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Digital Fundraising Study Switzerland 2017

The Swiss prefer donating on Tuesdays

More and more Swiss are donating online, and giving ever higher amounts. These are key findings of the Digital Fundraising Study 2017. For the first time in the study, political parties and initiatives have now also been included in the analysis, and their average donation amount was calculated at CHF 79. It is interesting to note that the average amount donated to traditional relief organizations is typically higher than this.

In a year without major catastrophes that get strong media coverage, and with a general overall stagnation in donating, online donations have developed positively nevertheless. Even so, it was found that, on average, fewer people are donating more. Regular donations are important for organizations and continue to gain popularity online, increasing the number and type of donation platforms becoming available for long-term and regular donations to organizations, apart from the well-known direct debit authorizations. These regular donations are preferred as they increase the degree of financial predictability for organizations.

The third Digital Fundraising Study Switzerland 2017 is based on effective donation transactions and presents the key donation metrics for various organization types. “We want to give our clients and all interested fundraisers the facts in order to support their strategy development and decision-making,” says Marco Zaugg, CEO of RaiseNow.

The study can be found online at <https://dfs.raisenow.com> and is free to download, in both English and German.

For interviews, more information, pictures and queries please contact:

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Pictures, graphics and infographics of the Digital Fundraising Study Switzerland 2017 (ZIP 3.6 MB): https://www.dropbox.com/sh/n21klq8marbt8lu/AAC_kZFrXxwBRKmlfTup8joa?dl=0