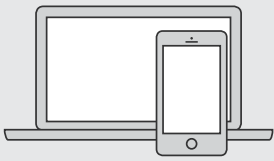


How NGOs in Australia & New Zealand Use Online Technology



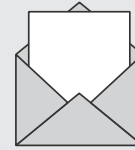
77% of those are mobile-compatible

68% regularly publish a blog

98% have a website



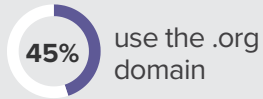
67% accept online donations



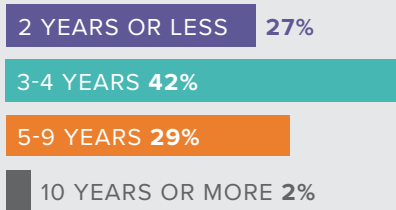
78% regularly send email updates to donors & supporters



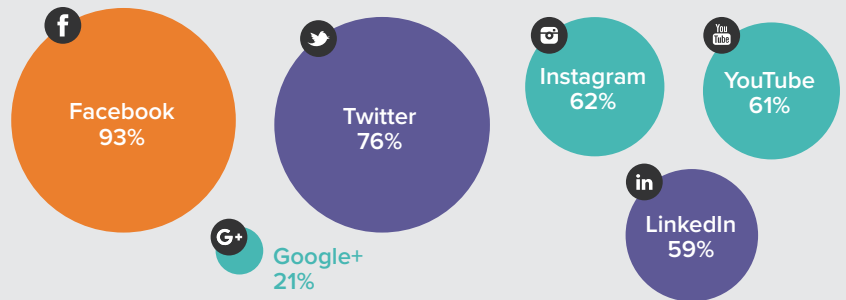
5% regularly send text messages to donors & supporters



Amount of Time NGOs in Australia & New Zealand Have Used Social Media



Other Social Networks Used by NGOs in Australia & New Zealand



NGOs in Australia & New Zealand Agree That Social Media is Effective



61%

of NGOs in Australia & New Zealand have a written social media strategy



51% have used social media to report live

Benchmarks for Success: NGOs in Australia & New Zealand

EMAIL UPDATES
20,842 SUBSCRIBERS

FACEBOOK
12,669 LIKES

TWITTER
3,195 FOLLOWERS

INSTAGRAM
1,947 FOLLOWERS

DOWNLOAD THE 2017 GLOBAL NGO ONLINE TECHNOLOGY REPORT AT:

TECHREPORT.NGO



* Data based on the survey results of 180 NGOs in Australia (139) and New Zealand (41). 55% defined themselves as a small NGO, 39% as medium-sized, 6% as a large NGO. The top three causes selected by the survey respondents were community development (41), human services (40), and children and youth (38).