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
“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
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
And Also....

PRESIDENTIAL ELECTION 2024
How Are You Preparing for the Future?

To Do List:

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