

onecause® The 2023

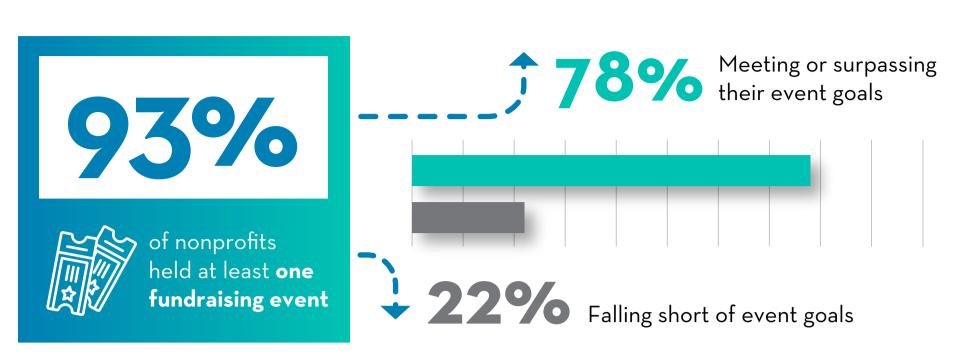
Fundraising Outlook



The online survey of nonprofit professionals from 890 unique organizations was conducted between September 12-October 14, 2022. Data is self-reported, not transactional.



Fundraising Events Are Going Strong



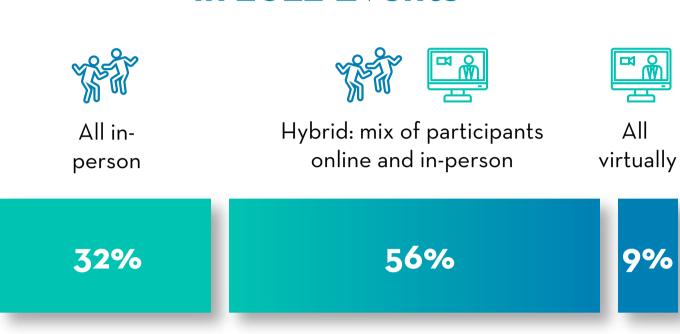
In-person Event Experiences Grew By

3X





How Supporters Participated in 2022 Events



Top 5 Challenges Facing Nonprofits





Donor **Engagement**



Donor **Fatigue**



Recurring Giving



Donor Retention

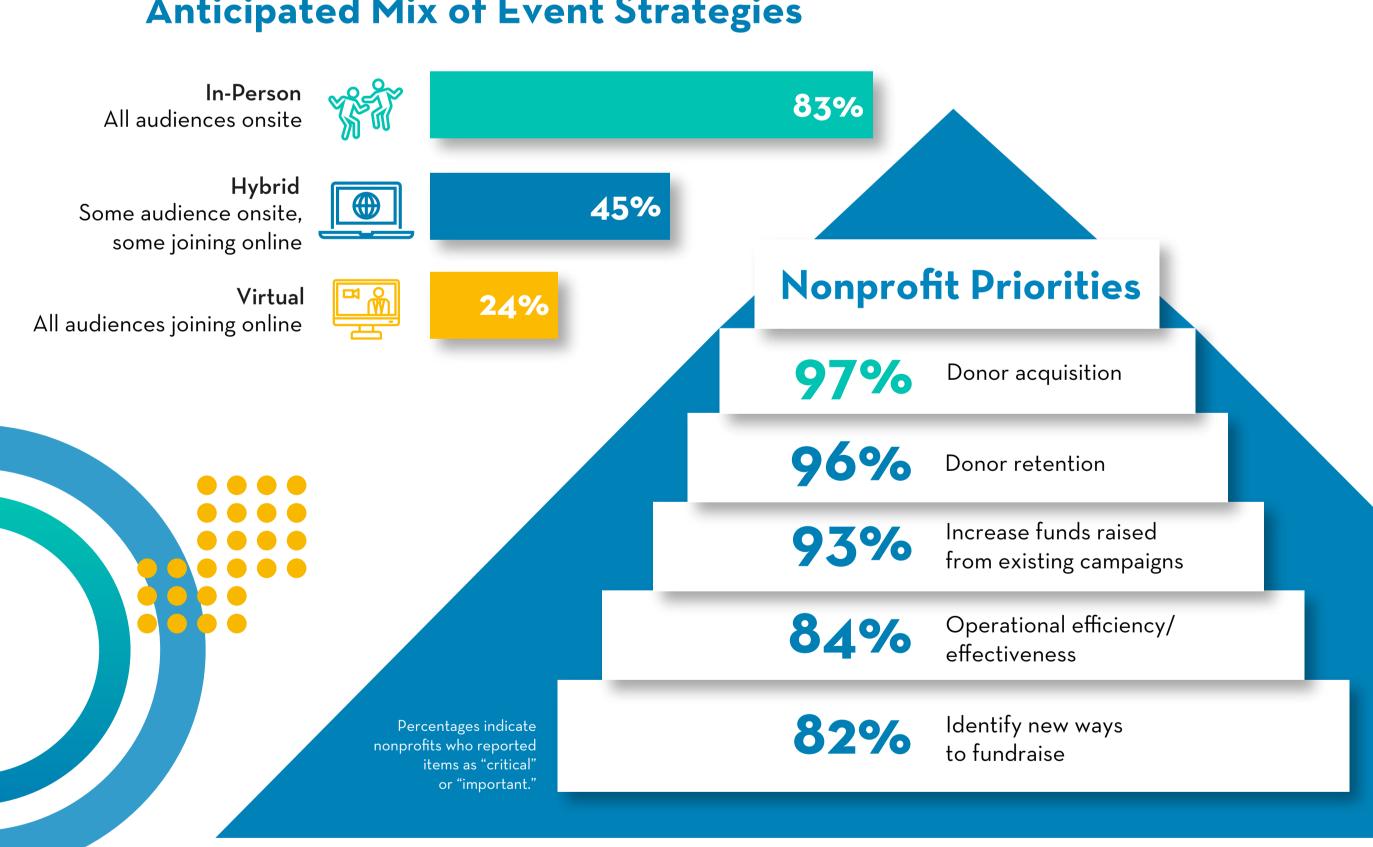


Sponsors

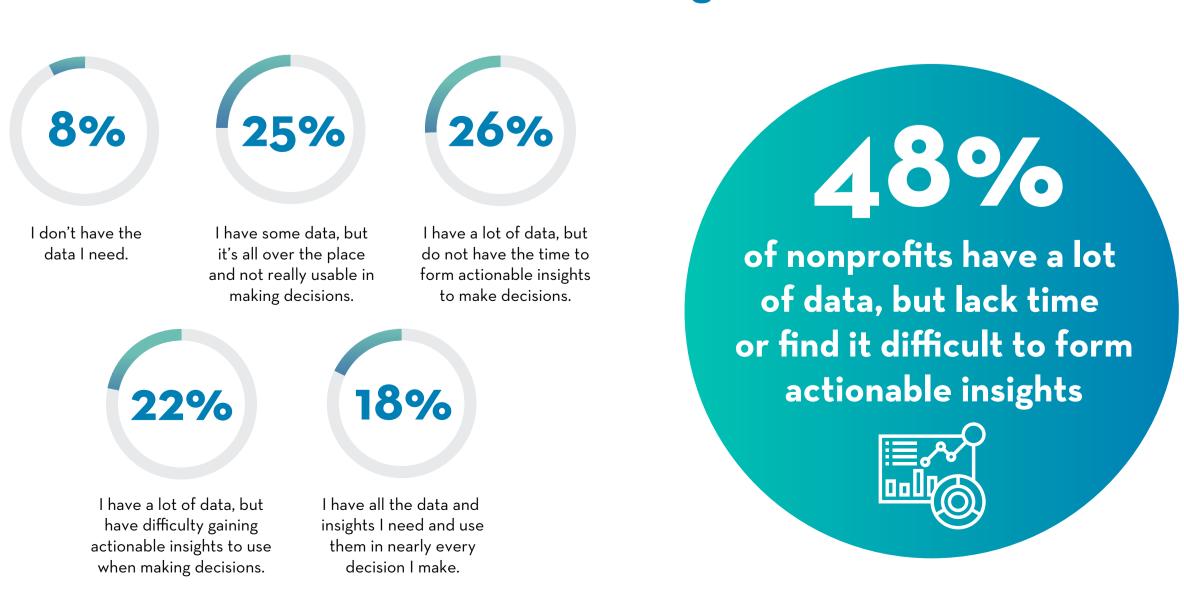


2023 Fundraising Strategy

Anticipated Mix of Event Strategies



Data Challenges



Check out our full survey report for more insights at onecause.com/2023-fundraising-outlook-report

