

THE TIME TO DONATE IS NOW

Mobile Optimization is a Must

50%

of the Text-to-Haiti donors made their contribution IMMEDIATELY upon learning about the campaign.¹



And an additional

23%

donated on the same day they heard about it.¹

1 in 4

donors use mobile to discover non-profits they were not previously aware of.²

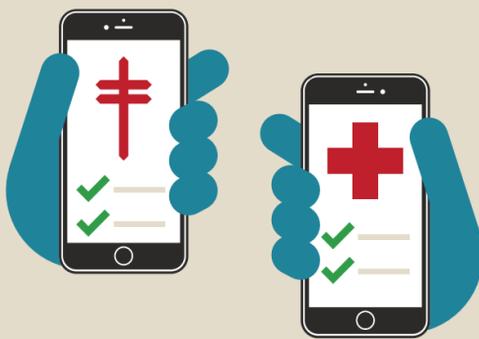


25%

of donors complete their donation on mobile devices.²

40%

of donors compare reviews of nonprofits on mobile devices.²



In 2012, the American Lung Association saw donations grow quickly because of mobile optimization.

They raised 29.6% of all donations online after they altered their website pages to display well on mobile devices.³



SOURCES:

1. PewResearch Center's Internet & American Life Project, 2012
2. Google & Millward Brown Digital Online Survey, 2013.
3. The Chronicle of Philanthropy, "The Big Boom in Online Giving," 2013