

Why Nonprofits Grow on LinkedIn

LinkedIn's unique combination of audience, mindset and environment helps organizations scale.



The world's largest professional network is rich with advocates.



690M+
professionals



380M+
donors¹



225M+
volunteers²



220M+
senior-level
influencers



11M+
CXOs

Members are intent-driven, consuming content with purpose.

Social media audiences are most likely to visit LinkedIn to learn, improve their career and manage their life better.³



LinkedIn members are 56% more likely than the average internet user to **donate to charities** and more than 1 in 2 LinkedIn members donate.¹



Rated the top social media channel to find relevant, quality content.

Trust and brand safety increase message resonance.



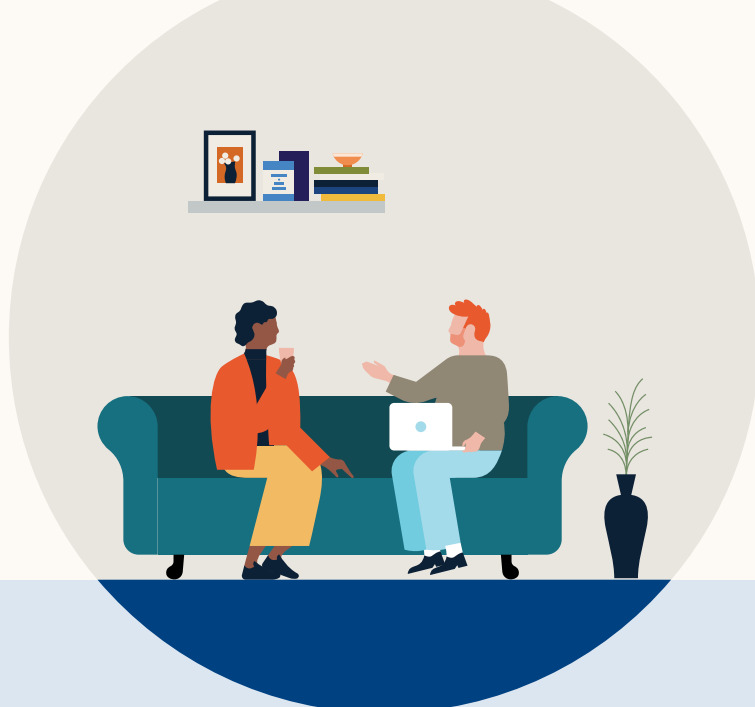
LinkedIn is the **most trusted social platform**.⁴



Marketers rank LinkedIn as the most brand-safe digital platform.⁵

How Nonprofits Grow with LinkedIn

Leverage best-in-class targeting, lead gen products and unmatched professional insights.



Accurately reach key audiences such as corporate partners, volunteers and donors.



LinkedIn Targeting

- Job functions
- Job seniorities
- Job titles
- Member skills
- Years of experience
- Company connections
- Company followers
- Company industries



First Party Data

- Company names
- Company sizes, growth rates
- Group membership, interests & traits
- Education
- Age, gender, location
- Email lists, contact lists, retargeting

Drive high-quality leads at speed and scale.



Lead Gen Form



CRM Integration

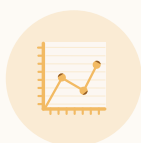
LinkedIn is a powerful platform to drive action at any point in the funnel.

Hone ideal audience profiles with LinkedIn Insights.



Website Demographics

- Company name
- Company size
- Company industry
- Job title



LinkedIn Campaign Reporting

- Job seniority
- Job function

