

Press Release

Digital donations continue to grow: Fundraising Study 2025 released

Zurich, 16 September 2025 – More than half of all digital donations are now made via mobile devices, while individual donation amounts continue to decline. For smaller donations, donors increasingly favour fast and easy payment methods such as PayPal (EUR) and TWINT (CHF). The recently published Digital Fundraising Study 2025, developed by RaiseNow, a leading European SaaS provider for digital fundraising and payment solutions, offers a data-driven perspective on digital giving behaviour in the DACH region. The analysis is based on data from over 7,000 non-profit organisations, complemented by sector insights from leading fundraising professionals.

Key findings:

- **Donation volumes and transactions are rising:** In 2024, the average online donation volume per organisation increased by 12 % compared to the previous year. At the same time, the number of transactions grew by 29 % – a clear signal for the growing importance of digital donation channels.
- **Average donation amounts are declining:** The average amount per online donation in 2024 was CHF 33.5 (EUR 31.8) – a decrease of around five francs compared to the previous year.
- **End-of-year giving remains critical:** The traditional year-end giving season continues to play a decisive role: 15.7 % of all donation volume in 2024 was processed in December, with an additional 10.6 % in November.

Marco Zaugg, CEO and Founder of RaiseNow, comments on the digital shift in the nonprofit sector: “Every sector is becoming more digital – and the nonprofit space is no exception. It’s essential to support the crucial work of NPOs and help streamline their processes as much as possible. Digitalisation plays a central role in this – from small associations to large-scale international nonprofits.”

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Fast and frictionless giving: PayPal and TWINT lead the way

The data shows clear preferences when it comes to payment methods: In 2024, PayPal accounted for 40.3 % of digital donation volume in EUR, up from 37.1 % the previous year. In Switzerland, TWINT remained the most used payment method, responsible for 68.1 % of donation volume in CHF. Both PayPal and TWINT are especially popular for smaller donations. As donation amounts increase, credit card payments and traditional bank transfers gain relevance.

Marco Zaugg adds: “The donor journey doesn’t end until the transaction is complete. Donors want to give quickly and easily – and they choose payment methods that deliver just that. PayPal and TWINT are the clear favourites for small donations – a strong signal of the value of our partnerships with leading providers.”

Mobile giving on the rise: In 2024, 53.8 % of all online donations were made using mobile devices. For larger donations, desktop use remains more common.

Expert insights and real-world perspectives

Alongside the data, the study includes first-hand insights from the field. Sector professionals from organisations such as World Bicycle Relief, UNICEF Austria, and the Swiss Red Cross reflect on current challenges – from rising acquisition costs and mobile-first donor expectations to the importance of recurring donations.

Eva Danner, Marketing Management EU at World Bicycle Relief, explains: “We have recurring donors who have supported us faithfully for many years – often without revisiting their decision. That kind of long-term commitment relies heavily on trust. In our public communications, we focus on showing the impact of our work through scientific evidence and honest storytelling from our programme countries. Staying authentic and consistent over time is essential.”

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About the Study

The Digital Fundraising Study 2025 combines internal RaiseNow data, real-world perspectives from non-profit organisations, and expert insights from the sector. It reflects RaiseNow's mission to empower organisations with technology that makes giving easy, secure and scalable. The analysis includes data from 7,194 organisations, segmented by total donation volume across 2023 and 2024 and grouped according to standardised evaluation criteria.

More information and free download available at:

<https://www.raisenow.com/en/resources/fundraising-study/2025>

About RaiseNow

RaiseNow is a leading European SaaS provider for digital fundraising and payment solutions. Since 2015, RaiseNow has supported charities, clubs, and organisations in collecting donations and processing payments securely, efficiently and user-friendly. With integrated payment infrastructure and a strong partner network, RaiseNow enables professional digital fundraising – without technical barriers. More than 54,000 organisations worldwide trust RaiseNow – including Save the Children International, WWF, and Amnesty International.