



Making Your Org Essential: Fundraising Trends for 2023

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Great Wealth Transfer



- **Go BIG on Planned Giving**
- **The NEW Major Donors**

Shifts in the Economy



- **Keep Asking & Communicating**
- **Focus on Digital/Mobile/Video**
- **Major & Planned Gifts**
- **Monthly/Recurring**
- **Diversify Revenue**



Retention! Donors and Staff



Reducing donor attrition by 10% can yield up to a **200% increase** in the lifetime value of your donor base.

Source: Nonprofit Quarterly

Trends to Pay Attention To



- **Social Media?**
- **Gamification**
- **Cryptocurrency**

But, What About....



- **Events**
- **Donor Advised Funds**
- **Diversity, Equity and Inclusion**

What Are Your 2023 Fundraising Resolutions?



To Do List:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Sources and Resources



- 5 Fundraising Trends to Get Ahead in 2023, [Keela.co](#)
- 2023 Nonprofit Trends You Need to Know, [Nonprofithub.org](#)
- New Fundraising Effectiveness Project Report Shows An Increase in Dollars Raised Despite a Decrease in Donors, [Bloomerang.co](#)
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- 10 New Years Goals for Nonprofits, [givewp.com](#)
- Trends in 7 Minutes: 2023 Nonprofit Trends, [funraise.org](#)
- 5 Trends That Will Shape Fundraising in 2023, [philanthropy.com](#)
- 9 Top Fundraising Trends for 202, [gravyty.com](#)
- Looking Ahead to 2023 for Planned and Major Giving, webinar, [Freewill.com](#)
- What We're Hearing, Seeing and Expecting: Fundraising Trends for 2023, [donorsearch.net](#)
- Nonprofit Fundraising Trends for 2023, [gailperrygroup.com](#)

Fundraising Consulting and Coaching

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