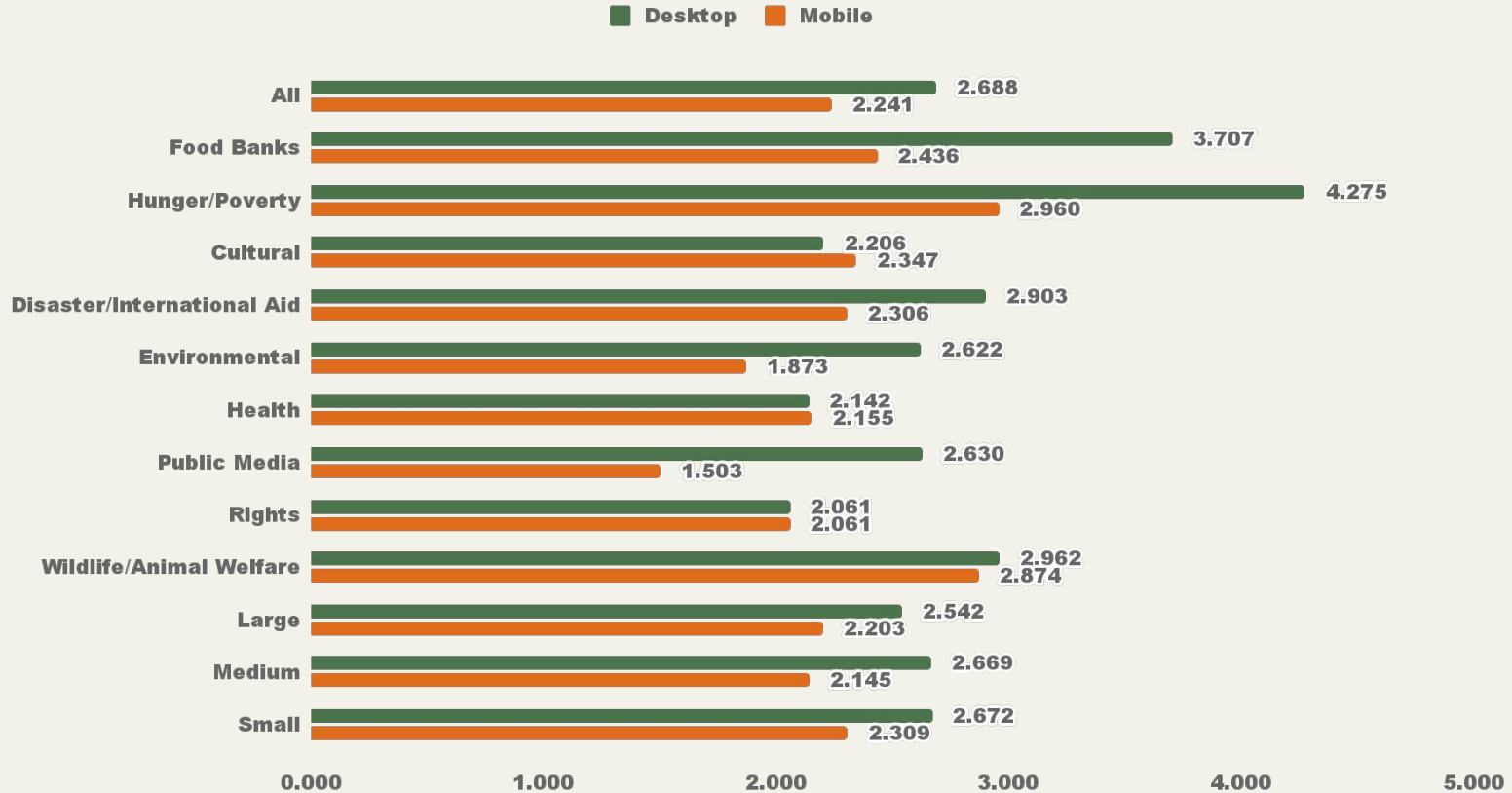
Organic traffic volume as percent of overall traffic



Donation page load time (seconds)

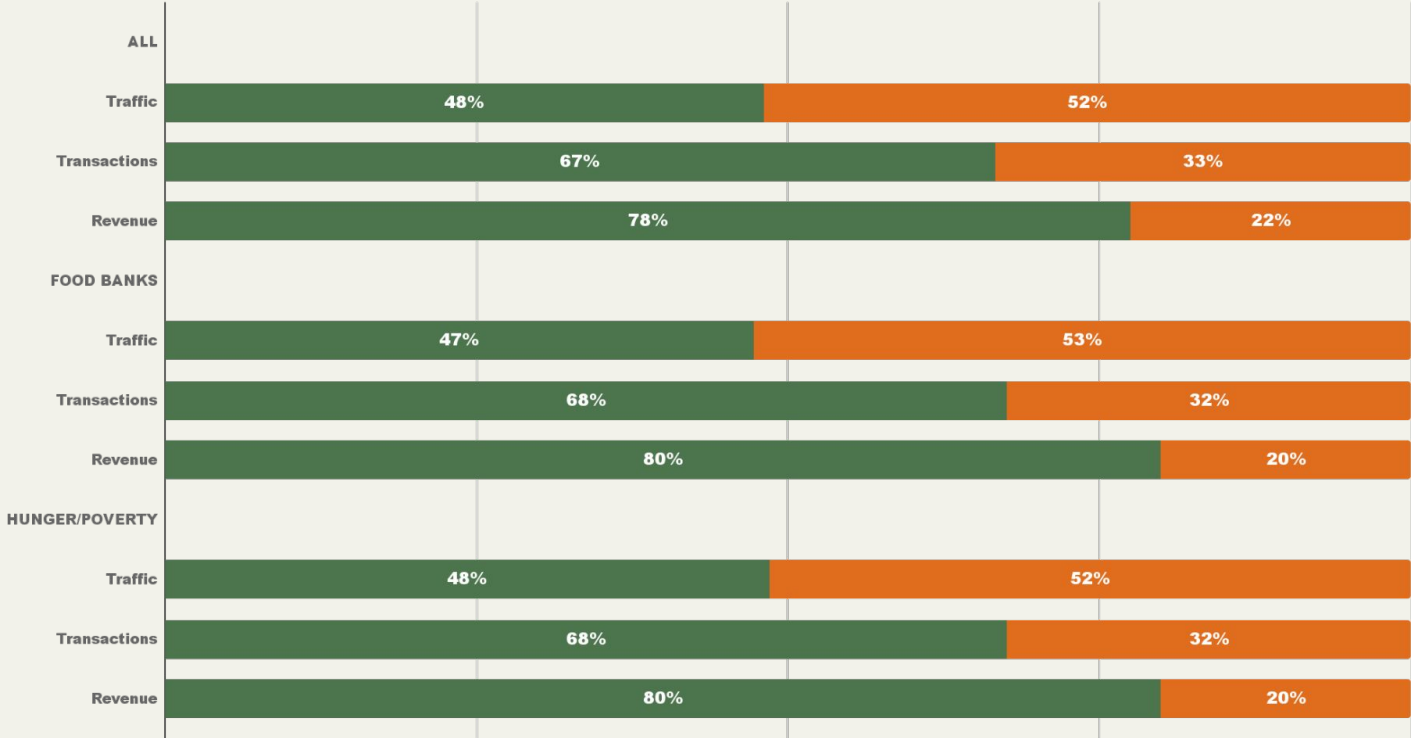


Homepage load time (seconds)



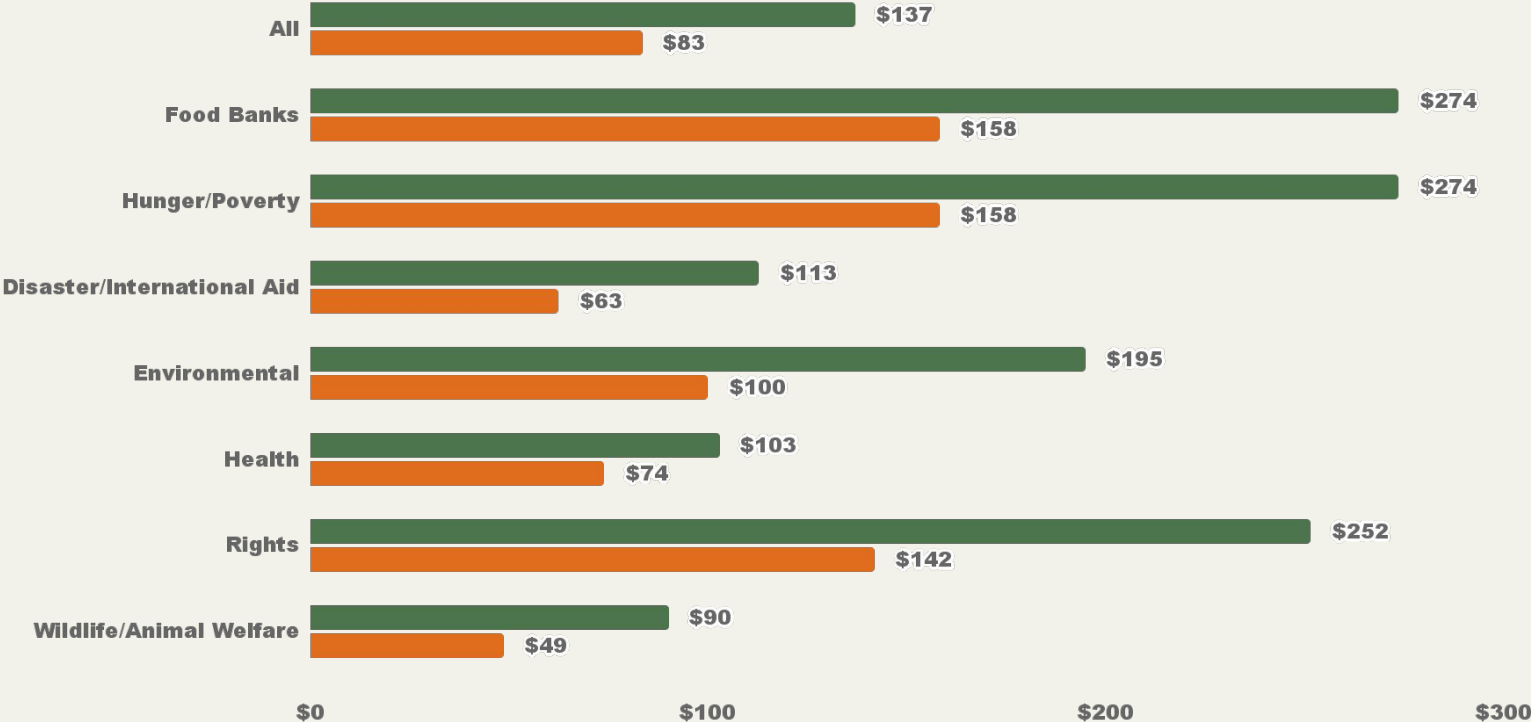
Website share by device

Desktop Mobile



Average gift by device

Desktop Mobile



BENCHMARKS METRICS GLOSSARY

Web

Average gift by device

Revenue divided by number of gifts, split by device type, as reported by Google Analytics. The “desktop” category includes any desktop or laptop computer with a screen larger than 7” in diagonal.

Donation page load time (seconds)

The number of seconds before a page appears to be visually complete, as measured by the WebPageTest tool at <http://webpagetest.org>

Homepage load time (seconds)

The number of seconds before a page appears to be visually complete, as measured by the WebPageTest tool at <http://webpagetest.org>

START

Questions?

mrbenchmarks.com
benchmarks@mrss.com

WIN!