



Fundraiser Use of LinkedIn

Primary Research Group

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The 80-page study examines how non-profit fundraisers, particularly colleges, but also museums, charities and others, use LinkedIn to locate and communicate with potential donors, and to generally advance the interests of their organizations. The study helps its readers to answer questions such as: how is LinkedIn used as a fundraising tool? Do fundraisers use LinkedIn paid ads? If so, how much do they spend? Which kind of ads do they use? What kind of LinkedIn accounts do they maintain? Do they use LinkedIn Groups? How? How many followers do they have on LinkedIn? What kind of LinkedIn search functions do they use and what are their future plans for use of LinkedIn? Data is broken out by size and type of institution for easier benchmarking.

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