



The 2024 Fundraising Outlook

Insights to Shape Sustainable Success



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INTRODUCTION

Nonprofits entered 2023 with greater clarity and a heightened sense of confidence in their capacity to innovate, adapt to change, and approach planning with a flexible mindset.

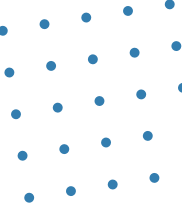
In-person events were again prominent on calendars, and organizations that hosted only in-person or a mix of in-person and virtual events saw the greatest fundraising success. Despite the success of events, organizations found themselves facing macroeconomic trends beyond their control, including a dip in individual giving and concerns over inflation. In response, nonprofits are heavily focusing on donor acquisition, sustainable giving, and retention.

Many nonprofits plan to increase their budget for online giving technology in 2024, embracing a generation raised in a digital world and continuing the monumental shift to online giving that began in 2020.

To better understand how event and online fundraising have evolved this past year and how nonprofit priorities are shifting, we conducted a survey in September 2023. This report looks at some of the year's biggest challenges, where nonprofits are finding success, and the outlook for 2024. Results are based on an online survey of 939 nonprofit professionals* representing a wide cross section of nonprofit sizes, budgets, and industries.

Let's look at the data!

*The sample of 939 nonprofit professionals surveyed represents a cross section of nonprofits (details on page 19) and was not limited to users of OneCause fundraising solutions.



Key Findings

Event and online fundraising remain instrumental in helping nonprofits meet their goals, particularly smaller organizations.

Overall, 57% of nonprofits reported raising 21% or more of their annual operating revenue (AOR) from event and online fundraising. Notably, 7 in 10 smaller organizations with AORs below \$1 million reported similar success. In contrast to last year, smaller organizations in this bracket seemed to fare better than their larger counterparts, with little change in the number reporting fundraising below budget. However, organizations with AORs between \$1 to \$50 million experienced an average 6-point increase in those reporting fundraising below budget.

Nonprofits continue to prioritize in-person events while demonstrating increased confidence in their event format selections. Those employing all in-person, or a combination of in-person and virtual fundraising, again experienced the highest success rates.

In line with 2022 trends, 83% of organizations are planning to host at least one in-person event in 2024. Additionally, about one-third of nonprofits intend to hold at least one hybrid event, blending in-person and virtual components to engage diverse audiences. Only 11% of nonprofits expressed uncertainty about hosting virtual or hybrid events in 2024, a notable change from last year. Three out of four organizations that adopted all in-person, or a mix of virtual and in-person events, achieved or surpassed their 2023 event fundraising goals, highlighting the sustained efficacy of a hybrid approach.

Nonprofits are grappling with challenges closely tied to sustainability and donor sentiment, including recurring giving, donor fatigue and engagement, and year-over-year growth.

Other top challenges impacting nonprofits this year include sponsor acquisition/management and donor retention. On a positive note, there was a slight decrease in organizations reporting staff turnover as a top challenge. Access to data and the ability to use it to form actionable insights remains a persistent issue for many nonprofits, particularly small organizations, who were 20x more likely to lack access to the data they need.

The nonprofit sector is cautiously navigating the realm of artificial intelligence, with a notable degree of uncertainty surrounding implementation.

There is a recognition of the potential benefits of AI from 41% of surveyed nonprofits. But barriers such as resource constraints, uncertainty about usage, and a lack of interest persist, indicating a need for targeted educational initiatives and strategic support to foster informed decision-making and enhance the sector's readiness for AI integration.

2023 Fundraising Snapshot

Following the massive digital transformation in recent years, nonprofits continue to leverage online fundraising, with 96% of those surveyed reporting they held at least one online fundraiser in 2023. As a generation raised in the digital age advances in their careers and increases charitable contributions, growing online fundraising programs is paramount. [Figure 1](#) outlines the fundraising methods nonprofits utilized in 2023, highlighting online giving as the approach used most often. This year, ticket sales saw a 6-point increase, rising from 68% to 74%. Other fundraising types held steady, with little change.

2023 Nonprofit Fundraising Snapshot

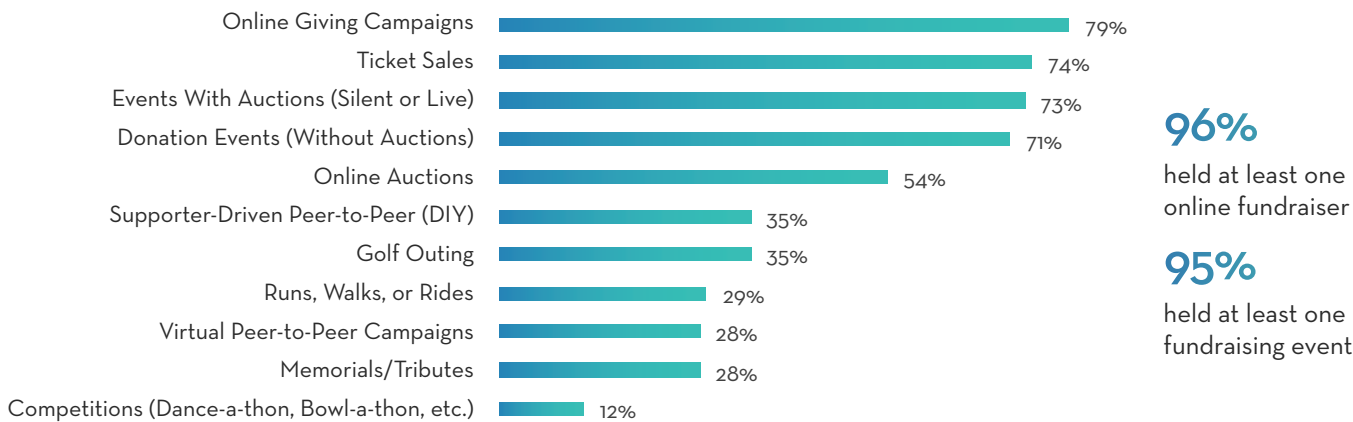


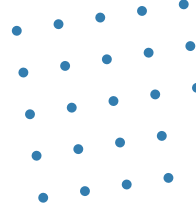
Figure 1: How many of the following online fundraisers/fundraising events did you or will you hold in 2023? (% who held at least 1)

In 2023, 44% of nonprofits indicated their supporters participated in events solely in person, a 12-point uptick over 2022 ([Figure 2](#)). Hybrid events with both in-person and virtual audiences saw an 8-point decrease from 56% in 2022 to 48% in 2023. Organizations that exclusively hosted virtual events decreased from 9% last year to 5% this year. Since 2021, there has been a cumulative 23-point decline in the number of nonprofits hosting only virtual events, down from 28%.

How Supporters Participated in 2023 Fundraising Events



Figure 2: How did supporters participate in your 2023 events?



2023 Fundraising Performance

Event and online fundraising have long been vital to nonprofit success. In 2023, 57% of nonprofits reported generating 21% or more of their annual operating revenue (AOR) through event and online fundraising. Additionally, around 3 in 10 (34%) reported raising more than 40% of their budget using event and online fundraising channels (Figure 3).

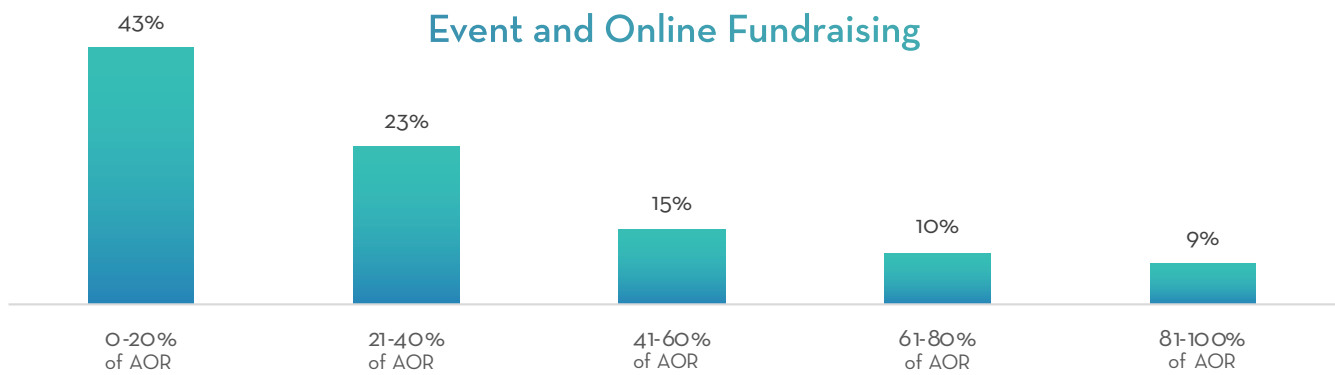


Figure 3: What percentage of your annual operating revenue comes from your event and/or online fundraising? (Excluding “not sure”)

Small organizations, often constrained by limited resources and staffing compared to larger nonprofits, were much more reliant on event and online fundraising. Seventy percent of nonprofits with an annual operating revenue of up to \$350,000, 71% of those with AORs between \$350,000 to \$1 million, and 52% with AORs between \$1 to \$5 million reported generating 21% or more of their AOR through event and online fundraising (Figure 4).

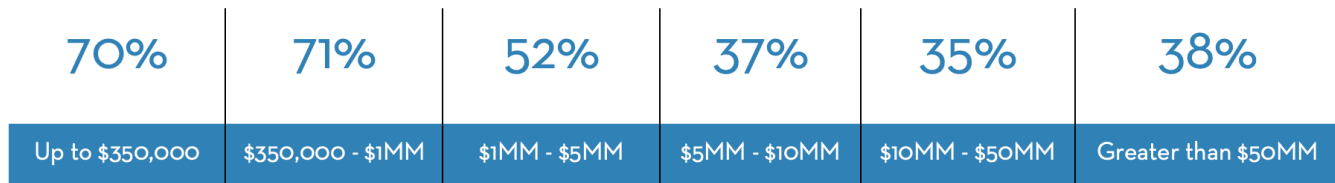


Figure 4: Percent of organizations that reported generating 21% or more of their AOR through event and online fundraising (By org annual revenue; excludes “not sure”)

Fundraising performance against goals closely mirrored that of 2022 (Figure 5). Among the nonprofits surveyed, half reported meeting their 2023 budget goals, 25% exceeded their fundraising expectations, and the remaining quarter indicated raising less than originally budgeted.

Fundraising Budget Performance

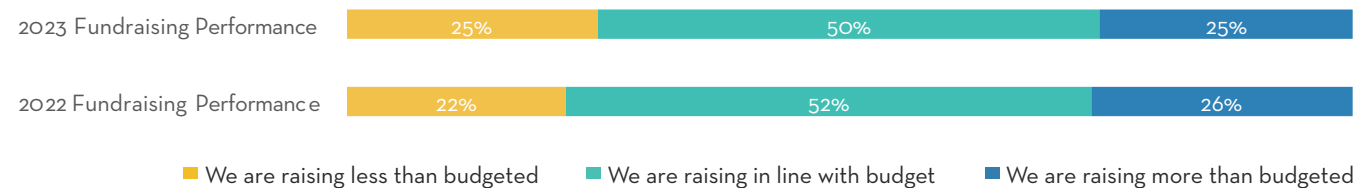


Figure 5: Considering both online and in-person fundraising, how are you performing against your 2023 event fundraising goals?



2023 Fundraising Performance

Similar to 2022, 65% of smaller organizations with an AOR below \$350,000 reported meeting or surpassing their fundraising goals, and around one-third said they fell short. Approximately three-fourths of organizations with an AOR of \$350,000 to \$1 million reported meeting or exceeding goals, while 22% reported raising less than anticipated (Figure 6).

A shift in performance occurred for medium and large organizations, with a slight increase in the number reporting raising less than budgeted compared to 2022. Nonprofits with AORs between \$1-5 million experienced a 6-point change from 17% to 23%, those with AORs between \$5-10 million shifted 7 points from 7% to 14%, and organizations with AORs between \$10-50 million saw a 5-point change from 11% to 16%.

Among very large organizations, those reporting raising less than budgeted remained consistent, while there was a notable 7-point decline in those indicating they were raising more than budgeted—from 36% to 29%.

Fundraising Budget Performance by Revenue

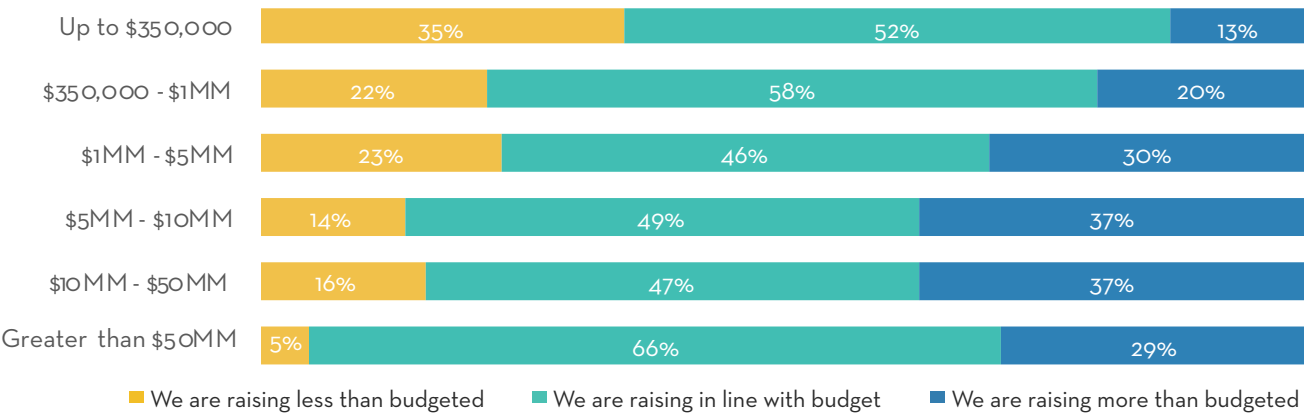
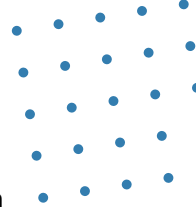


Figure 6: Considering both online and in-person fundraising, how are you performing against your 2023 event fundraising goals? (By organization annual revenue; excludes “not sure”)





Organizations that employed either all in-person or a mix of in-person and virtual fundraising experienced consistently high success rates compared to 2022. In each category, approximately 3 in 4 organizations reported meeting or exceeding their 2023 event fundraising goals, indicating a hybrid approach continues to be effective in reaching and engaging diverse supporter audiences (Figure 7).

Organizations that exclusively hosted virtual events reported raising less than budgeted in 2023, an 11-point change from 30% in 2022 to 41%, and nonprofits that didn't hold events at all saw similar performance compared to 2022.

Fundraising Budget Performance by Event Format

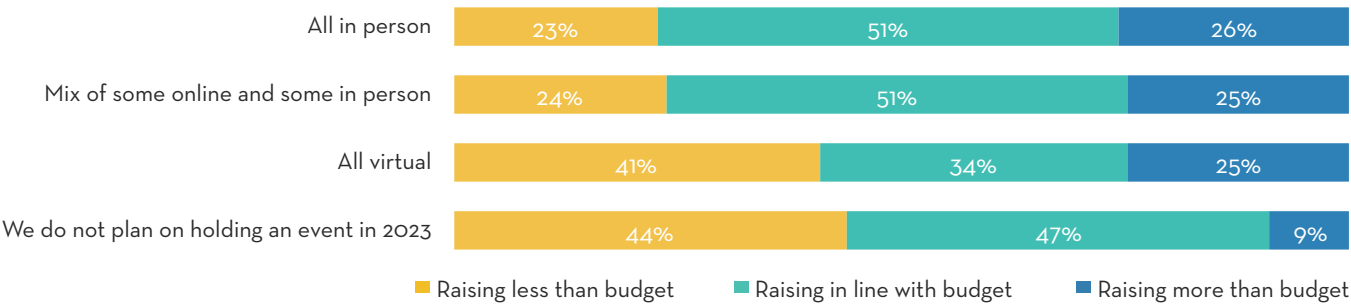


Figure 7: Considering both online and in-person fundraising, how are you performing against your 2023 event fundraising goals? (Viewed by chosen event formats)

When viewing success rates for various types of fundraisers, in-person auction events remained the strongest performers (Figure 8). While golf outings continued to demonstrate a high return on investment, there was a 7-point decrease in the number of nonprofits describing this event type as “very successful.” Runs, walks, and rides saw a small increase, with the amount of nonprofits reporting them as “very successful” rising from 28% to 33%.

2023 Fundraising Success by Campaign Type

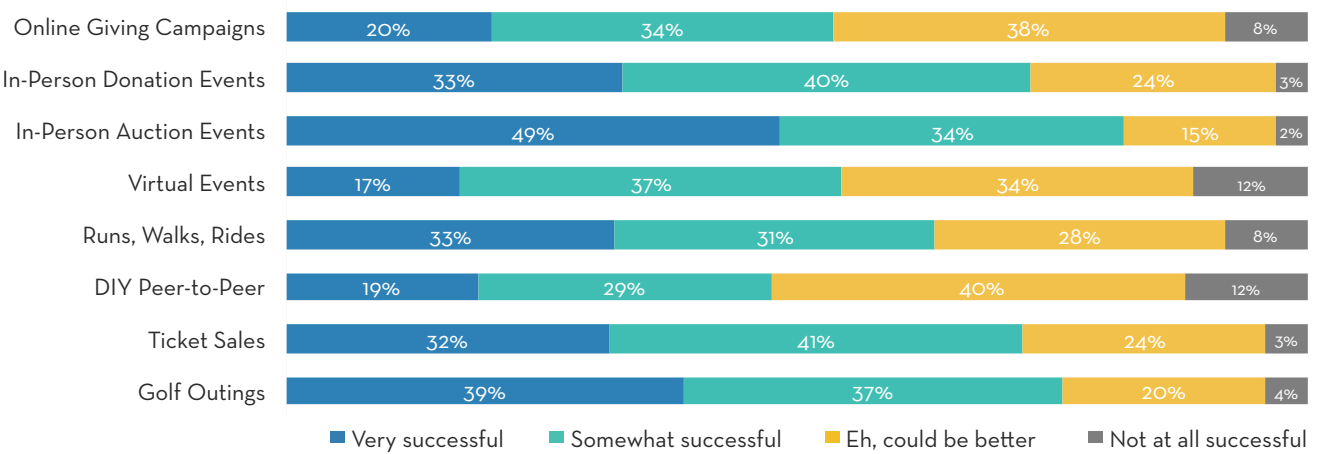


Figure 8: How successful do you feel your organization has been with the following fundraising campaigns? (Percentages based on those that did this type of fundraising)

2023 Fundraising Challenges

After a year of economic uncertainty and a rare drop in annual individual giving (as reported in *Giving USA*), the primary challenges impacting nonprofits in 2023 appear to be closely tied to sustainability and donor sentiment. Notably, donor fatigue, engagement, and retention appear alongside recurring giving, year-over-year growth, and sponsors as top challenges (Figure 9). Fundraising technology remained a hurdle for just under a quarter (72%) of organizations. Given the myriad of fundraising technology options available, nonprofits are actively seeking solutions that provide comprehensive functionality from a single platform. This includes software equipped with actionable data analytics and seamless integrations within their tech stack.

A bright spot in the data was the 5-point decrease in the number of nonprofits citing staff turnover as a challenge, dropping from 60% to 55%.

Top Fundraising Challenges

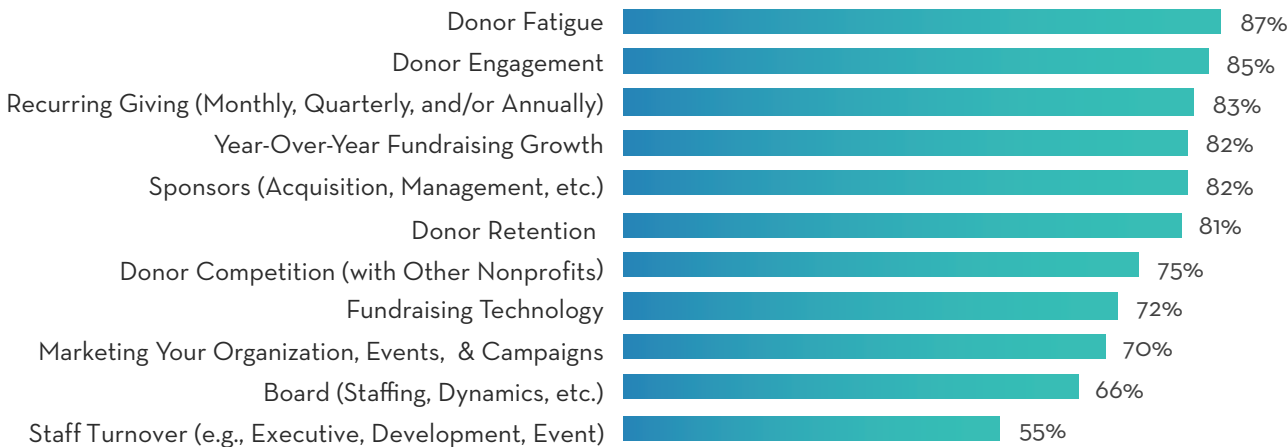


Figure 9: Rate the following fundraising challenges your organization could be facing. (Percentage that said critical concern, definitely a concern, or somewhat a problem)



At the revenue level, and with specific emphasis on ratings of “critical concern” and “definitely a concern,” it appears nonprofits may be struggling to simultaneously grow their fundraising while mitigating the immediate economic impact of one-time gifts on donors through enhancing recurring giving programs. Nonprofits may also feel securing corporate sponsorships is more difficult as they shift focus to this tactic in response to the decline in individual giving (Figure 10).

Revenue View: Ratings of Critical and Definitely a Concern

Up to \$350,000	Recurring Giving	YoY Growth	Sponsors	Donor Engagement	Donor Fatigue
\$350,000-1MM	Donor Fatigue	YoY Growth	Recurring Giving	Sponsors	Donor Competition
\$1MM-5MM	Recurring Giving	YoY Growth	Donor Fatigue	Donor Engagement	Sponsors
\$5MM-10MM	Recurring Giving	YoY Growth	Donor Fatigue	Donor Engagement	Sponsors
\$10-50MM	Recurring Giving	YoY Growth	Donor Fatigue	Donor Retention	Sponsors
Greater than \$50MM	Donor Fatigue	Staff Turnover	Recurring Giving	Sponsors	Fundraising Tech

Figure 10: Rate the following fundraising challenges your organization could be facing. (Percentage that said critical concern or definitely a concern; by organization annual revenue)

Data Challenges

In last year's report, for the first time, we asked about nonprofits' access to essential data for decision-making and their capacity to form actionable insights in the time available. The responses this year were nearly identical.

Only 17% of nonprofits affirmed they have all the data they need *and* that they use it in most of their decision-making, while 10% reported they don't have the data they need at all (Figure 11). Just over a quarter (27%) of nonprofits reported having a lot of data, but cited a lack of time to translate it into actionable insights, 23% expressed difficulty in effectively interpreting the data for decision-making, and 22% of nonprofits said they have some data, but that it's disorganized.

Nonprofit Data Insights

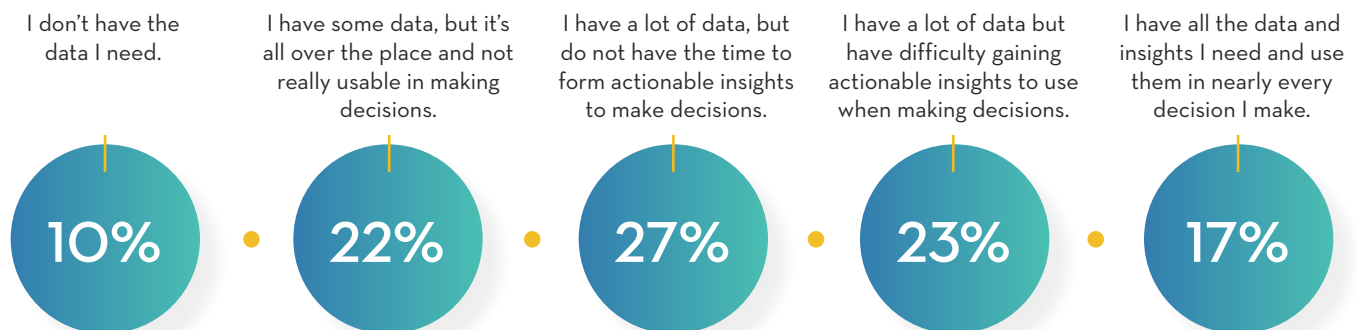


Figure 11: How successful are you at using data to make data-driven fundraising decisions?

Smaller nonprofits continued to struggle with data access more than larger organizations. Among organizations with annual operating revenues (AORs) below \$350,000, 20% indicated a lack of access to the required data. In contrast, only 1% of organizations with AORs exceeding \$10 million reported a similar challenge (Figure 12).

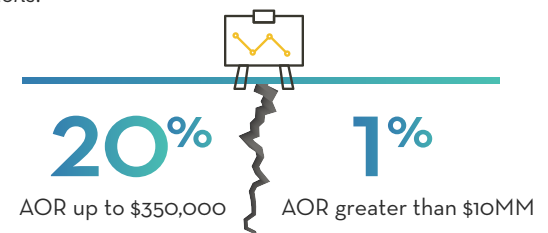
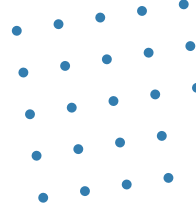


Figure 12: Percent of organizations that reported they do not have the data they need, AORs up to \$350,000 compared to AORs greater than \$10MM.



2024 Fundraising Outlook: Nonprofit Priorities

Nonprofits are continuing to prioritize in-person events, with 83% of those surveyed confirming plans to host at least one in 2024, identical to last year’s findings ([Figure 13](#)). The number of nonprofits who said they would hold at least one virtual event remained steady, while those uncertain about holding virtual events decreased 12 points—a sign of increased confidence in decision-making post-pandemic. The most significant shift was in the number of organizations intending to host at least one hybrid event in 2024, marking an 11-point decrease from 45% to 34%.



Figure 13: How many of the following fundraising events do you plan to hold in 2024? (% at least one in 2024)

Unsurprisingly, nonprofits continue to prioritize donor acquisition and retention ([Figure 14](#)). Some organizations continue to contend, whether consciously or not, with the ripple effects of the pandemic when it comes to donor acquisition. Many nonprofits experienced rapid growth in new donor revenue that has substantially declined, reverting to pre-pandemic levels. [The 2023 Giving Experience Study](#) revealed that social giving numbers have also returned to pre-pandemic norms. Macroeconomic trends are also affecting donor acquisition, with some donors pulling back on giving during persistent economic uncertainty.

It’s encouraging to note that 94% of nonprofits reported they are prioritizing increasing funds from existing campaigns, and that there’s also a willingness to explore new fundraising methods to adapt to this shift. Experimenting with formats like DIY, hybrid peer-to-peer events, and auctions with a virtual component can expand organizations’ reach and build a broader donor base.

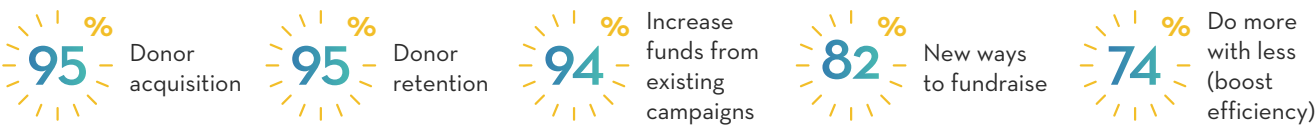


Figure 14: Percentage of nonprofits who ranked items as “critical” or “important.”

One area of concern was a decrease in the percentage of organizations that identified donor retention as a “critical” priority, which saw a 6-point drop from 57% in last year’s report to 51% ([Figure 15](#)). Focusing on existing donors can reduce the need for costly, resource-intensive acquisition efforts, and retained donors tend to increase their giving over time.

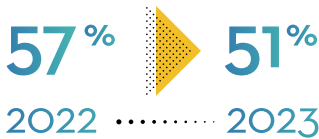
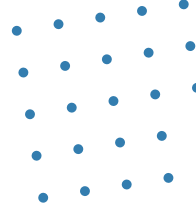


Figure 15: Percentage change of nonprofits who ranked donor retention as “critical” from 2022 to 2023.



Technology Investment

As new technologies, including AI, become increasingly integrated into the fundraising landscape, small shifts in technology spending may be occurring as nonprofits explore new tools. In this year’s survey, a smaller number of nonprofits reported plans to spend less than 6% of their budget on fundraising technology, evident in a 6-point decrease to 29% of organizations planning to spend 0-5% of their budget on fundraising technology (*Figure 16*). Consistent with last year’s findings, only 6% of those surveyed plan to allocate more than 15% of their budget to technology.

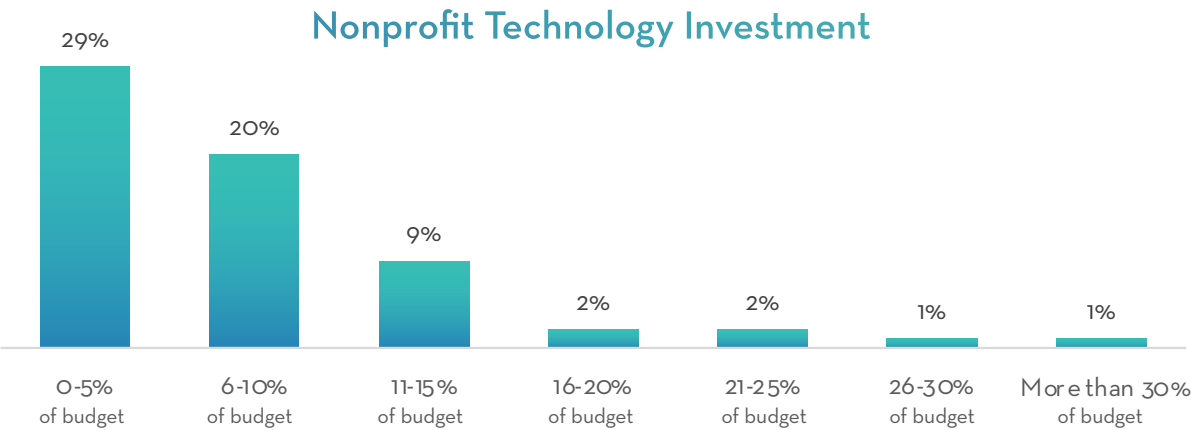


Figure 16: What percentage of your overall budget goes to technology? (Note: 33% of respondents were unsure)

When viewed by revenue, small to medium organizations appear to be investing more in fundraising technology this year compared to large and very large organizations (*Figure 17*). Specifically, 46% of organizations with AORs up to \$350,000 reported allocating more than 6% or more of their budget to fundraising technology, up from 40% in 2022. Likewise, organizations with AORs between \$350,000 and \$1 million saw a shift from 38% to 44%, those with AORs between \$1 to 5 million increased from 28% to 37%, and nonprofits with AORs between \$5 to \$10 million rose from 19% to 35%.

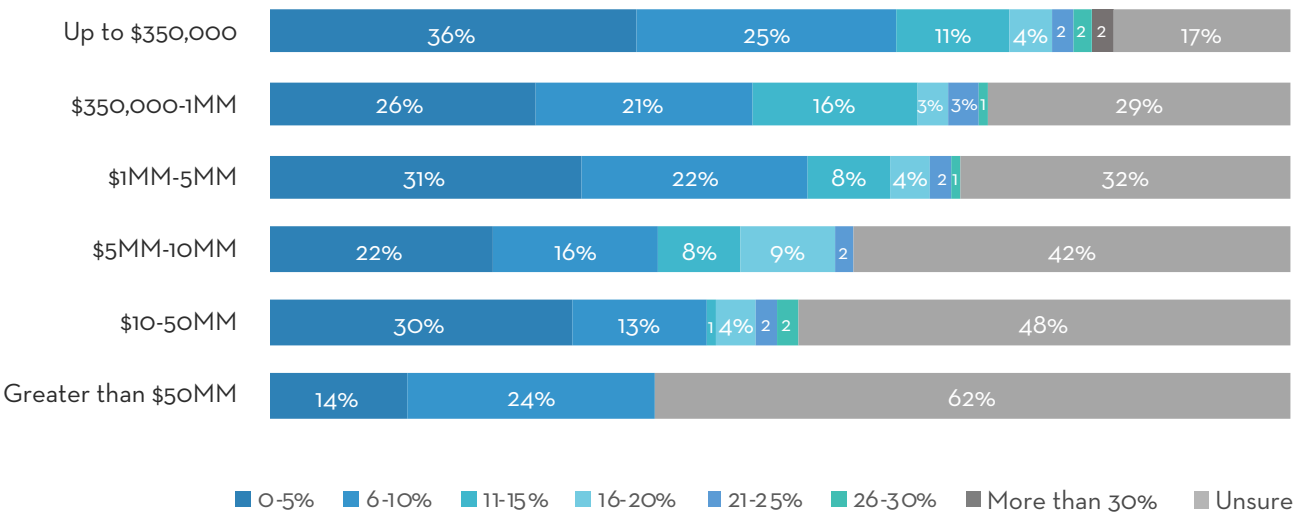
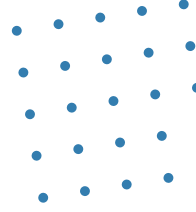
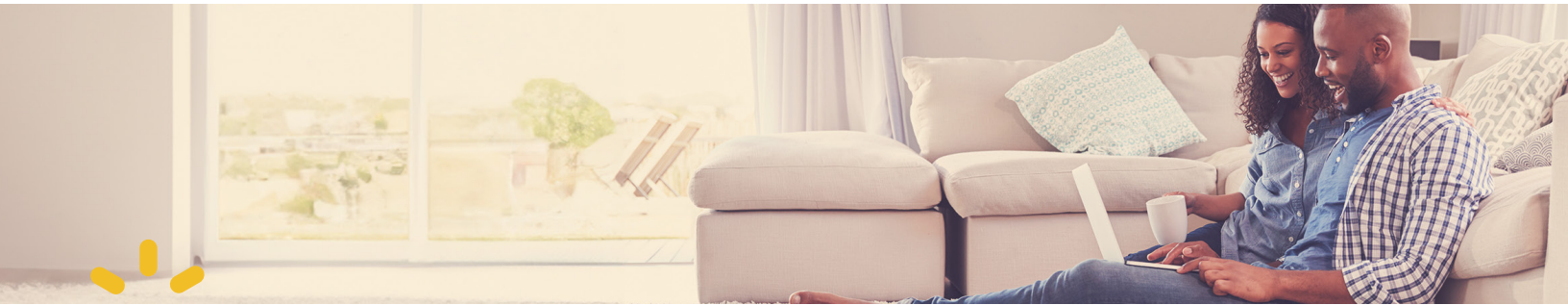


Figure 17: What percentage of your overall budget goes to technology? (By organization annual revenue)



There was minimal change in how nonprofits plan to allocate their fundraising technology investments. Planned investments for in-person event fundraising technology remained steady, with 42% of organizations indicating plans to increase their budgets. While virtual technology saw the greatest percentage of nonprofits saying they planned to spend less in this area, 8 in 10 still reported they would either maintain or increase spending in virtual event fundraising, indicating nonprofits recognize the role of keeping a virtual solution in the mix to extend their reach (Figure 18).

Approximately one-third of organizations of all sizes anticipate increasing their budget for online giving technology, and 24% plan to increase their budget for peer-to-peer/social fundraising. This consistent investment pattern, coupled with the absence of significant change in organizations reducing technology budgets, aligns with previously mentioned data indicating nonprofits' focus on increasing funds from existing campaigns and exploring new fundraising avenues.



Anticipated 2024 Shifts in Nonprofit Technology Investment

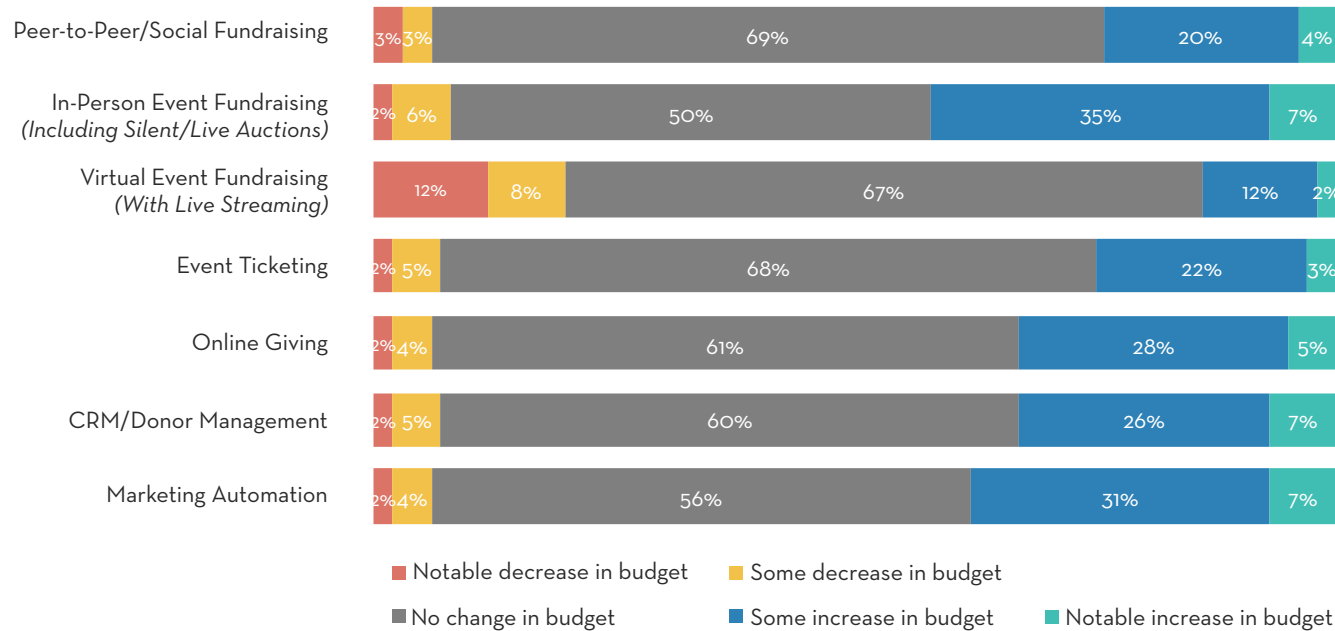
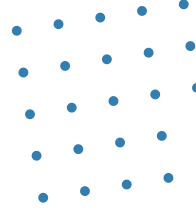


Figure 18: What shifts do you anticipate in your tech budget for the following types of fundraising software? (Excludes “not sure”)



Knowledge & Use of Artificial Intelligence

Artificial intelligence (AI) is a hot topic across all industries right now, including nonprofit fundraising. With new tools seeming to pop up daily, it can be a confusing landscape for fundraisers to navigate. While some are already familiar with the technology and employing it in various ways, others may understand what AI is but are uncertain about its application in their work.

In terms of familiarity with the broader definition of artificial intelligence itself, 15% of respondents indicated having a working knowledge of AI (Figure 19). Around half (46%) have some sense of basic terms and concepts related to AI. The remaining 39% either have heard of AI but don't really comprehend it or have very little, if any, working knowledge.

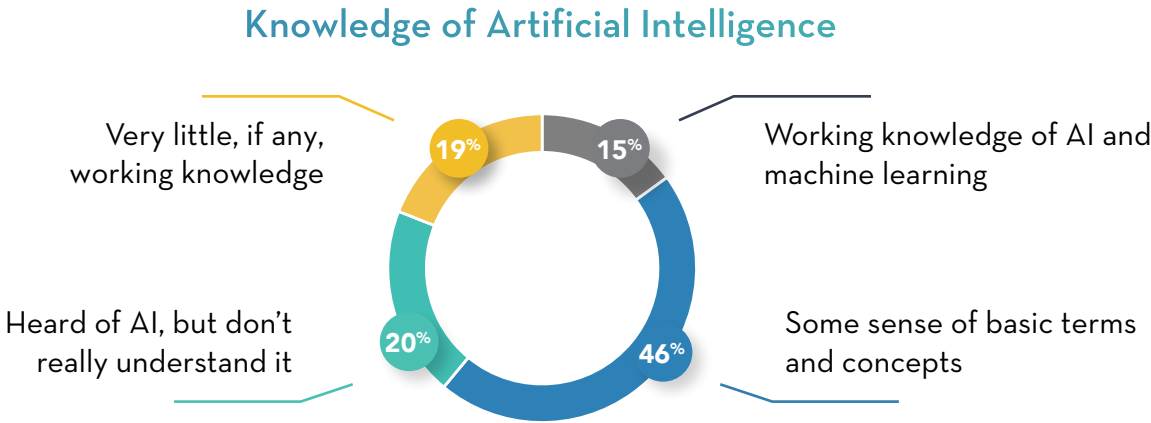


Figure 19: Which of the following best describes your knowledge of artificial intelligence (AI) and how it can be used by nonprofits? (Select one)

Small organizations with AORs up to \$350,000 reported having little, if any, working knowledge of AI at a higher rate than all other categories (Figure 20). This presents an opportunity for smaller nonprofits to prioritize learning how they can use artificial intelligence to help them save more time and streamline resources.

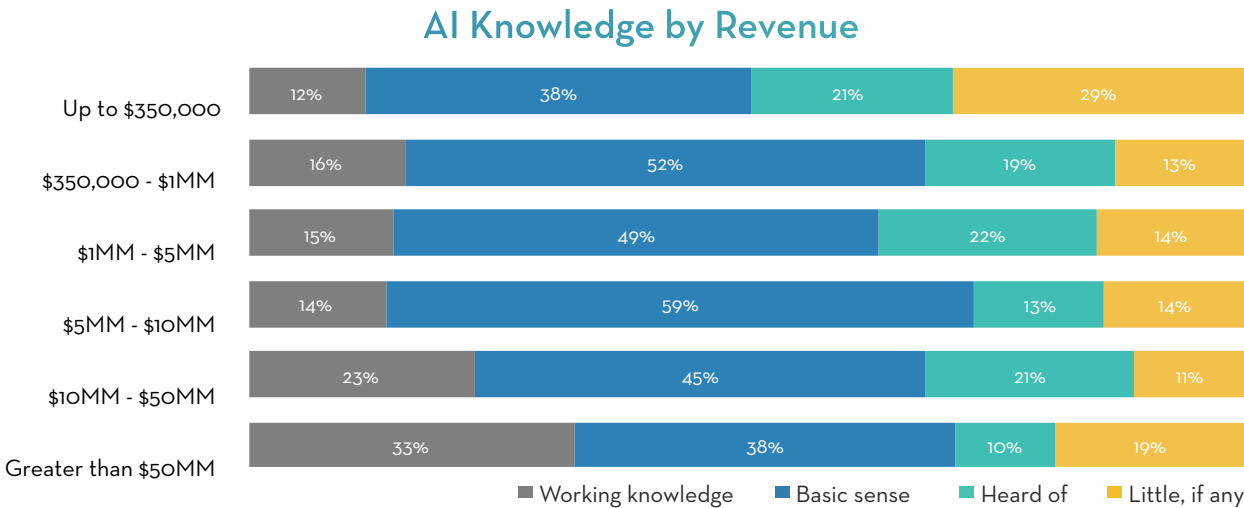


Figure 20: Which of the following best describes your knowledge of artificial intelligence (AI) and how it can be used by nonprofits? (By revenue) (Select one)



Regarding nonprofit sentiment on AI within the sector, there is a noticeable amount of uncertainty surrounding its potential impact. While nonprofits may be unsure how AI will affect them, it appears many are convinced it's not a passing trend.

Notably, most surveyed nonprofits said they were uncertain if AI will negatively impact donor privacy (65%) and whether it will lead to increased government oversight in the sector (67%) (Figure 21). Approximately one-third (31%) strongly disagreed or disagreed with the notion that AI is overhyped in the media.

A more optimistic outlook emerges when considering overall benefits for nonprofits. A combined 41% strongly agreed or agreed that AI would greatly benefit nonprofits, and a collective 36% strongly agreed or agreed that AI would directly impact their fundraising strategies. Overall, the data surrounding nonprofit sentiment on artificial intelligence underscores the need for a deeper exploration of AI's role in fundraising to inform strategic decision-making.

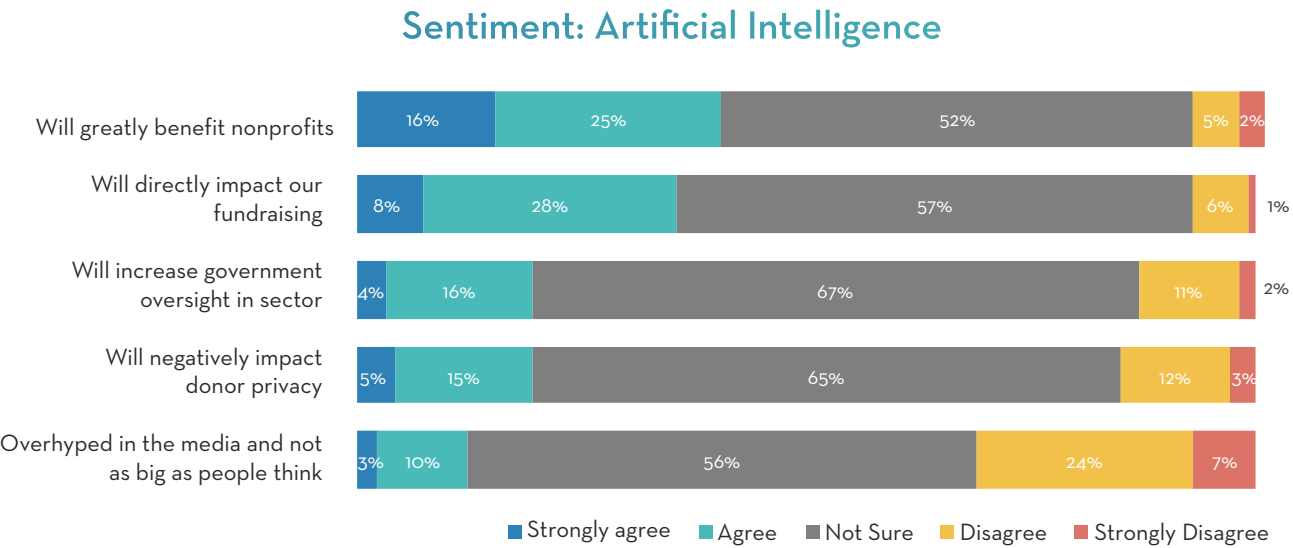
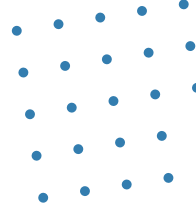


Figure 21: Rate your level of agreement with the following statements about AI in the nonprofit sector.

Copywriting assistance was the most common way nonprofits reported leveraging artificial intelligence, with 24% saying they currently use it this way (Figure 22). Across all categories—donor profiles & segmentation, copywriting, and fundraising—approximately a third of nonprofits expressed an intention to use AI in the future to assist with those tasks.

Only 10% of nonprofits reported using AI to enhance fundraising, whether as part of auctions, event planning, or general giving, and nearly 6 in 10 reported they have no intent of using AI to assist with their fundraising efforts. It appears nonprofits are just beginning to explore the possibilities of using AI to assist with donor profiling and segmentation, with 4% saying they currently use it this way.

As fundraising technology companies continue to implement artificial intelligence in their platforms to empower nonprofits in enhancing fundraising outcomes, there will likely be shifts in these statistics as organizations navigate and embrace AI's potential.



Use of Artificial Intelligence

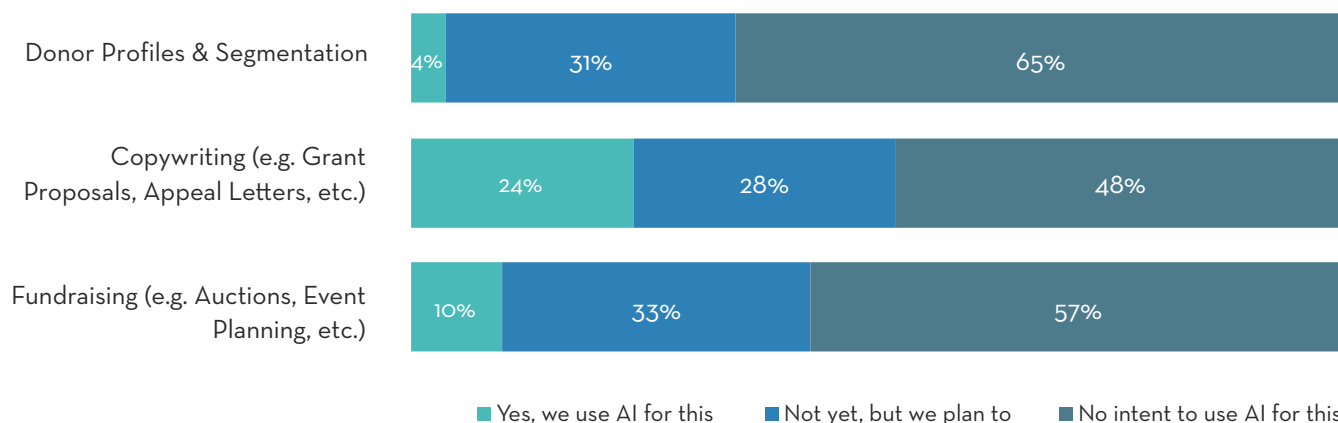


Figure 22: Does your nonprofit currently use AI for the following? (Excludes “not sure”)

The data on nonprofit barriers to implementing AI sheds light on the challenges faced by organizations when considering adoption of artificial intelligence. A notable 43% of respondents expressed uncertainty about having the necessary time or financial resources to undertake AI implementation (Figure 23). A lack of clarity on how to use AI was cited by 32% of nonprofits, and 11% reported not knowing how to initiate implementation.

Despite the increasing prominence of AI in various sectors, 29% of nonprofits reported a lack of interest in AI, implying many nonprofits may not currently perceive it as a priority or may require additional motivation to explore its potential benefits. With a third of nonprofits being unsure how they’d use AI, and 2 in 10 reporting they’re not sure how to get started, it’s clear that targeted education and strategic support is needed to enhance the sector’s readiness for AI adoption and integration.



Barriers to Implementing AI

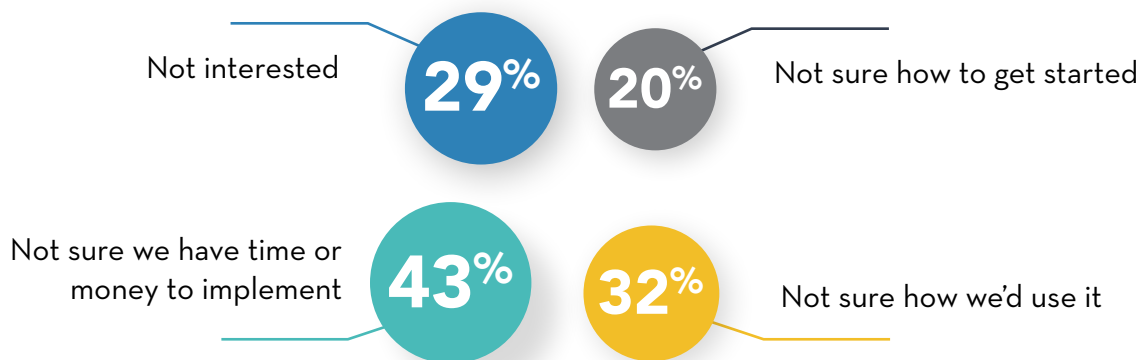


Figure 23: Which of the following is a limitation to AI being implemented at your nonprofit? (Select all that apply)

Conclusion

As nonprofits enter a new year, it's with the knowledge that they must cultivate flexible strategies that meet the evolving preferences and needs of their supporter base. Employing a mix of in-person and virtual fundraising can help nonprofits reach new donors locally and globally, while incorporating options like recurring donations and diverse payment methods into the giving experience facilitates ease of donor support and increases the likelihood of retention.

As digital fundraising continues to shape the generosity landscape, a focus on enhancing online giving technology emerges as a key avenue for sustainable growth. By leveraging insights gleaned from the study, nonprofits can tailor their approaches, prioritize donor acquisition and retention, and craft strategies that resonate with supporters. As we navigate the ever-changing terrain of generosity, the data in this study can serve as a compass to help guide nonprofits toward informed decisions and strategic initiatives in the coming year.

Create an easy giving experience rich with donor options to encourage repeat gifts.

After a year of market ups and downs, make it simple for your donors to give a one-time gift or set up a recurring donation. With nonprofits reporting that more than half of their donors express interest in digital wallet options, and 6 in 10 want a way to give via ACH/bank account, it's important to invest in technology that supports your donors' preferences.

Explore how you can diversify your fundraising streams.

Recognize the importance of diversifying fundraising streams to mitigate the impact of external factors. Explore new avenues such as incorporating new campaign types into your fundraising strategy, collaborative partnerships, sponsorships, and grant opportunities to create a more resilient financial foundation.

Set aside time for exploration of emerging technologies.

Consider incorporating dedicated time on your organization's calendar for training sessions, workshops, or discussions to delve into potential applications of new technology, such as artificial intelligence. Many nonprofits reported struggling with data analysis, which AI can help with. Recognizing that AI can streamline and enhance data analysis processes, nonprofits can leverage these technologies to make informed decisions, optimize operations, and stay at the forefront of innovation.

Strategize donor acquisition and retention.

Given the prioritization of donor acquisition and sustainable giving, nonprofits should strategically focus on cultivating donor relationships. Tailoring approaches to resonate with supporters' evolving preferences and employing technology to enhance donor experiences can significantly impact retention and long-term success. Use the **2023 Giving Experience** as a companion to understand what donors are looking for in the giving experience.



Advice from Sector Experts

We asked experts in the nonprofit sector to weigh in with advice on the top challenges facing organizations as they enter 2024. Here's what they had to say:



Barbara O'Reilly, CFRE
Principal
[Windmill Hill Consulting](#)

DONOR RETENTION

"There's never been a more urgent time to lead our fundraising strategies with donor retention as a core goal. Donors to nonprofits have declined by 20% over the last 20 years and are continuing a downward trajectory. Increased and transformational gifts will only come from those donors who have been steadily supporting an organization over time. So, stop worrying about acquiring new donors, which will result in lots of churn. Double down on engaging with and keeping your loyal donors connected to your mission so they will feel invested to stay longer. Measure your donor retention rates for the last few years and set a goal to increase it this year and next."

ARTIFICIAL INTELLIGENCE

"Generative AI is a game-changer for time-strapped fundraisers. It streamlines tasks that are essential but time-consuming, like drafting personalized donor communications and creating engaging content. Start by using AI tools to automate the creation of tailored thank-you notes, email campaigns, and social media updates. This approach not only saves precious hours but also ensures consistent, high-quality communication with your donors. By delegating these routine tasks to AI, your team can focus on strategic, high-impact activities that require a human touch. Embrace AI as a powerful assistant that amplifies your fundraising efforts, giving you more time to deepen donor relationships and drive your mission forward."



Cherian Koshy, CFRE, CAP
VP of Product Strategy
[iWave](#)



Lynne Wester
Founder and Principal
[Donor Relations Group](#)

DONOR ENGAGEMENT

"My best tip for donor engagement is to engage donors based on behavior not amount. The amount of a gift is the last important thing you know about a donor! However, their behavior and HOW they communicate is super important. Are they first-time donors? Loyal donors? Do they give online or via check? All of these behaviors indicate how we should treat and communicate with them. It's not about how MUCH they give, but HOW they give."

Advice from Sector Experts

RECURRING GIVING

“There’s nothing more beneficial to a nonprofit than recurring gifts, and nothing more frustrating than figuring out how to get them. Try this: involve your clients or volunteers to create monthly or quarterly updates for you, so that your donors feel more aligned to the mission and those you serve than a regular ‘ol employee. Their first-person experience of what your nonprofit means to those you serve and the impact it makes will intimately link a regularly scheduled gift to your success better than any marketing packet or online option!”



Patrick Kirby

Founder

[Do Good Better Consulting](#)



Shawn Olds

CEO

[boodleAI](#)

ARTIFICIAL INTELLIGENCE

“Nonprofits have encountered AI over this past year in ways and at a rate never before experienced. With the growth of generative AI tools, now more easily accessible than ever before, nonprofits can work smarter by generating fundraising appeals, grant proposals, event plans, and more in seconds. We can expect it to become even easier to use, more collaborative, more secure, and offer even more customizability to nonprofit teams – further empowering nonprofits to achieve their missions in ways never before possible. As this technology continues to advance rapidly, it will become indispensable to the nonprofit sector and beyond.”

DONOR ENGAGEMENT

“A compelling opportunity to engage donors, events serve as a crucial platform for immersing individuals in your mission and maintaining connections with major donors. Unique event experiences infused with impactful storytelling are powerful cultivation tools. When crafting your event strategy for 2024, prioritize building a comprehensive budget to ensure you host a memorable event that creates deeper donor engagement.”



Samantha Swaim

Founder

[Swaim Strategies](#)



About the Survey

The survey of 939 nonprofit professionals was conducted online between September 11 – October 14, 2023. Survey respondents represent a wide spectrum of organization sizes and verticals. Most respondents identify their roles within development, executive leadership, and events. The nonprofits surveyed use a wide range of technology solutions and vendors to power their fundraising, not limited to OneCause. All data in this annual report is self-reported, not transactional.

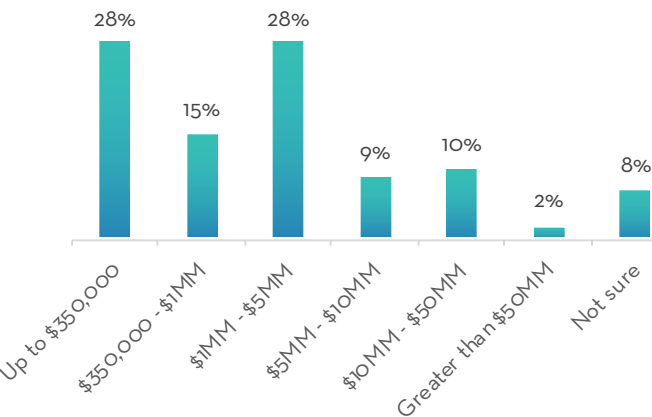


Figure 24: What is your organization's annual operating revenue?

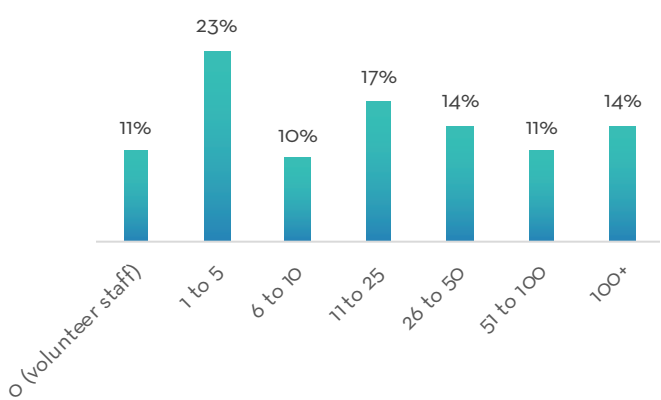


Figure 25: How many full-time employees are in your organization?

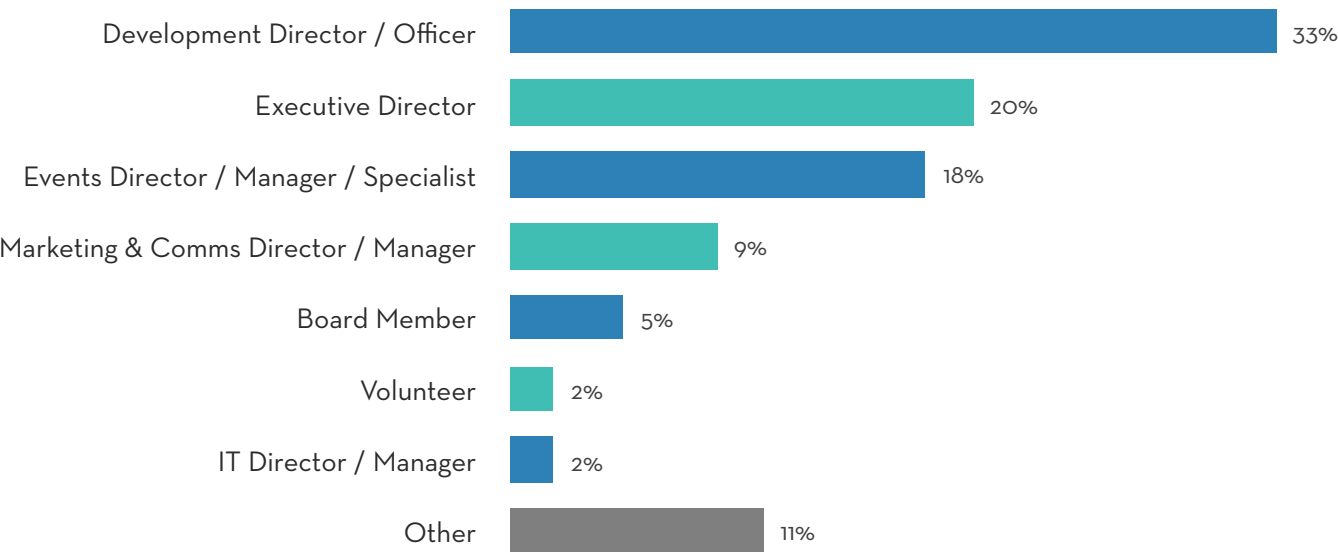


Figure 26: Which of the following most closely aligns with your role (Select one)?



Additional Resources

[2023 Giving Experience Study](#)

[2023 Fundraising Outlook: Insights for Nonprofit Planning & Prioritization](#)

[Webinar: Collaborating with Generative AI](#)

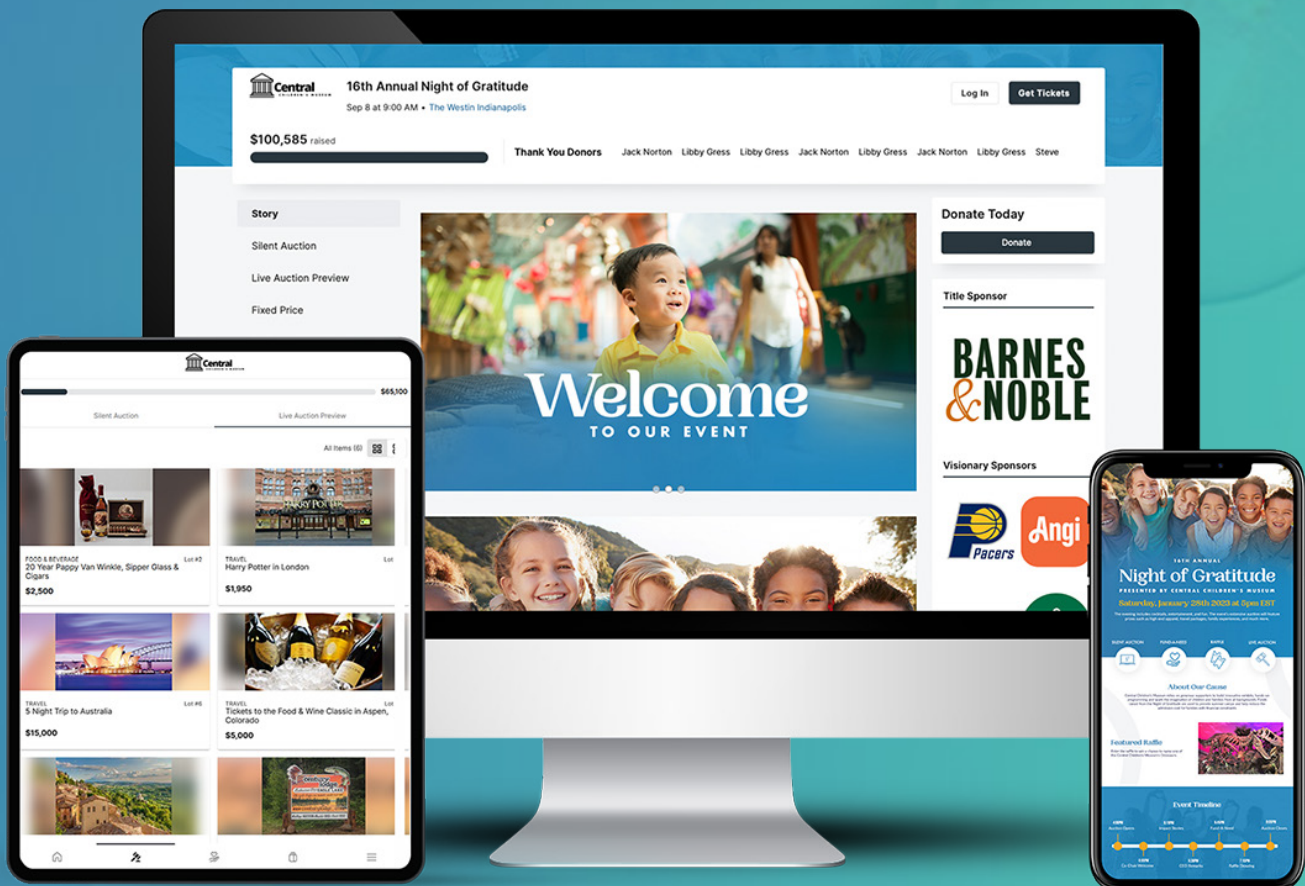
[Webinar: Raising the Bar: Innovation & Insights for Event Fundraising Success](#)

[Blog: Create a Sustainable 2024 Stewardship & Retention Strategy](#)

[Blog: 9 Tips for Recruiting and Retaining Peer-to-Peer Participants](#)

About OneCause

OneCause is driving the future of fundraising with easy-to-use event and online fundraising solutions that help nonprofits improve the giving experience and raise more money. OneCause builds technology that optimizes everyday generosity, making it easier for nonprofit organizations to fundraise and for nonprofit supporters to give. Since 2008, OneCause has helped over 11,000 nonprofits raise more than \$6 billion for their missions. Headquartered in Indianapolis, OneCause is committed to driving innovation in the charitable sector, bringing together nonprofit professionals across the world for the annual Raise Conference to exchange ideas that further fundraising. For more information, visit www.onecause.com or follow us on LinkedIn, X (Twitter), Instagram, and Facebook.


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