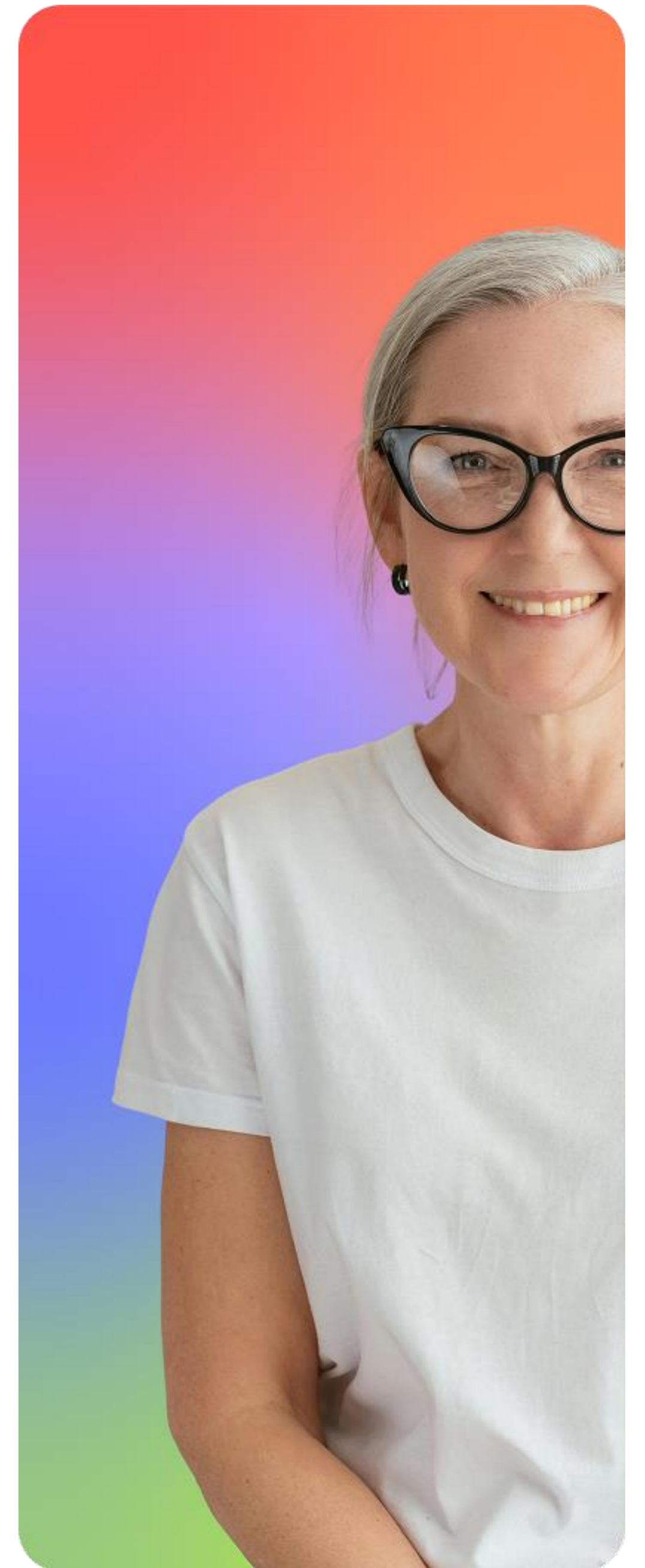


*Avid*

# Moving Up the Grid with AI

How nonprofits can unlock greater efficiency &  
better results

An Avid-Powered Webinar



# Avid

## The Fundraising Operating System



The system that turns donor insight into action—scaling your impact without scaling your team.

Fundraising teams who trust Avid.



*Avid*

## Erik Tomalis

Chief Community Officer

Recovering Fundraiser • Founder of Top Gun  
Takeoff • Duquesne Basketball Fanatic • Dog Dad



*Avid*

## Nathan Hill

Vice President of Marketing

Fundraising Optimization Nerd • Girl Dad  
Star Wars Nerd • Mildly Obsessed with F1







## Fundraising Benchmarks. Rebuilt.

Most benchmarks are a history lesson—showing you what happened over 6 months ago.

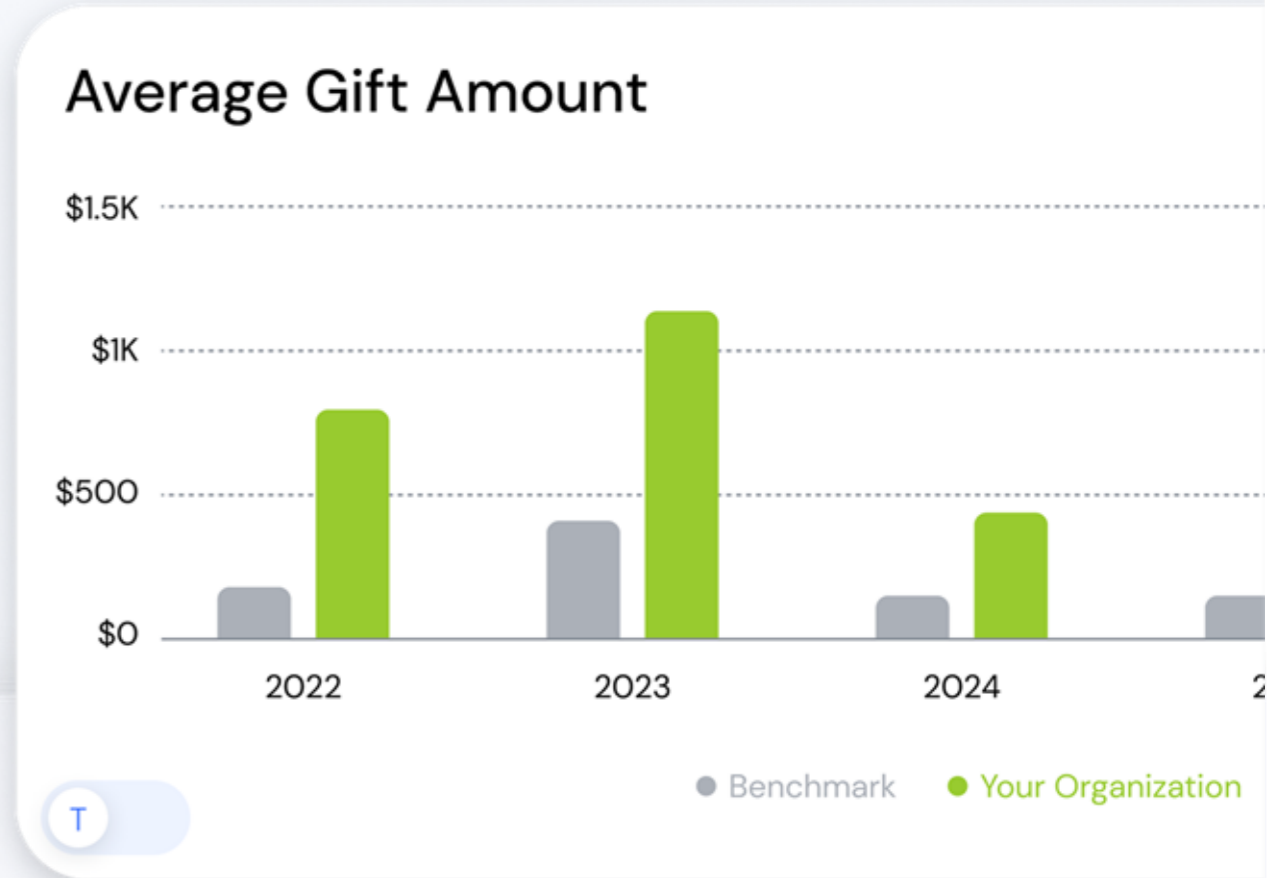
Avid + Wiland benchmarks are built differently.

- **Real Data.** Not Surveys.
- **1,000+ Nonprofits.** \$14B in Annual Giving.
- **Always Up to Date.** Not 6+ Months Olds.

**Get clarity now** while you still have time to act.

Activate Your Free Access

[avidai.com/benchmark](https://avidai.com/benchmark)



**Benchmarks**

A current view of giving.  
**Built from 1,000 nonprofits**

Updated monthly with data from more than 1,000 nonprofits, the essential KPIs along with insights you want to see on multichannel behavior.

Custom built with Wiland, it helps you see your performance in real time.

[Learn more about Benchmarks](#)



## Fundraising Benchmarks. Rebuilt.

Most benchmarks are a history lesson—showing you what happened over 6 months ago.

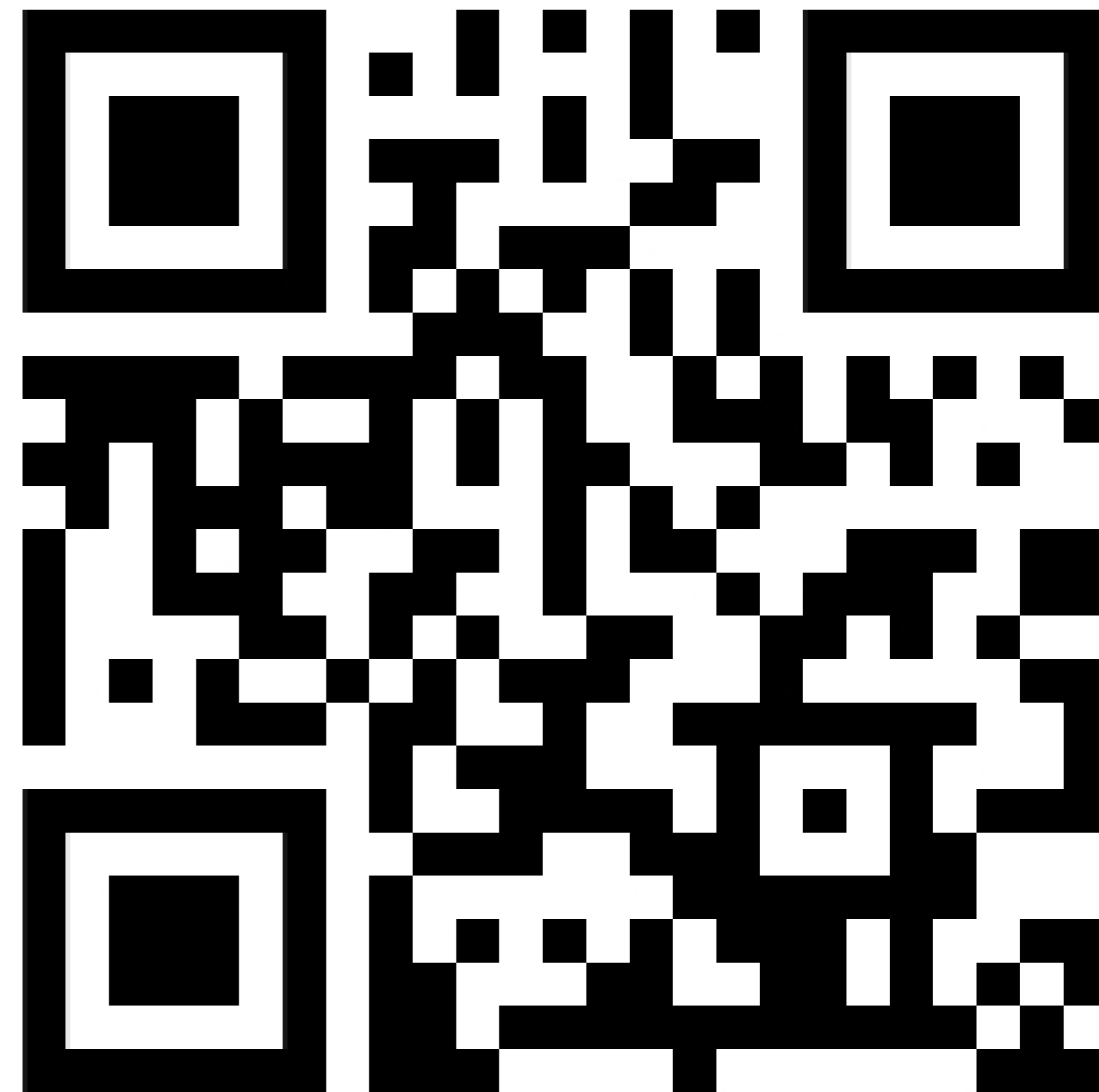
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### Benchmarks



## Benchmark Universe



Data presented is for completed trailing 12 month periods as of the latest full month, with each period indicated by its end year



Nonprofits  
**1,017**



Average Revenue  
**\$14,190,452**



Average Active Donors  
**41,383**



Last Donation  
**Apr 30, 2026**



Part 1

# The Trend Continues

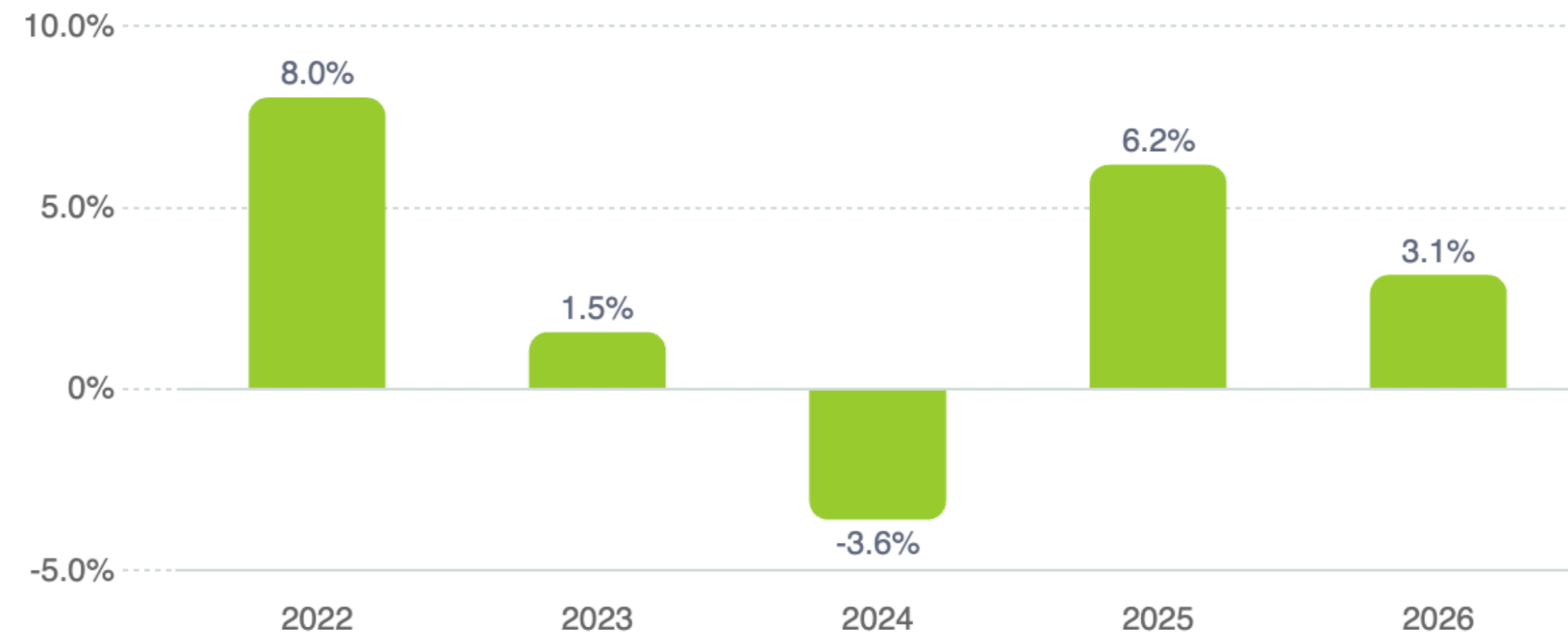
Fewer donors. Larger gifts.

# Revenue

Revenue is up, but it hasn't kept up with inflation.

All Nonprofits

## Percentage Change in Revenue (from previous period)



7.1%

4-Year  
Growth Rate

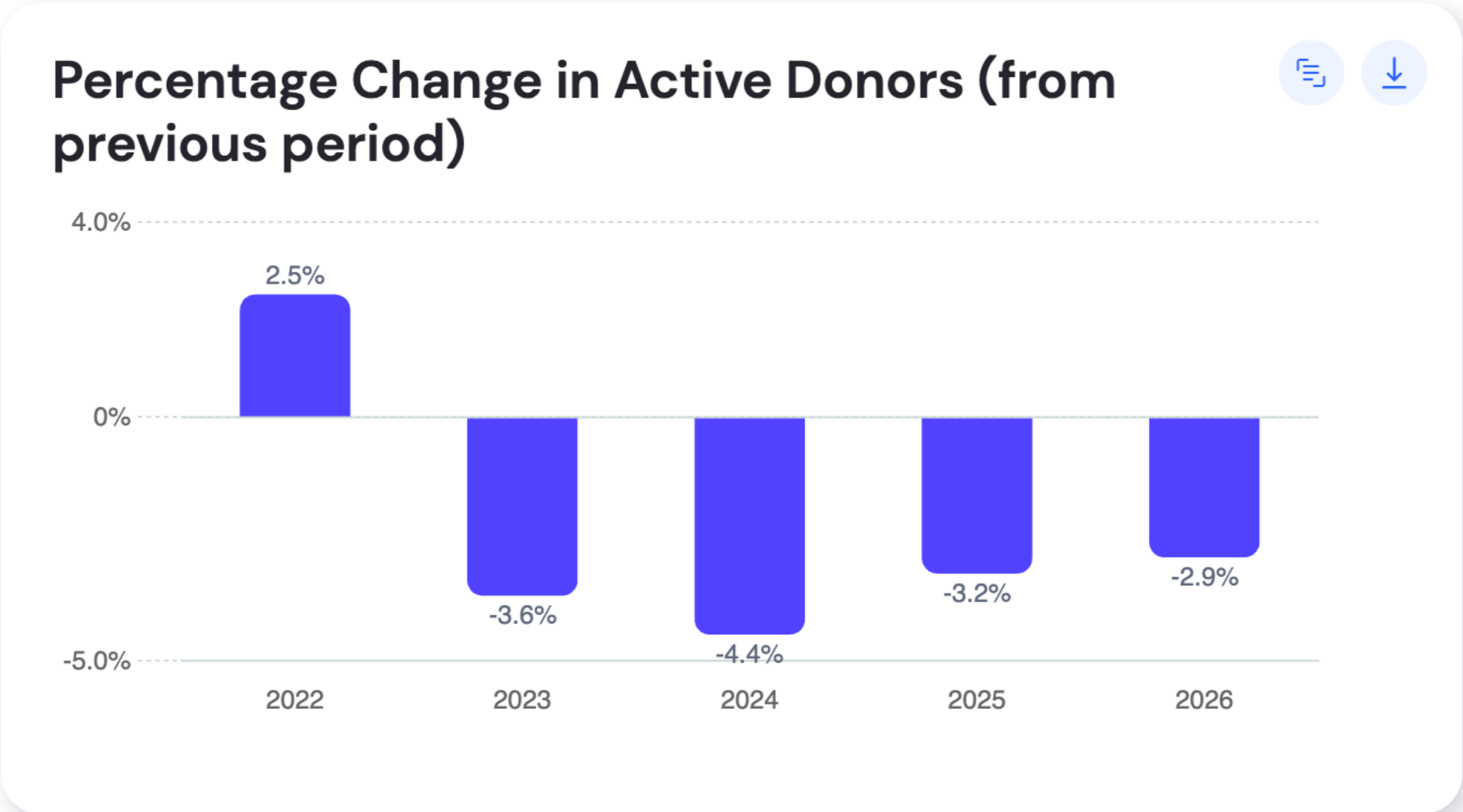
15%

4-Year  
Inflation Rate

All Nonprofits

# Number of Donors

The continual trend remains—fewer people are giving larger gifts.



Part 2

# The Trend Won't Last

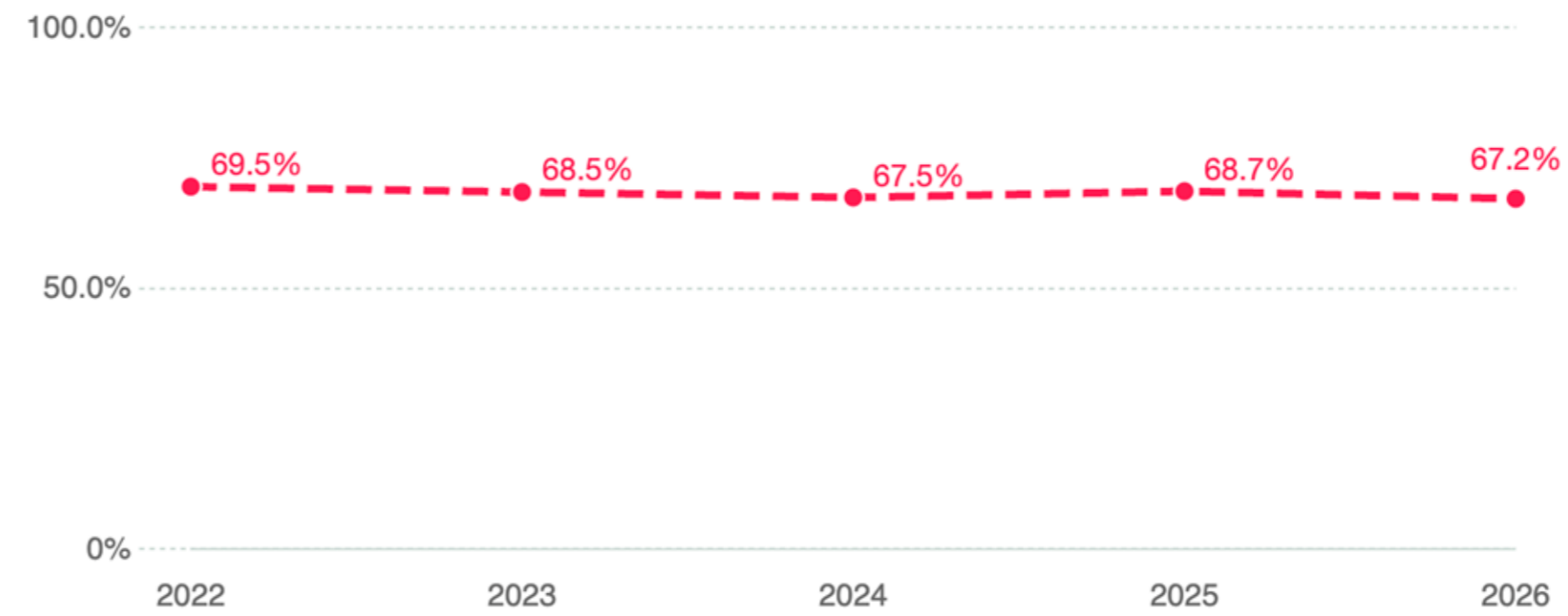
Declining retention. Weaker pipelines.

## High Value Donor Retention

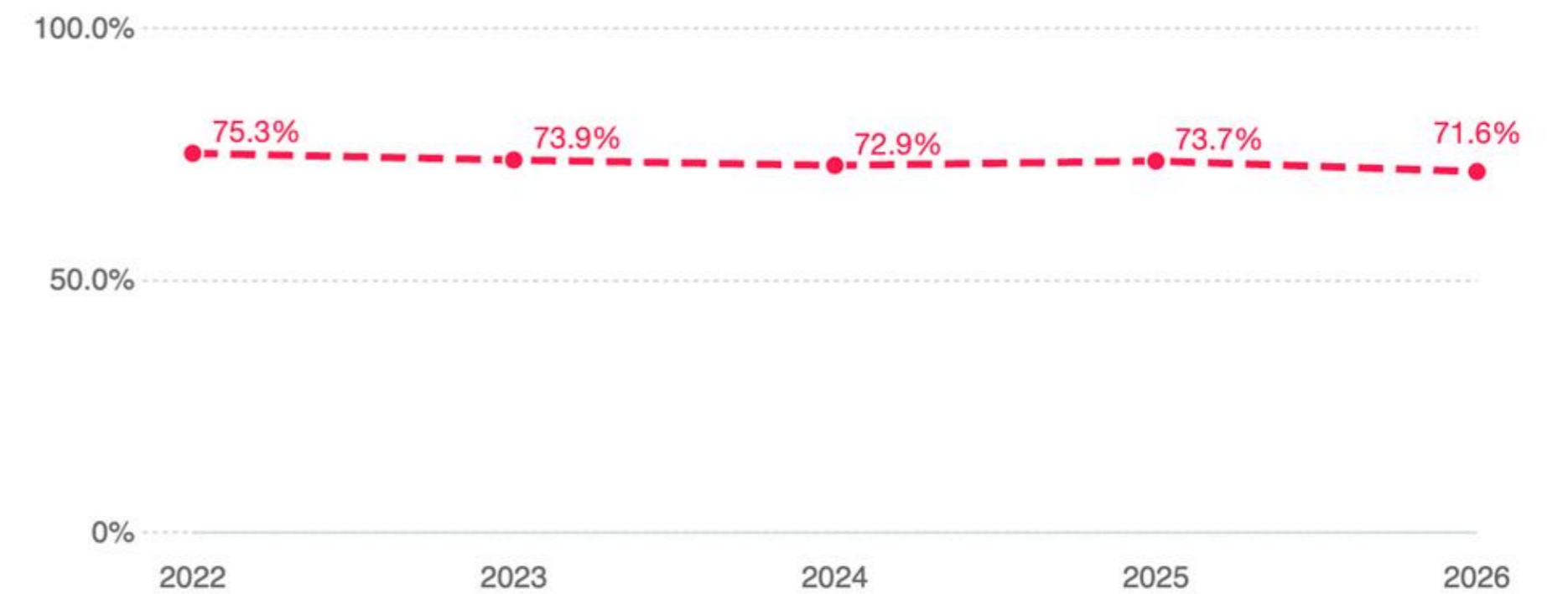
Retention of both mid-level and major donors is on a slow, but steady decline.

### All Nonprofits

#### Midlevel Retention Rate



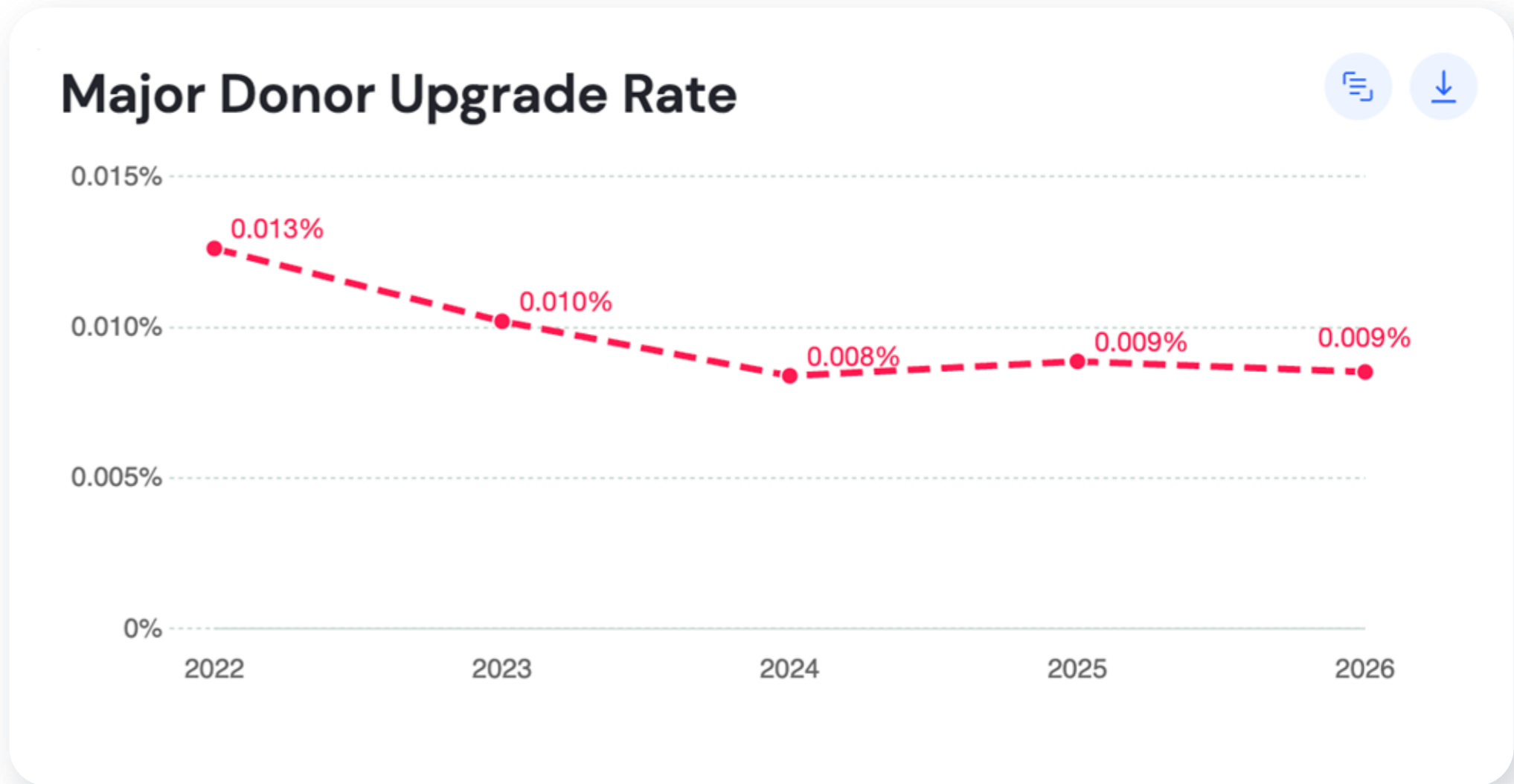
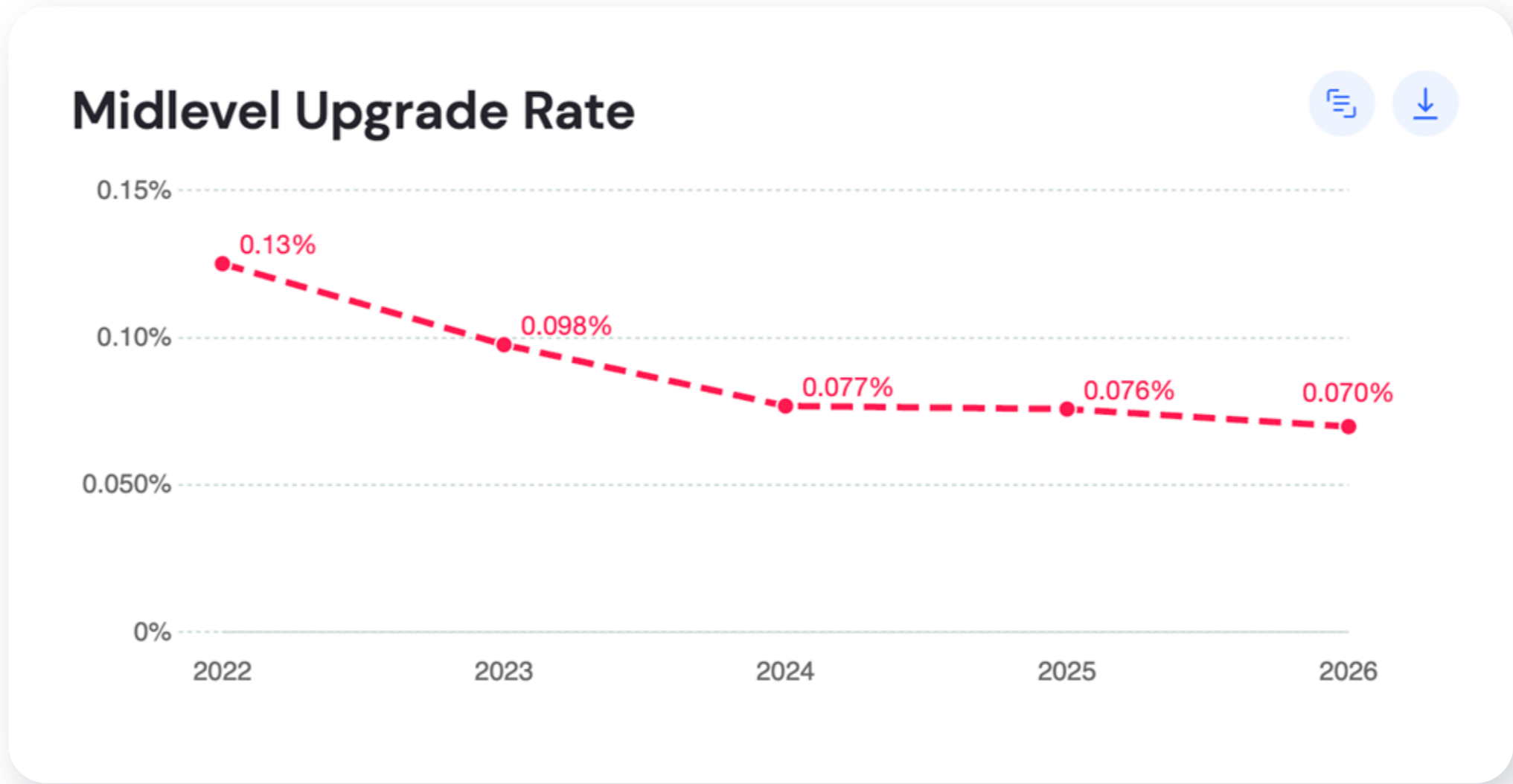
#### Major Donor Retention Rate



# Upgrade Rates

The number of donors upgrading to mid-level and major is dramatically falling.

## All Nonprofits



Part 3

# Giving Behavior is Shifting Rapidly

Acquisition is changing.

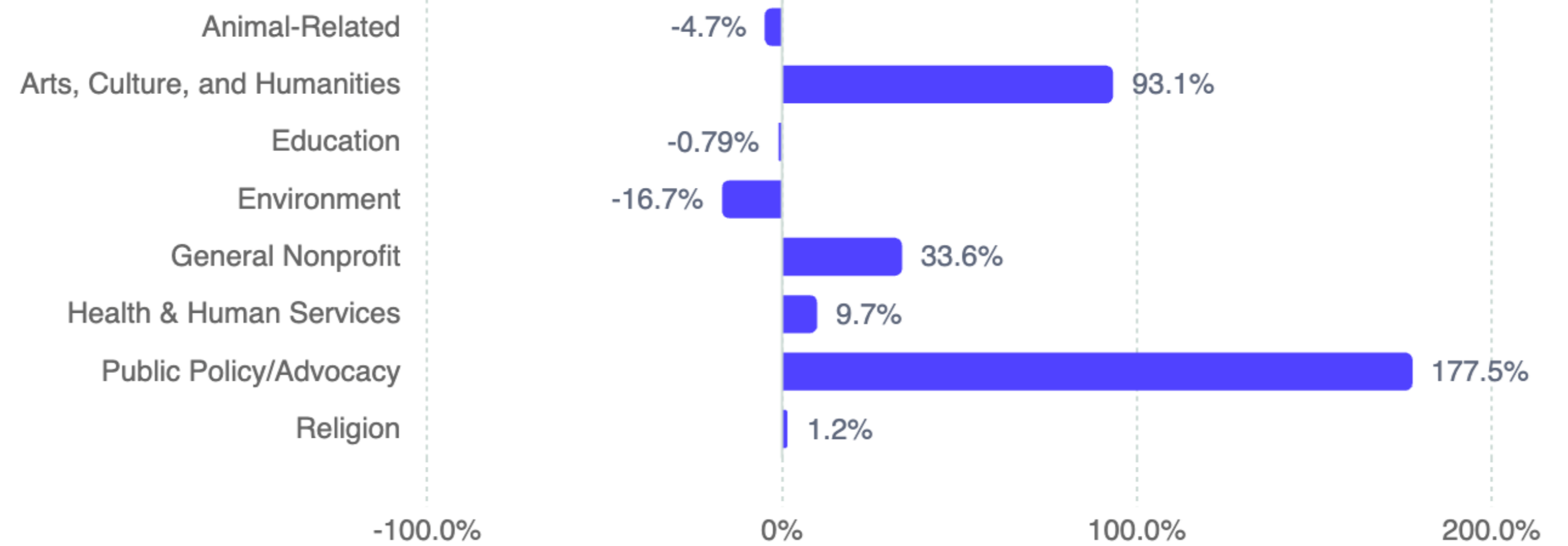
# Acquisition Rates

Not all nonprofits saw this growth. Two main verticals are skewing the average.

All Nonprofits

By Vertical

## Change in New Donor Acquisition by Vertical

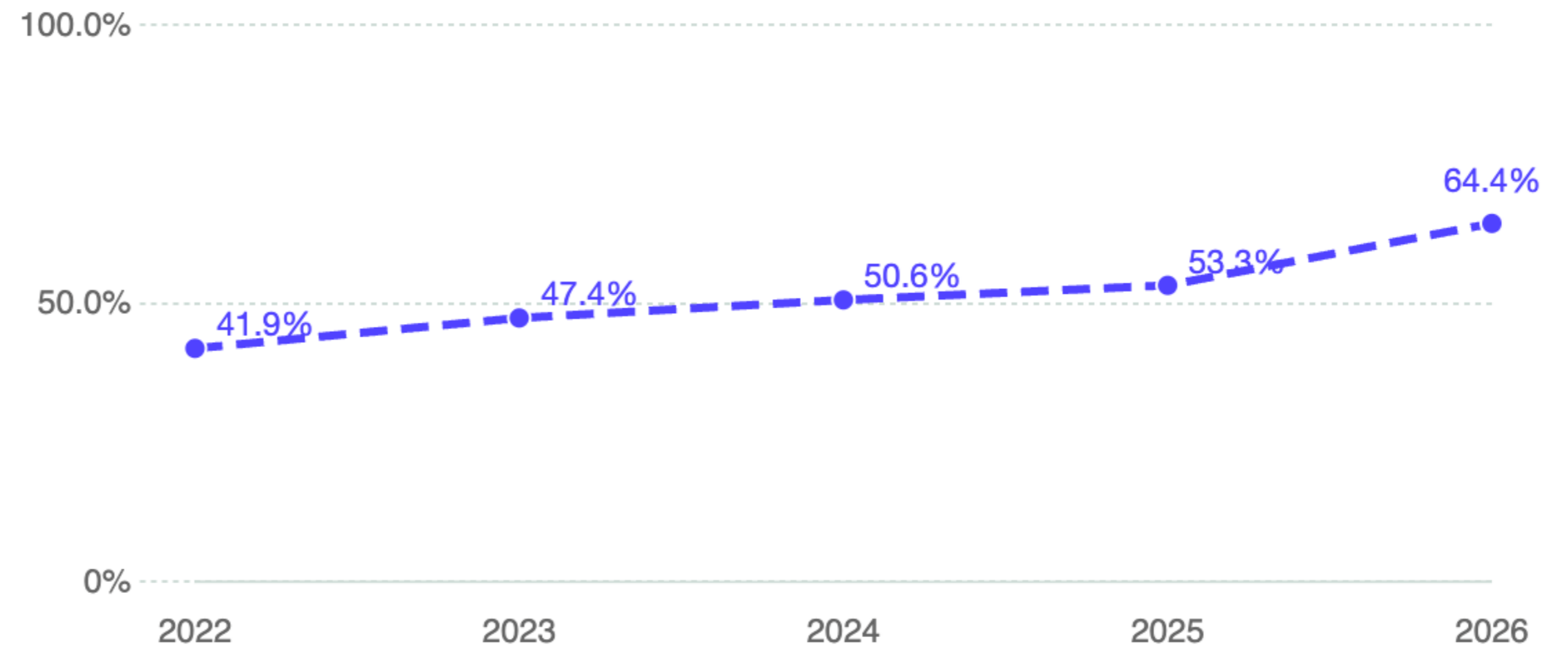


## Acquisition Source

Online acquisition has now eclipsed offline acquisition as the primary source.

All Nonprofits

### Percentage of New Donors Acquired Online

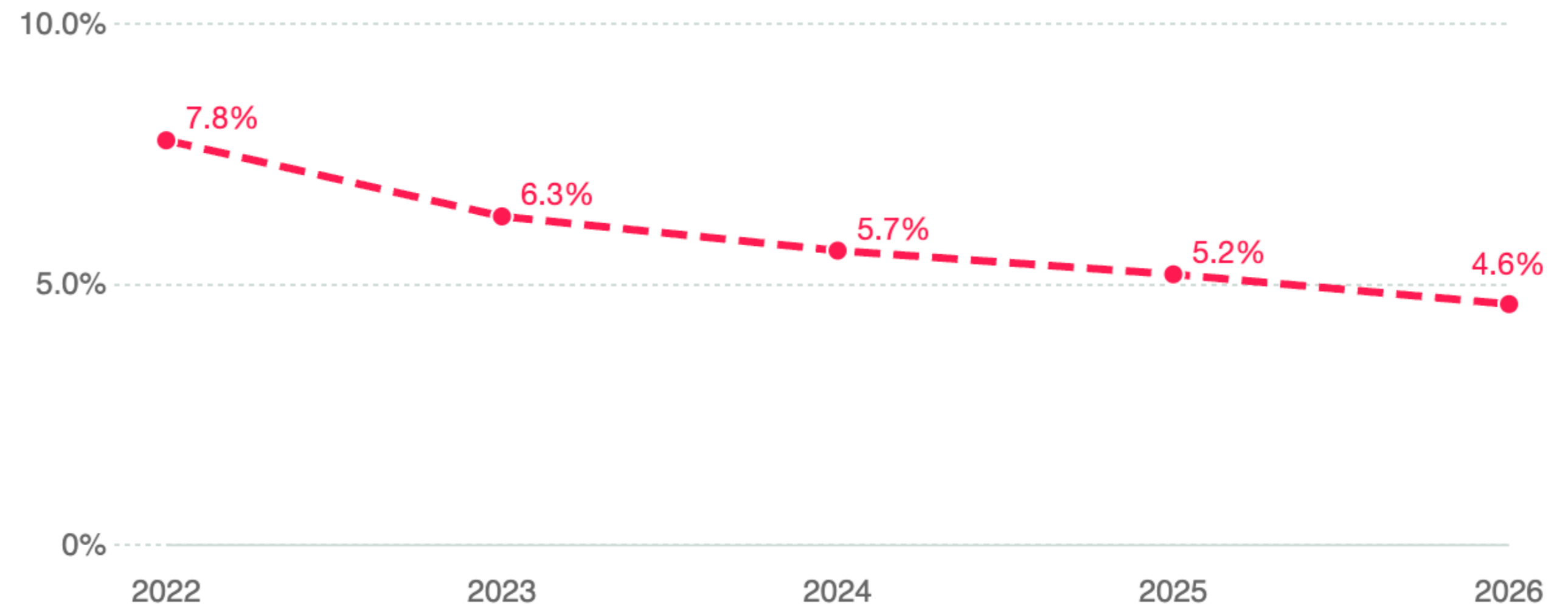


# Reactivation Rates

It's progressively harder to reactivate donors—especially offline acquired donors.

All Nonprofits

## Reactivation Rate



2.2%

Offline  
Reactivation Rate

3.4%

Online  
Reactivation Rate

Part 4

# Growth Demands More

The bright spots are harder to scale.

# Contactability

Donors give more and are more likely to upgrade if you can contact them across channels.

## All Nonprofits

### Revenue per Broadbase Donor by Contactability



### Upgrade Rate by Contactability

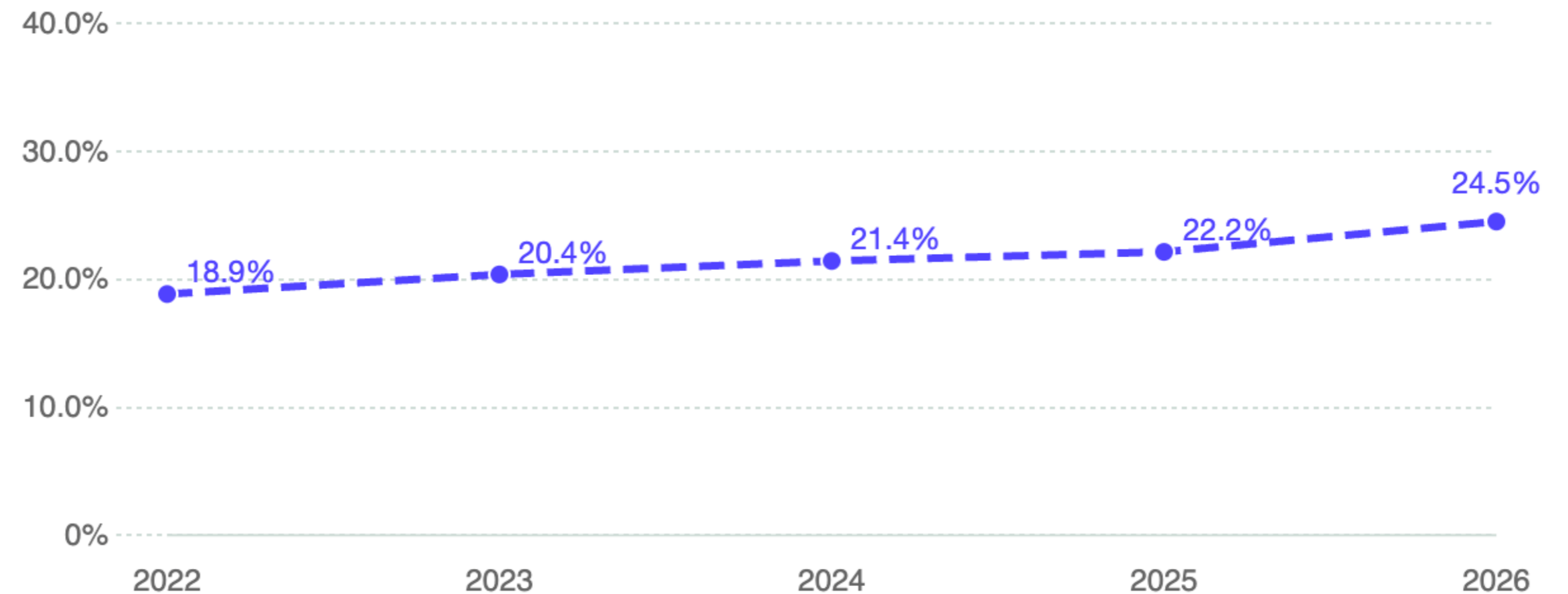


# Monthly Recurring Giving

Recurring donor value continues to hold strong as the volume of recurring donors scales.

All Nonprofits

## Percentage of Recurring Donors



**85.8%** (vs 49.1%)

Recurring Retention Rate

**1.0%** (vs 0.12%)

Recurring Donor Upgrade Rate

# Get the Q1 2026 Benchmark Report

Get the most up-to-date fundraising benchmarks insights based on data from 1,000+ nonprofits.

- **Real Data.** Not Surveys.
- **1,000+ Nonprofits.** \$14B in Annual Giving.
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[avidai.com/benchmark-report](https://avidai.com/benchmark-report)

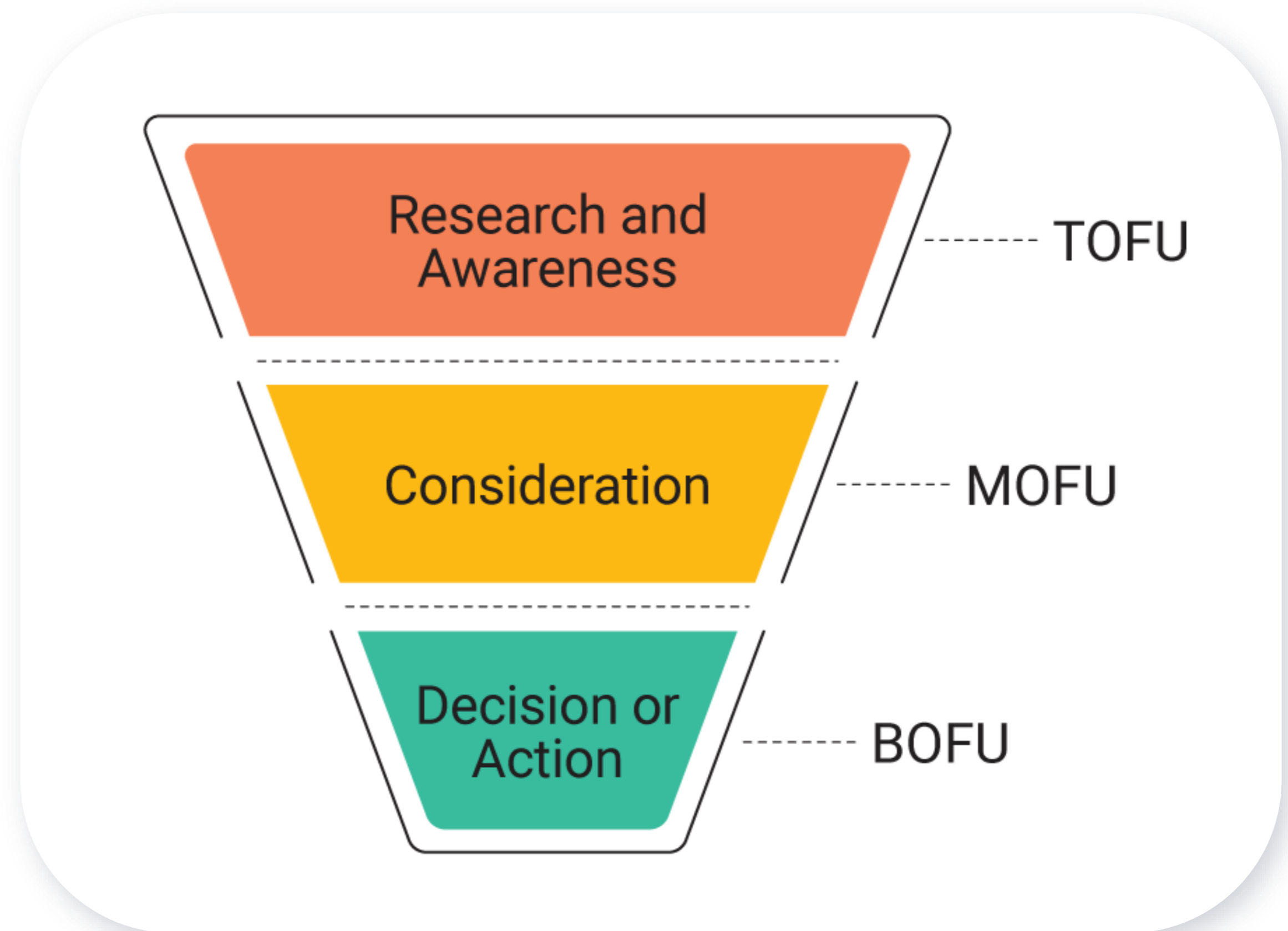


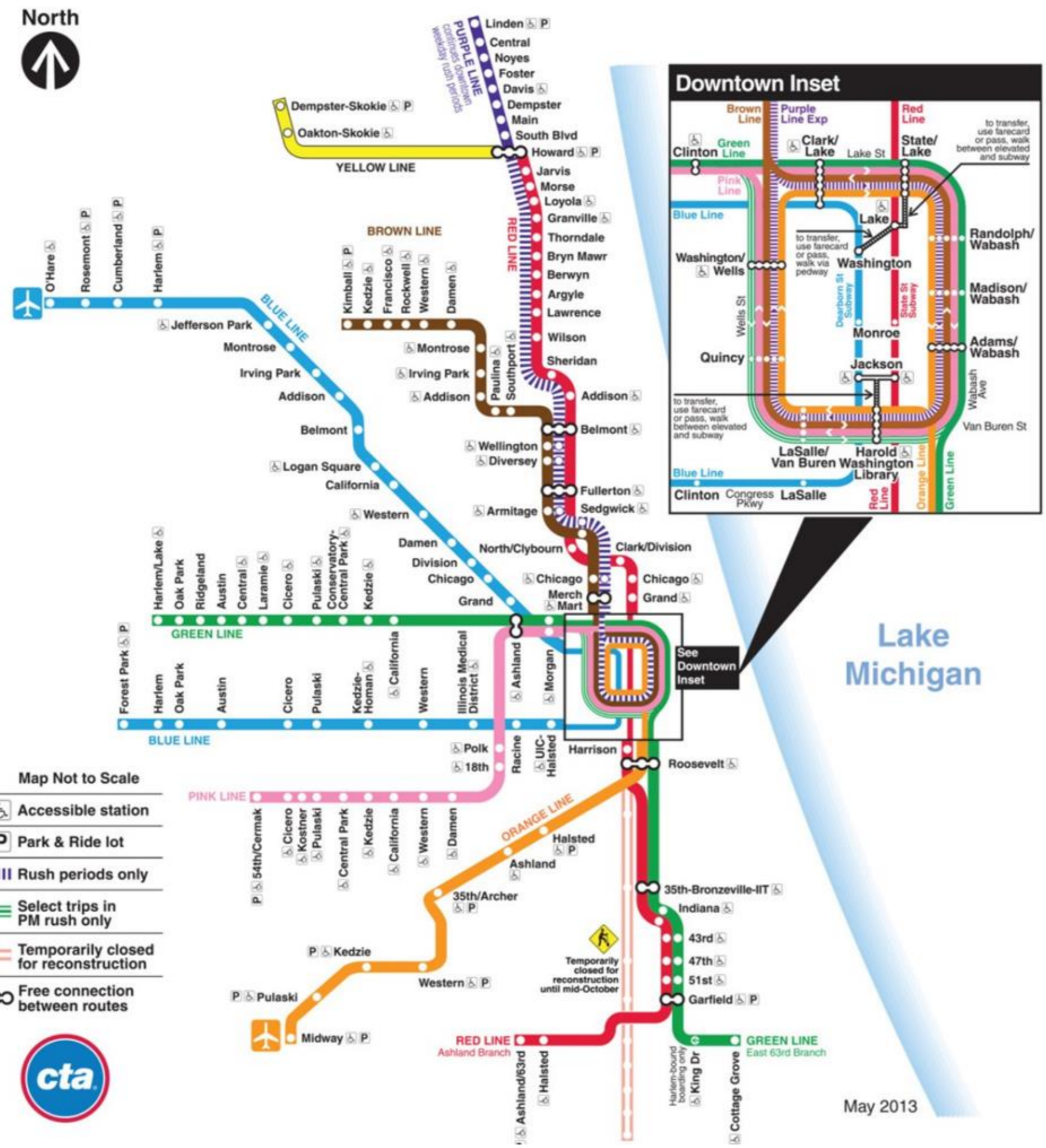
## The Critical Challenge

The biggest challenge for fundraising teams is the **gap between insight and execution.**

# The Donor Funnel

A simple model to understand how people decide to donate.





# Modern Donor Behavior

Modern donor behavior is not linear. It's a series of on-and-off again channels, touchpoints, and decisions.



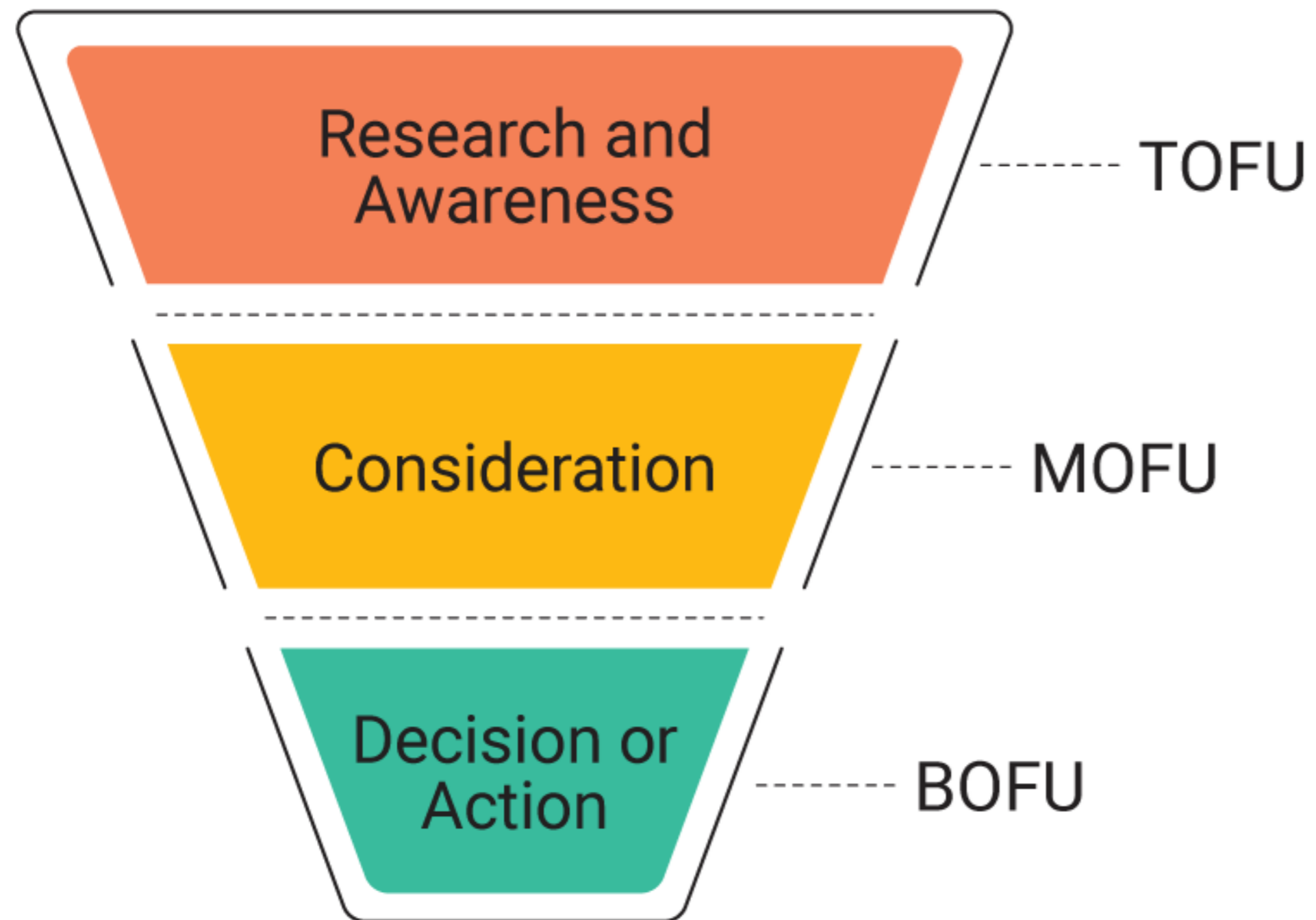
# MEET SARAH

*She was made by AI.*



# How Sarah Became a Donor

Example 1



1. Sarah had **never heard of your organization.**
2. Sarah saw a **Facebook ad** about an eBook from your organization.
3. She clicks, reads more on the landing page, and **fills out a form** to get it.
4. Sarah lands on a confirmation page with a donation ask and **gives right away.**



# How Sarah Became a Donor

Example 2



1. Day 1, AM:  
Sarah **signed an online petition** from you about global childhood education that her friend Emily had shared on **LinkedIn**.
2. Day 1, PM:  
Sarah **sees a video ad** on **Instagram** from you about a child named Amina who now attends school thanks to donor support.



## How Sarah Became a Donor

Example 2

an **online petition** from you  
childhood education that  
you had shared on **LinkedIn**.

video ad on **Instagram** from  
a friend named Amina who now  
thanks to donor support.

3. Day 2:

Sarah receives a **cultivation email** from  
thanking her for signing the petition and  
sharing how to support the cause.

4. Day 3:

Sarah sees another **retargeting ad** from  
your organization with a prompt to give.  
She **clicks** to learn more, but does not give.



## How Sarah Became a Donor

Example 2

**tion email** from  
g the petition and  
the cause.

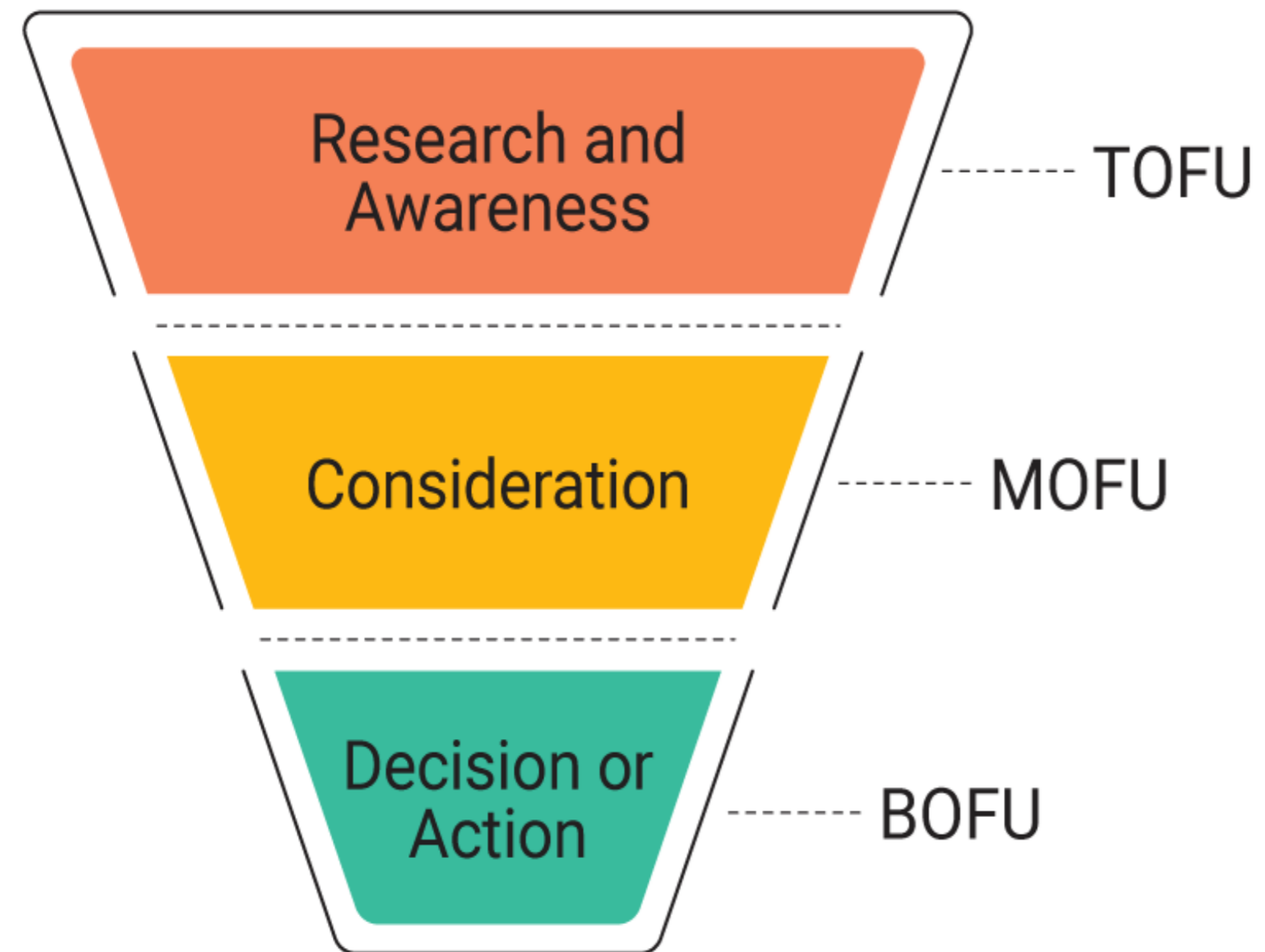
**argeting ad** from  
a prompt to give.  
e, but does not give.

5. Day 8:

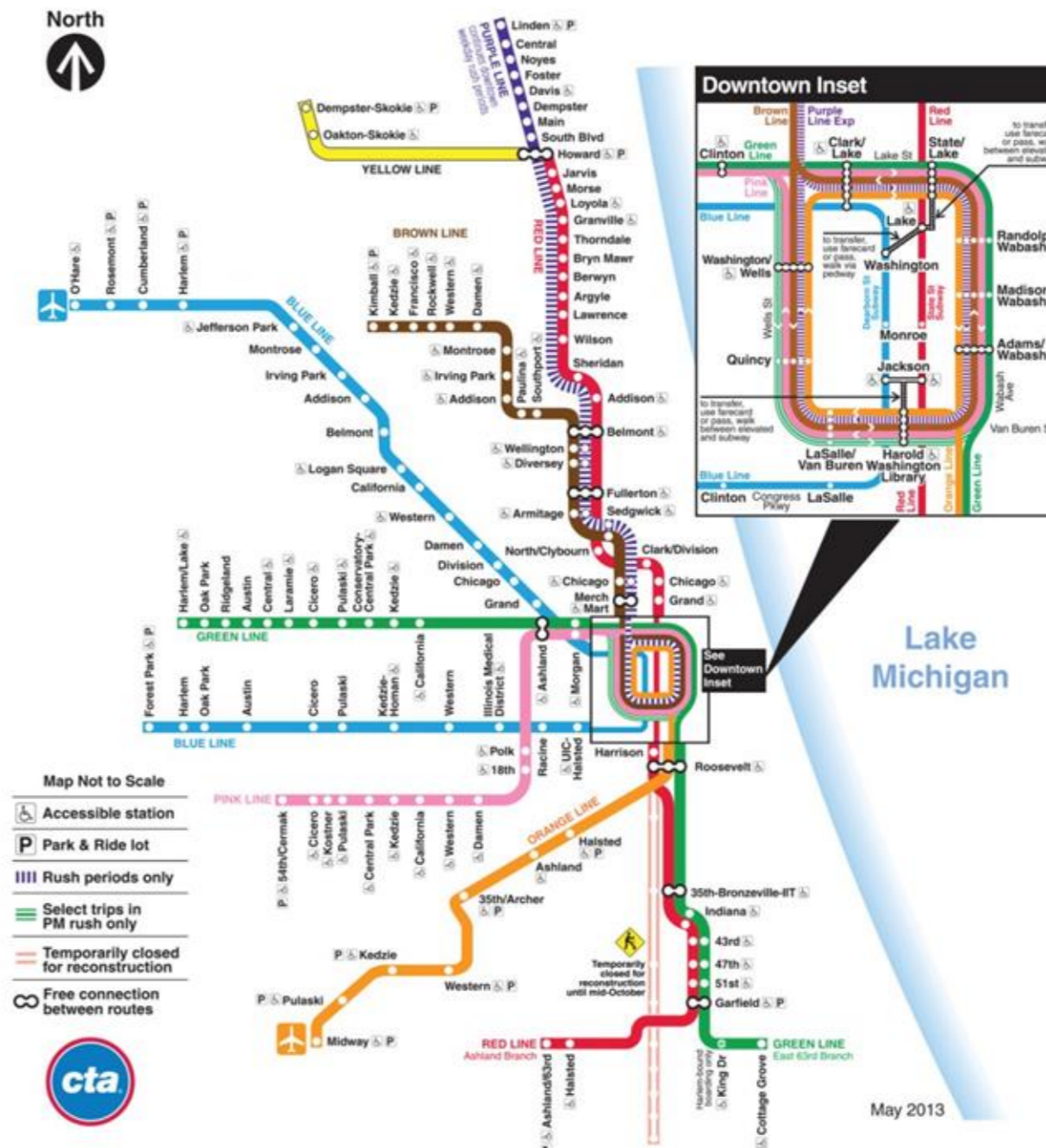
Sarah gets a **direct mail piece** in her mailbox with a photo and letter from Amina. She **keeps it** on her kitchen counter for a few days.

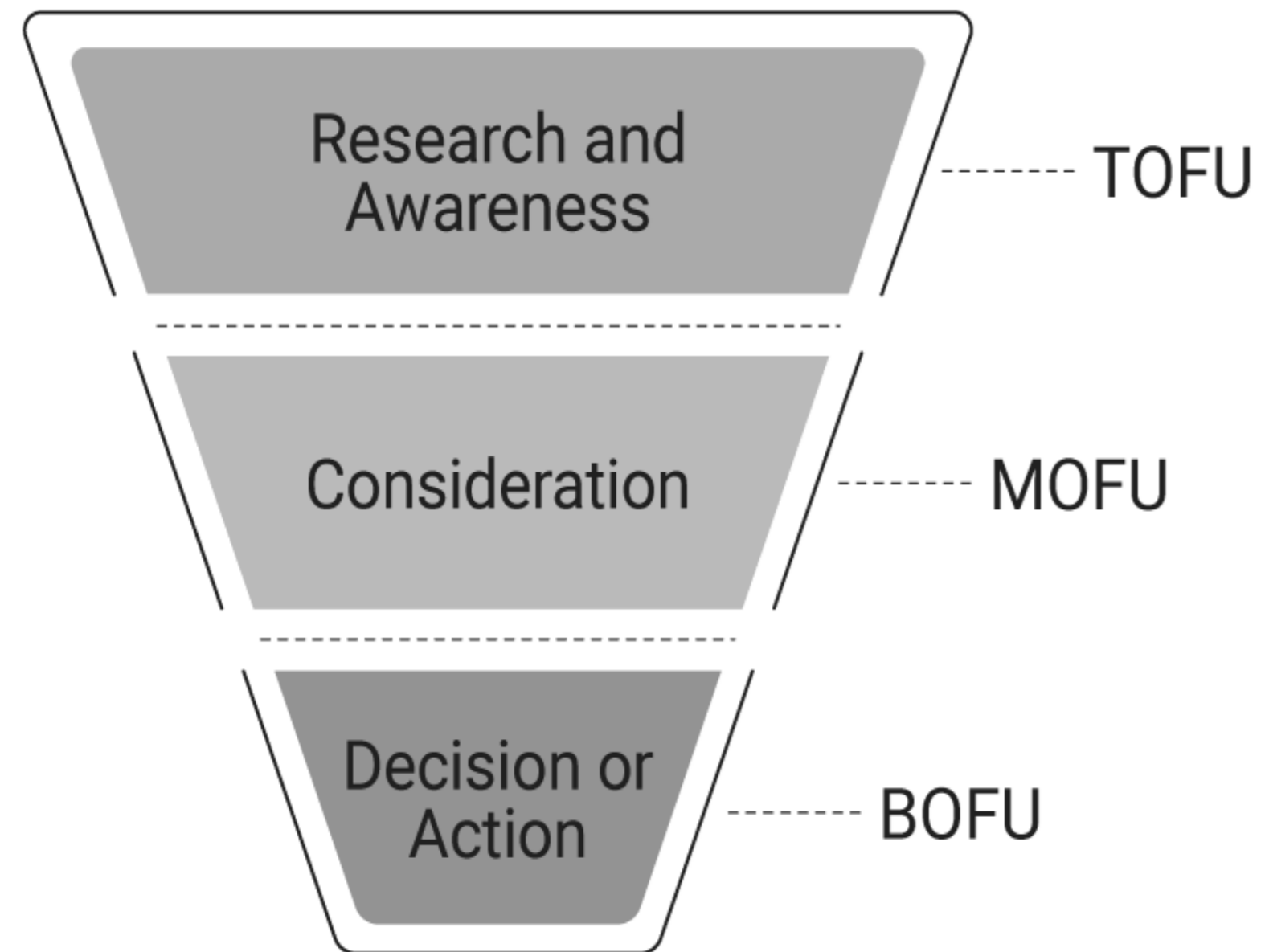
6. Day 10:

Sarah's friend Emily shares a **fundraising campaign** from our organization on **LinkedIn**. Bolstered by her trust in Emily, **Sarah donates**.

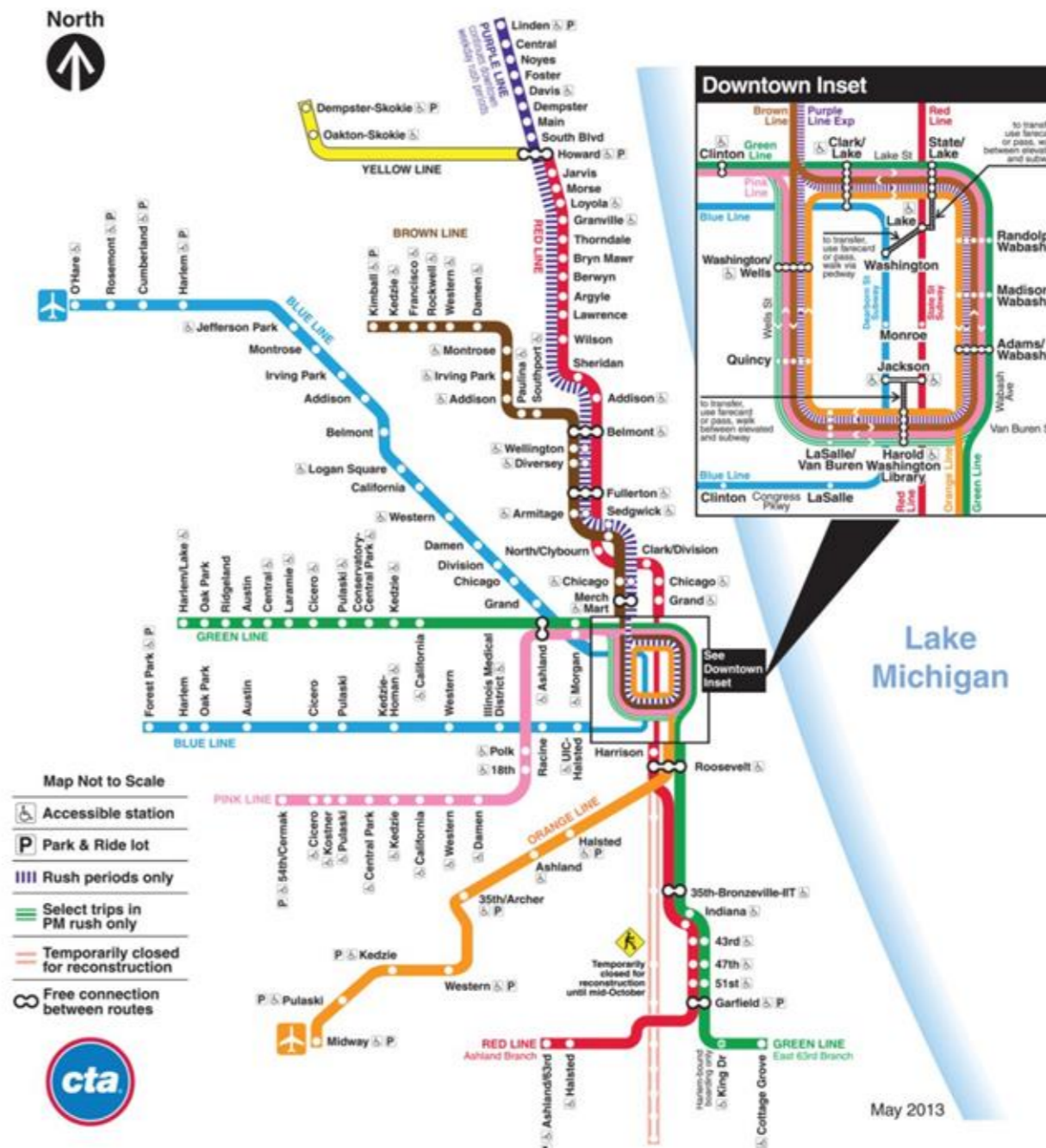


VS



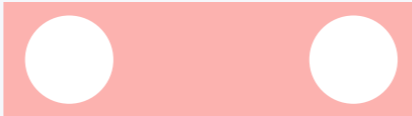


VS





 Petition on LinkedIn 

  Video Ad on Instagram 

  Email Cultivation 

  Display Ad 

  Direct Mail 





Campaign Share on LinkedIn

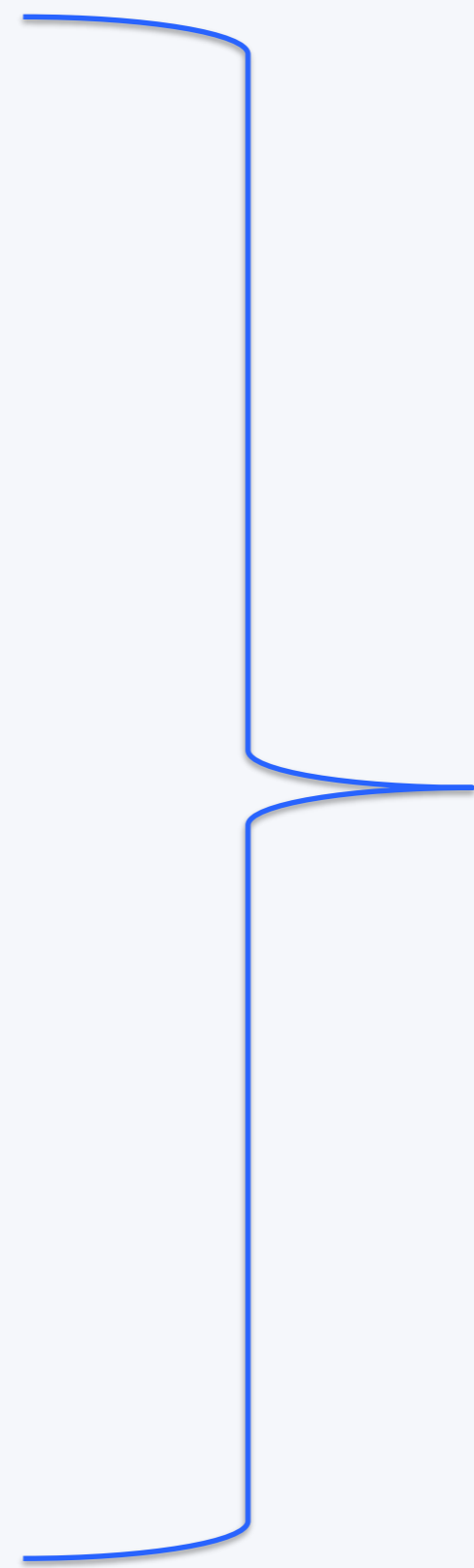
CRM

Email Marketing

Donation Forms

Direct Mail





Limited Visibility into Performance

Limited Capacity for Execution

Unactionable Data

## The Common Refrain

What about AI?

Isn't that supposed to solve it?

# Nonprofit AI Adoption

Based on survey data from 346 nonprofits conducted by Virtuous & FundraisingAI



92%

Organizations that now report using AI.

# Nonprofit AI Adoption

Based on survey data from 346 nonprofits conducted by Virtuous & FundraisingAI

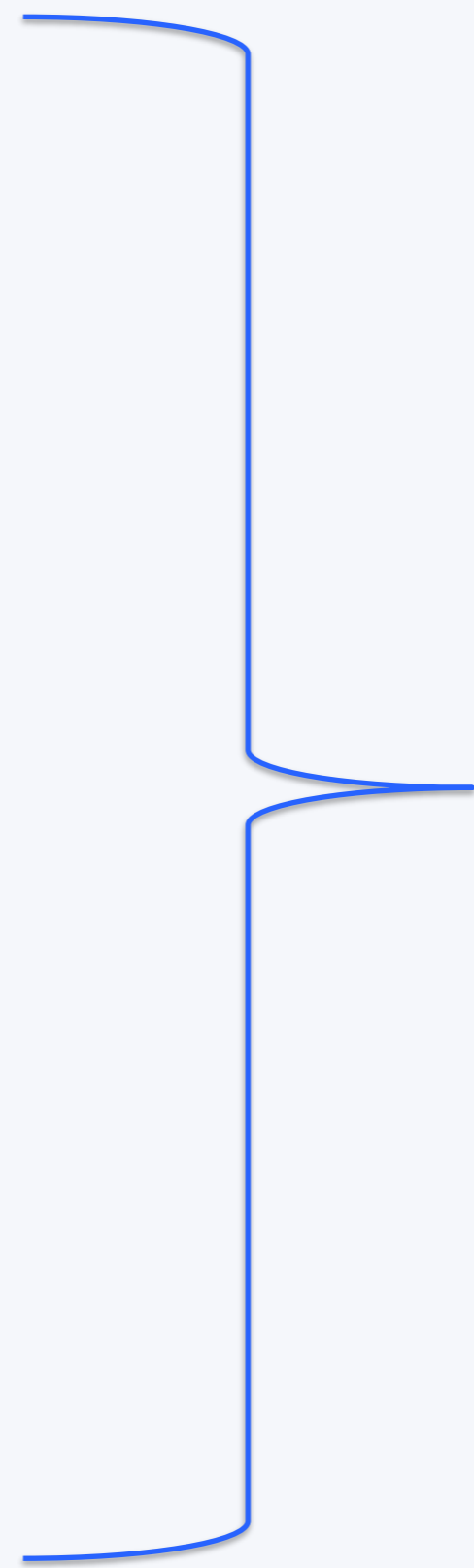
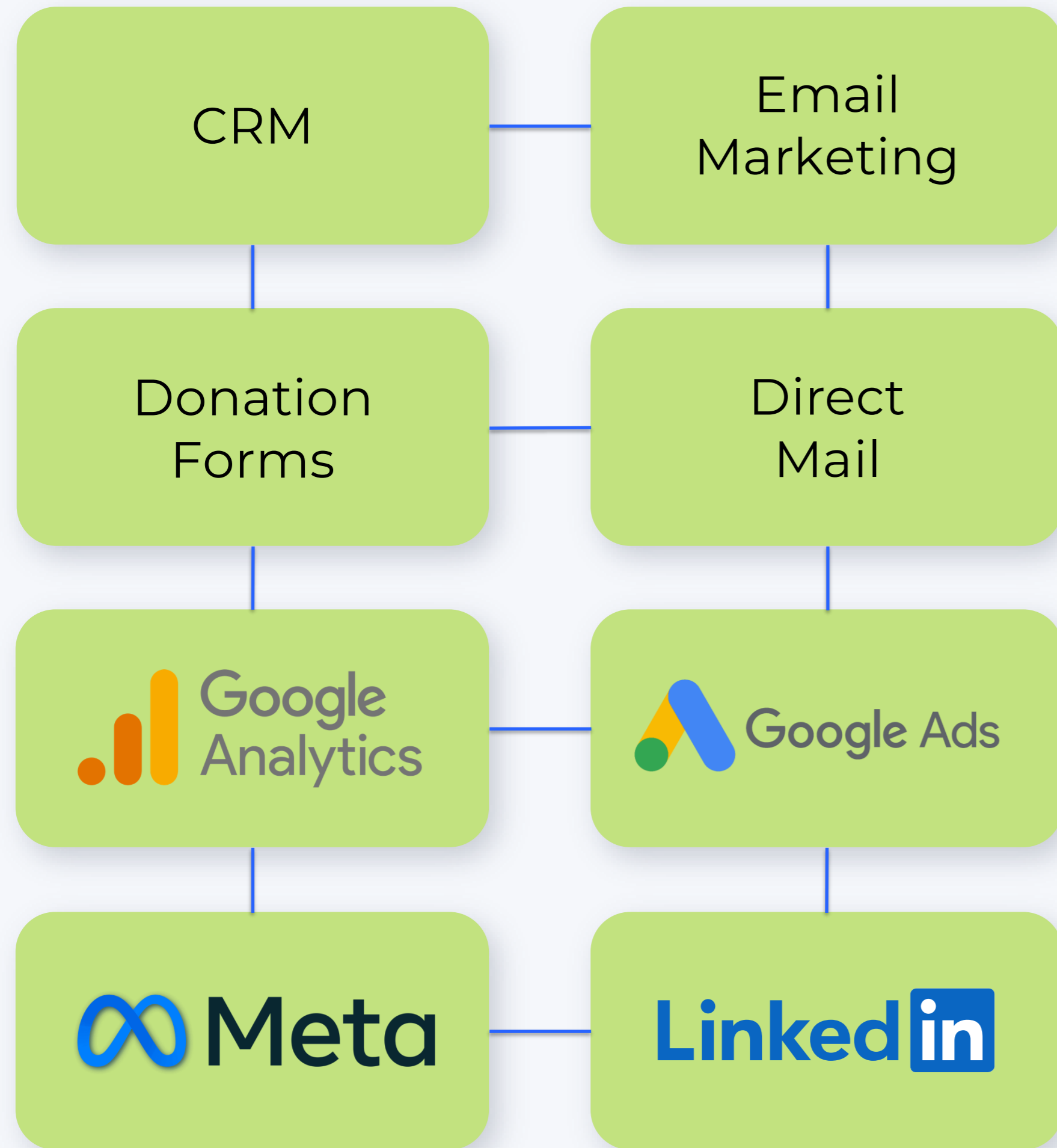


7%

Organizations that report major strategic impact.

## Key Takeaway

AI will **never return the ROI** you want if your tools & teams are disconnected.



Real-time Visibility into Performance

Increased Capacity For Execution

Instantly Actionable Data

Email Marketing

Direct Mail

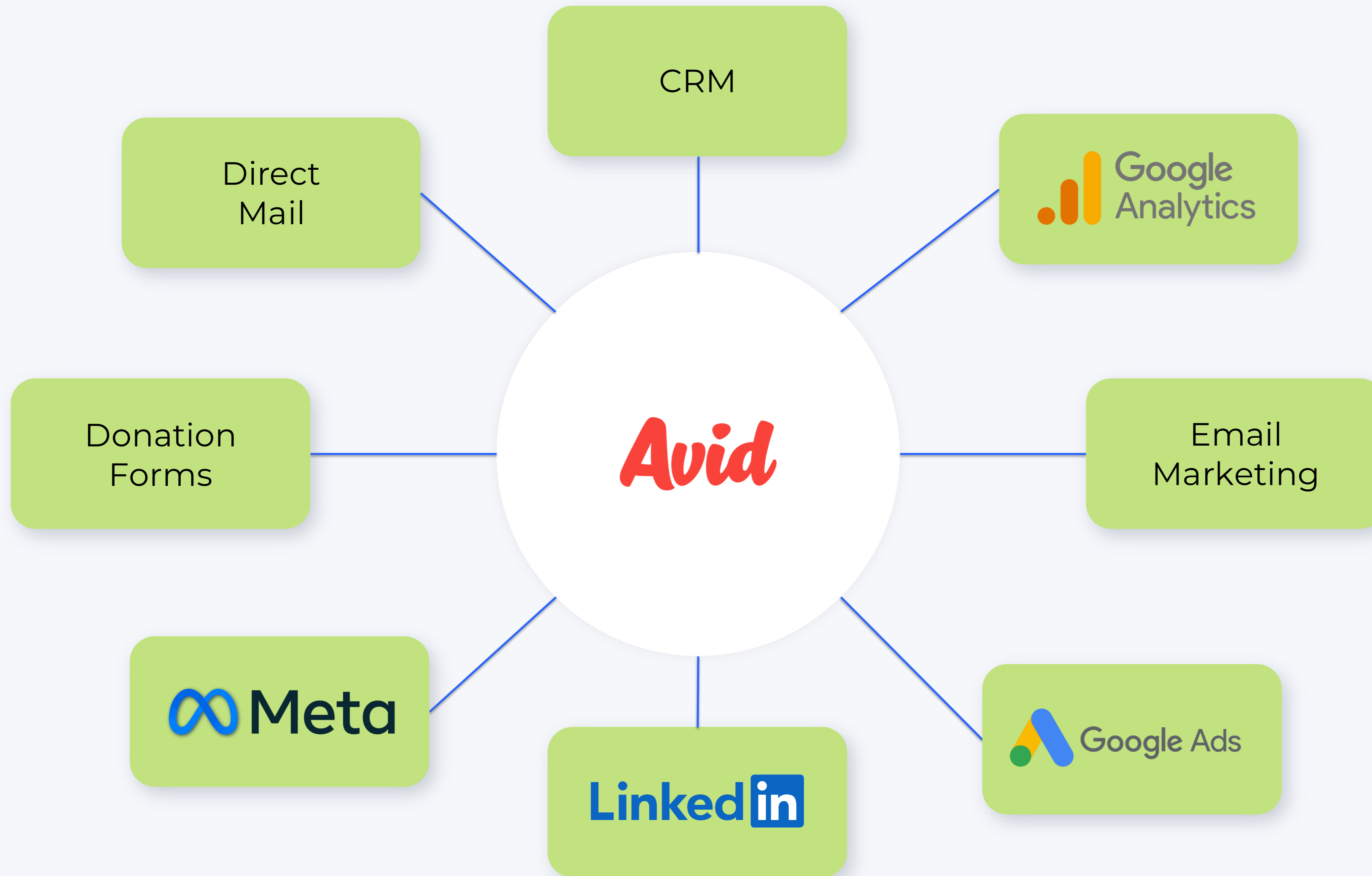


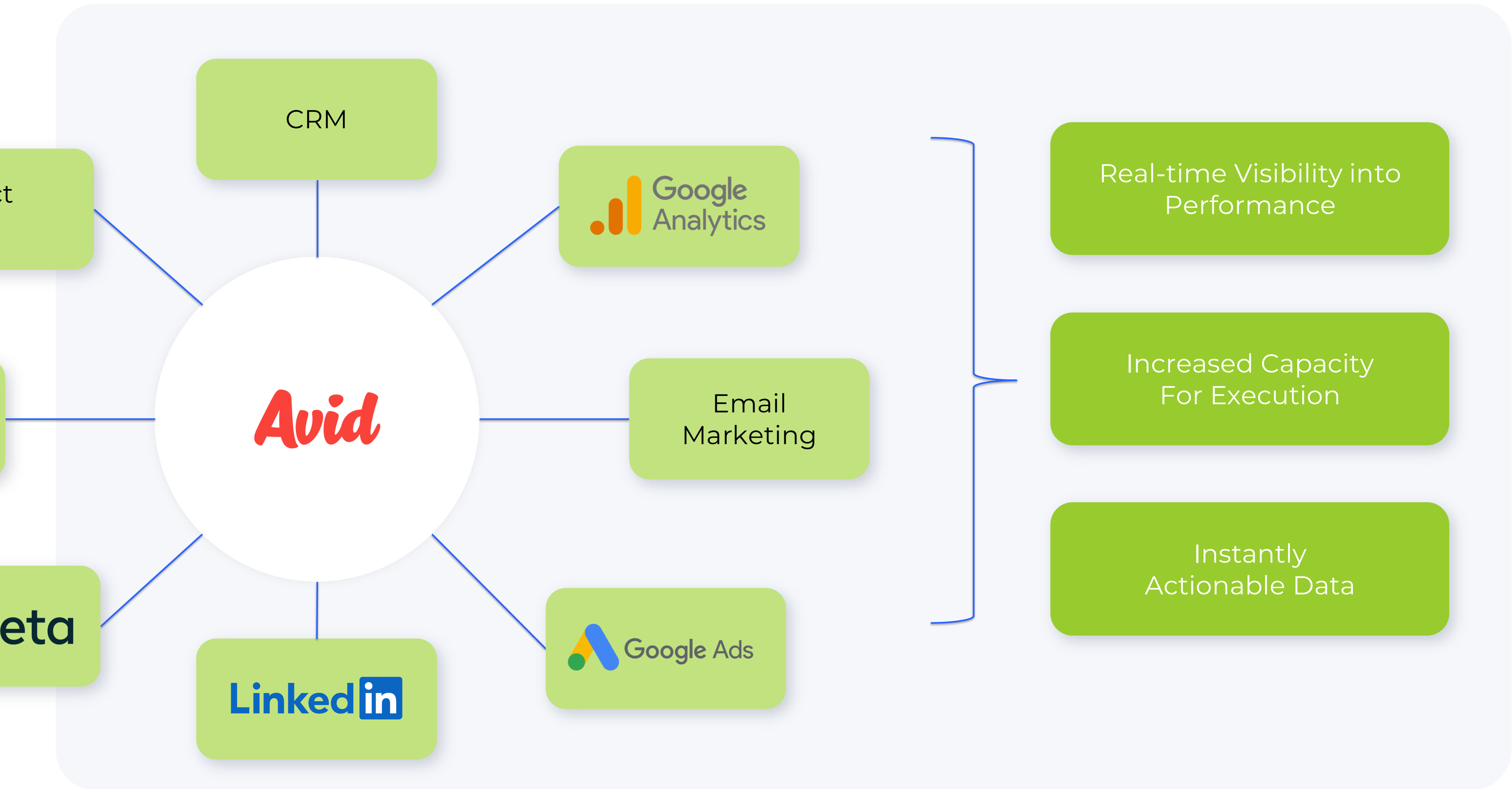
Real-time Visibility into Performance

Increased Capacity For Execution

Instantly Actionable Data







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CRM

Google Analytics

Email Marketing

Google Ads

LinkedIn

Real-time Visibility into Performance

Increased Capacity For Execution

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# Get a guided tour of *Avid*

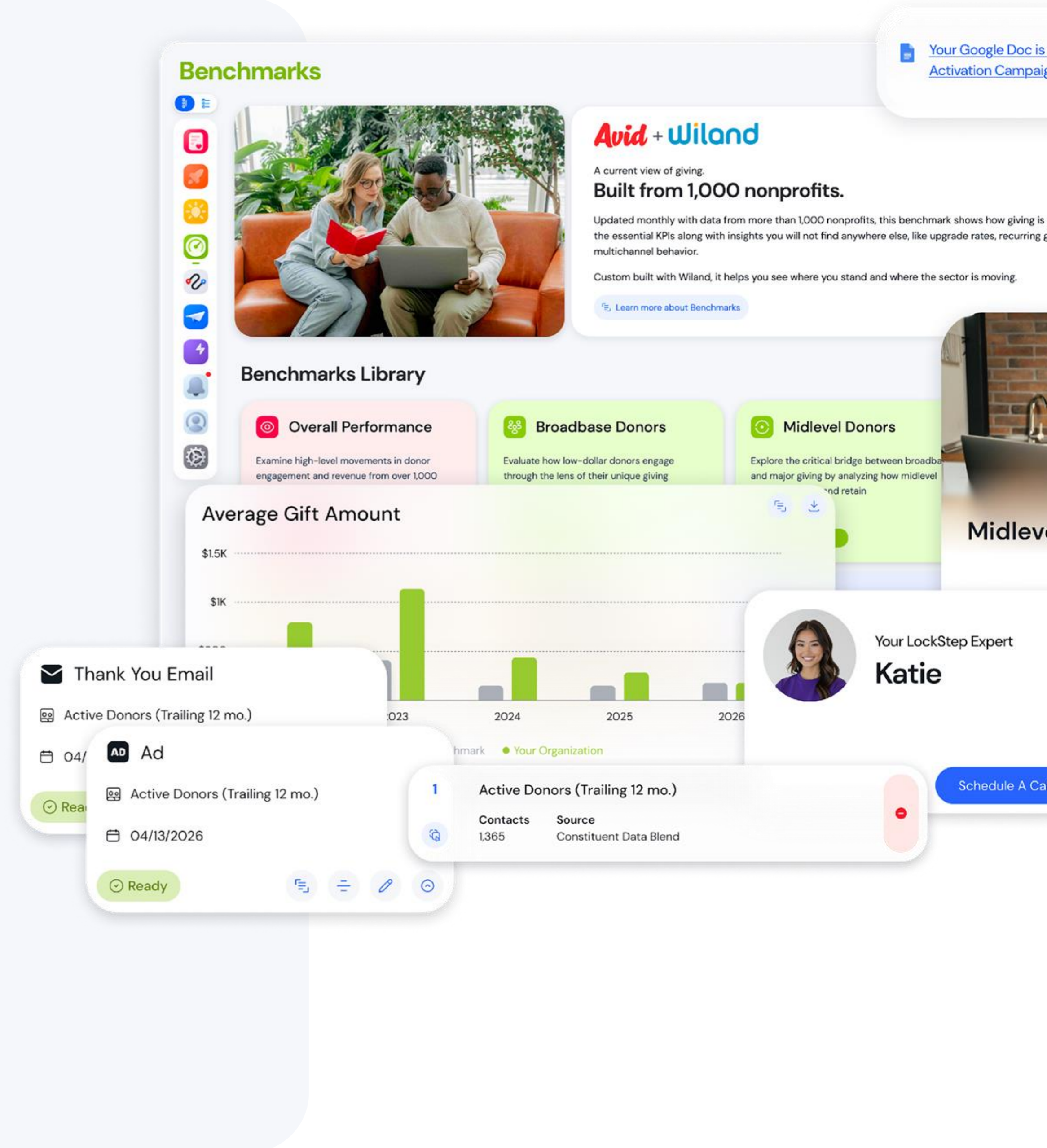
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Avid is the **Fundraising Operating System** that holds it all together—connecting insight to execution.

**Schedule a guided tour** to see how Avid would work with your team and your tools.

Schedule My Guided Tour

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