

# 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

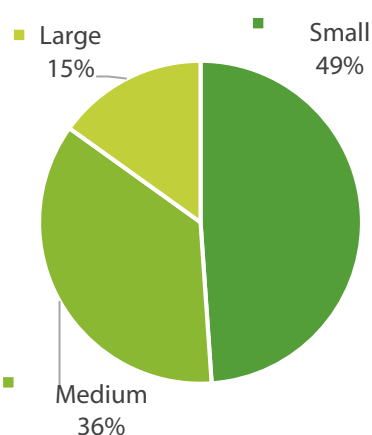
## Type of organisation

|                                     |     |
|-------------------------------------|-----|
| 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

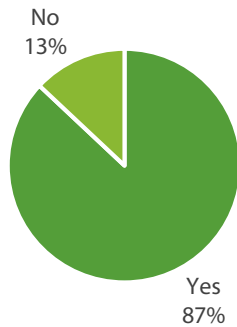
# 21%

are not happy with their CRM

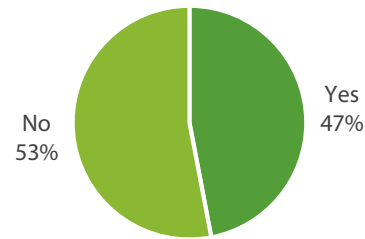
|   |     |
|---|-----|
| It's legacy and lacking in modern capabilities. | 60% |
| It's difficult to use.                          | 56% |
| It's incompatible with many third-party apps.   | 36% |
| It's too expensive.                             | 16% |
| It's not cloud-based.                           | 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 |
|--|-----------|---------------|---------------|------------|
| <b>Artificial intelligence</b>           | 30%       | 46%           | 19%           | 5%         |
| <b>Augmented Reality</b>                 | 21%       | 33%           | 31%           | 15%        |
| <b>Blockchain technology</b>             | 8%        | 23%           | 38%           | 32%        |
| <b>Cloud computing</b>                   | 49%       | 35%           | 13%           | 3%         |
| <b>Internet of Things</b>                | 25%       | 35%           | 26%           | 13%        |
| <b>Machine learning</b>                  | 14%       | 31%           | 36%           | 18%        |
| <b>Predictive analytics</b>              | 12%       | 35%           | 35%           | 19%        |
| <b>Virtual reality</b>                   | 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:

