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onecause® | WEBINAR

Strategic Growth & Adaptation

2025 Fundraising Outlook

Report Key Findings



Thursday, January 9, 2025



Sarah Sebastian

Director, Corporate Communications



Steve Lausch

Director, Product Marketing

Let's Get Started!

What's one way you used AI in your fundraising efforts last year?



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Meet Our Fundraising Experts



Sarah Sebastian

Director, Corporate Communications
OneCause



Steve Lausch

Director, Product Marketing
OneCause



FUNDRAISING
2025
OUTLOOK

Agenda

- About the Survey
- Key Findings
- 2024 Fundraising Review & Challenges
- 2025 Priorities & Plans
- Q&A

977
Nonprofit
Pros
Surveyed

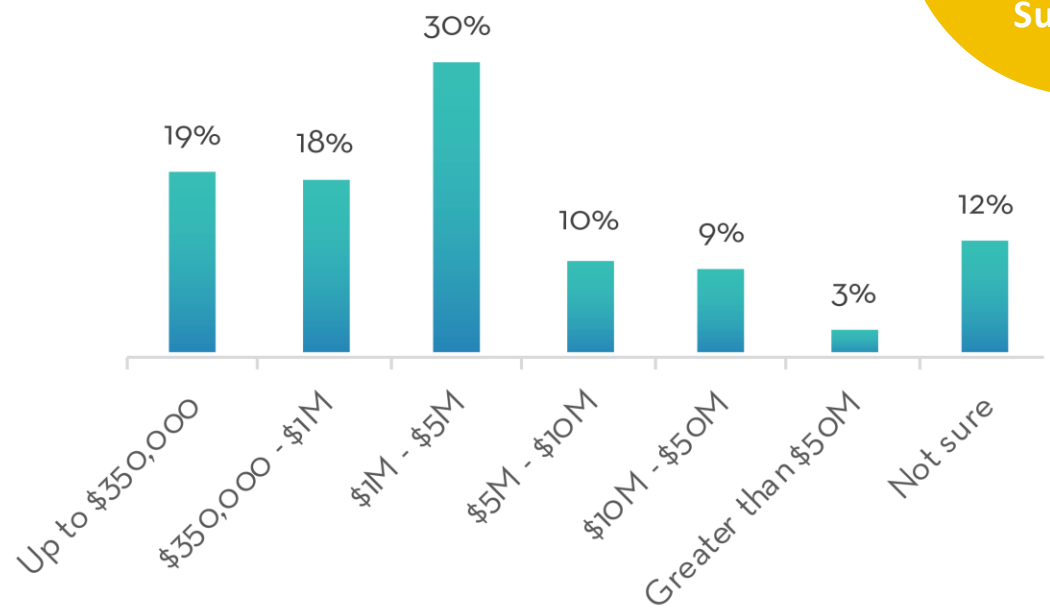


Figure 24: What is your organization's annual operating revenue?

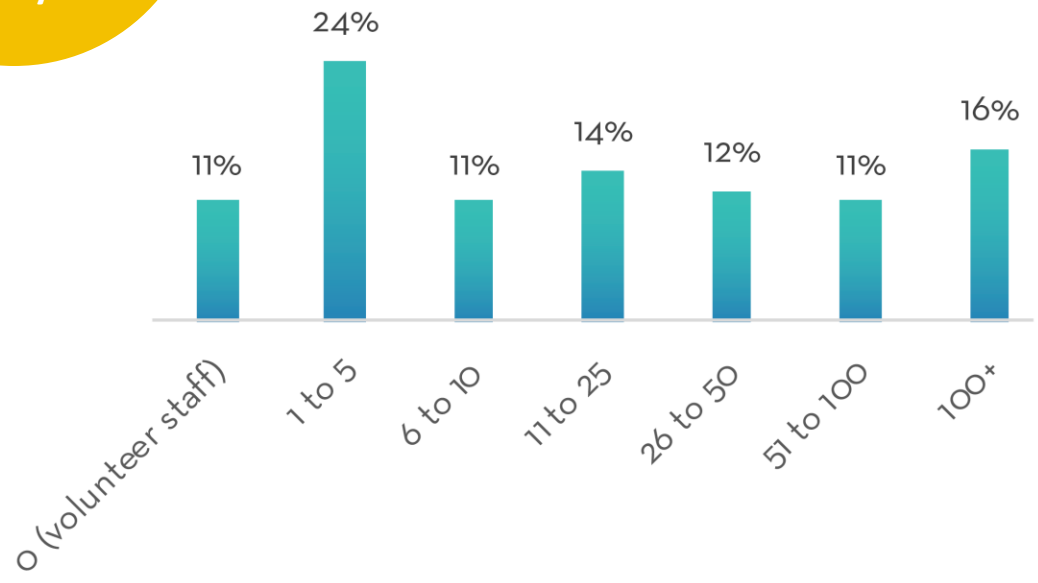
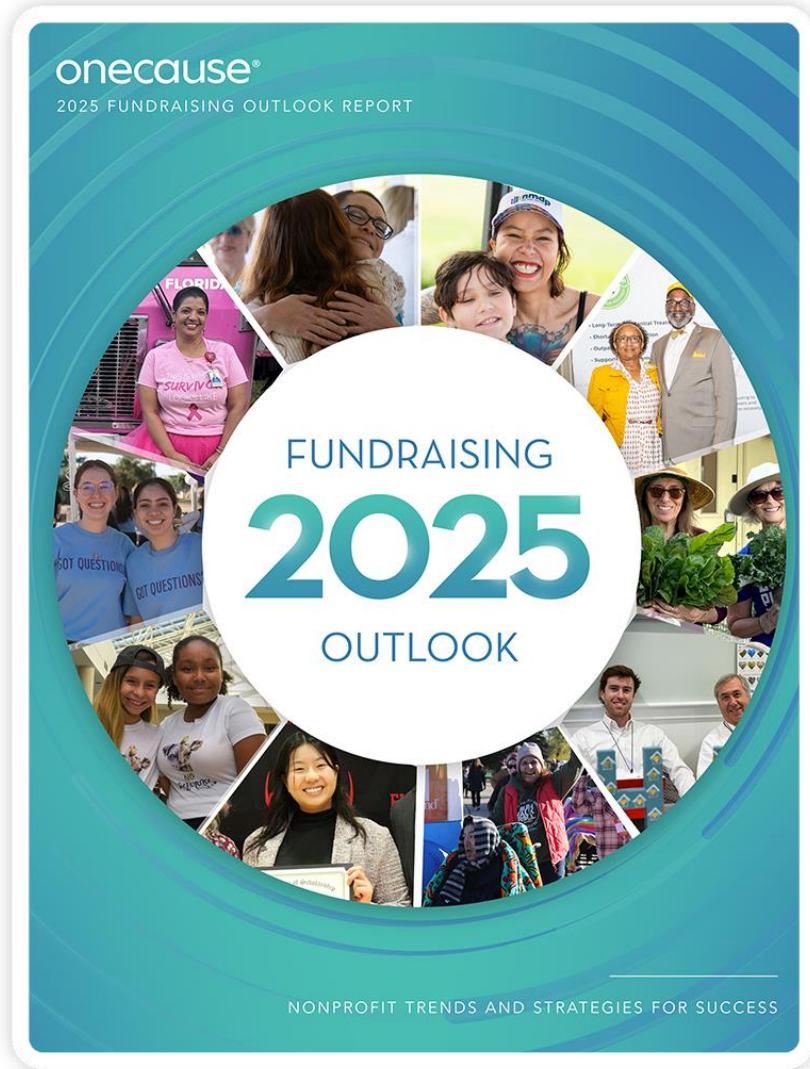


Figure 25: How many full-time employees are in your organization?

KEY FINDINGS



- 01 In-person & Hybrid Events Offer Strong Opportunities For Success and Engagement
- 02 Event & Online Fundraising Sustain Revenue Growth For Nonprofits
- 03 Nonprofit Challenges & Priorities Reflect Need for Engagement & Sustainability
- 04 Adoption of Artificial Intelligence Is Growing



2024 FUNDRAISING REVIEW

Reliance on Event and Online Fundraising


96%
Held at least one
online fundraiser


95%
Held at least one
fundraising event

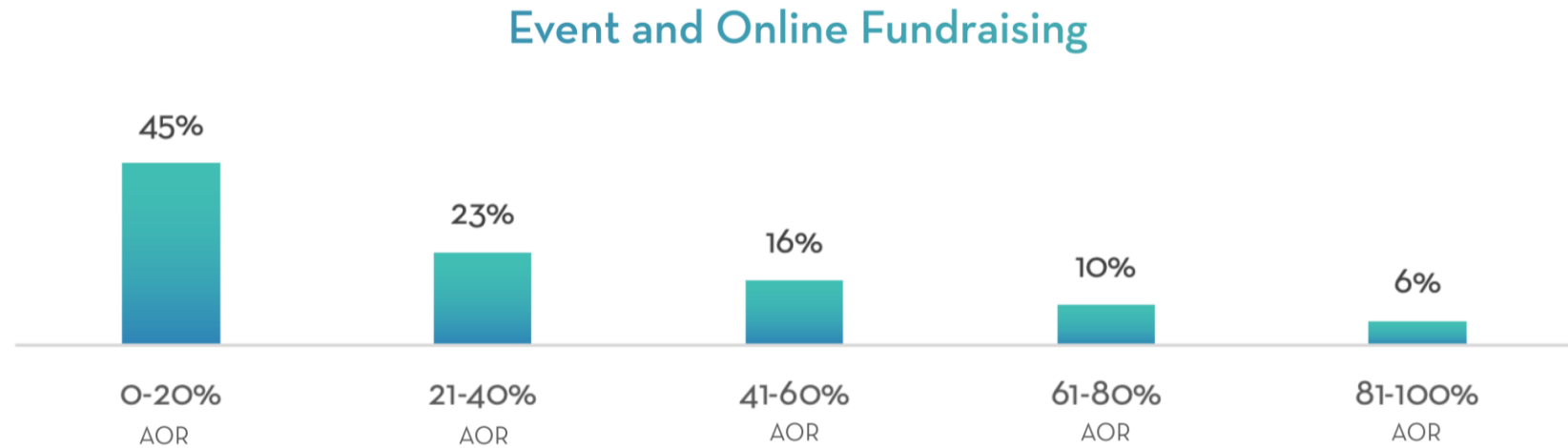
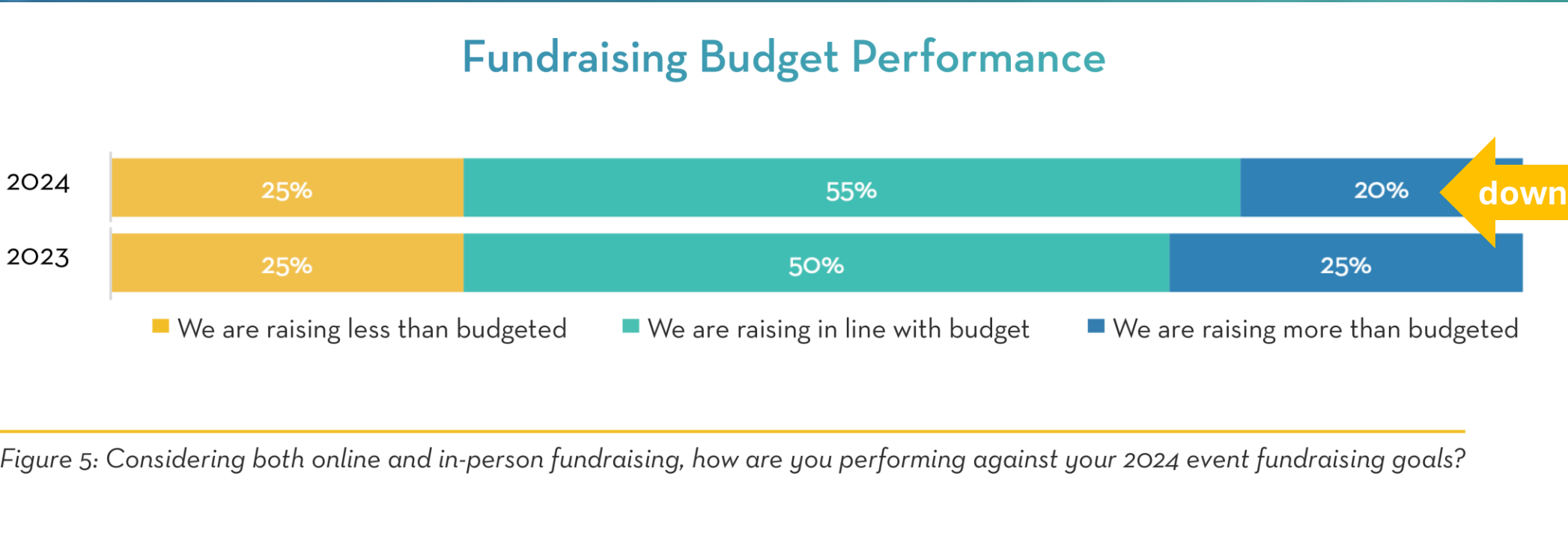


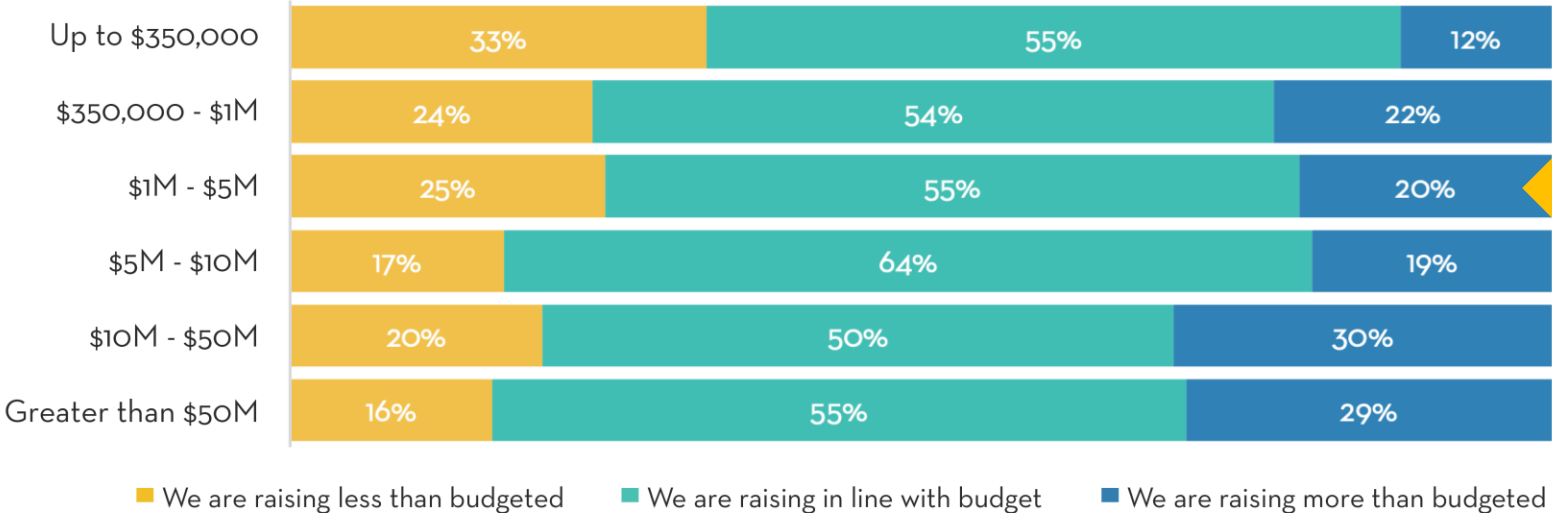
Figure 3: What percentage of your annual operating revenue comes from your event and/or online fundraising? (Excluding “not sure”)

2024 Fundraising Performance



2024 Fundraising Performance

Fundraising Budget Performance by Revenue



down 10 pts

Figure 6: Considering both online and in-person fundraising, how are you performing against your 2024 event fundraising goals? (By organization annual revenue; excludes “not sure”)

2024 Fundraising Performance

Fundraising Budget Performance by Event Format

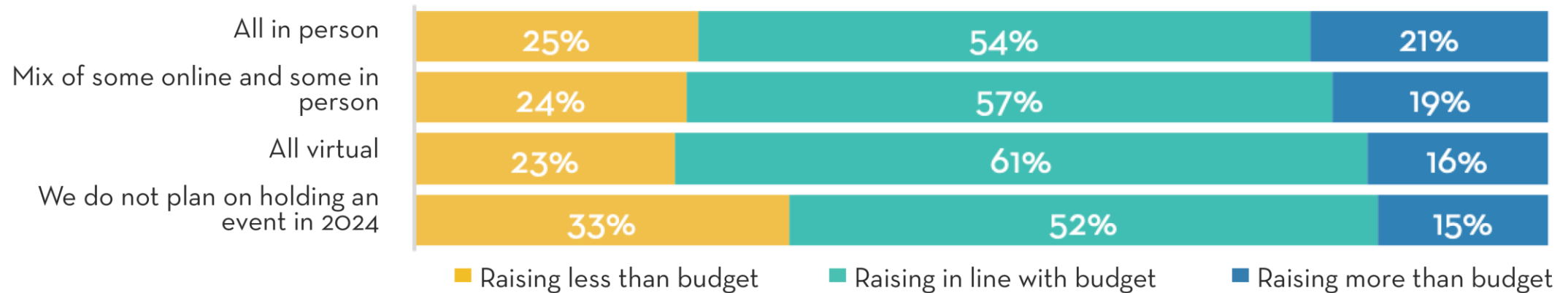


Figure 7: Considering both online and in-person fundraising, how are you performing against your 2024 event fundraising goals? (Viewed by chosen event formats)

2024 Fundraising Performance

2024 Fundraising Success by Campaign Type

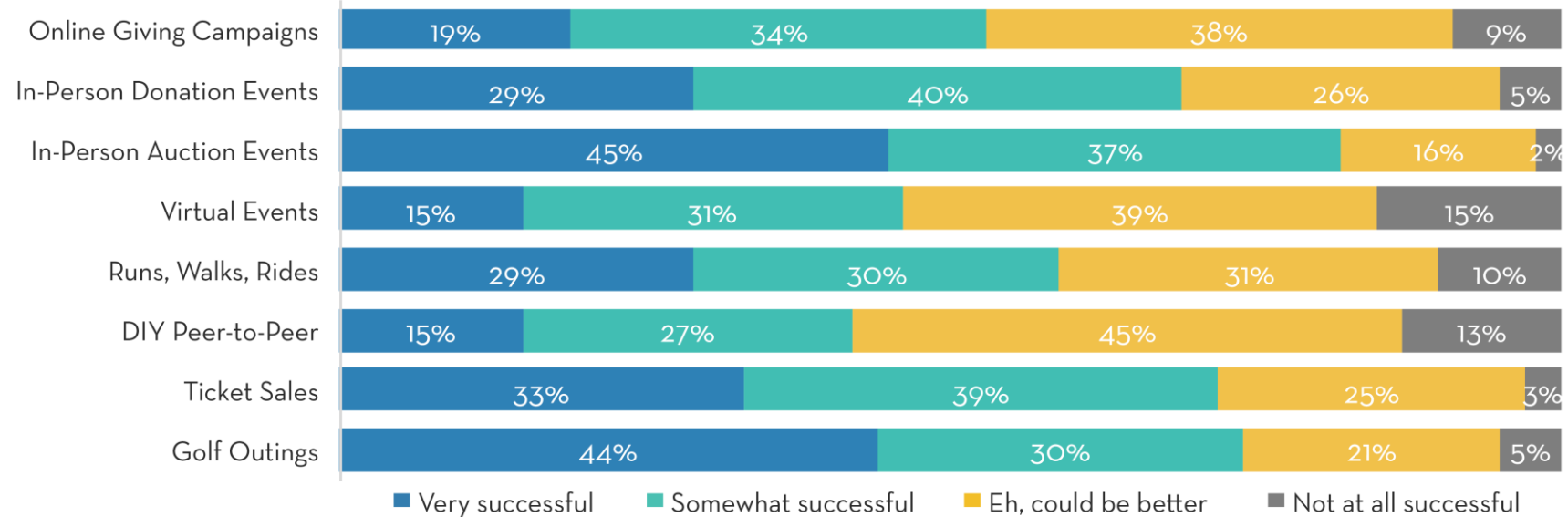


Figure 8: How successful do you feel your organization has been with the following fundraising campaigns? (Percentages based on those that did this type of fundraising)



PUTTING DATA INTO ACTION



1

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

2

Review the success rates of campaign types on slide 14.
Are there any successful types you can incorporate or
revisit in 2025?

The background is a teal color with a bokeh effect of light circles. In the center, there is a faint image of two hands, one holding a pen over a document. The text 'NONPROFIT CHALLENGES' is overlaid in white, bold, uppercase letters.

NONPROFIT CHALLENGES

POLL

Which ONE challenge would you rank as the top challenge facing your nonprofit?

- 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) Board
- K) Staff Turnover

Top Fundraising Challenges

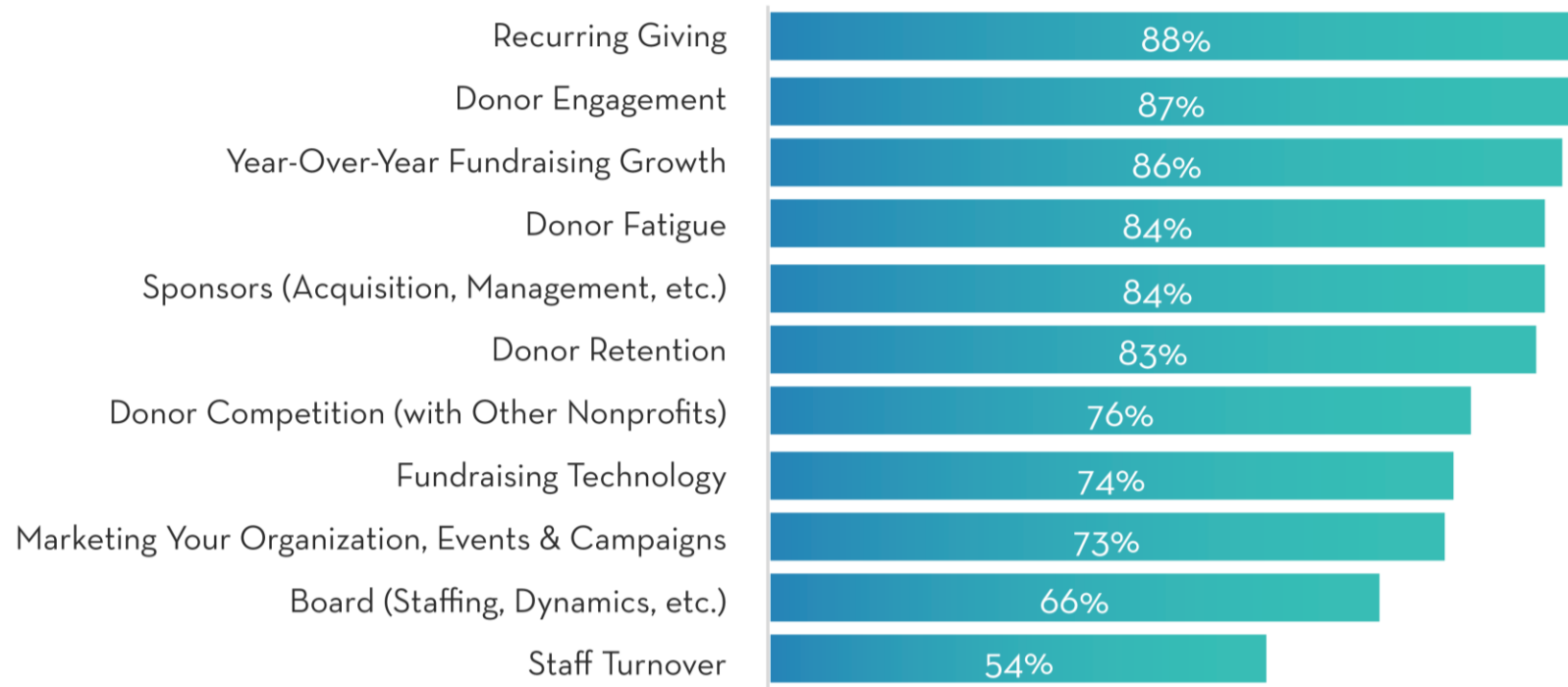


Figure 9: Rate the following fundraising challenges your organization could be facing. (Percentage that said critical concern, definitely a concern, or somewhat a problem)

Top Fundraising Challenges by Revenue

Revenue View: Ratings of Critical and Definitely a Concern

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

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 by Revenue

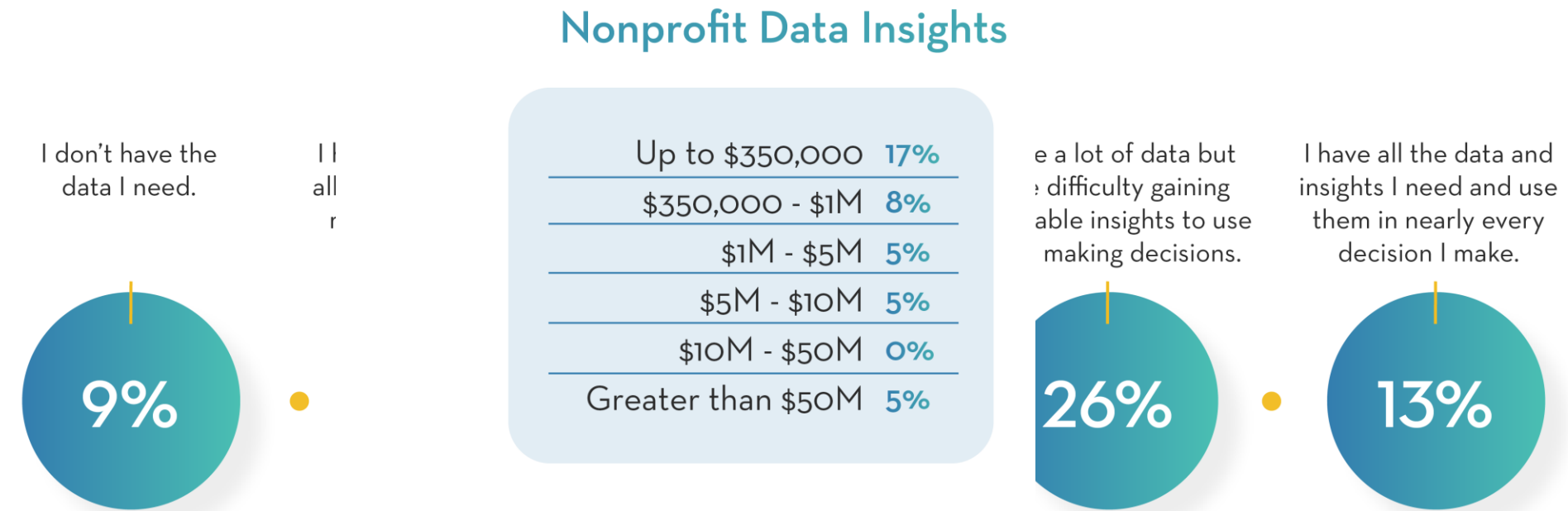


Figure 11: How successful are you at using data to make decisions?

Figure 12: "I don't have the data I need." (By revenue)



**PUTTING DATA
INTO ACTION**

1

Re-examine donor fatigue. Are your donors really fatigued, or are they disengaged. Brainstorm some ways to engage donors in 2025 (including engagement opps without making an ask).

2

Audit your recurring giving program and make small tweaks.

A hand holding a smartphone is shown in a teal-tinted, semi-transparent style. The background features a bokeh effect of light circles. The text '2025 PRIORITIES' is centered over the image in a bold, white, sans-serif font. A thick yellow horizontal line is positioned below the text.

2025 PRIORITIES

POLL

Which ONE priority would you rank as critical for your organization in 2025?

- A) Donor acquisition
- B) Donor retention
- C) New ways to fundraise
- D) Operational efficiency/effectiveness
- E) Increase funds from existing campaigns

Nonprofit Priorities for 2025



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

Anticipated 2025 Shifts in Nonprofit Technology Investment

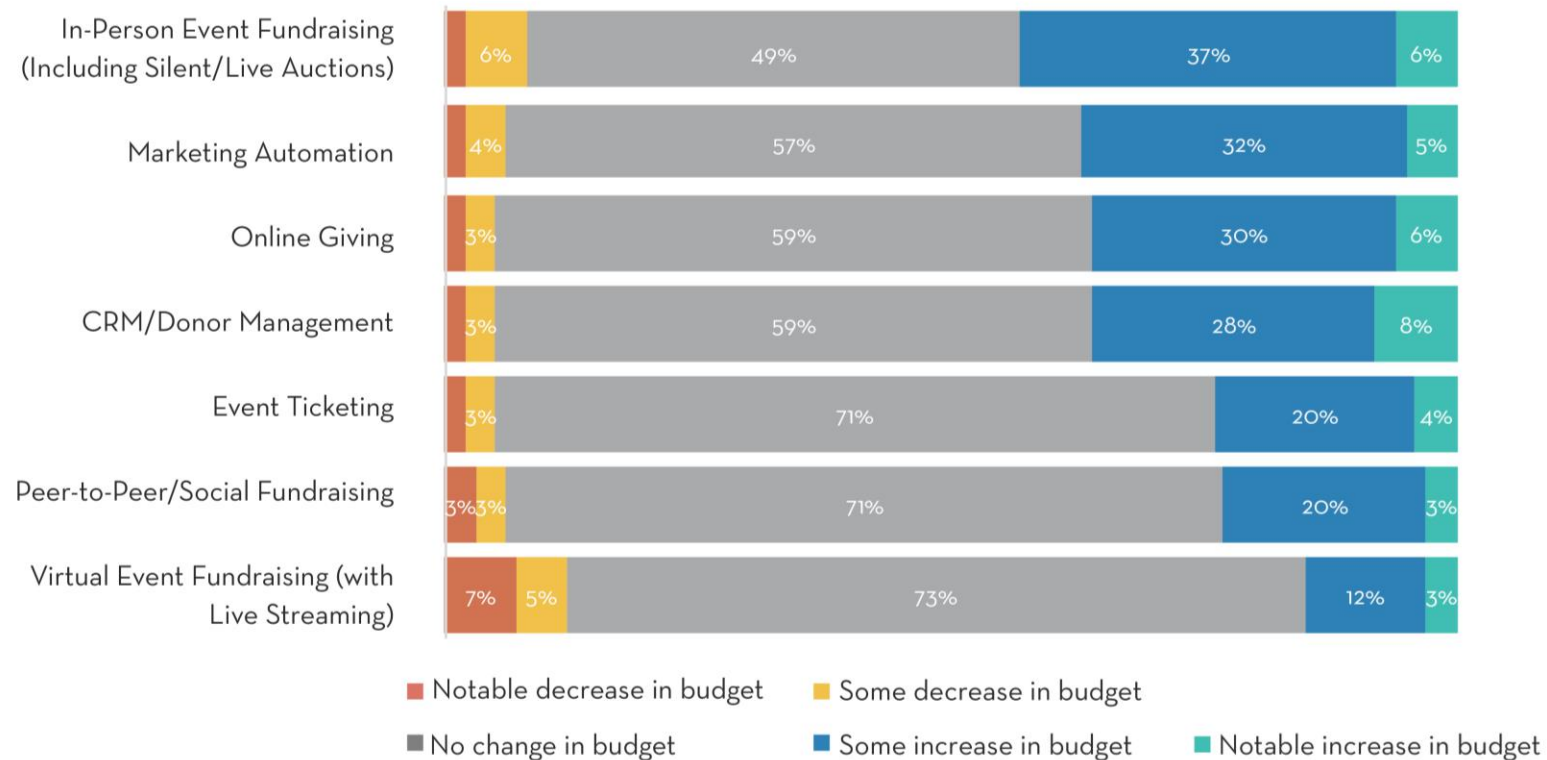


Figure 18: What shifts do you anticipate in your tech budget for the following types of fundraising software? (Excludes "not sure")

ARTIFICIAL INTELLIGENCE

Knowledge of Artificial Intelligence

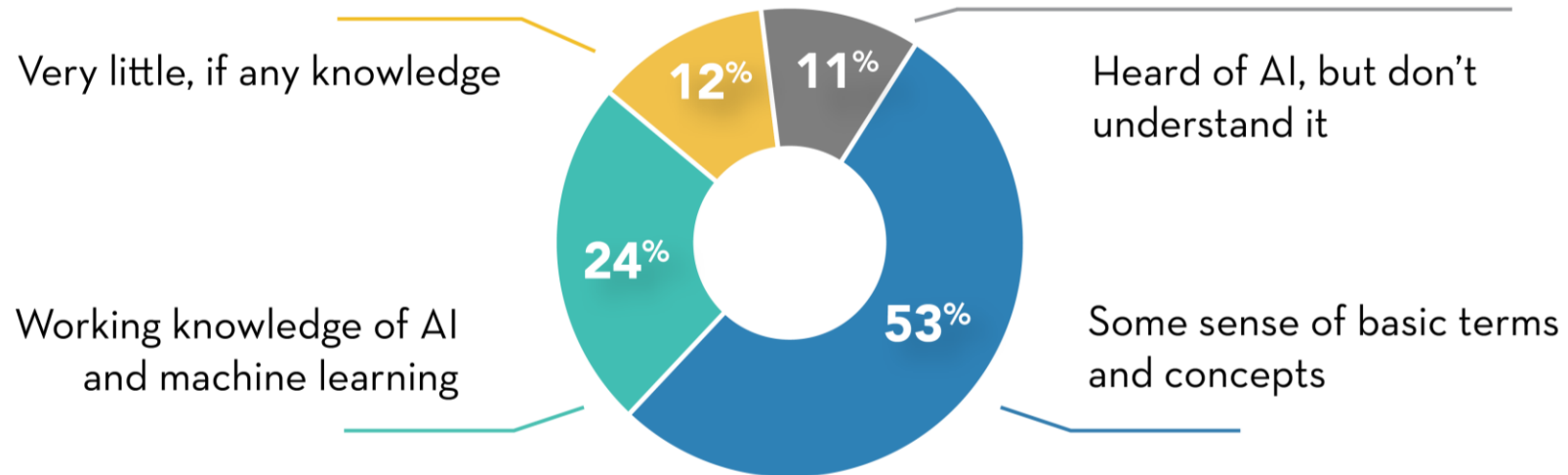


Figure 19: Which of the following best describes your knowledge of Artificial Intelligence (AI) and how it can be used by nonprofits? (Select one)

Sentiment: Artificial Intelligence

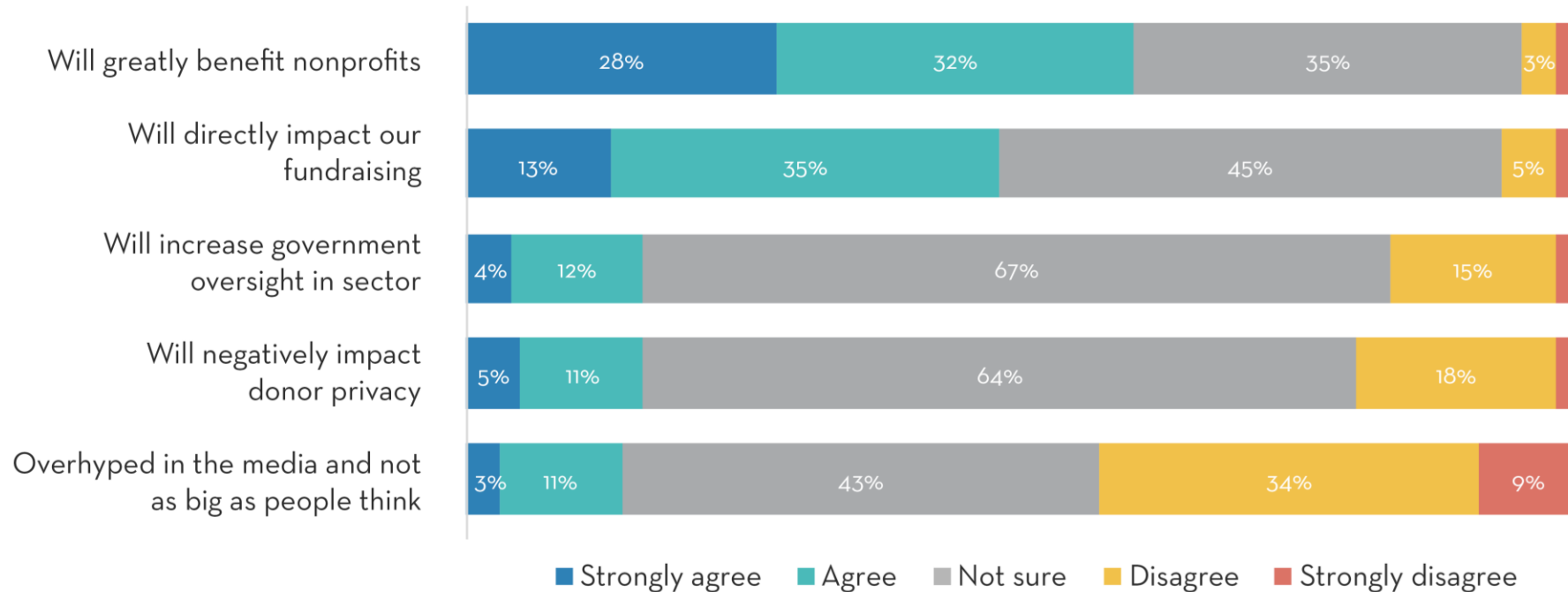


Figure 21: Rate your level of agreement with the following statements about AI in the nonprofit sector.

Use of Artificial Intelligence

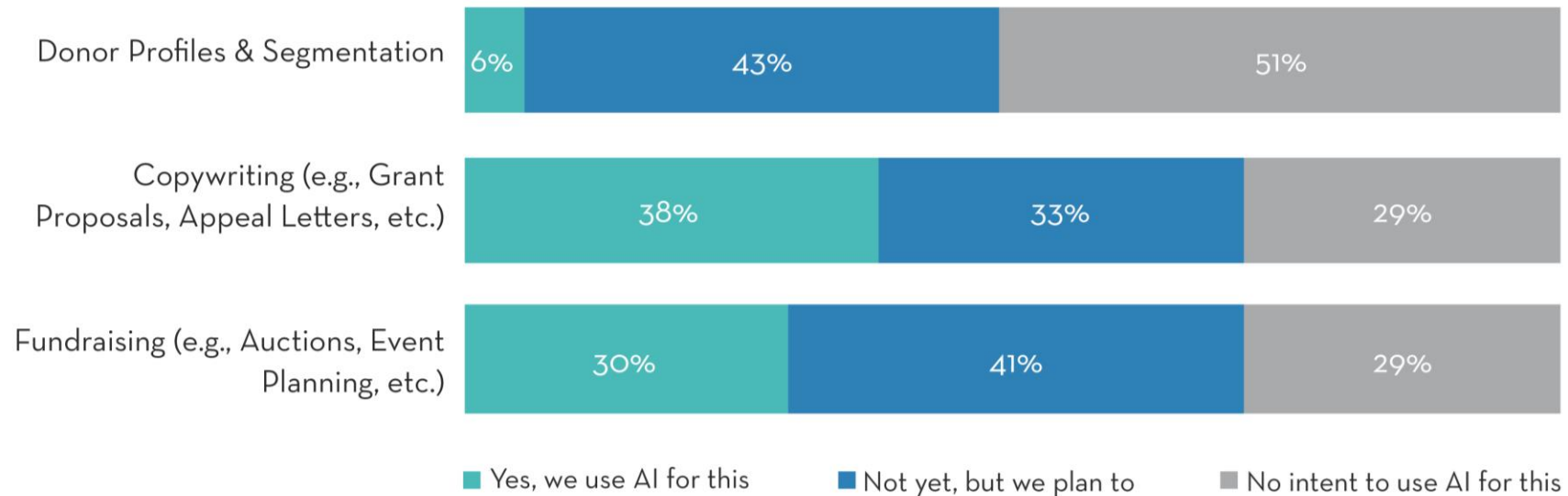


Figure 22: Does your nonprofit currently use AI for the following? (Excludes "not sure")

Barriers to Implementing AI

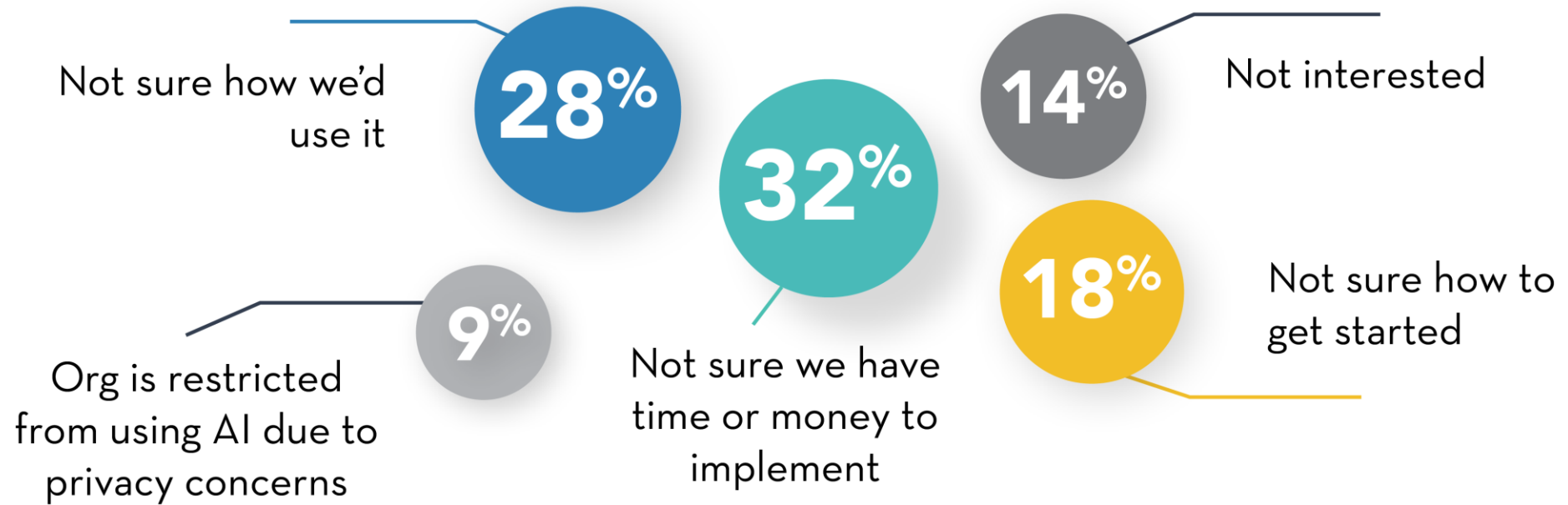


Figure 23: Which of the following is a limitation to AI being implemented at your nonprofit? (Select all that apply)



**PUTTING DATA
INTO ACTION**

1

Benchmark your success and identify opportunities to improve.

2

With donor acquisition, retention, and increasing funds from existing campaigns as top priorities, it's time to review your tech stack.

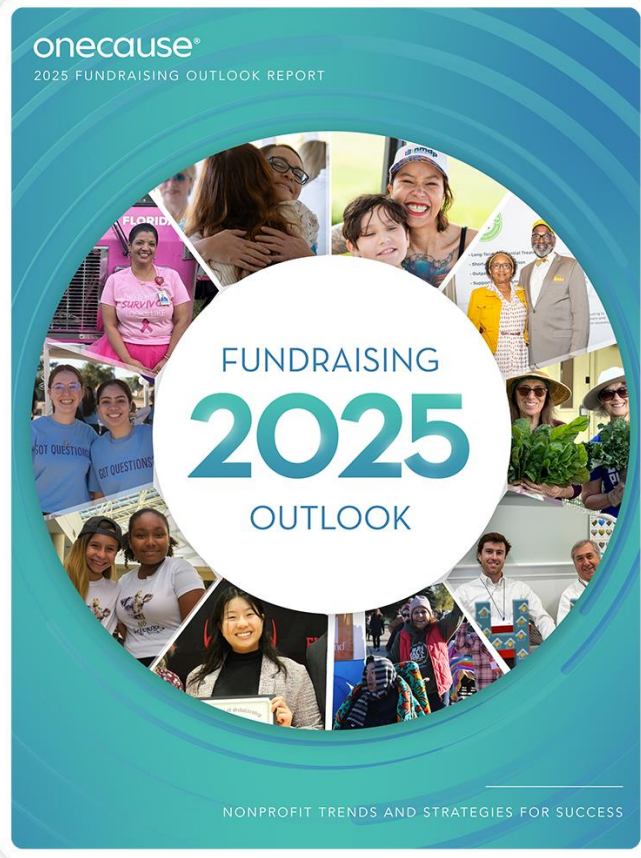
3

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

4

Make sure you're showing gratitude & engaging your loyal donors.

Access to Full Findings



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2025 FUNDRAISING OUTLOOK**

<https://www.onecause.com/ebook/2025-fundraising-outlook-report/>

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Kim Hall
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Amelia Baumann
Double the Donation

Diane Dellafiora
OneCause

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Dan Campbell, BAS, AMM
Raising Paddles

Hannah Hegman
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Christina Serrano Taylor
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