

IMODULES



#GivingTuesday

Total Donations

↑ nearly 8% increase over 2018

\$7,656,633

2018
\$7,115,228

Average Gift Size

↑ 9.6% increase over 2018

\$242.40

2018
\$221.07

Total Gifts

31,587

Emails Sent

21,243,944

Across ALL industries,
iModules processed nearly 2%
of all online gifts.

US only data