

## CAF INDIA RELEASES 'ONLINE GIVING IN INDIA' REPORT

Indians are increasingly becoming comfortable with spending money online. While the corporate sector is utilising new media effectively to build its market, the non-profit sector remains somewhat cautious, if not, reluctant to choose the online option.

Nevertheless, online donations are gradually finding their way into the giving scenario and have become an intrinsic part of the life-changing work done by NGOs. The key to raising funds for various social causes in India is to determine how to best use offline and online channels together. Realising the trend and the focus on the online giving landscape in India, Charities Aid Foundation (CAF) India recently released a new research report titled *Online Giving in India – Insights to improve results*.

This report, envisaged as a pilot study, focusing on the online giving landscape in India, represents a critical first step to collecting information on digital trends/practices in the sector. It yields a number of interesting and useful insights that offer the highest opportunities to drive results and impact for online giving in India. It will prove to be a valuable tool to a broad array of NGOs and can be a valuable contribution to building the capacity of the sector.

For this study, CAF India partnered with [Ethica Strategy](#), an international consultancy that works to help advance social and environmental sustainability, to conduct the survey amongst 30 non-governmental organisations (NGOs) to find out online giving trends across the country. The second phase of the research will cover online giving from the donors' point of view.



### Findings

- Nearly 80% of the donations are still raised offline while online donations represent less than 10% of the total revenues amongst the NGOs working in India, according to the findings of the research report.
- The report also reveals that 20% of all giving in India will occur online within two years and 50% within 10 years, indicating a gradual but conservative increase in giving through online medium in India.

### Some of the other key findings of the report include:

- Respondents pointed out that online donors are easier and less resource intensive to track, thank, keep informed and re-approach for future donations.
- Two-thirds of our respondents indicated that in their view Indian NGOs are “not very well equipped” to take advantage of digital platforms to raise funds.
- The ability to measure and track a campaign and its results is far more precise for online fundraising activities than for offline ones.
- They're actively exploring the use of email fundraising, ad-words, Facebook lead generation and crowdfunding.

Click [HERE](#) to read the full report

### Team CAF India

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