



SPARE YOUR WORLD SOME CHANGE

\$7M in 1 week,
raised through mobile giving

\$32M in 1 month
to support victims in Haiti

+6%
Online
fundraising
increases

58% of
Generation Y
donors give
less than \$100

60% of
donors
are either
Millenials
or Gen Y

37% of
18-29 use Social Networks
for political or civic involvement

More smartphones than
PCs will be sold this year

The adoption of mobile phones with touch screens is up 159%
30% of smartphone owners accessed social networks via mobile
Searches for local info via mobile expected to grow to 56% in 2013

86% of US citizens own a mobile phone



\$1.6B
raised in sales
of virtual goods
last year

40% of
Americans
play games on
wireless devices

85% of
consumers
have a more
positive image
of a product
that supports
a cause

mobile. social. micro. giving.

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