

2001 – 2011 : 10 ans de dons en ligne aux états-unis

A l'occasion de ses 10 ans, Network For Good propose une infographie sur l'évolution du don en ligne aux états-unis entre 2001 et 2011.

Un des enseignements est la démocratisation et la consolidation de ce canal.

Même si on ne peut pas tout à fait comparer les 4% en 2001 (pourcentage des internautes ayant donné une fois en ligne) et les 65% de 2011 (pourcentage des personnes ayant l'intention de faire un don en ligne), la baisse du don moyen (passé de 170€ en 2001 à 50€ en 2011) est un indicateur intéressant et significatif.

Le lien sur l'article [ici](#), ou en cliquant sur l'infographie.

THE EVOLUTION OF THE ONLINE DONOR

Ten Years of Doing Good Online

2001 2011

PERCENTAGE OF PEOPLE WHO HAVE GIVEN ONLINE

4% ¹

65% ²

% OF DISASTER RELIEF GIVEN ONLINE

1 in 10 gifts to 9/11 relief efforts were online ³

1 in 3 gifts to earthquake relief efforts in Japan were online/mobile ⁴

AVERAGE ONLINE GIFT THROUGH NETWORK FOR GOOD

\$226

\$73*

*Giving has gone mainstream

AMOUNT GIVEN THROUGH NETWORK FOR GOOD

\$3 million in 2001

\$140 million in 2011

\$570 million to date

PERCENTAGE OF PEOPLE WHO ADVANCE CAUSES ON SOCIAL MEDIA

"What's Social Media?"

40% of people say they feel they can help get the word out about a social issue or cause through online social networks, like Facebook, Twitter and blogs. ⁵

powered by
Network for Good.

1. 4% of internet users made an online donation at one time.

Morris, Stephen and John Horrigan. "13 million Americans made donations online after Hurricanes Katrina and Rita." Pew Internet & American Life Project, November 24, 2005. <http://www.pewinternet.org/Reports/2005/13-million-Americans-made-donations-online-after-Hurricanes-Katrina-and-Rita/Data-Memo.aspx>, accessed on November 16, 2011.

"US Census Bureau QuickFacts." Last modified October 13, 2011. <http://quickfacts.census.gov/qfd/states/00000.html>.

2. 65% of Cygnus Survey respondents plan to make at least one gift online on a charity's website this year. Burk, Penelope. "The Cygnus Donor Survey...Where Philanthropy is Headed in 2011." Cygnus Applied Research, Inc., October 2011. <http://www.cygresearch.com/publications/orderReport.php>, accessed on November 16, 2011.

3. Network for Good data, 2001.

4. Purcell, Kristen and Michael Dimock. "Americans under age 40 are as likely to donate to Japan disaster relief through electronic means as traditional means."

Pew Internet & American Life Project, March 23, 2011. <http://pewinternet.org/Reports/2011/Japan-Donations/Report.aspx>, accessed on November 14, 2011.

5. "Social Media Plays Greater Role in Cause Engagement For African Americans and Hispanics." Ogilvy PR and Georgetown University's Center for Social Impact Communication, May 31, 2011. http://csic.georgetown.edu/OPR_SM_GT_Ethnicity_FS_Final.pdf, accessed on November 16, 2011.