

Mobile-First Engagement: The Key to Nonprofit Success

In today's connected world, *mobile* isn't just another device or communication channel, it's the primary way people communicate with others, get information, and engage with the brands, organizations, and causes they care about. For nonprofits seeking to inspire action, raise funds, and deepen relationships, having a mobile strategy is no longer optional. Your supporters spend a significant amount of time on their mobile devices. With the vast majority of internet traffic now coming from mobile, and open rates for mobile messages far outpacing email, the data is clear: nonprofits prioritizing a mobile-first strategy are positioned to achieve stronger engagement, grow fundraising impact, and yield higher returns on their outreach efforts.

The Case for Mobile

Your supporters spend their time on mobile:

- 70% of global web traffic comes from mobile devices.
- In the U.S., 77% of adults own a smartphone—ownership is nearly universal among younger generations.
- The average person spends 3 hours and 15 minutes per day on their smartphone, checking it 58 times daily.
- One in five users spends more than 4.5 hours per day on their phone.



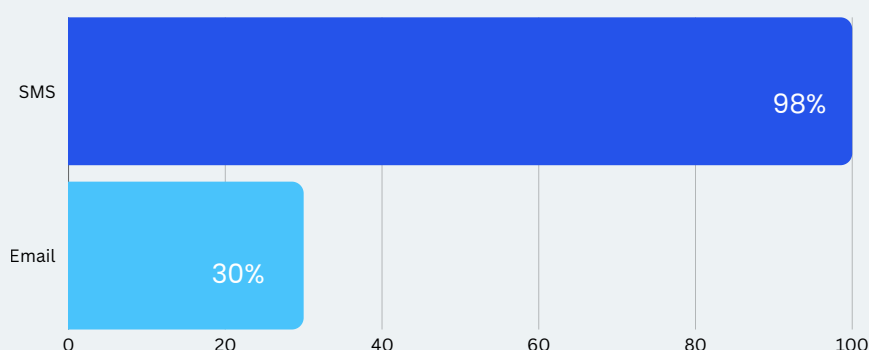
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For nonprofits, this means your website, messages, and calls to action are overwhelmingly likely to be seen on a mobile device first. If your communication is not optimized for mobile, you risk losing your audience's attention in seconds.

Text Messaging vs. Email: The Engagement Gap

Mobile engagement shines brightest in the realm of text messaging: **Text message open rates are 98%** while email open rates average 30%. Response times: **90% of texts are read within 3 minutes**; emails can sit unopened for hours—or never be read at all. This difference has major implications for nonprofits. Urgent appeals, last-minute event updates, and timely updates are far more likely to be seen and acted on when sent via text message.

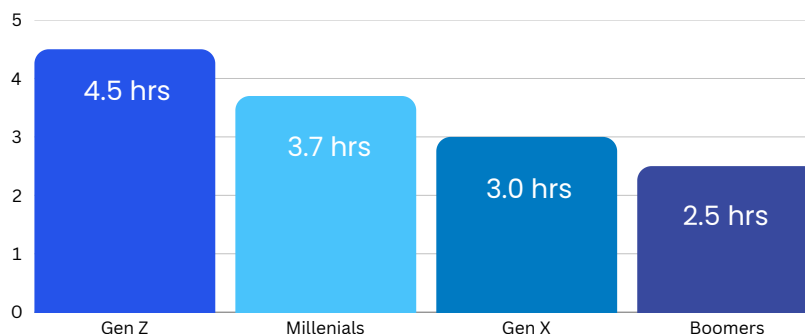
Average Open Rates: SMS vs Email



Generational Differences in Mobile Behavior

- **Gen Z & Millennials:** Mobile is their primary connection to the internet. They prefer text, social media, and app-based interactions. Push notifications and direct messages drive action.
- **Gen X:** Heavy mobile users who blend text, email, and social engagement. They respond well to clear, concise mobile-optimized content.
- **Boomers:** Increasingly mobile-savvy, especially for news, email, and messaging apps. A mobile-friendly approach removes friction and encourages participation. Understanding these differences allows nonprofits to tailor mobile campaigns for each demographic—maximizing reach and resonance.

Average Daily Time Spent on Mobile by Generation



Why the Future is Mobile

Mobile device usage continues to rise, with global mobile data traffic expected to more than double in the next five years. Mobile-first platforms are evolving rapidly, offering new capabilities like:

- Frictionless giving experience from a fundraising text or mobile app.
- Personalized push notifications or text messages that trigger action in real time.
- App-integrated event experiences that keep supporters engaged before, during, and after campaigns. These capabilities enable nonprofits to create a seamless engagement journey—from awareness to action—without ever leaving the mobile environment.

Mobile-First: A Winning Strategy for Nonprofits

A mobile-first strategy means designing campaigns, websites, and communication channels with mobile as the primary platform—not an afterthought. This approach ensures that:

- Content loads quickly, displays clearly, and functions intuitively on all devices.
- Calls to action are prominent and easy to complete from a phone.
- Engagement channels like SMS, social media, and mobile apps are fully integrated for consistent supporter experiences. By meeting supporters where they already spend their time, nonprofits can increase response rates, deliver timely updates, and strengthen donor loyalty.

It's a Wrap

For nonprofits, the path forward is clear: mobile is where your audience is, and it's where the future of engagement lies. Whether you're sending a fundraising appeal, recruiting fundraisers, or updating supporters on your impact, prioritizing mobile-first strategies will ensure your message is not only delivered but seen, read, and acted upon. In an attention-driven world, mobile isn't just a communication tool, it's the bridge between your mission and the people who will help you achieve it.

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