OZONE

The GIVING ADVANTAGE

Smarter intelligence. Stronger nonprofits



Every season is a season for giving

America remains a generous nation. According to Giving USA, charitable donations reached $617 billion in 2025, up nearly 6% year over year. But behind this generosity lies a growing challenge: while donations are rising, the number of people giving continues to decline.

Figures from the Fundraising Effectiveness Project (FEP) show that dollars raised grew by 5% in 2025, while the number of donors fell by nearly 4%, marking the fifth consecutive year of decline. With fewer people contributing, attracting new supporters and building lasting relationships with existing donors has never been more important.

For nonprofit advertisers, the opportunity extends far beyond a single campaign or giving season. From cause-related awareness days and major news events to seasonal appeals and community initiatives, there are valuable moments throughout the year to reach relevant audiences and inspire action.

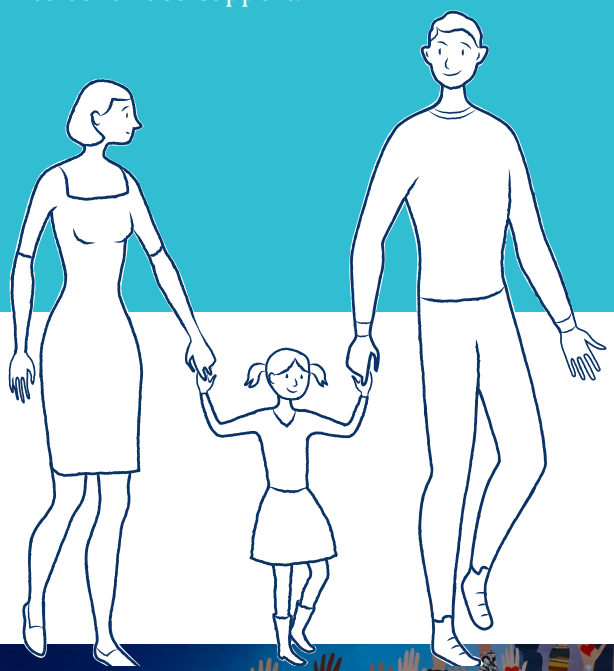
And while generosity isn't confined to the holiday season, the final quarter of the year remains a particularly powerful period for charitable giving.

According to the Blackbaud Institute, more than 36% of charitable revenue was raised in Q4, with December alone accounting for approximately 18% of the annual total. FEP data shows that giving was up just under 4% through Q3 2025, before an exceptionally strong final quarter lifted full-year growth to 5%.

GivingTuesday alone generated an estimated $4 billion, up 13% year over year, with more than 19 million Americans participating.

But perhaps the bigger opportunity lies in what happens next. Of those who donated on GivingTuesday in 2024, 65% gave again in 2025, making them a quarter more likely to give again than the average donor.

For nonprofit advertisers, it's a reminder that the value of a donation extends beyond the moment it's made. Building connections throughout the year can help turn moments of heightened generosity into continued support.



Meet donors in the moment

Across Ozone's Audience Connection Platform, we see 8 in 10 American adults who donate to nonprofits, including more than 1 in 4 online donors.

1 in 4
US adults online gave money to a non-profit in the last six months

80%
Ozone reaches 8 in 10 of this self-qualified audience

90%
Ozone reach of donors giving $500 to $1,000 in the last six months

Audience interest in charitable causes isn't limited to a particular season. News stories, cultural events and seasonal occasions spark engagement throughout the year, creating opportunities for nonprofits to connect with potential supporters.

Ozone's audience insights reveal how these patterns played out during Q4 2025, when charitable giving was particularly front of mind. Across Ozone's platform, engagement with nonprofit content ran approximately 50% above its normal level during Q4 2025, as audiences moved into the season of giving.

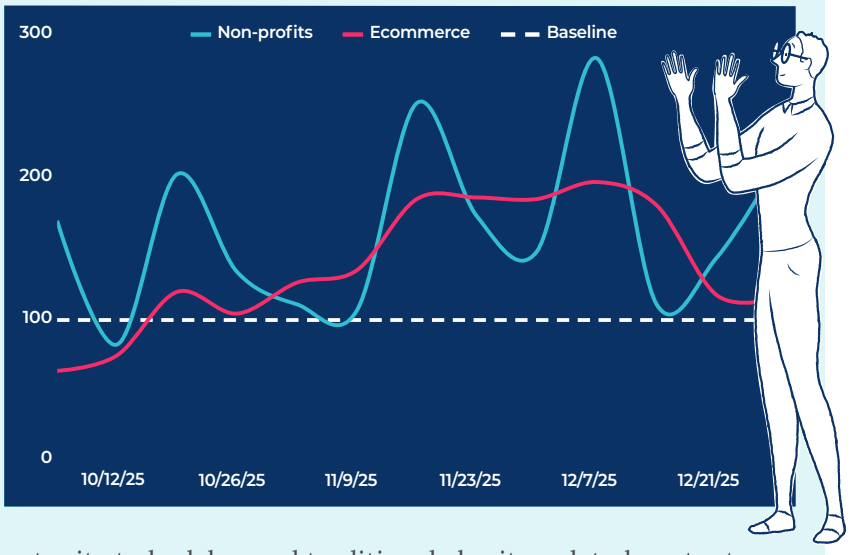
The quarter was shaped by a series of moments that brought charitable causes into focus: Hurricane Melissa relief appeals in October, the SNAP benefits lapse and Thanksgiving in November, followed by GivingTuesday on December 2 and the year-end tax-deductible giving deadline on December 31.

BUT IT WASN'T JUST NONPROFIT CONTENT CAPTURING ATTENTION

From mid-November 2025, Ecommerce attracted about 75% more than its normal share of attention, while Gifting content averaged 6x its normal level.

For nonprofit advertisers, the environment matters just as much as the moment. When asking people to support a cause or make a donation, the trust they place in the content they're engaging with can make a real difference.

Ozone's platform brings together audience-first publishers that audiences know and trust, creating opportunities for nonprofits to connect with potential supporters alongside credible, high-quality content.



These insights also highlight an opportunity to look beyond traditional charity-related content. Pairing nonprofit contextual targeting with Ecommerce and Gifting categories during Q4 can help reach audiences when giving and gifting are already front of mind.

And while Q4 brings a natural peak in engagement, the same approach can be applied throughout the year, aligning campaigns with the cultural moments, news events and interests that matter most to potential supporters.

Connections that count

From building awareness and reaching new supporters to turning engagement into donations, these campaigns show how nonprofits are working with Ozone to combine human connection at scale, deep audience intelligence and brilliant creative to deliver measurable results.

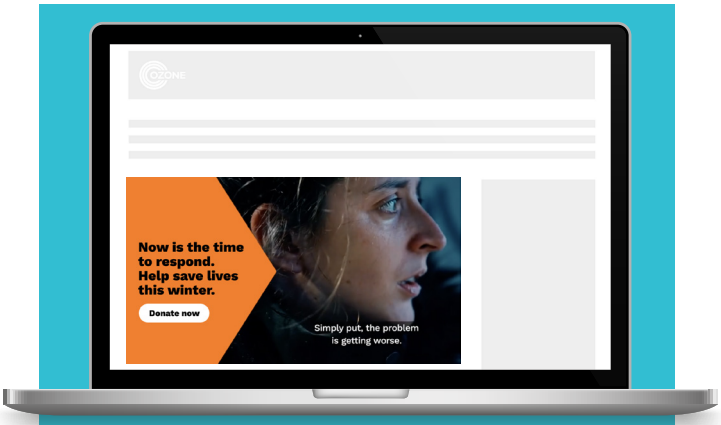
MAKING AN IMPACT WHEN IT MATTERS MOST

As temperatures fall, the need to support people experiencing homelessness becomes even more urgent. For one homelessness nonprofit, winter presented a critical opportunity to raise awareness, build consideration and inspire donations.

Working with Ozone, the charity looked to target more affluent, charity-engaged audiences aged 40+, timing it around falling temperatures and the run-up to the holiday season.

Ozone's creative studio, Studiozone, brought the campaign to life through high-impact Video Wraps, with prominent branding and strong calls to action. A retargeting strategy helped build on initial engagement, encouraging high-intent audiences to take the next step.

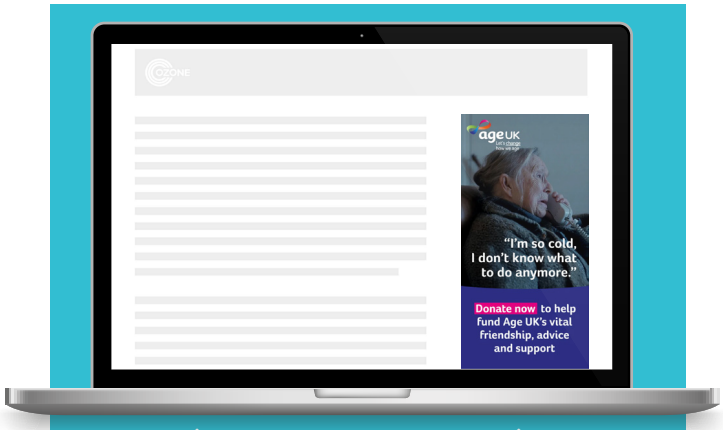
On-site pixel insights also revealed valuable learnings about audience profiles and donor behavior across browsers and devices, helping inform future campaign optimization and broader fundraising strategies.



THE RESULTS

+31%	270	2.6x
full-funnel brand uplift	donations directly attributed to Ozone's ads	the Video Wrap CTR benchmark

REACHING NEW DONORS THROUGH DYNAMIC CREATIVE



CLICK ON AD FOR LIVE DEMO

THE RESULTS

+23%	19%	4.4x
full-funnel brand uplift	more conversions than direct response TV*	CTR benchmark for weather-triggered creative

For a nonprofit supporting older adults, the challenge was to strengthen brand awareness, drive donations and explore new ways to engage more of its core 65+ fundraising audience.

Working with Ozone, the nonprofit launched a two-phase campaign combining weather-triggered dynamic creative with contextual targeting around relevant news and cultural moments. Through Studiozone, creative messaging adapted to changing weather conditions, while high-impact display and video formats helped reach audiences across trusted, high-attention environments.

On-site pixel data provided deeper insights into donor behavior and campaign performance, revealing a younger donor base than anticipated.

Almost 70% of donation completions came from 18–64s, with under-35s accounting for 29% - challenging assumptions about the client's core audience, revealing new opportunities to reach and engage the next generation of supporters.

* According to marketing mix modeling

TURNING AUDIENCE INTELLIGENCE INTO MORE DONATIONS

Demonstrating the impact of brand advertising on donations was a key priority for a nonprofit supporting people affected by dementia. The campaign combined tailored targeting, rich media creatives and continuous messaging across trusted, brand-safe publisher environments to reach and re-engage potential supporters.

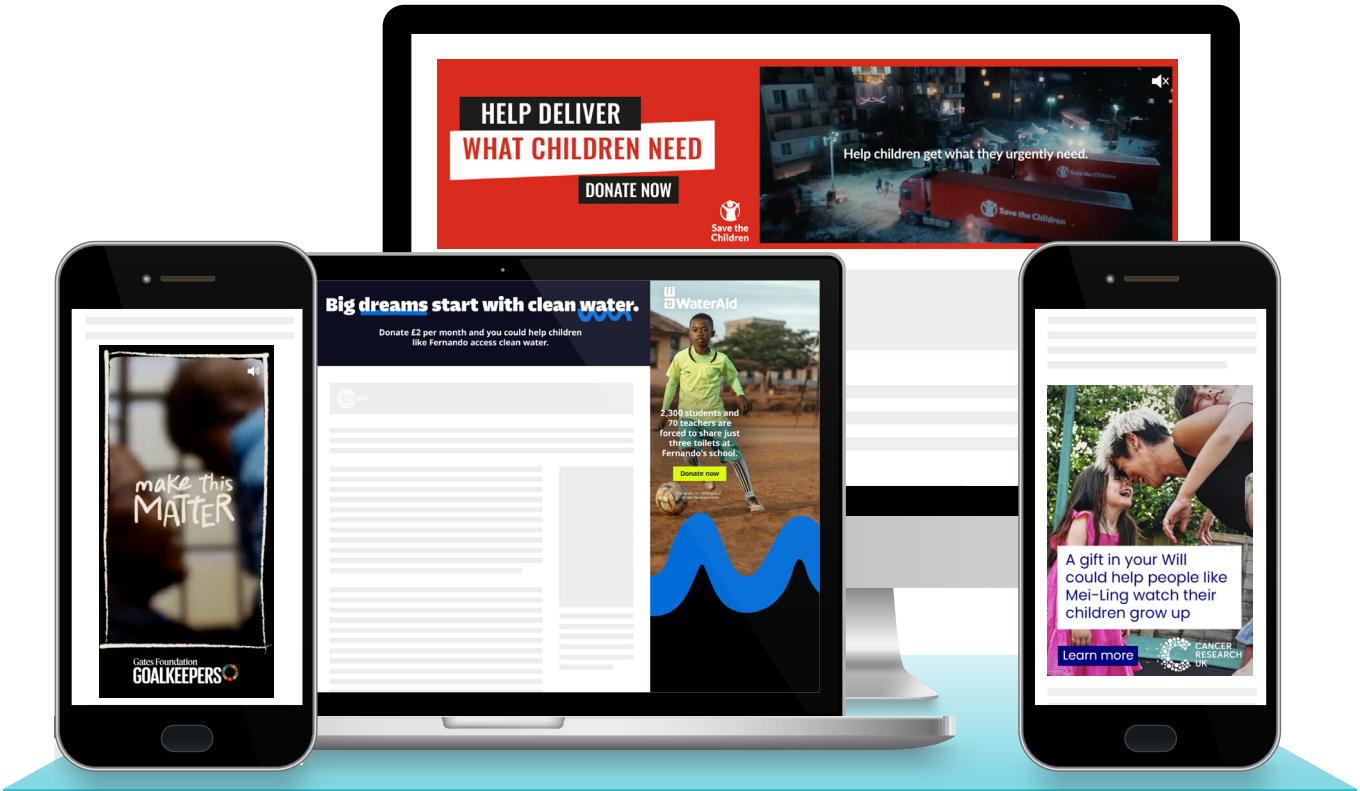
On-site pixel data gave deeper insights into donor behavior to help optimize activity toward audiences most likely to donate. To measure the impact, two lookalike audience campaigns ran side by side, one using performance-based optimization and the other a standard campaign setup.

While average donations were level, the performance setup converted 59% more donors, cutting costs by more than a third and driving almost double the return on ad spend.

This nonprofit is now an always-on partner. Ongoing activity has driven a 29% brand lift, increased attributable website visitors, and more than doubled the average gift value. Ozone-exposed audiences also spent 1.8x longer on-site, with more visits extending beyond a single page.



When creativity meets purpose



Meaningful causes, bringing to life engaging digital experiences that connect, inspire and make an impact.

CLICK ON ADS FOR LIVE DEMO

Turning attention into action, whatever the season

Charitable giving may peak at certain times of year, but the opportunities for nonprofit advertisers certainly don't. From building awareness and reaching new supporters to inspiring donations, there's plenty of potential to make an impact all year round.

As these campaigns show, Ozone brings together human connections at scale, deep audience intelligence and brilliant creative to help nonprofits make more of every opportunity. And it all happens across high-attention, trusted online environments, where audiences come to be informed, inspired and entertained. By combining the right audiences, relevant moments and creative that connects, nonprofits can turn attention into action and make their advertising work harder, whatever the season.



About Ozone

Ozone is a digital advertising platform built on the deep engagement that the biggest and best publishers in the world have with their readers. Our platform combines unrivalled audience scale, incredible audience intelligence and brilliant creative to drive the business outcomes that organisations like yours need – whether that's building brand or securing donations. Built and owned by leading global publishers, Ozone is a highly performant complement – or alternative – to social and search on any media plan.