



Fundraising Trends for 2024: Preparing for the Future

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Giving Trends – What They Mean for You

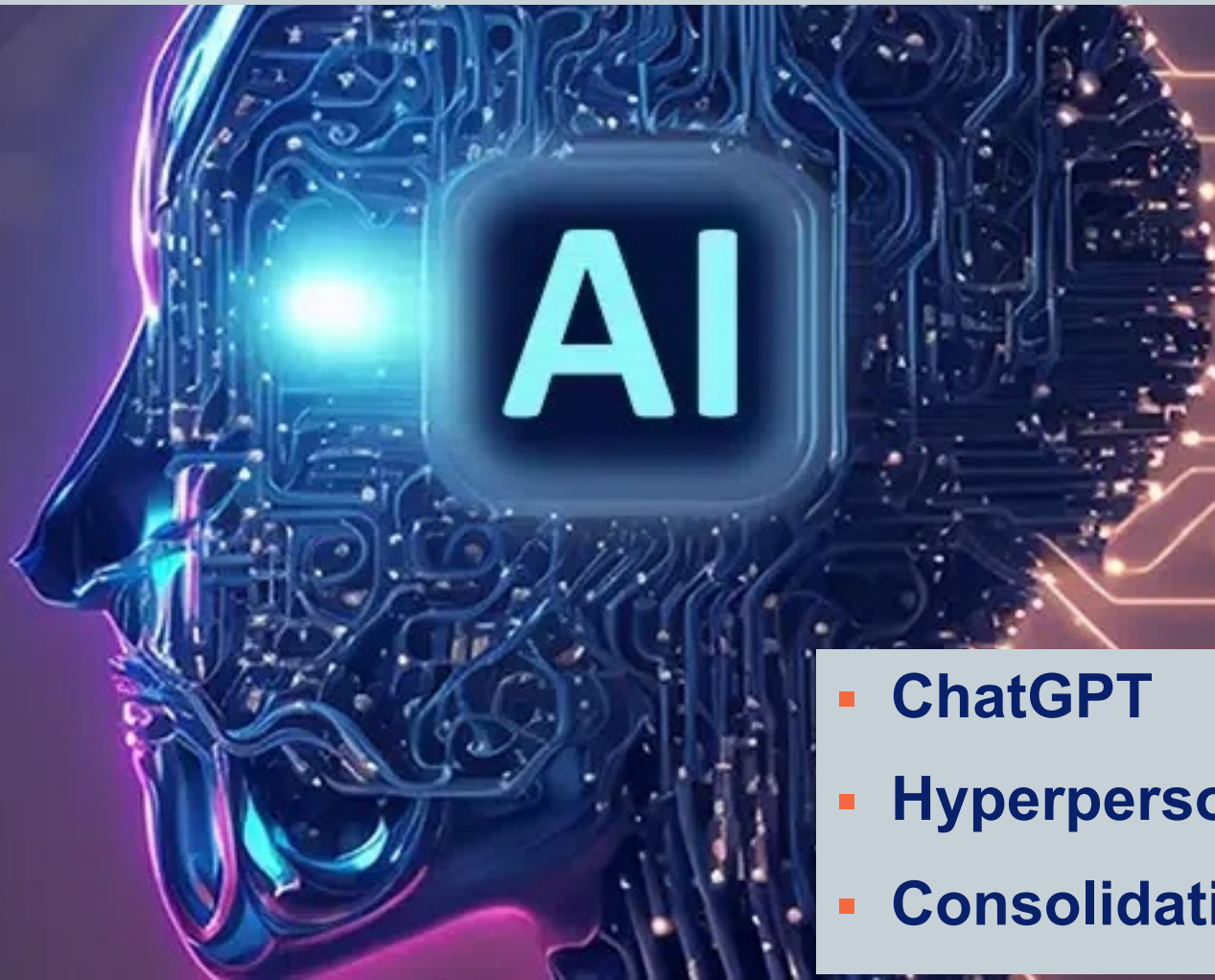


- **Build relationships with new donors**
- **Accessible pathways for all levels**
- **Social Impact**
- **Digital Donations**
- **Stocks & Asset Based Donations**

New Technology/AI



“I do not believe that AI will replace fundraisers or nonprofits, but nonprofits that use AI will replace those that don’t.” Nathan Chappell, Senior VP Donorsearch



- **ChatGPT**
- **Hyperpersonalization**
- **Consolidation**

Donor Relationships are Foundational



Building meaningful relationships will continue to be key. This takes time and patience.

Prioritize Donor Stewardship

Donor Advised Funds



**DONORS
CONTRIBUTE**



**ASSETS
GROW**



**CHARITIES
BENEFIT**

Support and Retain Fundraising Staff



- Offer Competitive Compensation
- Promote Organizational Culture/Employer Brand
- Flexibility & Work-life Balance
- Invest in Training & Development
- Partner with Educational Institutions
- Focus on DEI

Sorry...

WE ARE SHORT STAFFED

PLEASE BE PATIENT WITH STAFF THAT ARE
HERE. THEY ARE WORKING HARD TO SERVE
YOU IN A TIMELY FASHION. THANK YOU.

And Also....



How Are You Preparing for the Future?



To Do List:

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

Sources and Resources



- 5 Trends Fundraisers Need to Watch in 2024, by Rasheeda Childress, Chronicle of Philanthropy
- What Nonprofits Can Expect in 2024 and How to be Better Prepared, by Enkel, Charity Village
- 5 Fundraising Trends to Watch for in 2024, by Wendy Mercurio, Nonprofit Tech for Good
- 16 Emerging Nonprofit Trends Leaders Should be Watching in 2023, Forbes Nonprofit Panel
- 2024 Nonprofit Fundraising Trends: Buckle Up! Gail Perry Group
- Trends from Friends: 24 Nonprofit Trends for 2024, Funraise
- The Decline in Small-Dollar and Major Donors Across the Nonprofit Sector Worsens, by Amanda L. Cole, NonProfit Pro
- Cash is Not King in Fundraising: Results from 1 Million Nonprofit Tax Returns, by Professor Russell James, III, J.D., Ph.D., CFP
- 30 Fundraising Tips to Engage Donors in 2024, TrueSense Marketing
- The Results are In: 2023 Advancement Services Career and Salary Survey, Lindauer

Fundraising Consulting and Coaching

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