

IMMEDIATE RELEASE: WEDS 12/12/07

CHARITY WEB VISITORS UP A THIRD IN LAST 6 MONTHS, DOUBLED IN LAST 5 YEARS

- *Surge spearheaded by volunteers, the “moneyed” and the young*
- *Growth in visitors makes online investment imperative, Saxton urges charities*

The proportion of people with internet access claiming to have visited a charity website has leapt by a third (from 23% to 30%) in the last six months (Feb-Oct 07) alone, according to latest figures out today – and has almost doubled (from 16% to 30%) over the last 5 years (July 02 – Oct 07).

Leading not for profit sector think tank and research consultancy nfpSynergy's Charity Awareness Monitor has surveyed a representative sample of 1000 16+ year olds throughout mainland Britain (of whom 75% now use the internet) several times a year for the past decade, asking how they hear about charities and campaigns, including via the web.

Significantly, women (a third, 34%; vs 26% of men), 16-24-year olds (2 in 5, 41%; declining to 18% of 55-64-year olds), the more “moneyed” (2 in 5, 39%; declining to 19% of DEs) and volunteers (a half, 49%; vs 25% of non-volunteers) are spearheading the online surge. Internet penetration in the home remained static (71%) over the same six month period (Feb-Oct 07); whilst penetration at work rose from 28% to 35%.

nfpSynergy's Driver of Ideas, Joe Saxton, said:

“The public are accessing charity websites in ever greater numbers, doubtless in part due to greater efforts within the sector to promote online presence. This provides voluntary organisations with an excellent opportunity to ensure that their internet guests not only experience the most relevant information, presented with the highest impact, but that they are also inspired to actively *interact* – whether it be by donating or volunteering, or simply offering valued feedback via the web. Whilst many charities have come a long way, many can do *far* more to make the most of an ever-expanding online audience - not least since this group is spearheaded by volunteers, the ‘moneyed’ and the young. This growth in visitors clearly now makes online investment an imperative for any charity.”

Charities seeking information and tips about maximising the use of the internet and the functionality of their own websites, to reach and influence more supporters and other key stakeholders online, can download nfpSynergy's regular Virtual Promise reports, for free, from www.nfpsynergy.net

- ends -

MEDIA INTERVIEWS: To interview nfpSynergy's Joe Saxton about how charities can make the most of their online presence, please contact:

Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: adrian@gillanmedia.com

Notes to editors:

- **nfpSynergy**

nfpSynergy (www.nfpsynergy.net) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.

- **Joe Saxton, Driver of Ideas, nfpSynergy**

Joe Saxton co-founded *nfpSynergy* in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

Joe is Chair of the Trustees of the Institute of Fundraising (www.institute-of-fundraising.org.uk) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. He was recently named one of the hundred most influential people in UK social policy by *The Guardian* and has been voted the most influential person in UK fundraising by *Professional Fundraising* for the last three years. Joe was named one of the *Ten People of Tomorrow* by public affairs agency, AS Biss, in 2006. He has recently (October 2007) been named by the *Evening Standard* as one of London's Top 50 Most Influential people in Social Affairs.

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from *Third Sector* and *The Guardian* to *BBC Breakfast* and *BBC Radio 4*.