BEYOND THE WEBINAR

- **Engage With Us**
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- **Continuing Education Credit**

CFRE
CERTIFIED FUND RAISING EXECUTIVE
Approved Provider for
Continuing Education 2023

- **Webinar Wrap-up**
  - Webinar on-demand: onecause.com
  - Wrap-up email with Webinar recording
  - Exclusive content
- **Survey**
  - Drive future Webinar content

Learn more about the ALL NEW OneCause Fundraising Platform

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Hosts

Dawn Lynn Lego (she/her)
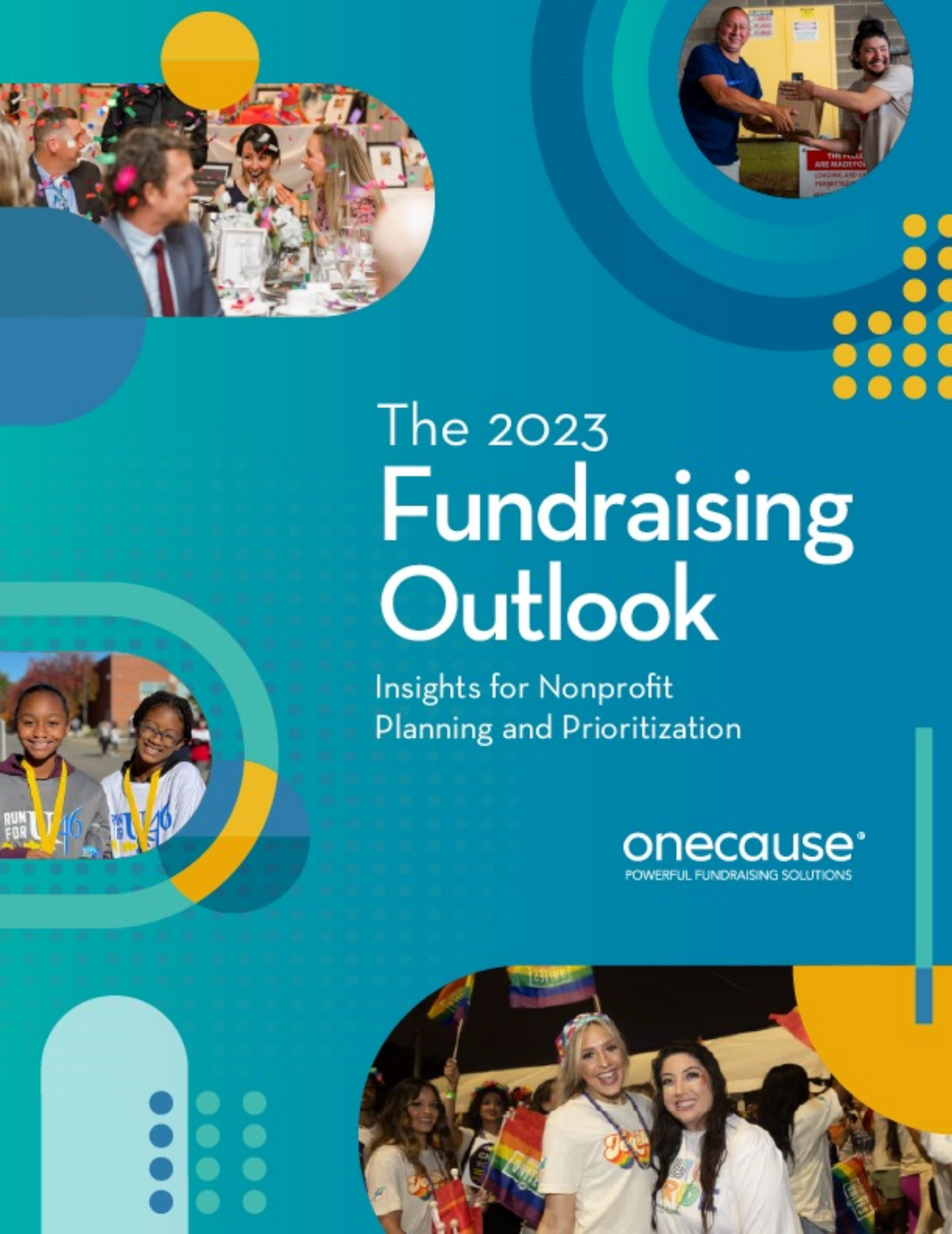
Director, Brand Engagement &
Channel Marketing
OneCause

Sarah Sebastian (she/her)

Director, Corporate Communications
OneCause

Steve Lausch (he/him)

Director, Product Marketing
OneCause

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Agenda

- About the Survey

- Study Key Findings

- Putting Data Into Action

- Wrap Up and Questions
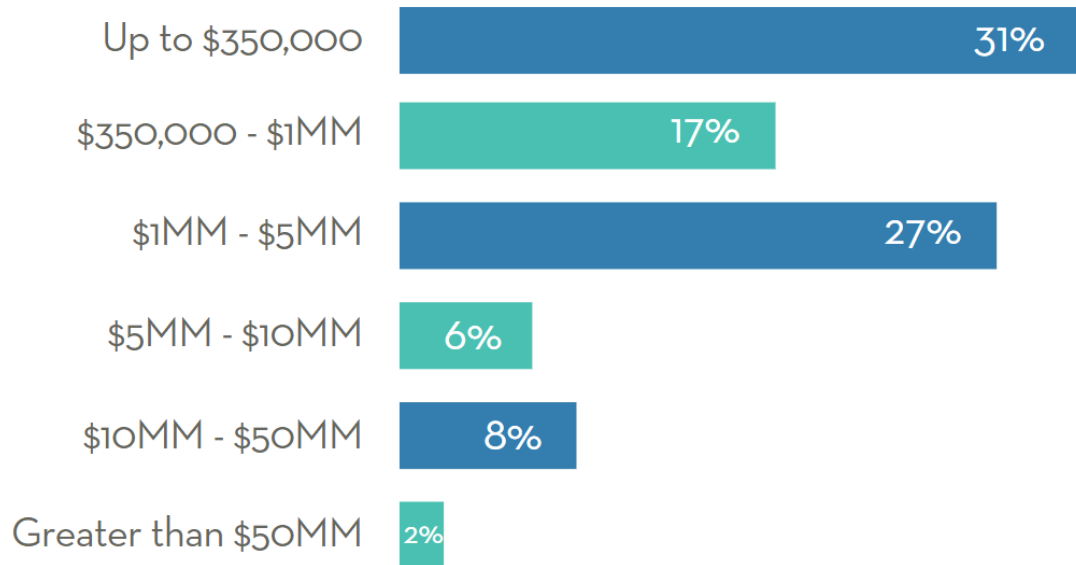
About the Report

890
Nonprofit
Pros
Surveyed

Up to $350,000	31%
$350,000 - $1MM	17%
$1MM - $5MM	27%
$5MM - $10MM	6%
$10MM - $50MM	8%
Greater than $50MM	2%

0 (volunteer staff)	11%
1-5	28%
6-10	10%
11-25	15%
26-50	12%
51-100	10%
100+	13%

Figure 18: What is your organization's annual operating revenue?
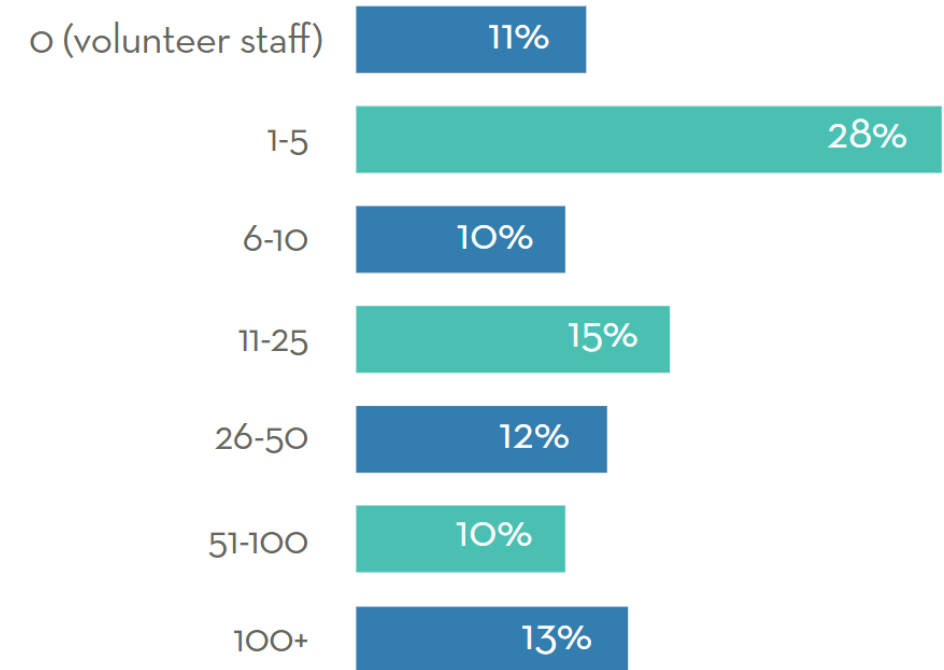
Figure 19: How many FULL-TIME EMPLOYEES are in your organization?

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Reliance on Event and Online Fundraising

95%
Held at least one online fundraiser

93%
Held at least one fundraising event

44% — 0-20%
27% — 21-40%
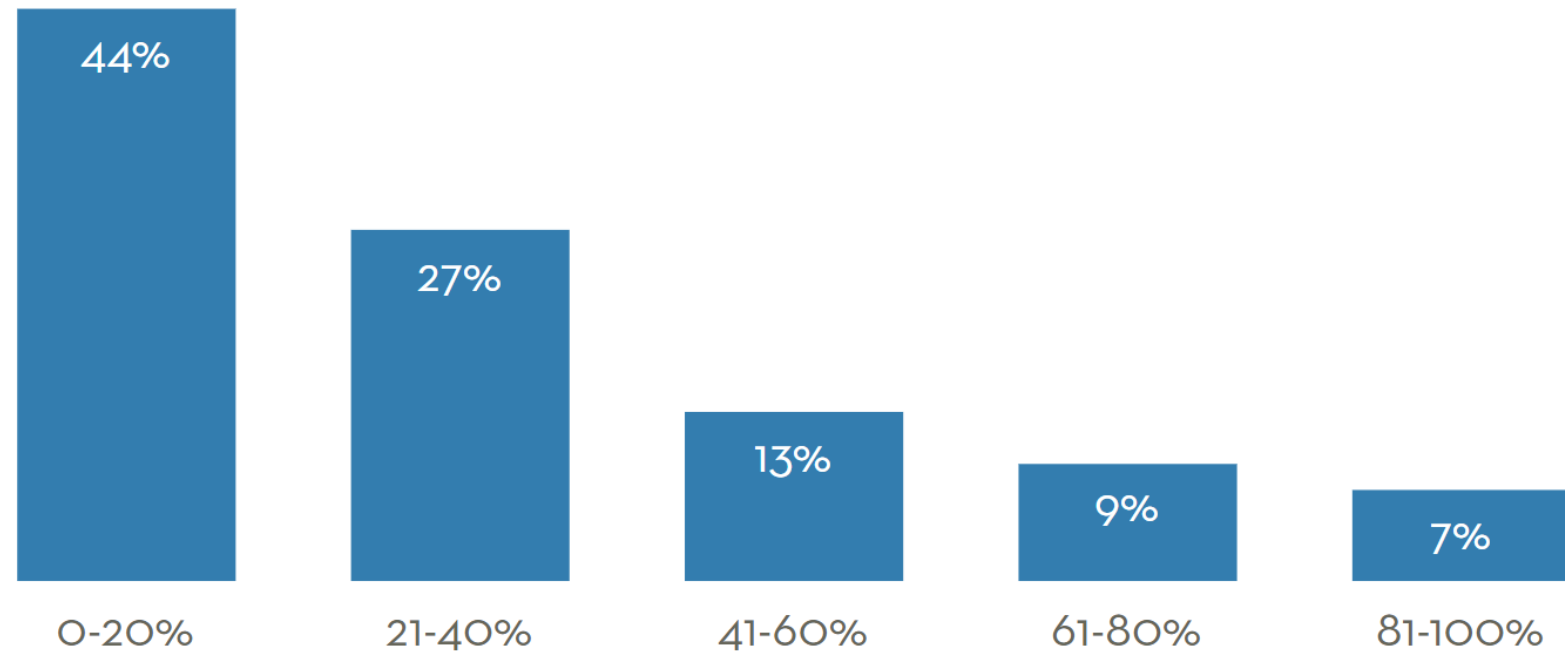13% — 41-60%
9% — 61-80%
7% — 81-100%

Figure 3: What percentage of your annual operating revenue comes from your event and/or online fundraising?

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POLL

What percent of nonprofits do you think reported having all in-person event participation in 2022?

A) 57%
B) 32%
C) 14%
D) 75%

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2022 Event Participation

How Supporters Participated in 2022 Fundraising Events

32%	56%	9%	4%
All in-person	A mix of some participants online and some in-person	All virtually	Did not hold events

Figure 2: How did supporters participate in your 2022 events?

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2022 Fundraising Success

Fundraising Budget Performance

	Less than budget	In line with budget	More than budget
2022 Fundraising Performance	22%	52%	26%
2021 Fundraising Performance	21%	51%	28%

- We are raising less than budget.
- We are raising in line with budget.
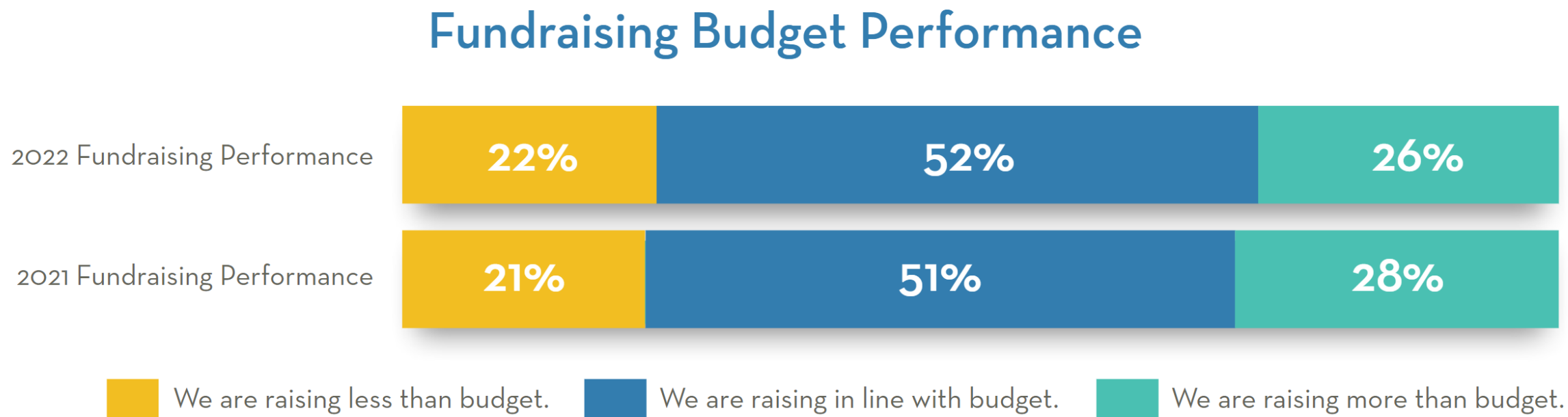- We are raising more than budget.

Figure 4: Considering both ONLINE and IN-PERSON fundraising, how are you performing against your 2022 event fundraising goals?

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2022 Fundraising Success

Fundraising Budget Performance By Revenue

Revenue	We are raising less than budgeted	We are raising in line with budget	We are raising more than budget
Up to $350,000	33%	49%	17%
$350,000 - $1MM	25%	53%	21%
$1MM - $5MM	17%	53%	30%
$5MM - $10MM	7%	50%	43%
$10MM - $50MM	11%	49%	40%
Greater than $50MM	5%	59%	36%

■ We are raising less than budgeted   ■ We are raising in line with budget   ■ We are raising more than budget
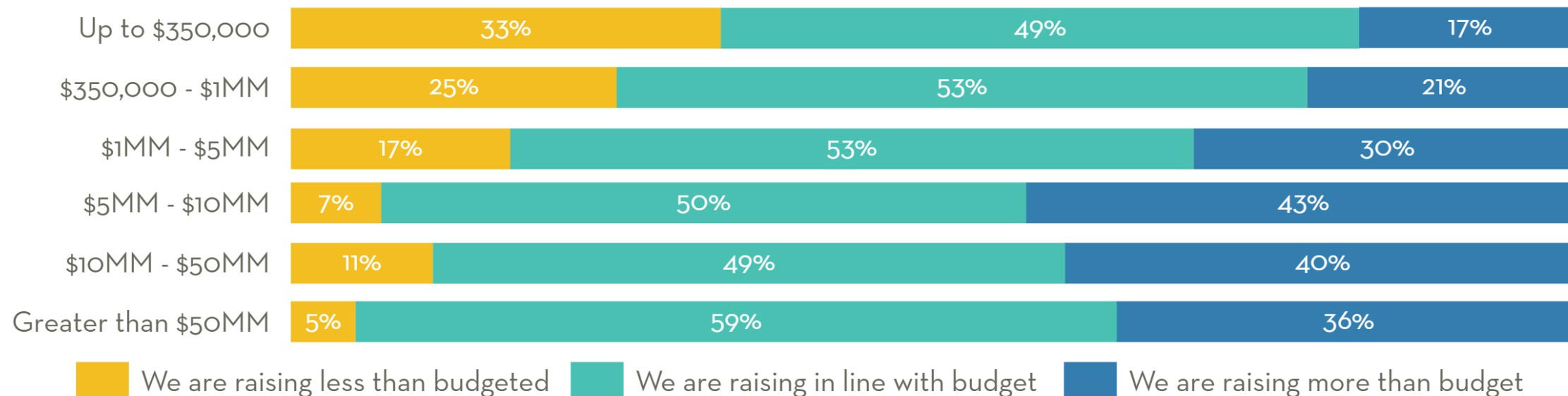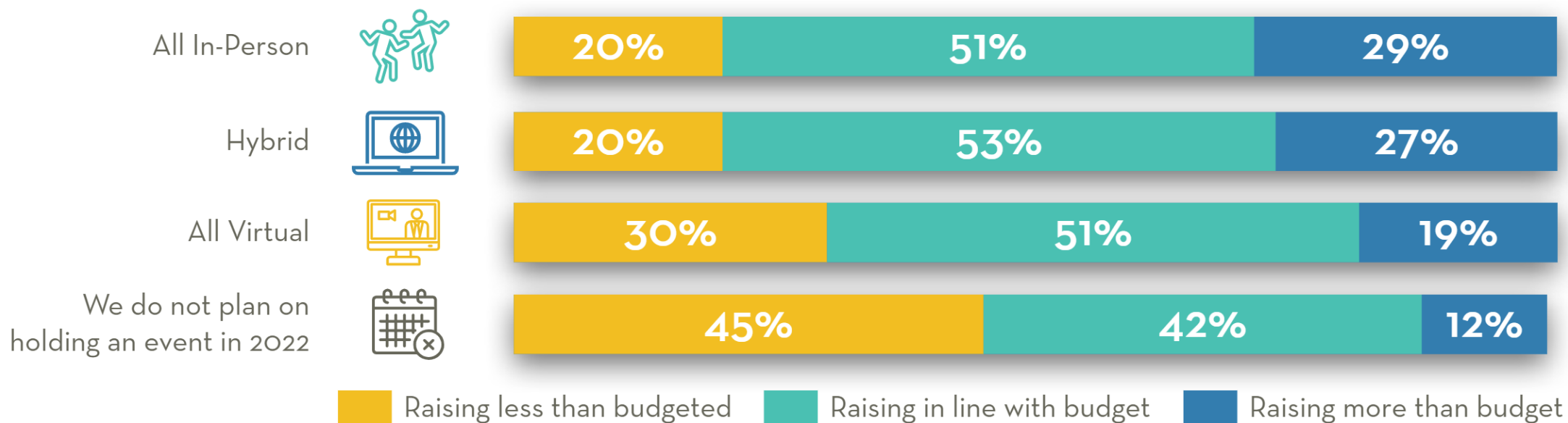
Figure 5: Considering both ONLINE and IN-PERSON fundraising, how are you performing against your 2022 event fundraising goals? (By org annual revenue; excludes "not sure")

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2022 Fundraising Success

Fundraising Budget Performance By Event Format

Event Format	Raising less than budgeted	Raising in line with budget	Raising more than budget
All In-Person	20%	51%	29%
Hybrid	20%	53%	27%
All Virtual	30%	51%	19%
We do not plan on holding an event in 2022	45%	42%	12%

Figure 6: Considering both online and in-person fundraising, how are you performing against your 2022 event fundraising goals (viewed by organizations' chosen event formats)?

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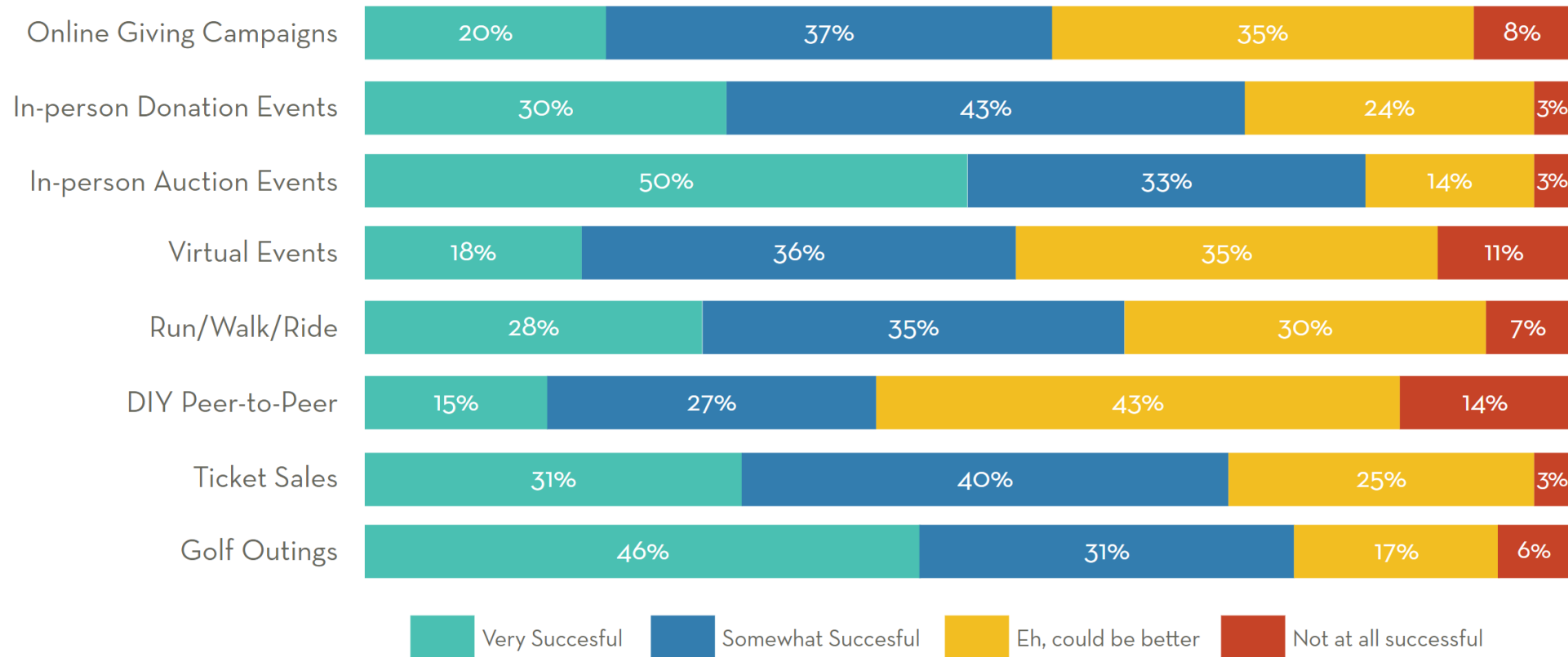# Success Rates Across All Campaign Types

2022 Fundraising Success

Campaign Type	Very Successful	Somewhat Successful	Eh, could be better	Not at all successful
Online Giving Campaigns	20%	37%	35%	8%
In-person Donation Events	30%	43%	24%	3%
In-person Auction Events	50%	33%	14%	3%
Virtual Events	18%	36%	35%	11%
Run/Walk/Ride	28%	35%	30%	7%
DIY Peer-to-Peer	15%	27%	43%	14%
Ticket Sales	31%	40%	25%	3%
Golf Outings	46%	31%	17%	6%

Legend: Very Succesful · Somewhat Succesful · Eh, could be better · Not at all successful

Figure 7: How successful do you feel your org has been with the following fundraising campaigns? (Percentages based on those that did this type of fundraising)

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PUTTING DATA
INTO ACTION

1 Benchmark your success against peers in the report.
Are organizations of your size performing well?

2 Review the budget performance by event format data on slide 11.
Are you holding types of events that have proven successful?

3 Review the success rates of campaign types on slide 12.
Are there any successful types you can incorporate or revisit in 2023?
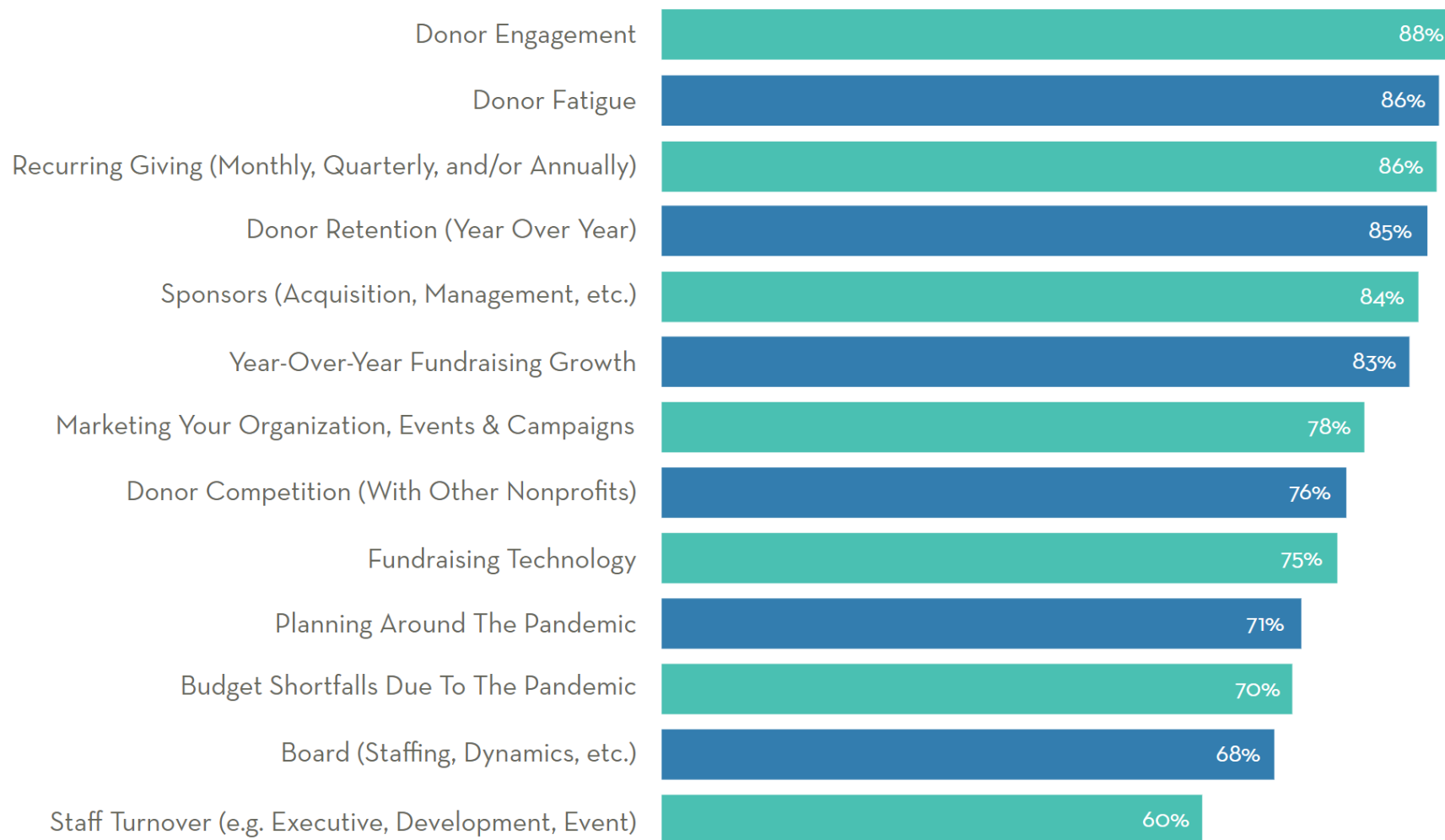
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Top Fundraising Challenges

Challenge	Percentage
Donor Engagement	88%
Donor Fatigue	86%
Recurring Giving (Monthly, Quarterly, and/or Annually)	86%
Donor Retention (Year Over Year)	85%
Sponsors (Acquisition, Management, etc.)	84%
Year-Over-Year Fundraising Growth	83%
Marketing Your Organization, Events & Campaigns	78%
Donor Competition (With Other Nonprofits)	76%
Fundraising Technology	75%
Planning Around The Pandemic	71%
Budget Shortfalls Due To The Pandemic	70%
Board (Staffing, Dynamics, etc.)	68%
Staff Turnover (e.g. Executive, Development, Event)	60%

Figure 8: Rate the following fundraising challenges your org could be facing. (Percentage that said critical concern, definitely concern, or somewhat a problem)

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CHAT BOX POLL

Which ONE challenge would you rank as the top challenge facing your nonprofit? Add your answer in the chat.

A) Donor Engagement

B) Donor Fatigue

C) Recurring Giving

D) Donor Retention

E) Sponsors

F) YoY Growth

G) Marketing

H) Donor Competition (with other nonprofits)

I) Fundraising Tech

J) Planning Around the Pandemic

K) Budget Shortfalls Due to Pandemic

L) Board

M) Staff Turnover

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Top Fundraising Challenges by Revenue

Ratings of "Critical" and "Definitely a Concern"

	1	2	3	4	5
Up to $350,000	Donor Engagement	Donor Fatigue	Marketing	YoY Growth	Recurring Giving
$350,000 - $1MM	Donor Fatigue	Recurring Giving	Donor Engagement	Budget Shortfalls: Pandemic	Sponsors
$1MM - $5MM	Recurring Giving	Donor Retention	Donor Fatigue	Donor Engagement	Staff Turnover
$5MM - $10MM	Donor Fatigue	Donor Retention	Recurring Giving	Donor Engagement	YoY Growth
$10MM - $50MM	Donor Retention	Staff Turnover	Recurring Giving	YoY Growth	Donor Engagement
Greater than $50MM	Donor Fatigue	Donor Retention	Donor Engagement	Staff Turnover	Sponsors

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Data Challenges by Revenue

Revenue	I don't have the data I need.	I have some data, but it's all over the place and not really usable in making decisions.	I have a lot of data, but do not have the time to form actionable insights to make decisions.	I have a lot of data but have difficulty gaining actionable insights to use when making decisions.	I have all the data and insights I need and use them in nearly every decision I make.
Up to $350,000	16%	30%	21%	18%	15%
$350,000 - $1MM	5%	23%	31%	25%	16%
$1MM - $5MM	4%	26%	25%	22%	23%
$5MM - $10MM	2%	20%	26%	33%	19%
$10MM - $50MM	3%	20%	33%	23%	21%
Greater than $50MM		9%	32%	32%	27%

Figure 17: How successful are you at using data to make data-driven fundraising decisions? (By org annual revenue)

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POLL

How successful are you at using data to make data-driven fundraising decisions?

A) I don't have the data I need

B) I have some data, but it's all over the place and not really useful in making decisions

C) I have a lot of data, but do not have time to form actionable insights to make decisions

D) I have a lot of data, but have difficulty forming actionable insights to use

E) I have all the data and insights I need and use them in nearly every decision I make

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PUTTING DATA
INTO ACTION

1 Survey your donors about communication preferences and frequency. Engaged donors aren't fatigued donors!

2 Overwhelmed by too much data? Start small.

3 Lacking resources for data? Start with free and/or affordable tools like Google Analytics and hotjar.

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2023: Back to the Ballroom... with Virtual Audiences in Mind
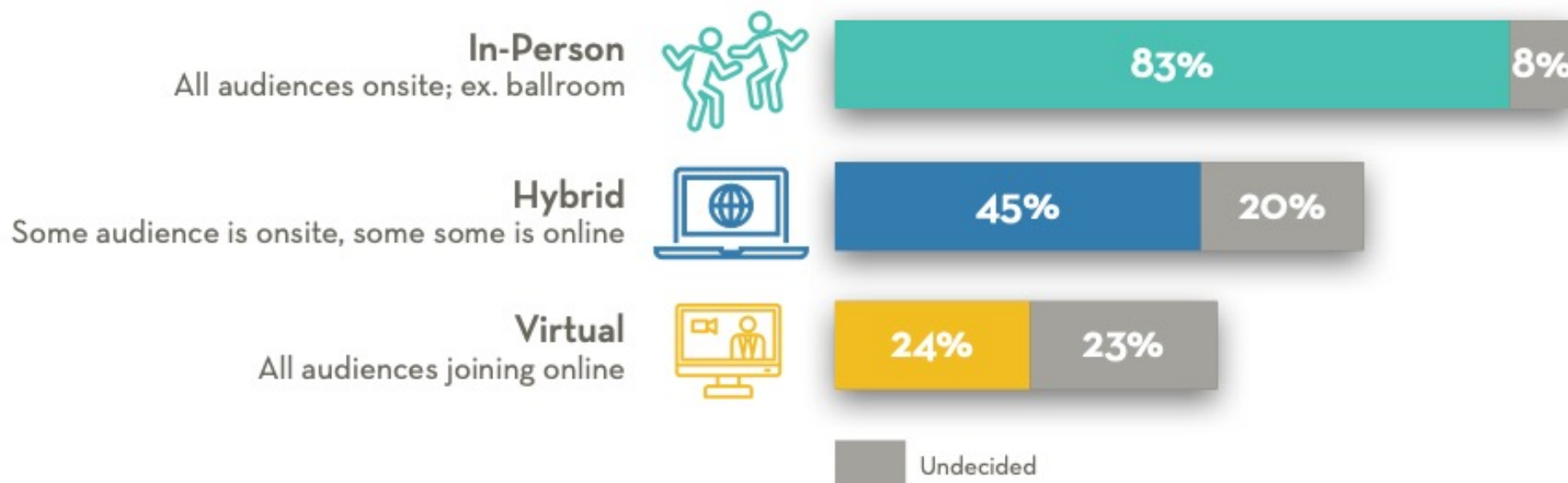
Figure 10: How many of the following fundraising events do you plan to hold in 2023? (% at least one in 2023)
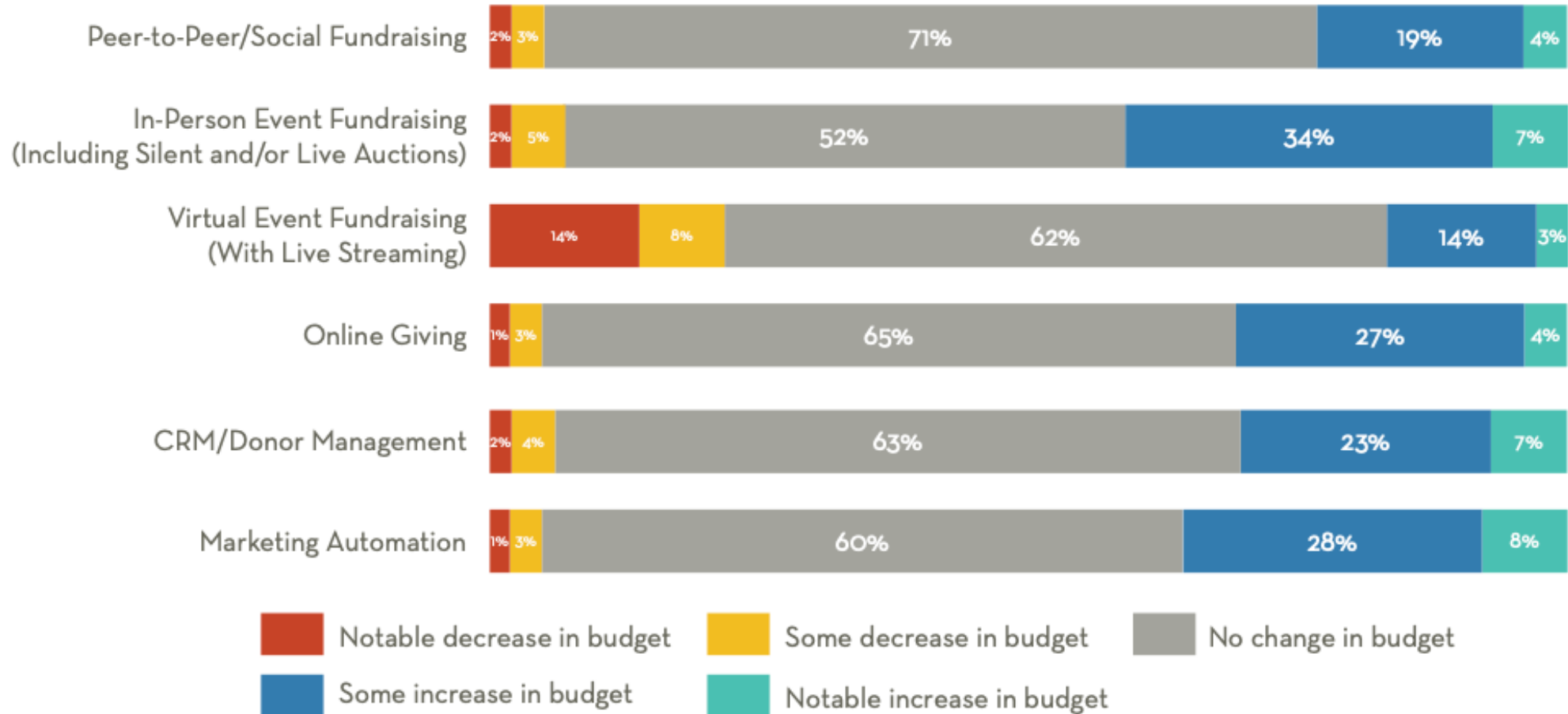
Figure 13: What shifts do you anticipate in your tech budget for the following types of fundraising software?

Nonprofit Priorities for 2023

	Critical	Important	Not as Important	Not at all Important
Donor Acquisition	62%	35%	2%	1%
Donor Retention	58%	38%	3%	1%
Increase Funds from Existing Campaigns	51%	42%	5%	2%
Operational Efficiency/ Effectiveness	36%	48%	12%	4%
New Ways to Fundraise	38%	44%	16%	2%
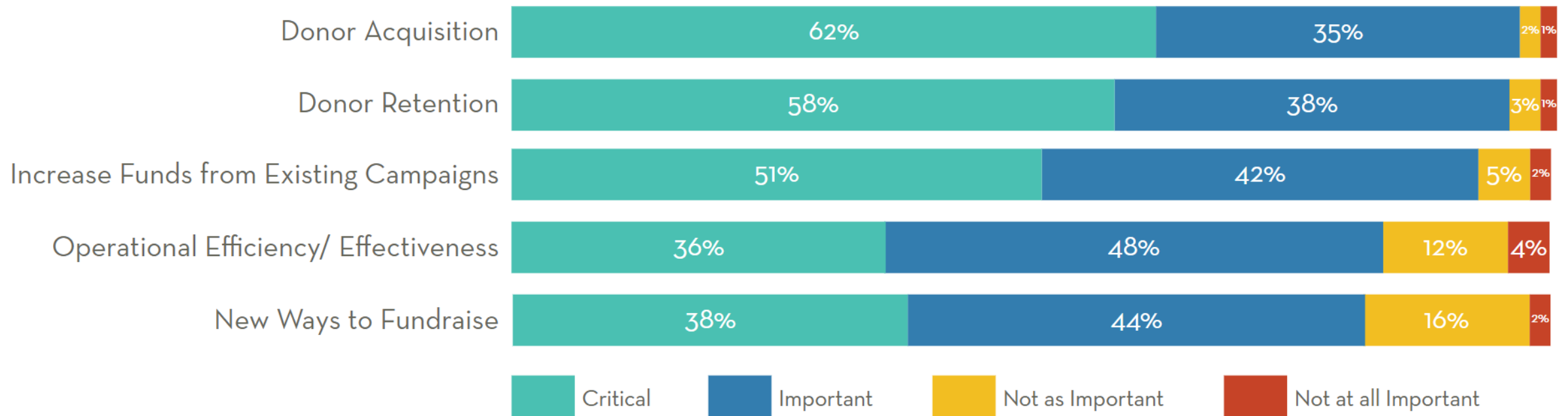
Figure 15: Considering the next 12 months, rank the following in order of priority for your organization

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POLL

Which ONE priority would you rank as critical for your organization in 2023?

A) Donor acquisition

B) Donor retention

C) New ways to fundraise

D) Operational efficiency/effectiveness

E) Increase funds from existing campaigns

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PUTTING DATA
INTO ACTION

1 Benchmark your success and identify opportunities to improve.

2 With donor acquisition and retention as top priorities, it's time to review your tech stack.

3 Take small steps toward using your data to drive fundraising success.

Access to Full Findings

The 2023
Fundraising Outlook

Insights for Nonprofit
Planning and Prioritization

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POWERFUL FUNDRAISING SOLUTIONS
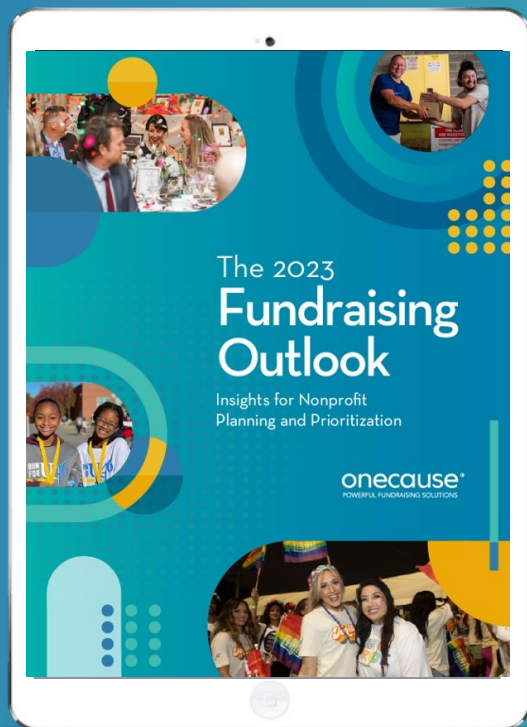
**DOWNLOAD
2023 FUNDRAISING OUTLOOK**

https://www.onecause.com/ebook/2023-fundraising-outlook-report/

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Additional Resources

Infographic

PLUS

Video

Key Findings Blog

Challenges + Priorities

Blog

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QUESTIONS?

Time to hear from you!

info@onecause.com   www.onecause.com   888.729.0399