2024 Trends & Tips

Fundraising in economic headwinds

What happened in 2023 and what to do about it in 2024

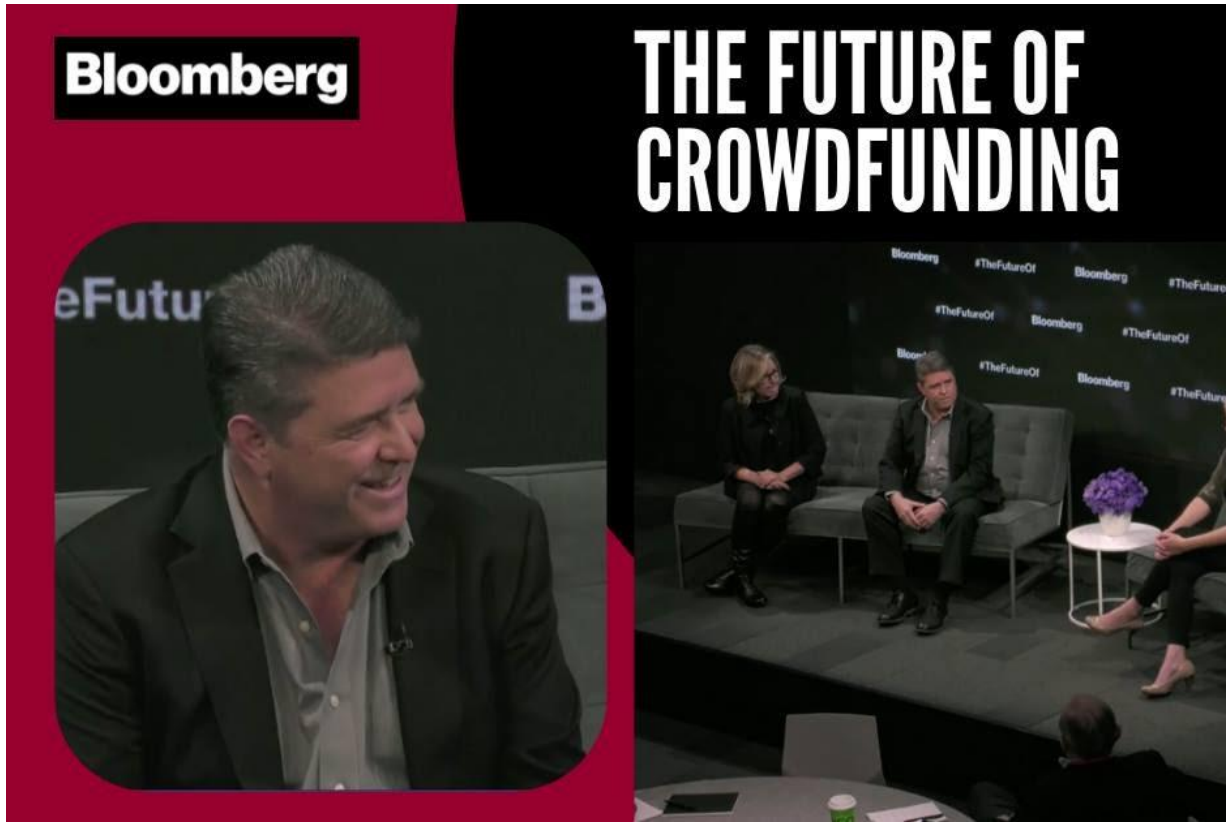
Daryl Hatton
Founder & CEO

Certified B Corporation

This company meets the highest standards of social and environmental impact

connectionpoint

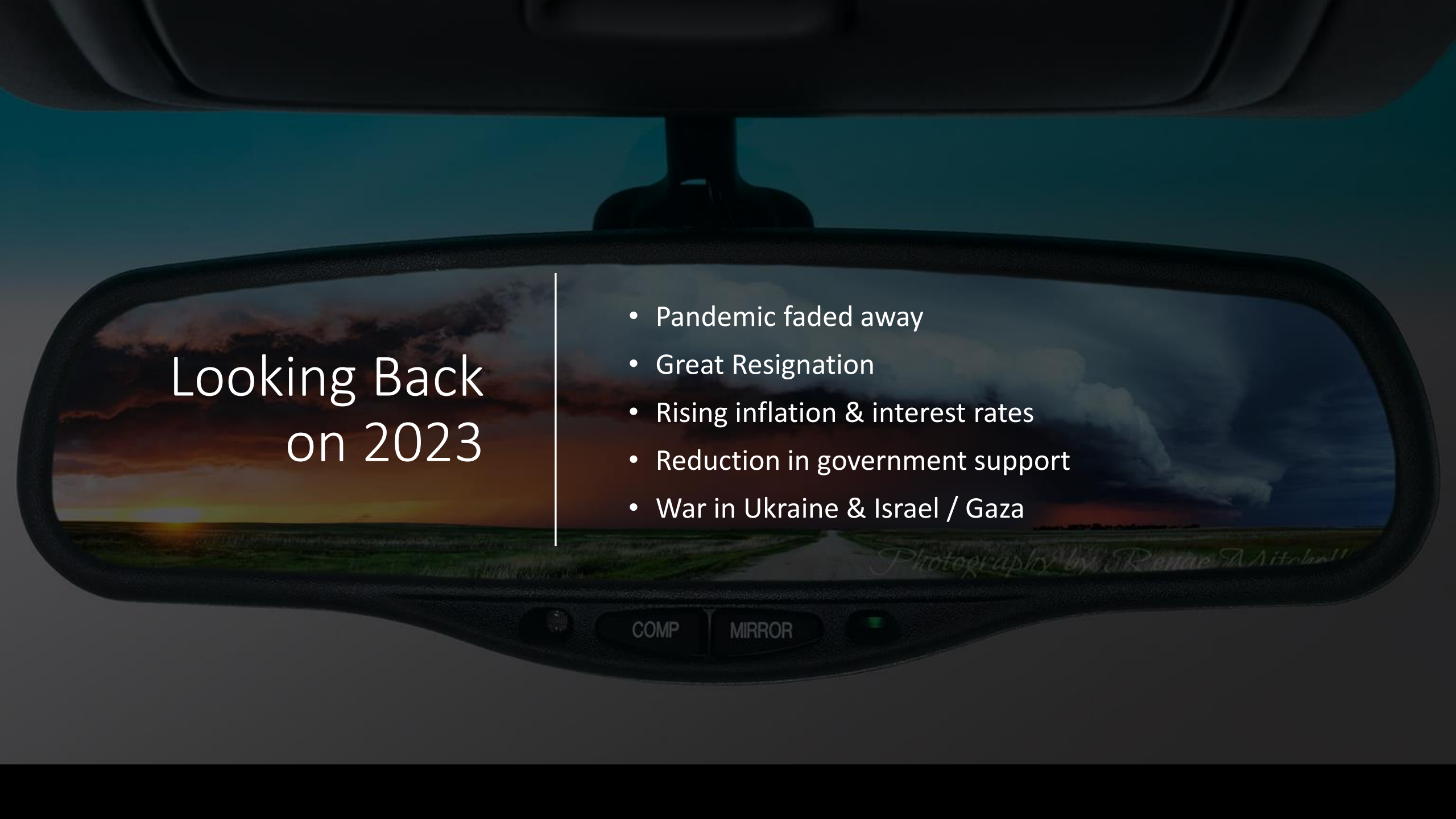
Thought leaders in social & digital fundraising



connectionpoint fundrazr crowdfundr cocopay petfundr CHARITY VILLAGE

Agenda

- Looking back on 2023
  - Economic climate
  - Overall Giving Trends
- Looking ahead in 2024
- Important Market Trends
- Successful Strategies & Tactics For Boosting $$$
- Questions



Looking Back on 2023

- Pandemic faded away
- Great Resignation
- Rising inflation & interest rates
- Reduction in government support
- War in Ukraine & Israel / Gaza

Fundraising Effectiveness Project

YTD Trends - 2023

DONORS

-7.6%

(+/- 3.5%)

YOY change

DOLLARS

-1.1%

(+/- 3.0%)

YOY change

RETENTION

-1.3%

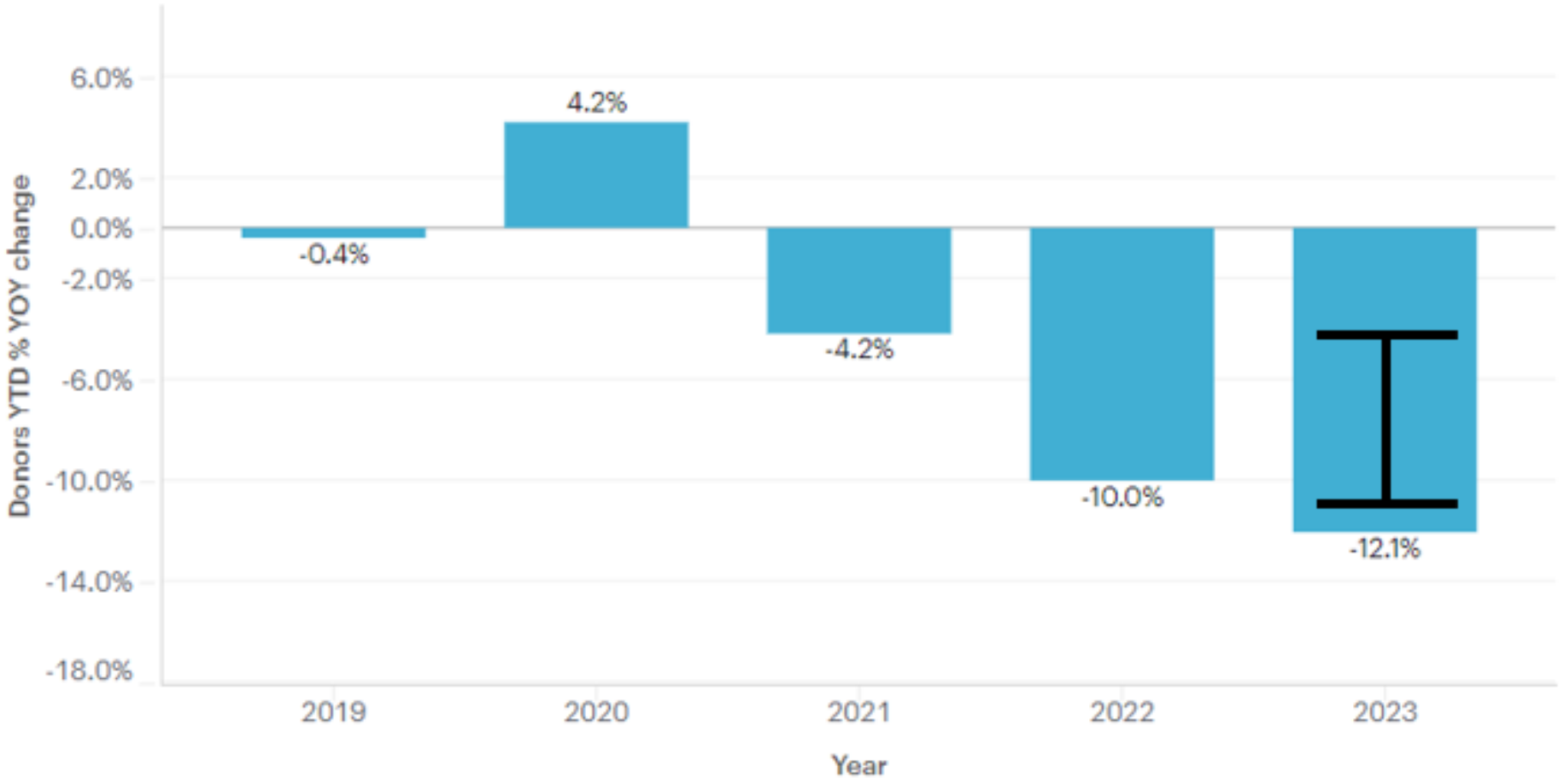
(+/- 0.5%)

YOY change

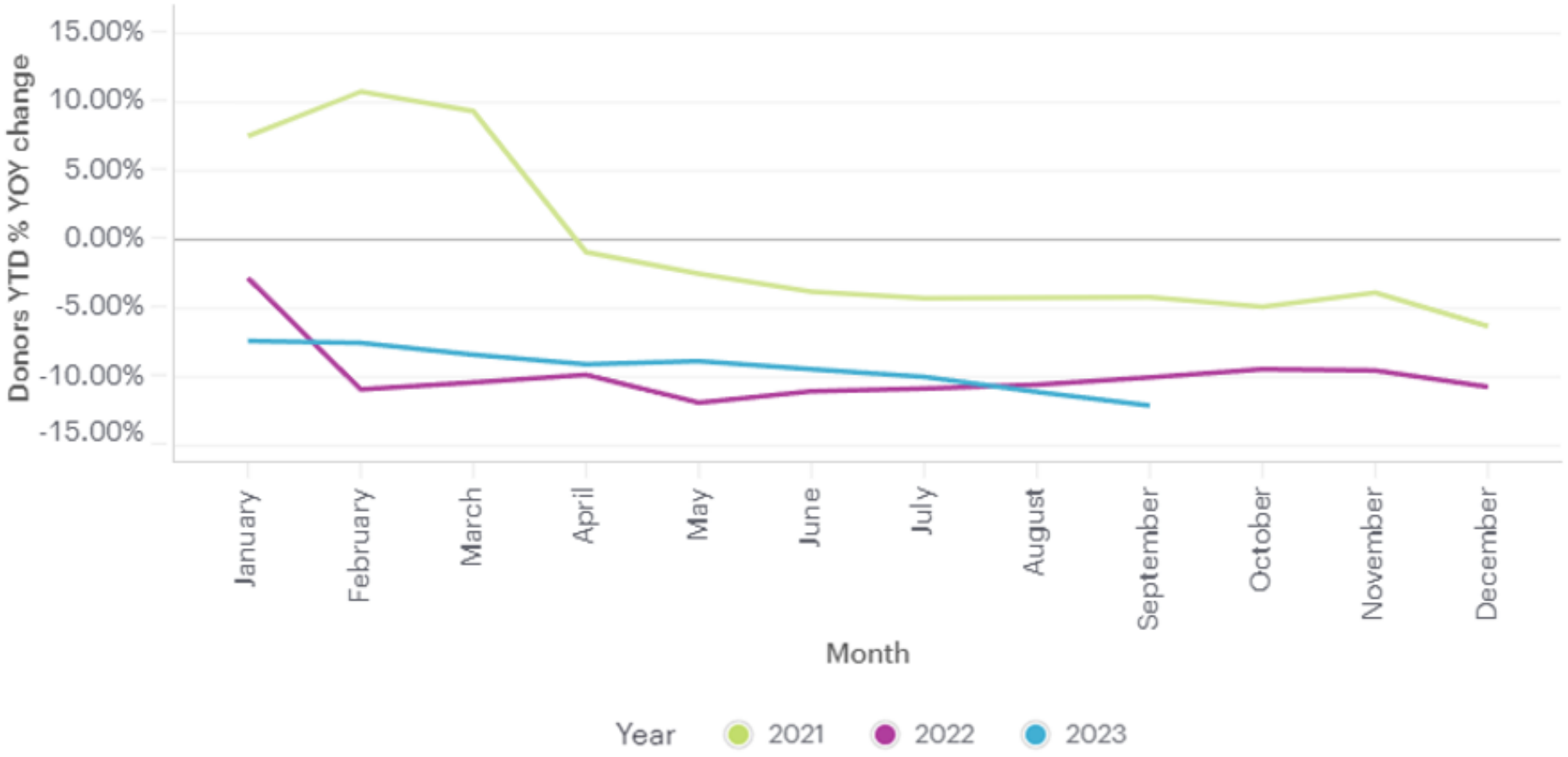
Year-to-Date Nonprofit Sector Trends

Q3 2023 (JAN 1, 2023 - SEP 30, 2023)

Donors (Yearly)



Donors (Monthly)



Donors by Size

MICRO
($1 - $100)

-15.7%
YOY Change

53.7%
% of total donors

SMALL
($101 - $500)

-7.9%
YOY Change

29.9%
% of total donors

MIDSIZE
($501 - $5K)

-6.8%
YOY Change

13.8%
% of total donors

MAJOR
($5K - $50K)

-6.9%
YOY Change

2.3%
% of total donors

SUPERSIZE
($50K+)

-7.5%
YOY Change

0.3%
% of total donors

84% of donors

Donors by Life Cycle

NEW DONORS

-16.9%

YOY Change

35.3%

% of total donors

NEW RETAINED DONORS

-18.7%

YOY Change

8.5%

% of total donors

REPEAT RETAINED DONORS

-7.4%

YOY Change

41.9%

% of total donors

RECAPTURED DONORS

-7.9%

YOY Change

14.3%

% of total donors

2023 Summary

- Retail giving down significantly
- Exceptional gifts mask this trend
- Overall giving trending negative
- Acquiring & keeping donors is hard
- Small donors are holding back
- Tough environment for new causes

Looking ahead into 2024

- Canadian & US Elections
- War in Ukraine & Gaza
- Economy in recession

- Inflation is easing
- Interest rates will decline
- Stock market is strong

Highly Competitive & Noisy Marketplace

Donors expressed a greater desire for nonprofit organizations to communicate the impact of programs and services and to be informed in more engaging and personal ways.

People shifted their giving to organizations that demonstrated impact and efficacy, which actively engaged in communication and education, and which personalized donor engagement.

They appreciated organizations' efforts to present the impact of donor gifts and planned to continue contributing to organizations with clear and consistent communication.

IUPUI

Lilly Family **School of Philanthropy**

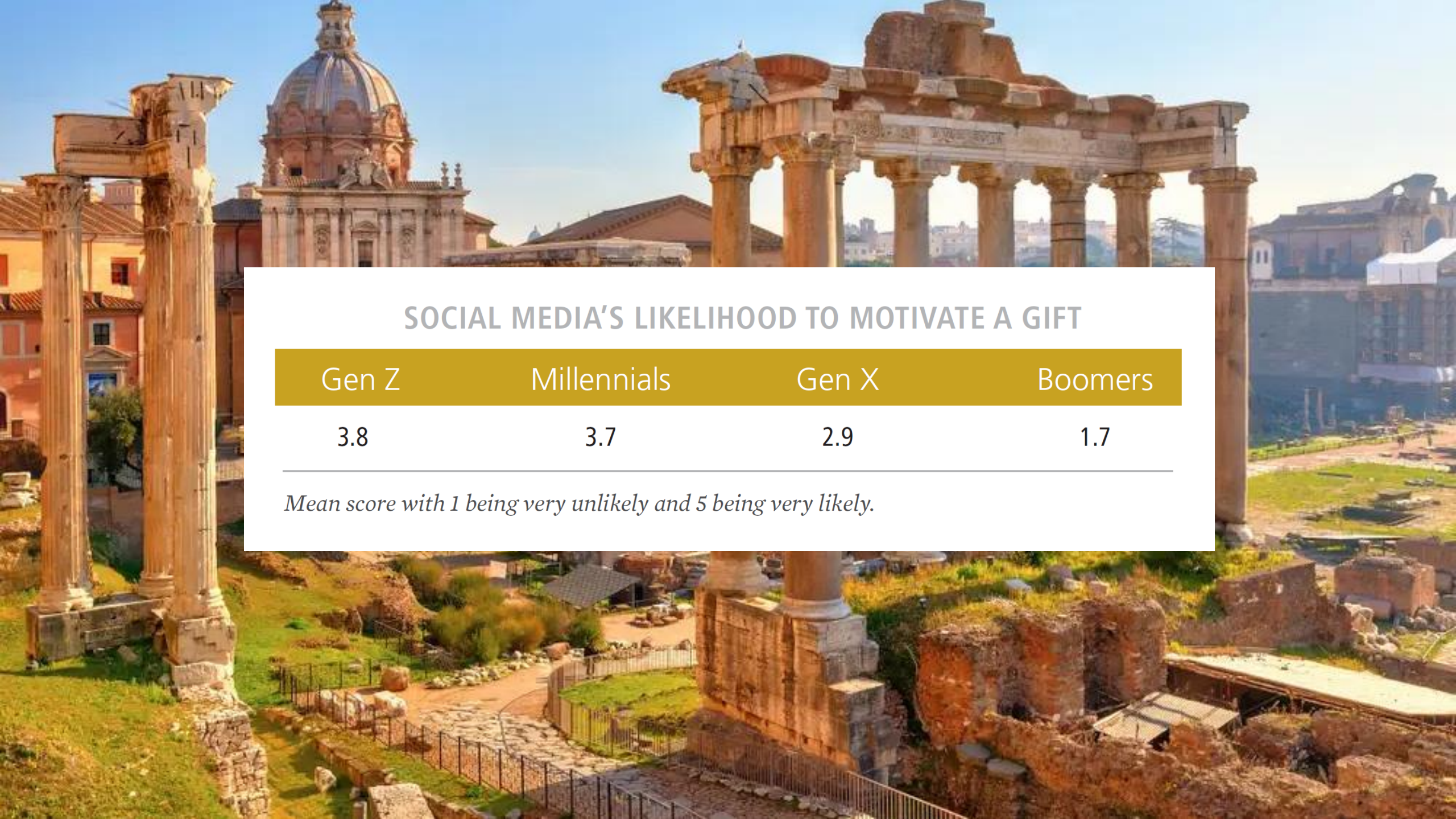
Show Impact

- Focus on donor’s impact & how it helps the community
- 80/20 Rule
- Show, don’t tell
- Use real examples
- Leverage FOMO
- Make it easy to share. Share?

- 28% like sharing their lives online, down from 40% in 2020
- 61% more selective about what they post

- Moving to private social for sharing
  - 30% on public social media
  - 35% for group chats
  - 43% using text or email

Social Media In Decline?



SOCIAL MEDIA'S LIKELIHOOD TO MOTIVATE A GIFT

Gen Z	Millennials	Gen X	Boomers
3.8	3.7	2.9	1.7

Mean score with 1 being very unlikely and 5 being very likely.

Traffic and Conversion Rate by Social Channel

	Traffic to Campaign	Conversion Rate
Facebook	84%	13.4%
Instagram	13%	22.7%
YouTube	2%	17.4%
LinkedIn	1%	33%
Snapchat	0.08%	12.7%
Reddit	.06%	9.3%
TikTok	.09%	8.8%
Twitter	.06%	.5%


What?
No Crowd?

Build, Buy or Borrow a Crowd

Dear John,

Welcome to our Save the Children family! I'm so happy to meet you and look forward to sharing our latest news and stories via email.

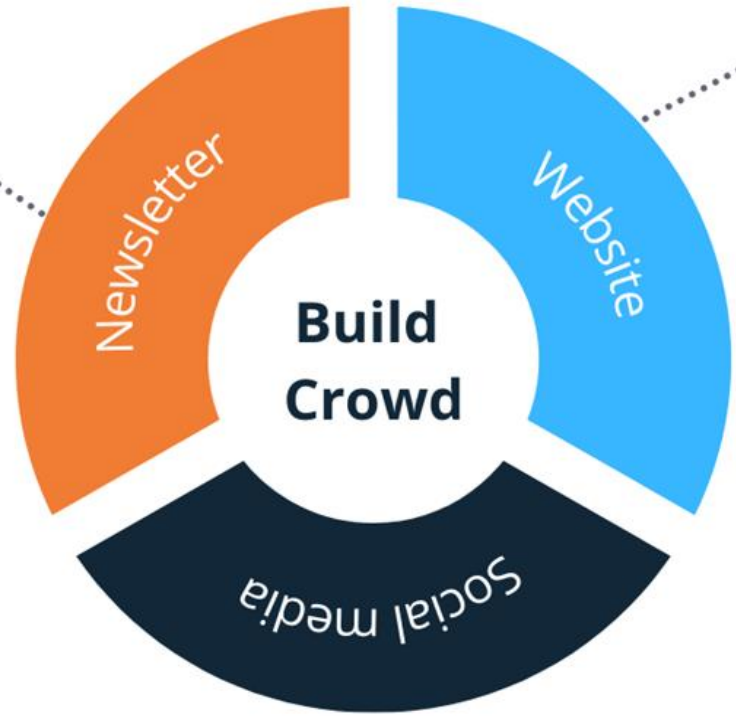
Thanks to the generosity of compassionate people like you, Save the Children does whatever it takes to ensure children grow up healthy, learning and safe. In fact, last year alone, Save the Children worked in 120 countries, including the U.S., reaching more than 157 million children!

As we get to know each other, you'll learn exactly how we do what we do, why it's so important — and how you can be a part of it.

On behalf of the children, I thank you for taking this step to ensure all children have what every child deserves: **a future.**

Sincerely,

Carolyn Miles
President & CEO



Latest Stories

See all 161 stories.

For Surrey principal, school breakfast program is personal

Linda Chau, principal of Surrey's Mary Jane Shannon Elementary, was two years old in 1980 when her family — boat people who had fled Vietnam — were admitted to Canada...

READ STORY 2021/2022

Project CHEF transfers its resources to Adopt-a-School

The funds were transferred with the stipulation the amount not be disclosed. But it was a substantial donation. It was the most successful culinary program ever offered in the...

READ STORY 2021/2022

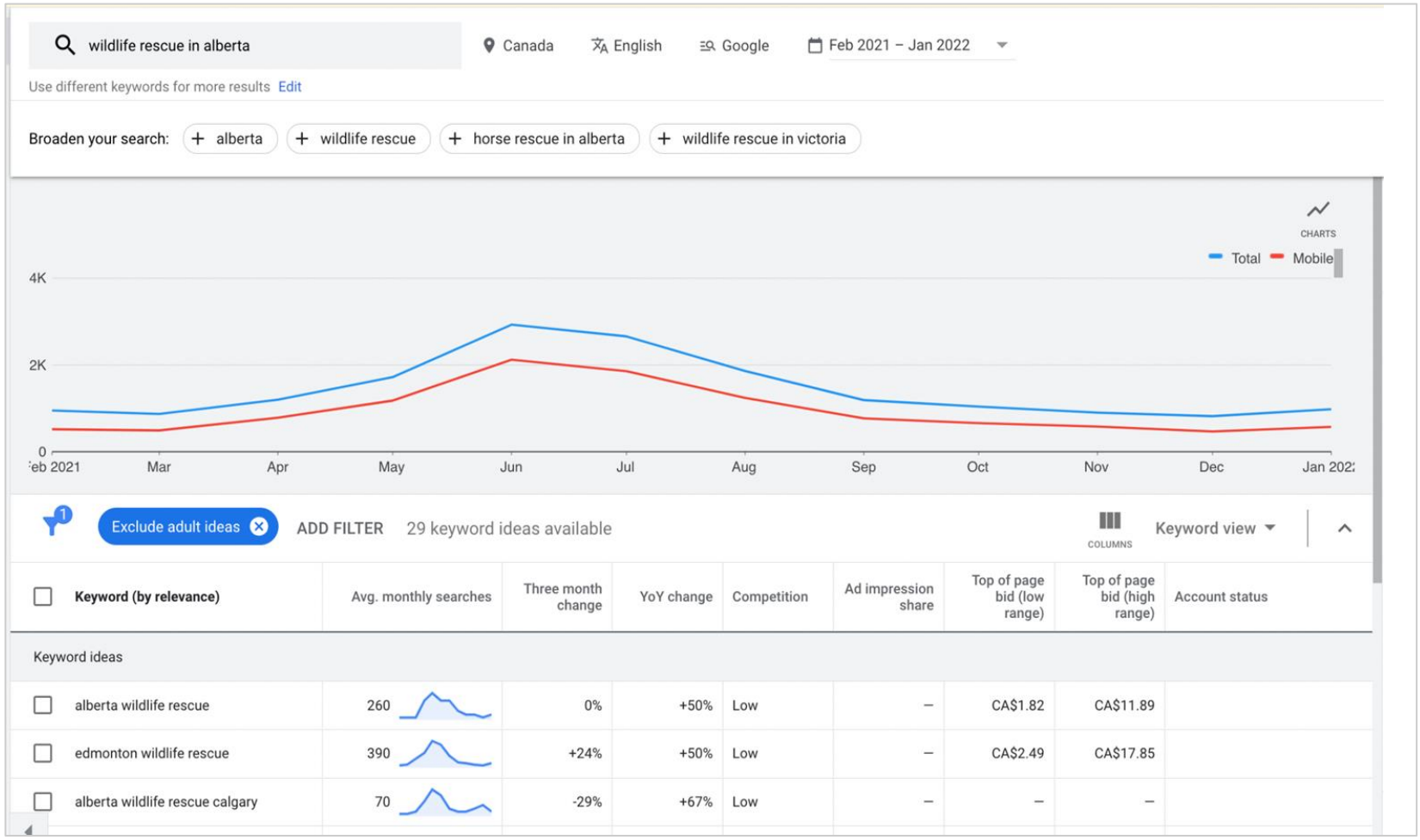
Pandemic job losses at home sending kids to school hungry

For the past few years, a make-shift ensemble of parent volunteers, the Salvation Army and the local food bank have been trying to address hunger among some of the children...

READ STORY 2021/2022

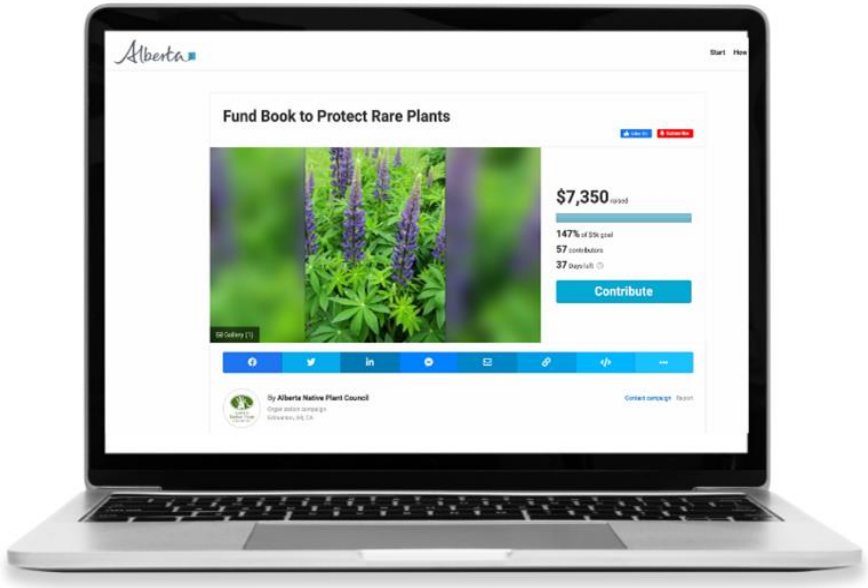
Buy Crowd

- Google
- Facebook
- Instagram
- Twitter
- Linkedin



Example: Google Adwords sample for “alberta wildlife rescue” ($1.82/click) with 260 monthly searches

Borrow Crowd



Board members community

Corporate Sponsors

Local Media

Influencers Celebrities

Best Crowd To Borrow?
Your Donor's

- They already care about you
- On average, they'll have hundreds of friends on social media
- They want to do more, but just can't give more money
- They WANT to show they are making changes to the world
- Ask them to share!

Photo by Helena Lopes on Unsplash

Tell Your Story In Seven Parts

The Nod
The Problem
The Solution
The Gap
The Impact
The Promise
The Invitation

Donor Impact Growth Flywheel

Attract

bring potential donors to the campaign

Engage

inspire an emotional response that drives action

Monetize

convert emotional response into contributions

Amplify

immediately leverage donor's emotional response

Retain

communicate impact, build value, increase loyalty

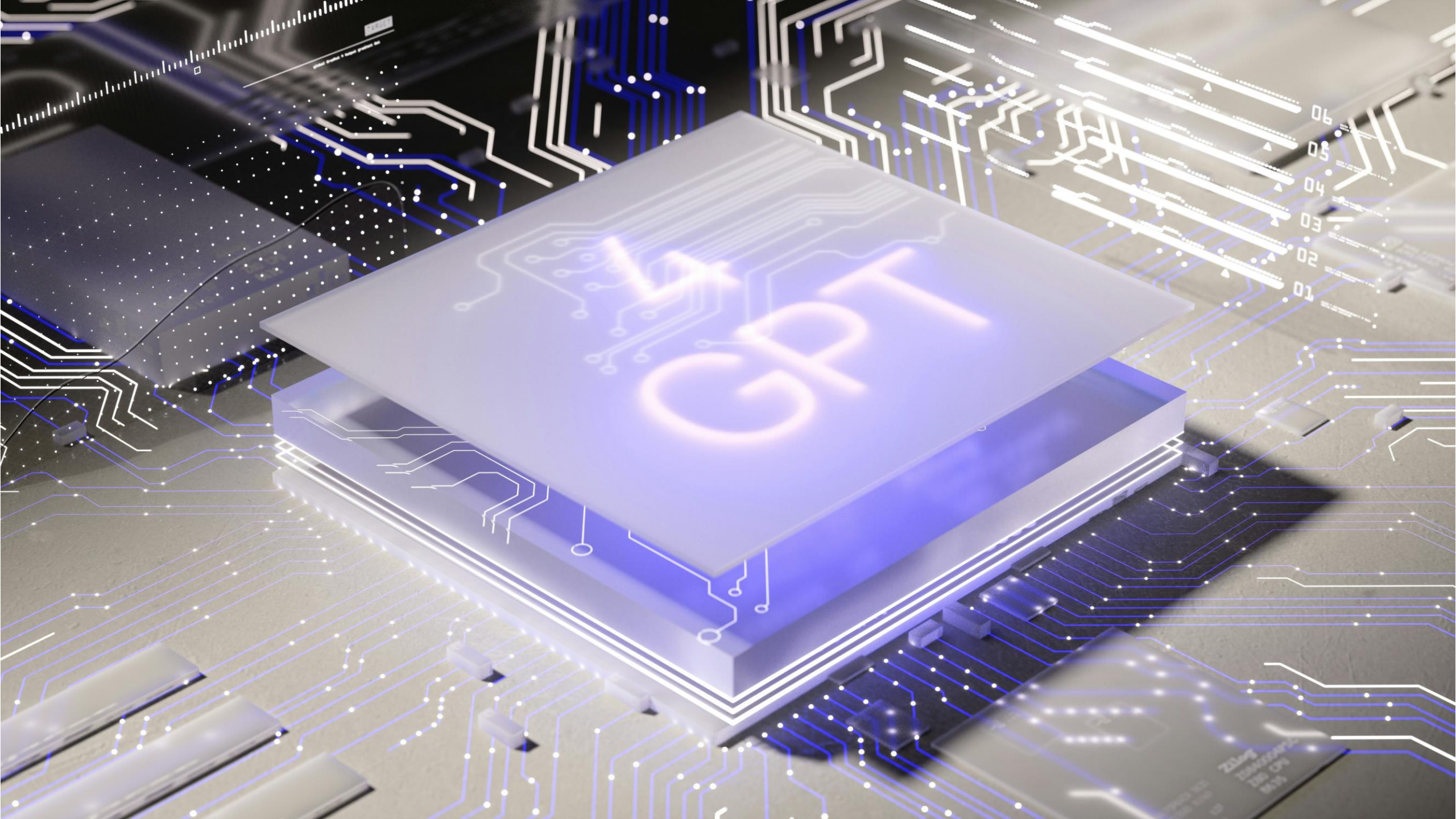
Rally

motivate donors to share their impact and success to their network

Scroll stopping content

- Shareable imagery, not text. Short video is best
- Show & tell impact – NOT an appeal
- Celebrate achievements
- Trigger curiosity – viewers will click through
- Give them something relevant to land on
- Be authentic, transparent

Photo by Marten Bjork on Unsplash


GPT

Did you know that anyone can create a crowdfunding campaign in less than an hour?

Tell your story and ask

Add details like photos, videos and wish-list items

Describe your goal and payment collection details

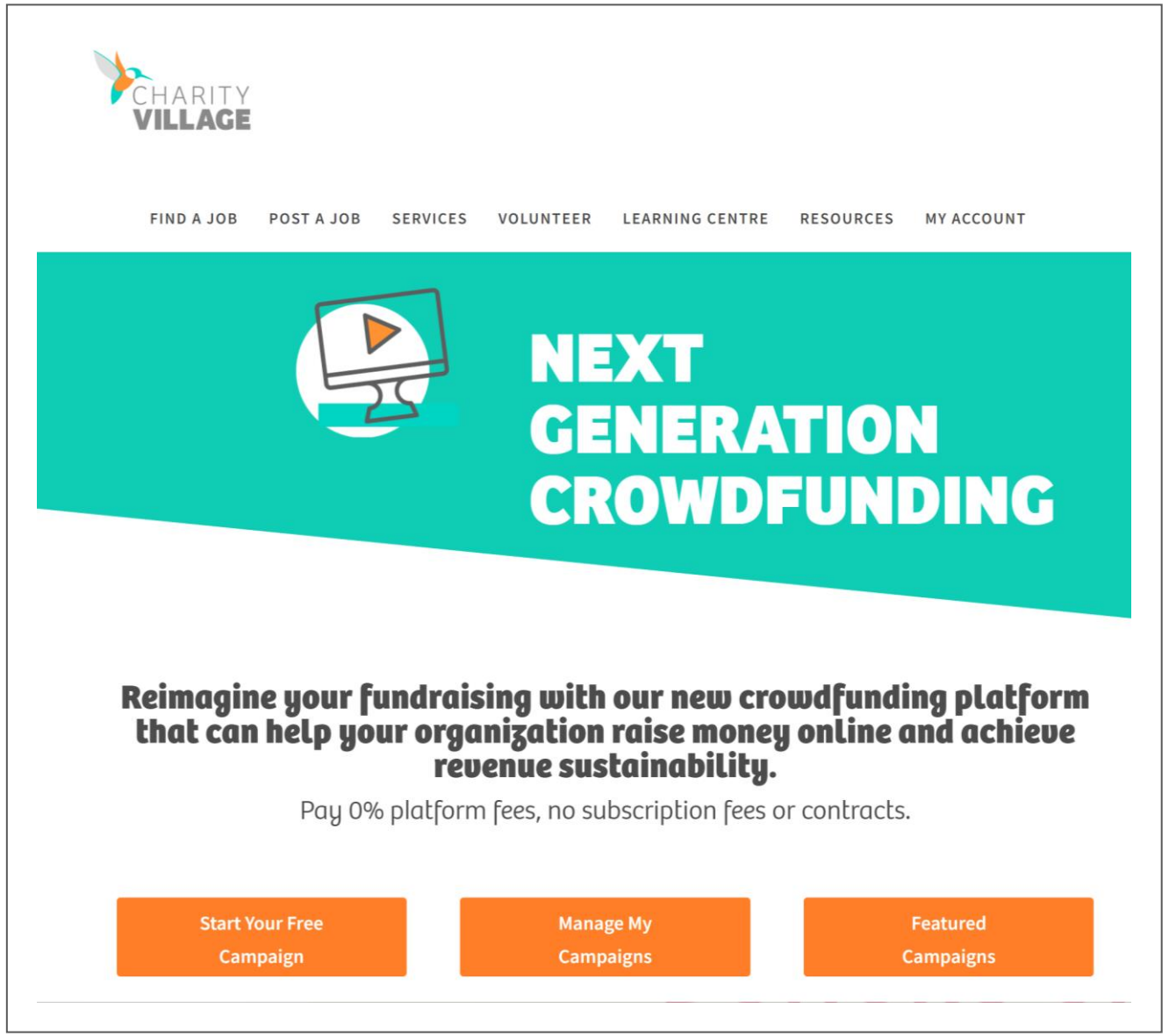
Review your campaign on your own or ask for feedback from our coaches

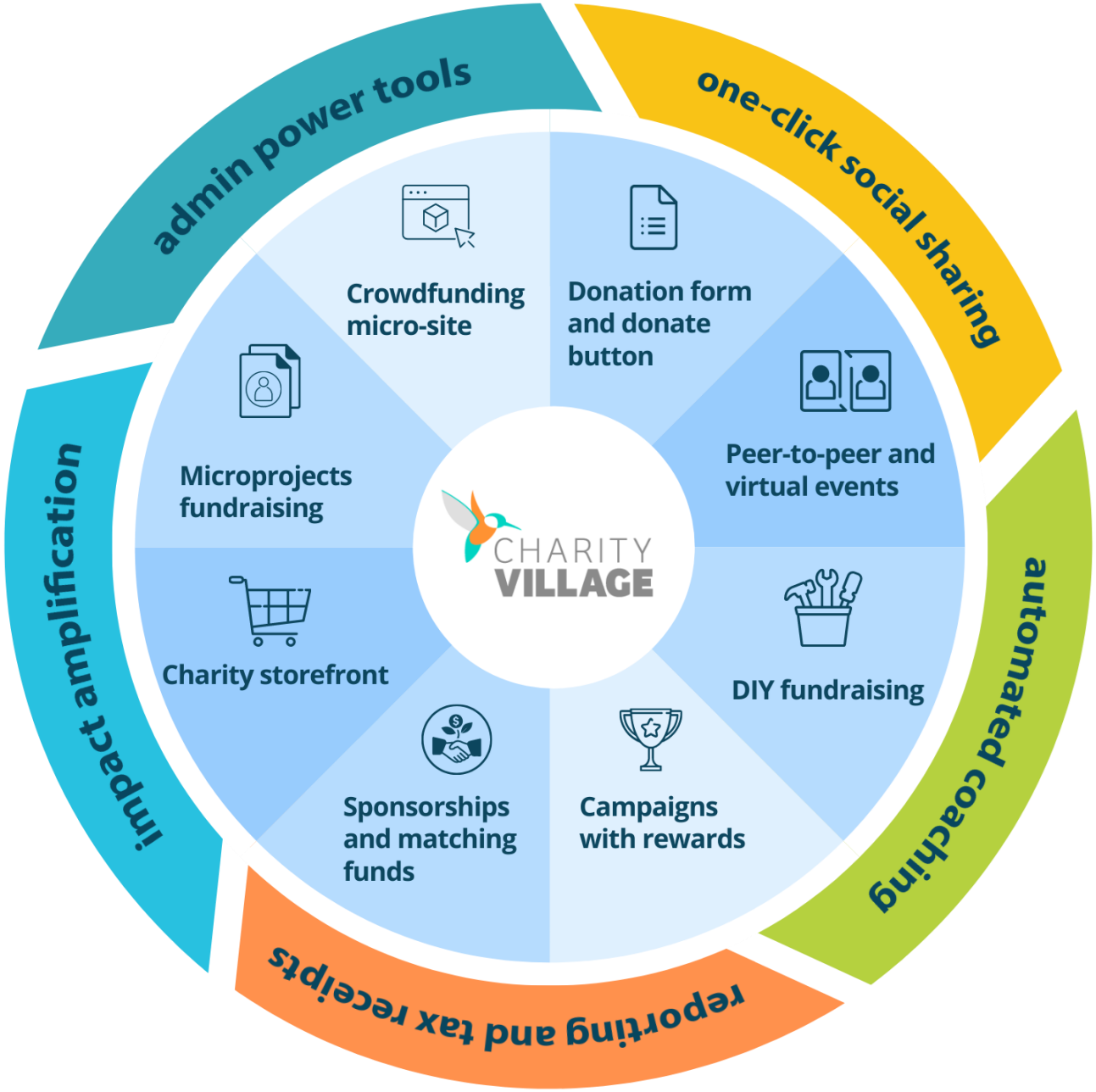
Launch it!

If you have all elements, you can launch a stellar crowdfunding campaign in less than an hour!

Charity Village Crowdfunding

- Next generation of **digital marketing tools** for social fundraising
- Acquires, engages, monetizes, amplifies, mobilizes & retains **digital donors**
- **0% Platform fees**, lowest cost transaction fees, even for peer-to-peer and advanced forms
- What? Are you still paying for CRM? Talk with us…

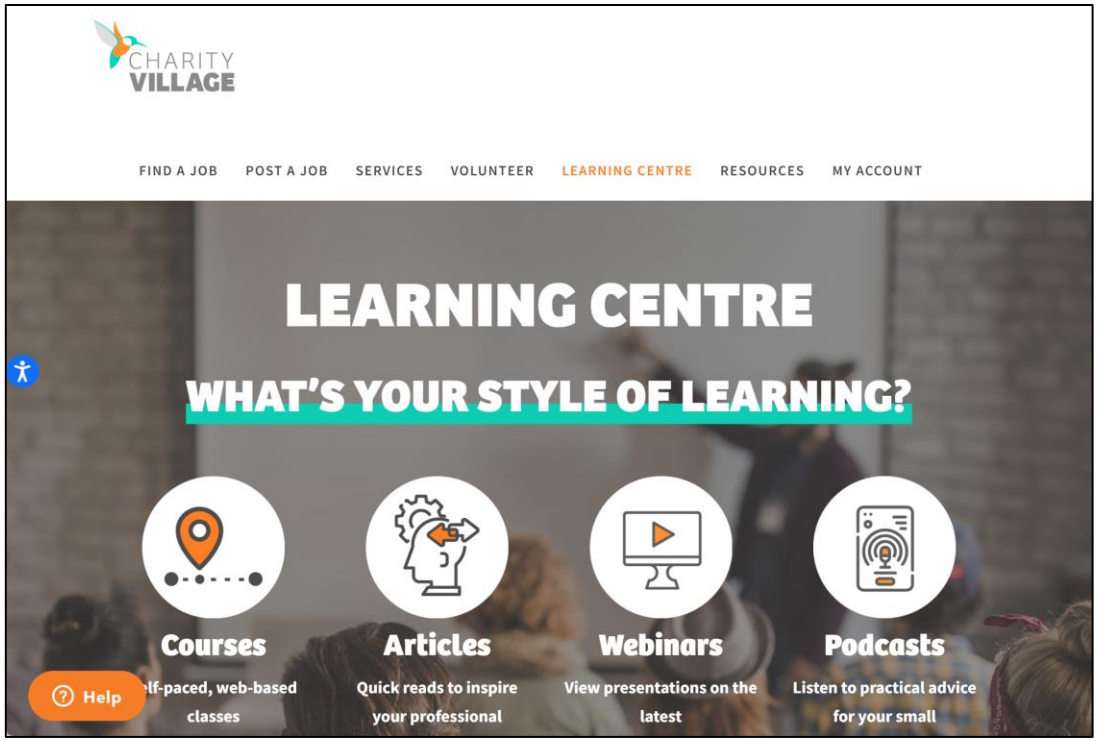


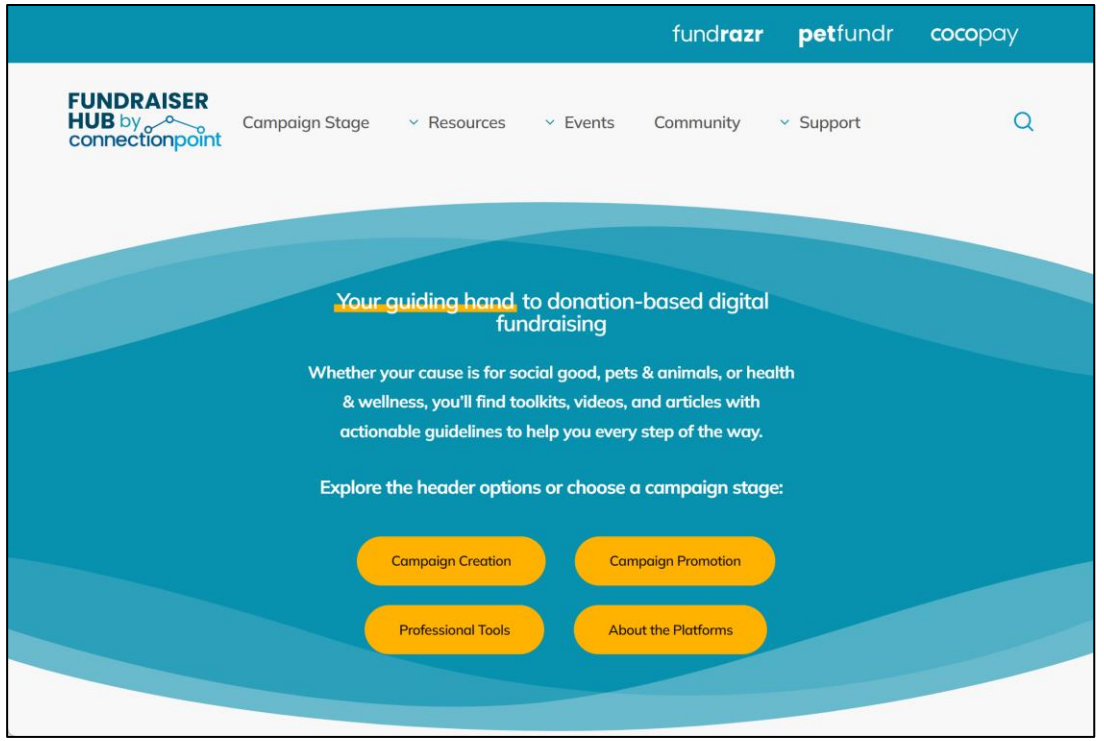


Identify what types of fundraising campaigns your organization wants to run in the next 2-5 years

Additional Resources

- Articles, Courses, Guides, How To Videos, Podcasts, Toolkits, Webinars
- Everything you need to level up your fundraising efforts.





Leverage our experts

If you need advice on mapping out strategy or crowdfunding techniques for your projects...

Type **SOS** into the chat box.

We'll help you work it out...

Thanks!

Questions?

Look me up at @darylhatton
or daryl@connectionpoint.com

Daryl Hatton, CEO & Founder