

2019 Global Technology Report: Ireland



The [Global NGO Technology Report](#) from [Nonprofit Tech for Good](#) and [Funraise.org](#) is the only crowdsourced, multilingual survey and report for the NGO sector. [Digital Charity Lab](#) is the official Irish partner for the report in 2019, and this report highlights the data from Irish charities.

Thanks to [Enclude](#) and [The Wheel](#) for supporting this survey in Ireland.

139

Irish non-profits completed the survey

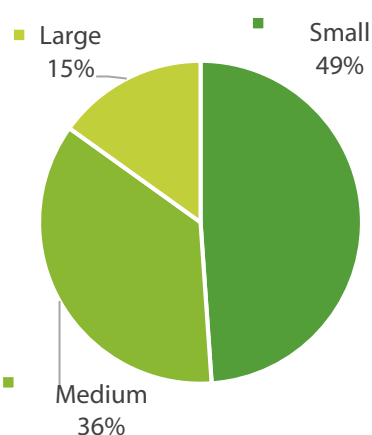
Type of organisation

| | |
|-------------------------------------|-----|
| Charity | 38% |
| Non-profit organization (NPO) | 25% |
| Non-governmental organization (NGO) | 23% |
| Membership association | 6% |
| Civil society organization (CSO) | 4% |
| Religious organization | 2% |
| Institution of higher education | 1% |

Top 10 causes

| | |
|--------------------------------------|-----|
| Health and wellness | 27% |
| Human and social services | 19% |
| Children and youth | 18% |
| Community development | 15% |
| Human and civil rights | 12% |
| International development and relief | 11% |
| Hunger and homelessness | 10% |
| Education and literacy | 9% |
| Disability rights | 8% |
| Research and public policy | 8% |

Organisation size



Top findings

- Irish charities have embraced email marketing, with 78% sending email communications. However, many only contact their lists infrequently – opportunities exist to send more emails and deepen relationships.
- Irish charities are using Google Ads more than their peers in the rest of Europe and North America – but a significant proportion that have the Google Grant are not using it.
- Only 30% of Irish charities are using Facebook's Fundraising tools, well below the North American figure of 45%.
- Social media is popular among Irish charities, with 96% of charities using it. However, only 48% have a social media strategy and only 28% measure ROI on social, which suggests that use of social channels is not always strategic.

Web & email communications

98%

have a website

Website features

| | |
|---------------------------|-----|
| Privacy policy | 92% |
| Mobile compatible website | 89% |
| Security certificate | 86% |
| Event ticket sales | 58% |
| Blog | 55% |
| Online shop | 31% |
| Accessible for disability | 24% |
| Livechat | 2% |

78%

send email communications to their supporters

Email newsletter frequency

| | |
|---------------|-----|
| Monthly | 38% |
| Quarterly | 33% |
| Weekly | 12% |
| Twice monthly | 10% |
| Daily | 6% |
| Twice weekly | 1% |

46%

send email fundraising appeals

Email appeal frequency

| | |
|---------------|-----|
| Quarterly | 28% |
| Monthly | 12% |
| Weekly | 3% |
| Twice monthly | 3% |

Fundraising

62%

accept donations on their websites

Types of payments

| | |
|---|-----|
| Credit card payments | 87% |
| Direct debit payments | 55% |
| PayPal | 55% |
| Digital wallet payments, such as Apple Pay and Google Pay | 1% |

Online fundraising tools used

| | |
|--|-----|
| Recurring/monthly giving | 92% |
| Peer-to-Peer fundraising | 48% |
| Text-to-give | 44% |
| Tribute giving, such as memorials and birthdays | 41% |
| Crowdfunding | 18% |
| Mobile card readers | 5% |
| Mobile Money, such as Vodafone M-Pesa and Airtel Money | 1% |
| Smart speaker giving, such as Alexa Donations | 1% |

CRMs

60%

use a CRM software to manage donors

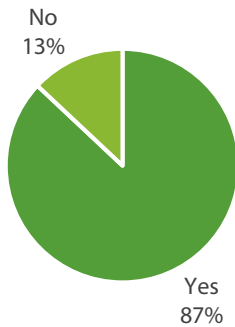
21%

are not happy with their CRM

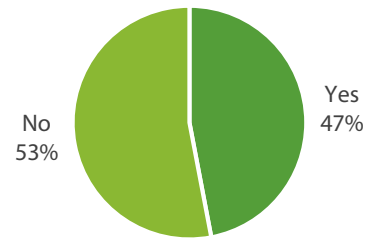
| | |
|---|-----|
| It's legacy and lacking in modern capabilities. | 60% |
| It's difficult to use. | 56% |
| It's incompatible with many third-party apps. | 36% |
| It's too expensive. | 16% |
| It's not cloud-based. | 4% |

Google Ads

Organisations that have the Google Grant



Organisations that use Google Ads



Social media

96%

regularly use social media to engage supporters and donors

Social channels used

| | |
|----------------------------|-----|
| Facebook | 93% |
| Twitter | 88% |
| Instagram | 48% |
| LinkedIn | 46% |
| YouTube | 34% |
| WhatsApp | 6% |
| We don't use social media. | 4% |

Facebook features used



| | |
|----------------------------|-----|
| Facebook Page | 98% |
| Facebook Ads | 63% |
| Facebook Fundraising Tools | 40% |
| Facebook Stories | 39% |
| Facebook Messenger Bot | 32% |
| Facebook Live | 31% |
| Facebook Group | 24% |

Twitter features used



| | |
|--------------------------|-----|
| Twitter hashtags | 88% |
| Tweet Chat | 23% |
| Twitter Ads | 16% |
| Twitter Live / Periscope | 12% |

Instagram features used



| | |
|-------------------|-----|
| Instagram Stories | 76% |
| Instagram Ads | 52% |
| Instagram Live | 45% |

48% have a written social media strategy

42% use an editorial calendar for social media campaigns

28% are tracking ROI on social media activity

93% agree that social media is effective for online brand awareness.

76% agree that social media is effective for creating social change.

61% agree that social media is effective for online fundraising.

63% agree that social media is effective for recruiting volunteers.

78% agree that social media is effective for recruiting event attendees.

76% agree that social media is effective for inspiring people to take political action.

Emerging technology

| How well Irish organisations understand: | Very well | Somewhat well | Not very well | Not at all |
|--|-----------|---------------|---------------|------------|
| Artificial intelligence | 30% | 46% | 19% | 5% |
| Augmented Reality | 21% | 33% | 31% | 15% |
| Blockchain technology | 8% | 23% | 38% | 32% |
| Cloud computing | 49% | 35% | 13% | 3% |
| Internet of Things | 25% | 35% | 26% | 13% |
| Machine learning | 14% | 31% | 36% | 18% |
| Predictive analytics | 12% | 35% | 35% | 19% |
| Virtual reality | 36% | 36% | 17% | 11% |

48%

of NPOs in Ireland increased spending on technology in 2019.

5%

decreased spending

47%

stayed the same

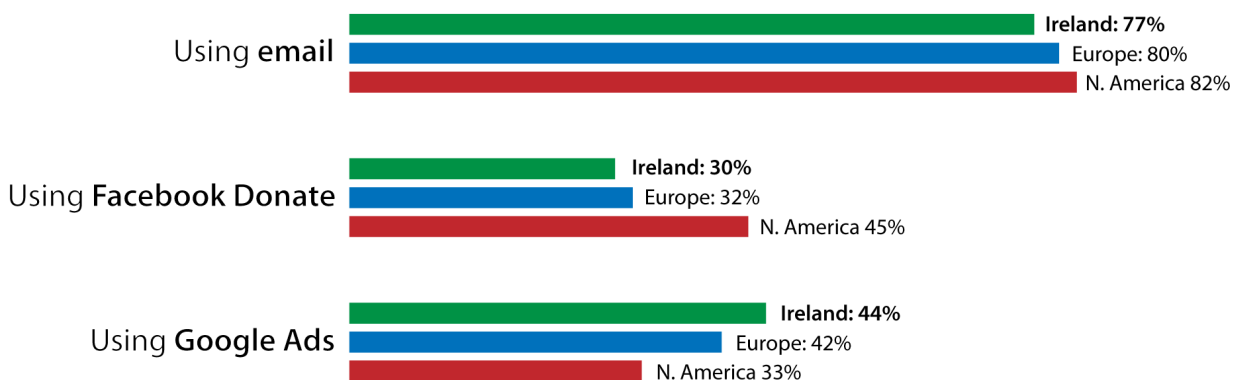
Digital effectiveness

Most effective communication and fundraising tools, according to Irish organisations:

| | | | |
|-------------------------------|-----|-----------------------------|-----|
| 1. Case studies | 92% | 11. Search engine ads | 63% |
| 2. Social media | 88% | 12. Annual reports | 62% |
| 3. Website | 87% | 13. Photo slideshows/essays | 61% |
| 4. Email newsletters | 85% | 14. Print appeals | 57% |
| 5. Video | 85% | 15. Online petitions | 52% |
| 6. Social media ads | 79% | 16. Crowdfunding | 48% |
| 7. Infographics | 78% | 17. SMS | 47% |
| 8. Print newsletters | 66% | 18. Podcasts | 44% |
| 9. Peer-to-peer fundraising | 65% | 19. Text-to-give | 40% |
| 10. Email fundraising appeals | 64% | 20. Messaging apps | 35% |

How Ireland compares

How Ireland compares to peers in Europe and North America in use of key digital channels:



Reports & Resources

Benchmarking Reports

- The full Global NGO Technology report is available at: funraise.org/techreport
- Share the key highlights from the Irish data here: spark.adobe.com/page/hM1kUnWdTLCiE/
- For further charity digital benchmarking, the M+R Benchmarks is very detailed and useful and contains average engagement rates for each major digital channel: mrbenchmarks.com/

Learning Resources

To help with your work on the best performing digital channels and with digital strategy:

Email

- Digital Charity Lab's online course in Email Marketing for Charities & Non-Profits: www.udemy.com/course/email-marketing-for-charities-non-profits/?couponCode=THEWHEEL
- Glyn Thomas signed up to 100 charity email lists, and here's what he learned: glyn-thomas.co.uk/i-signed-up-to-100-charity-email-lists-heres-what-i-learned/

Google Ads

- Digital Charity Lab's online course in Easy, Effective Google Grant Ads: www.udemy.com/course/easy-google-grant-adwords-nonprofits-charities/?couponCode=THEWHEEL
- Free downloadable resources for working with Google Grant Ads: www.digitalcharitylab.org/shop/
- Google's SkillShop offers training in Google Ads: skillshop.withgoogle.com/

Facebook Fundraising

- GivePanel blog: givepanel.com/blog/
- How Mental Health Ireland developed Facebook Fundraising donor care: www.digitalcharitylab.org/2018/03/a-community-fundraising-with-facebook-success-story-interview-with-jill-oherlihy-of-mental-health-ireland/

Digital Strategy

- Digital Charity Lab's online course in digital marketing: www.udemy.com/course/digitalmarketing/?couponCode=THEWHEEL
- The Charity Digital Toolkit: micro.skillsplatform.org/charitydigitaltoolkit/

All three of the Digital Charity Lab online courses are also available as a low-cost bundle: www.digitalcharitylab.org/product/online-course-bundle-3-digital-skills-courses/

