Most Generous Online Cities
Which locales gave the most online in 2012?

Online fundraising continued its double-digit growth in 2012, retaining the mantle as the fastest growing fundraising channel. Consider this: In the last seven years, online fundraising has grown more than three times from approximately $6.8 billion raised online in 2006 to more than $22 billion raised online in 2011. We expect that number to be even higher for 2012.

In light of all this growth in online giving, we've tracked the Most Generous Online Cities in the U.S. for the past five years as both a fun and informative exercise to determine which U.S. cities' residents give the most online. To narrow the list, we decided to track cities with populations greater than 100,000 based on the most current U.S. Census data (there are 265 cities tracked in the analysis).

2012 was no exception in terms of growth; we continue to see the numbers move up and to the right.

For example, we are seeing that the growth in the amount donated online in each city correlates well to the national trend, at minimum doubling in most cities the last five years (from 2008 to 2012) since we started the analysis.

In 2012 alone, donors in the 265 cities raised more than $509 million online – a 15 percent increase from 2011.

Additionally, online donations grew by 12 percent from 2011 to 2012, from more than 5.5 million to nearly 6.4 million.

From a regional perspective, the South has the most cities in the top 25 with nine (this includes a tight-knit cluster of Washington, DC; Alexandria, Virginia; and Arlington, Virginia). The regions (based on the U.S. Census map) with the most cities in the top 25 are:

- South – 9

- West – 8

- Midwest – 5

- Northeast – 3

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Fast Facts – Aggregate Numbers Across all 265 Cities

Metrics	2012	% change from 2011
Number of cities	265	-
Total dollars raised online	$509 million	+15%
Total number of online donations given	6.3M+	+12%
City with largest increase in amount donated	West Valley City, UT	+169%
City with largest increase in number of donations	Montgomery, AL	+75%
City with largest decrease in amount donated	Glendale, CA	-29%
City with largest decrease in number of donations	Evansville, IN	-34%

Top 10 Generous Cities:
- Seattle, WA
- Alexandria, VA
- Washington, D.C.
- Arlington, VA
- Ann Arbor, MI
- Cambridge, MA
- Berkeley, CA
- San Francisco, CA
- St. Louis, MO
- Minneapolis, MN

Methodology

The report ranks the 265 cities with total population of more than 100,000 based on per capita online giving and total amount donated between January 1, 2012 and December 31, 2012.

2012 Most Generous Online Cities, Top 25

City	2012 Rank (2011 rank)	2012 Donation Amount Per 1,000 Population	2012 Total Online Giving (% Change from 2011)	2012 Number of Donations (% Change from 2011)
Seattle, WA	1 (1)	$38,297	$22,922,420 (+36%)	160,905 (+19%)
Alexandria, VA	2 (2)	$33,106	$4,763,519 (+25%)	56,585 (+13%)
Washington, DC	3 (3)	$23,995	$14,201,233 (+20%)	131, 252 (+10%)
Arlington, VA	4 (4)	$23,759	$4,988,799 (+19%)	55,949 (+13%)
Ann Arbor, MI	5 (6)	$21,499	$2,459,272 (+26%)	28,419 (+26%)
Cambridge, MA	6 (5)	$20,202	$2,133,279 (+17%)	23,984 (+10%)
Berkeley, CA	7 (7)	$17,800	$1,804,445 (+11%)	23,937 (+13%)
San Francisco, CA	8 (8)	$17,384	$14,063,720 (+22%)	129,319 (+12%)
St. Louis, MO	9 (10)	$16,631	$5,893,686 (+19%)	82,594 (+15%)
Minneapolis, MN	10 (14)	$15,721	$6,014,963 (+24%)	73,122 (+15%)

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City CONTINUED	2012 Rank (2011 rank)	2012 Donation Amount Per 1,000 Population	2012 Total Online Giving (% Change from 2011)	2012 Number of Donations (% Change from 2011)
Bellevue, WA	11 (9)	$15,612	$1,932,344 (+11%)	19,638 (+5%)
Atlanta, GA	12 (11)	$15,509	$8,343,593 (+17%)	85,615 (+10%)
Austin, TX	13 (12)	$15,489	$11,736,557 (+17%)	123,373 (+7%)
Pittsburgh, PA	14 (13)	$15,176	$4,705,420 (+16%)	61,461 (+4%)
Naperville, IL	15 (16)	$14,817	$2,120,692 (+26%)	29,427 (17%)
Salt Lake City, UT	16 (20)	$14,750	$2,680,219 (+35%)	27,377 (11%)
Stamford, CT	17 (21)	$14,151	$1,688,358 (+34%)	15,906 (+20%)
Cary, NC	18 (15)	$13,616	$1,763,937 (+10%)	37,724 (+17%)
Cincinnati, OH	19 (19)	$13,450	$4,483,494 (+20%)	58,043 (+11%)
Scottsdale, AZ	20 (17)	$13,105	$3,084,712 (+14%)	34,923 (+5%)
Raleigh, NC	21 (18)	$12,843	$5,041,919 (+13%)	103,308 (+14%)
Pasadena, CA	22 (23)	$12,034	$1,721,836 (+24%)	19,013 (+15%)
Orlando, FL	23 (22)	$12,030	$2,773,248 (+17%)	42,345 (+10%)
Denver, CO	24 (26)	$10,511	$6,293,111 (+17%)	81,848 (+20%)
Richmond, VA	25 (28)	$10,312	$2,083,046 (+22%)	29,816 (11%)

About Blackbaud

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