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Share in the chat your name, location, and cause or organization, (and the weather in your area)!



Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Visit [OneCause.com/Resources](https://www.onecause.com/resources) for on-demand webinars.
- ✓ Add comment or send emojis in the Chat.
- ✓ Add questions in the Q+A module.
- ✓ Participate in the follow-up survey!





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2026 FUNDRAISING OUTLOOK REPORT:
Trends, Opportunities & Challenges Shaping
the Year Ahead

January 7, 2026

Meet Your Hosts



Sarah Sebastian

Director, Corporate Comms & Events
OneCause



Steve Lausch

Director, Product Marketing
OneCause

2026 FUNDRAISING OUTLOOK

Trends, Opportunities & Challenges
Shaping the Year Ahead

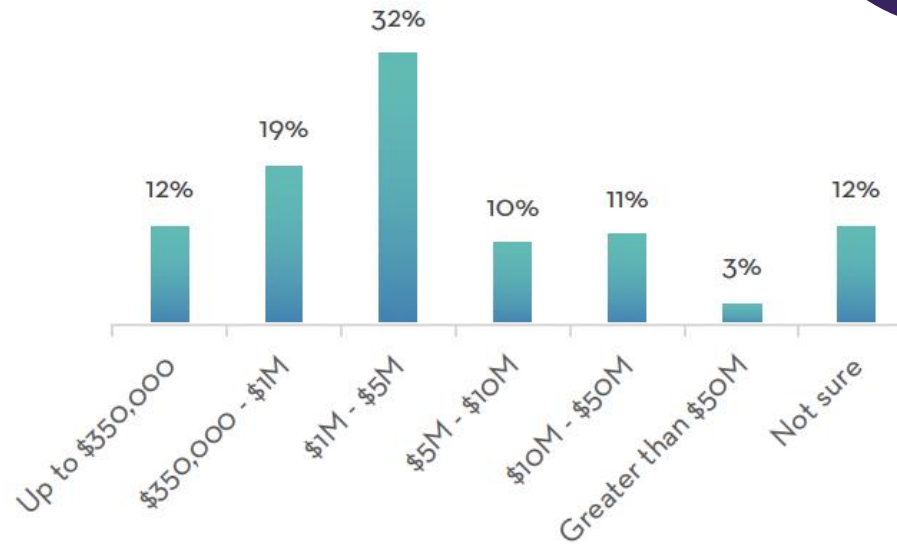


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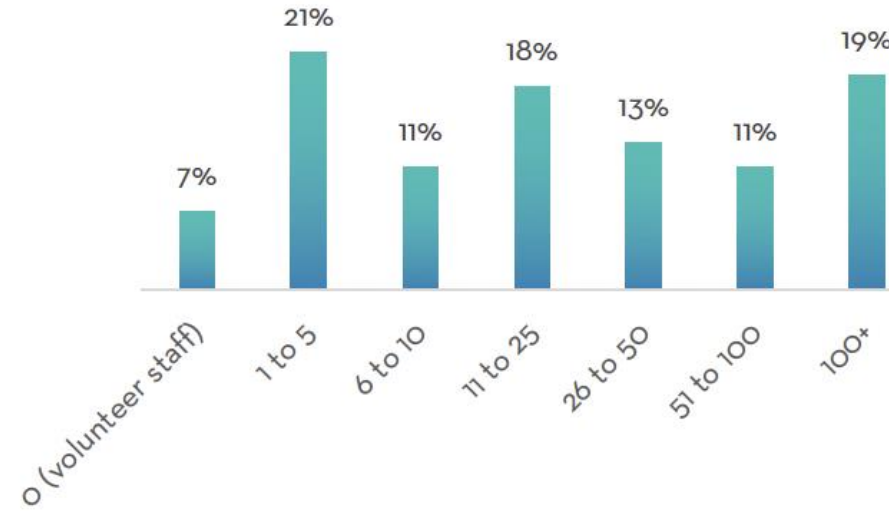
Agenda

- About the Survey
- Key Findings
- Deep Dive: Trends & Insights
- Recommendations
- Q&A

1,273
Nonprofit
Pros
Surveyed

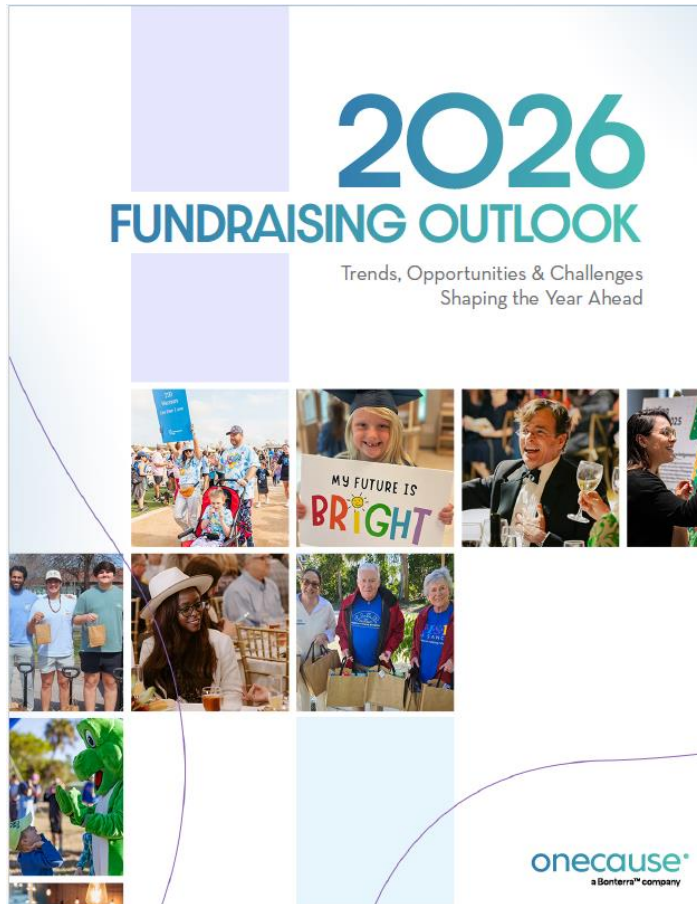


What is your organization's annual operating revenue



How many full-time employees are in your organization?

KEY FINDINGS



- 01 *Events Shine as a Dependable Source Of Fundraising Success*
- 02 *Rising Donor Challenges Are Pushing Nonprofits To Focus on Loyalty, Retention, and Acquisition*
- 03 *Artificial Intelligence Is Gaining Traction as Nonprofits Grow More Confident with Technology*
- 04 *Nonprofits Are Doubling Down on Events as Reliable Way to Close Gaps Created by Lost External Funding*
- 05 *Structured Event Ambassador Fundraising May Be the Key to Unlocking Supporter-driven Growth*

2025 FUNDRAISING REVIEW

Reliance on Event & Online Fundraising

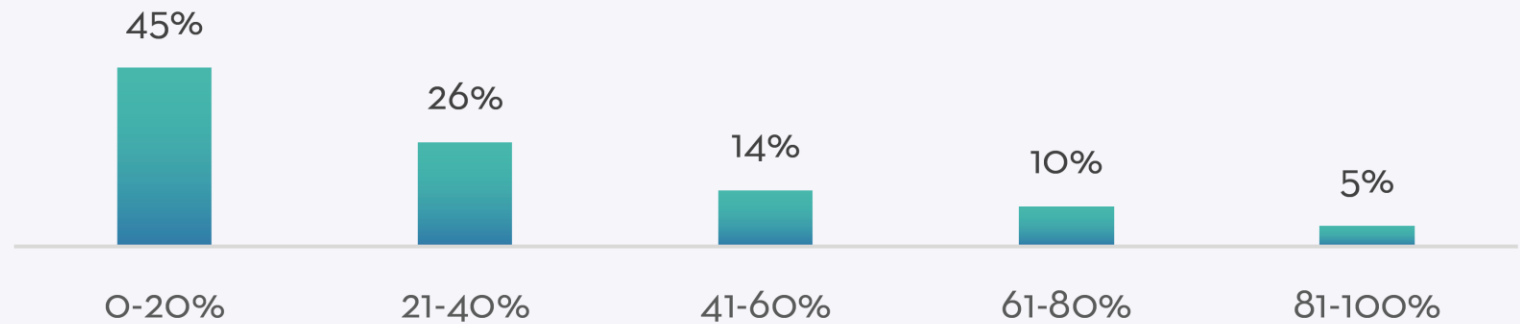
98%

held at least one online fundraiser

97%

held at least one fundraising event

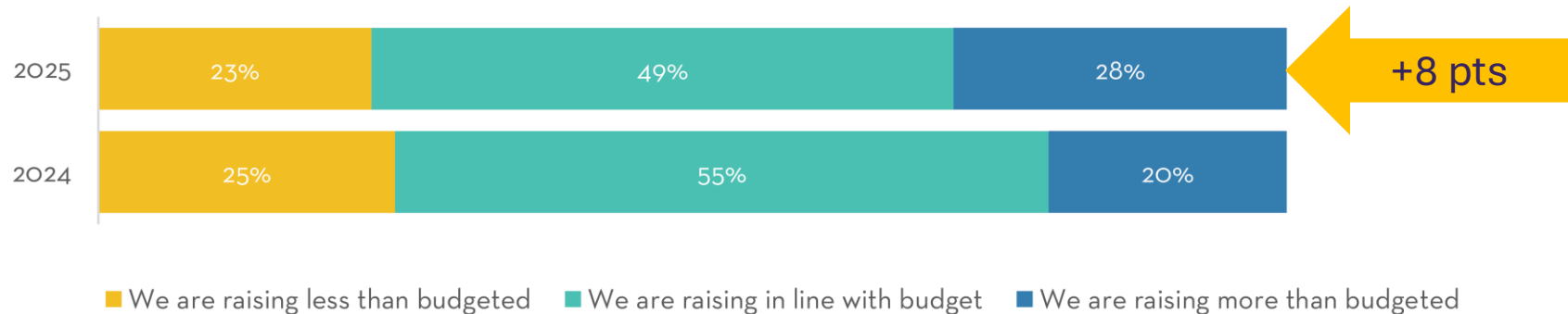
Event and Online Fundraising



What percentage of your annual operating revenue comes from your event and/or online fundraising? (Excluding "not sure")

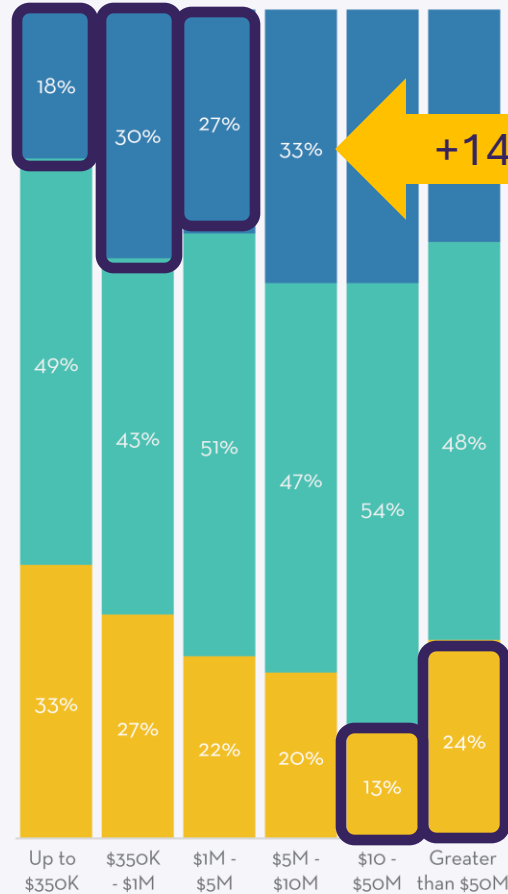
2025 Fundraising Performance

Fundraising Budget Performance: Events



Considering both online and in-person fundraising, how are you performing against your 2025 event fundraising goals?

Fundraising Budget Performance by Revenue



+14 pts

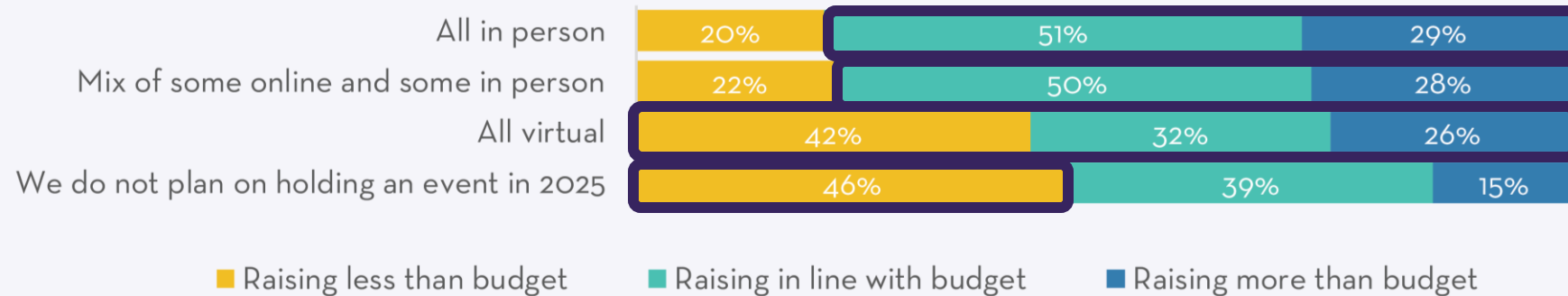
2025 Fundraising Performance

Considering both online and in-person fundraising, how are you performing against your 2025 event fundraising goals?

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

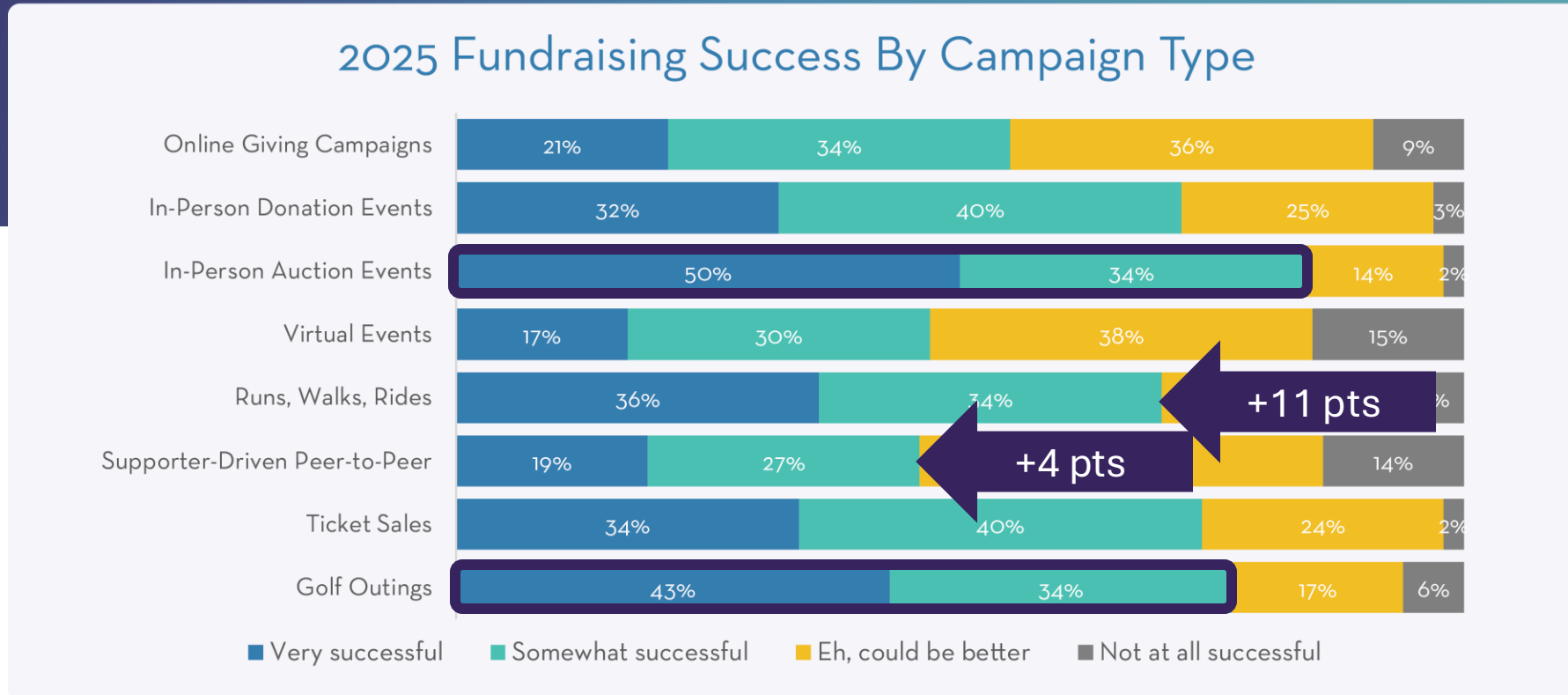
2025 Fundraising Performance

Event Fundraising Goal Performance by Format



Considering both online and in-person fundraising, how are you performing against your 2025 event fundraising goals? (Viewed by chosen event formats)

2025 Fundraising Performance



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 13.
Are there any successful types you can incorporate or revisit in 2026?

NONPROFIT CHALLENGES

Challenges: Donors, Donors, Donors

Top Fundraising Challenges



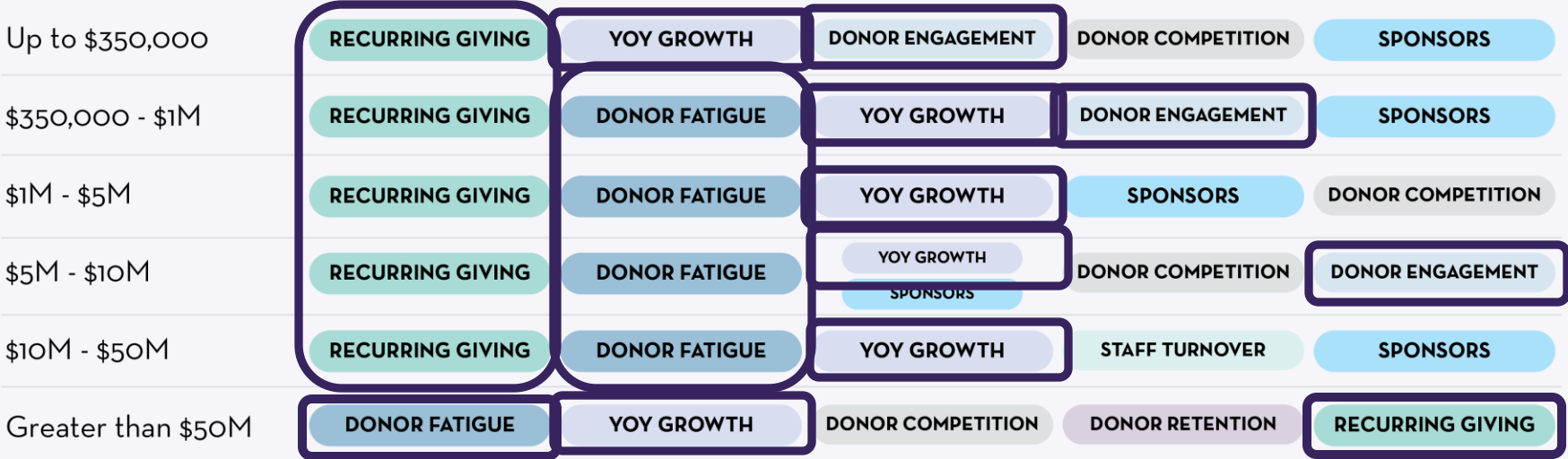
Rate the following fundra...

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

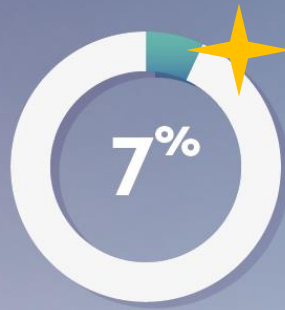
Revenue View: Ratings of Critical and Definitely a Concern



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

Data Challenges by Revenue

Nonprofit Data Insights



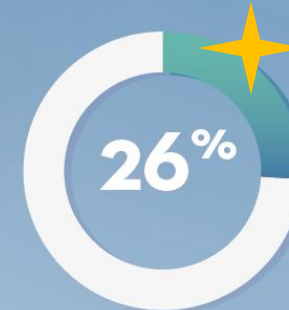
I don't have the data I need.



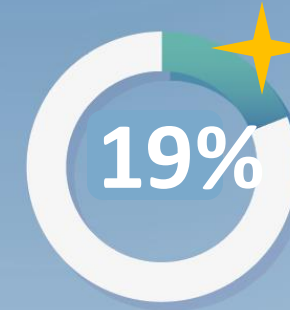
I have some data, but it's all over the place and not really usable in making decisions.



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.

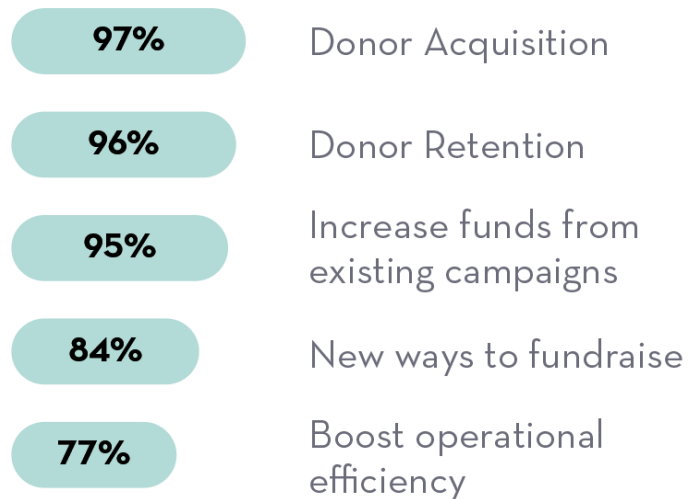


I have all the data and insights I need and use them in nearly every decision I make.

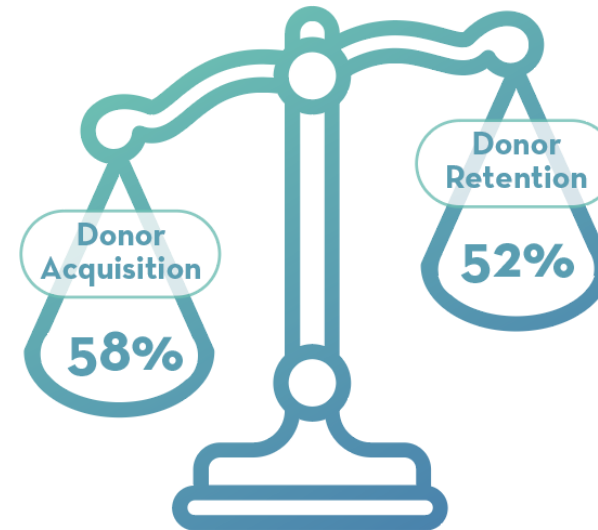
How successful are you at using data to make data-driven fundraising decisions?

2026 PRIORITIES & PLANS

Nonprofit Priorities for 2026



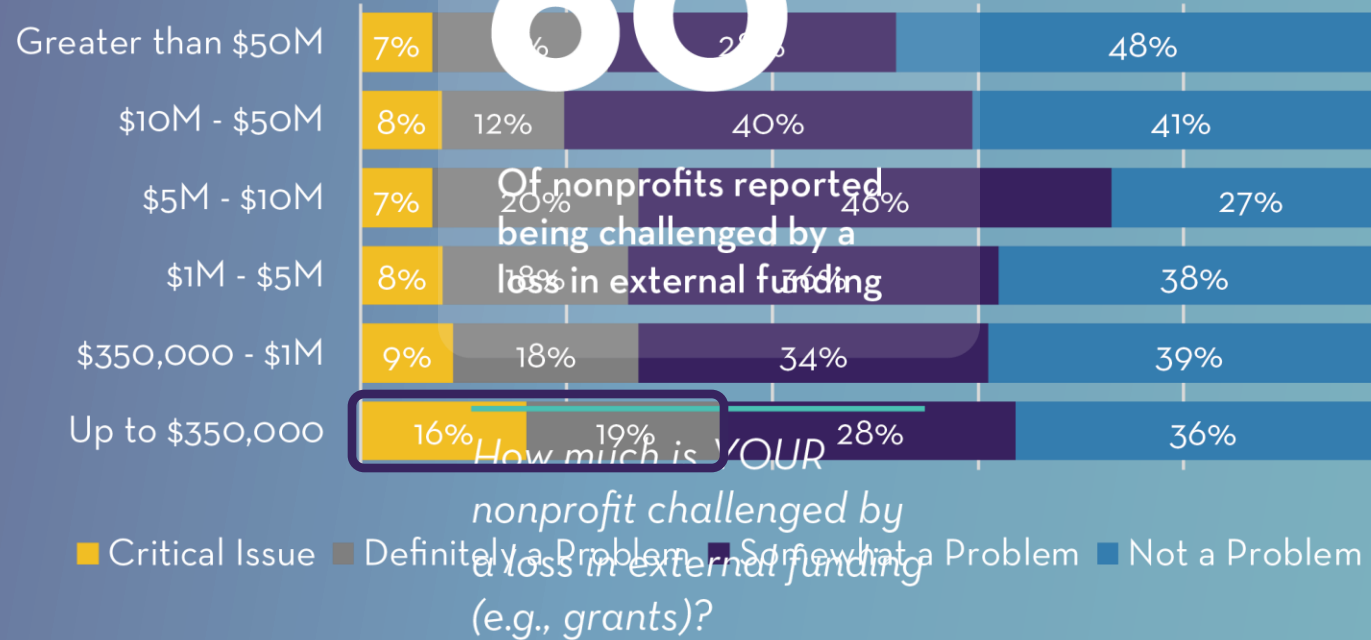
Percentage of nonprofits that ranked items as “critical” or “important.”



Priorities ranked as “critical” only

Funding Facts

Funding Challenges by Revenue



Filling the Gaps



24%
Fundraising
Events



23%
Corporate
Sponsorships



22%
Major Gifts &
Planned Giving



18%
Online Giving
Campaigns



8%
P2P / Ambassador
Fundraising



4%
Other

How are YOU planning to cover the loss of or reduction in external funding (e.g., grants)? (Select all that apply)

Ambassadors: Clear Opportunity

4 in 10

nonprofits haven't asked supporters to fundraise on their behalf in conjunction with an event.

96%

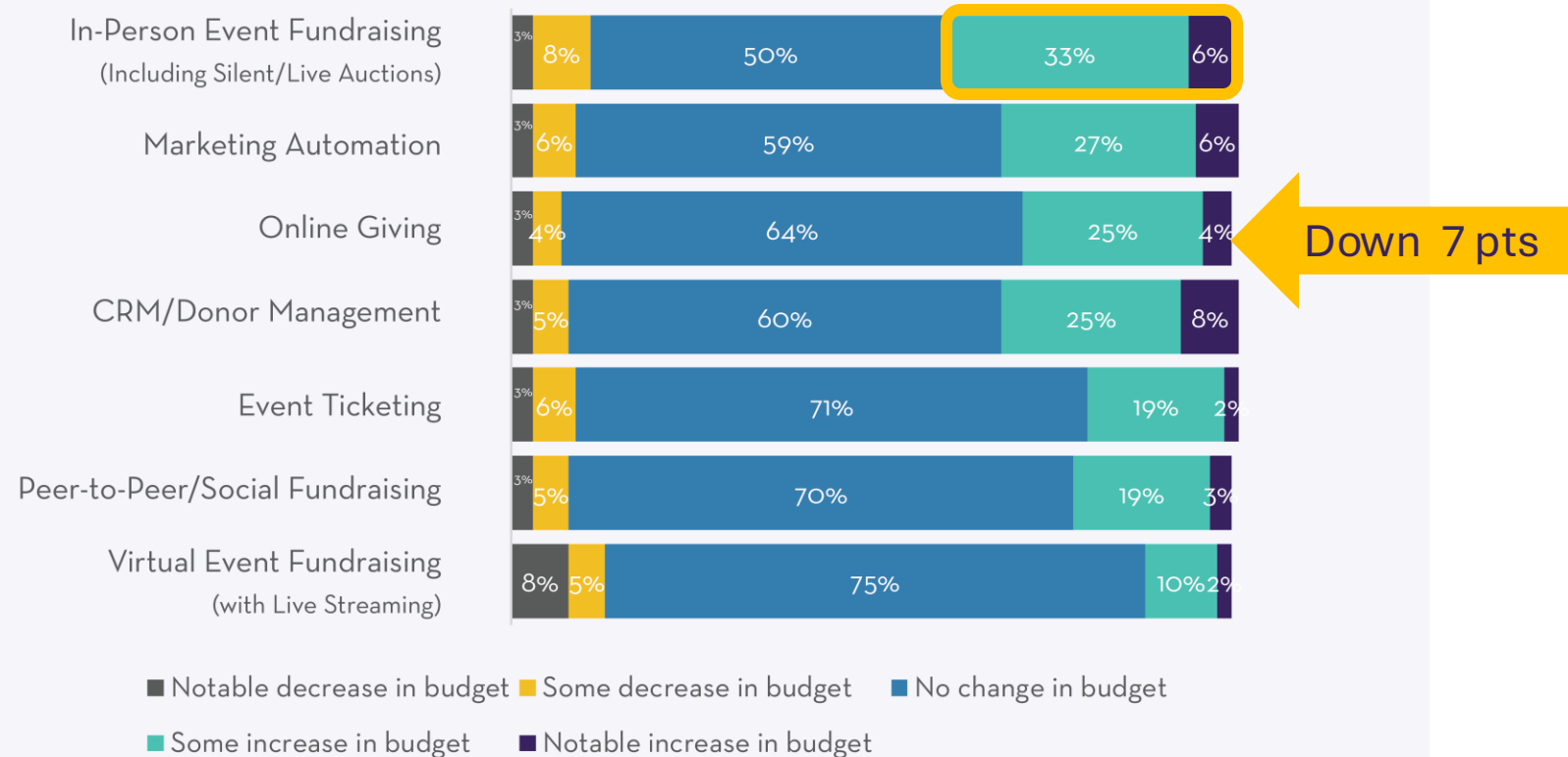
said leveraging supporters more effectively is very or somewhat important

11%

of nonprofits who utilized supporter fundraising said their efforts were very effective

Tech Budget Shifts

Anticipated 2026 Shifts in Technology Investment



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

Knowledge of Artificial Intelligence

46%
last year

52%

Some sense of basic terms and concepts

24%
last year

38%

Working knowledge of AI and machine learning

19%
last year

5%

Very little, if any knowledge

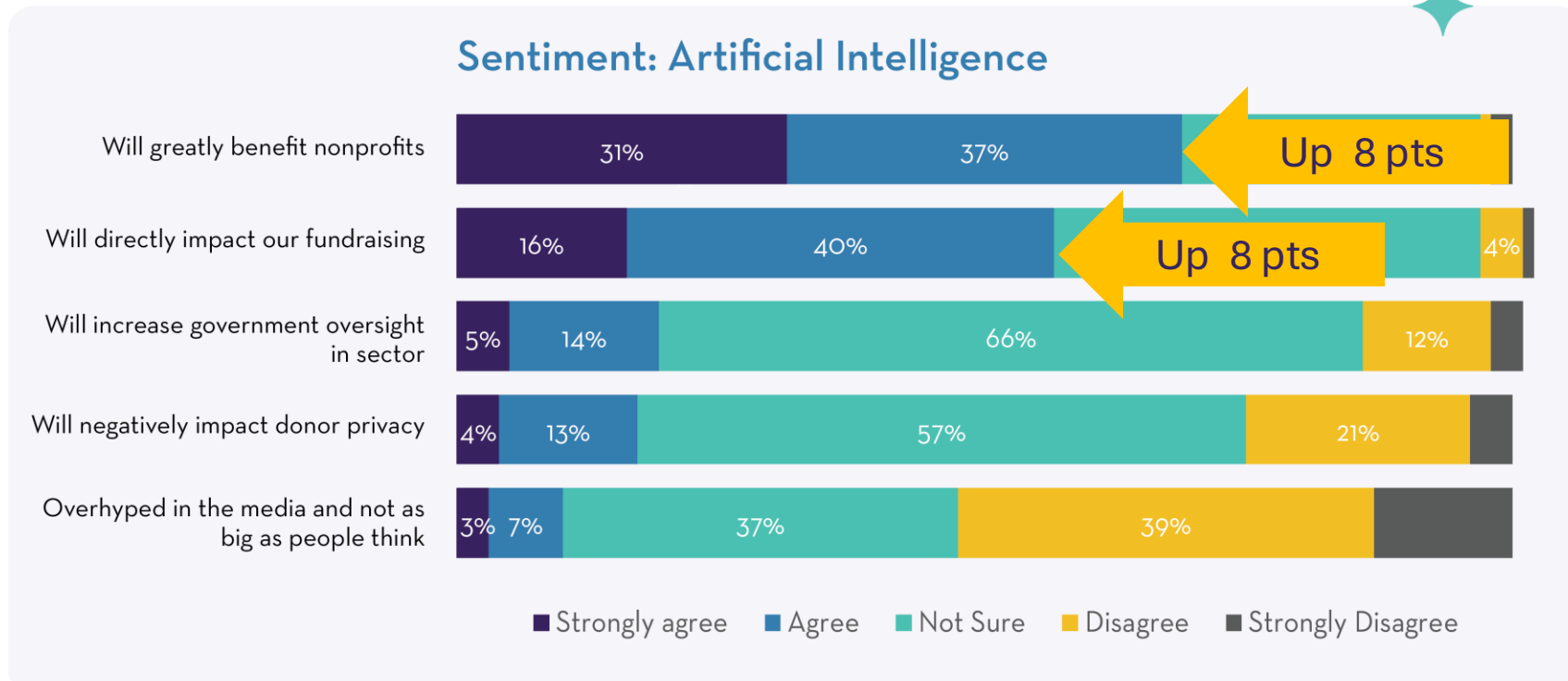
20%
last year

5%

Heard of AI, but don't understand it

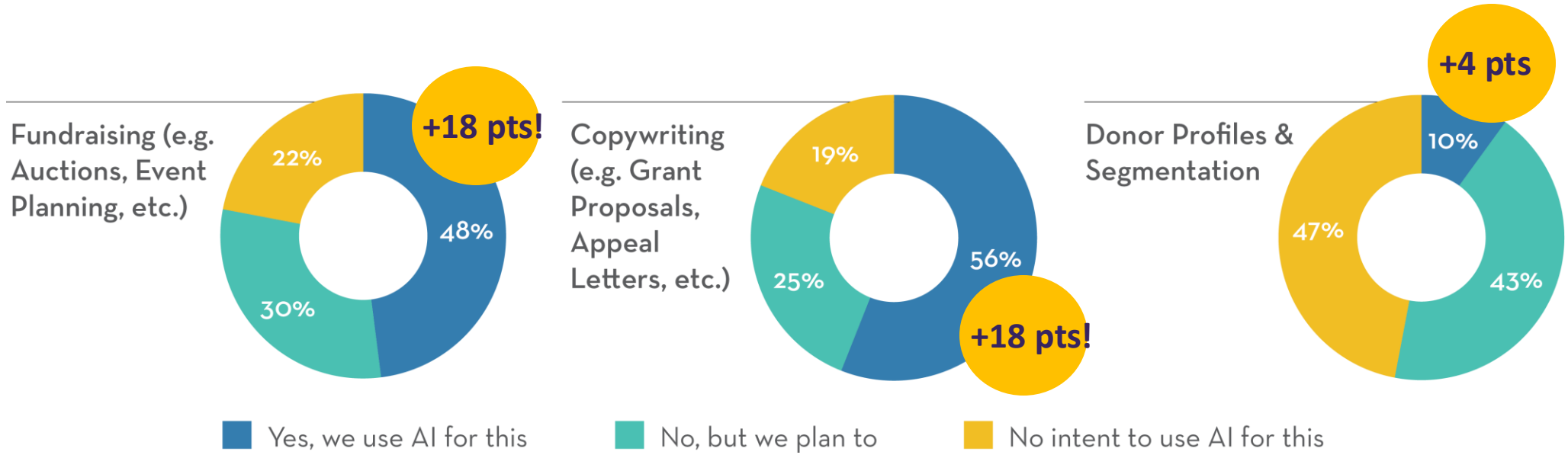
Which of the following best describes your knowledge of artificial intelligence (AI) and how it can be used by nonprofits? (Select one)

How Ya' Feeling About AI?



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

Use of Artificial Intelligence



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

Roadblocks: Artificial Intelligence

Barriers to Implementing AI

Not sure we have time or money to implement

30%

Not sure how we'd use it

28%

7%

Org is restricted from using AI due to privacy concerns

We have already implemented AI.

30%

Not sure how to get started

16%

9%

Not interested

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

**PUTTING DATA
INTO ACTION**



Balance Acquisition and Retention



Donor acquisition is vital, but it's important to balance it with efforts to retain existing supporters. Retention is often more cost-effective and can lead to stronger, longer-lasting relationships. Prioritize creating meaningful, personalized donor experiences to keep supporters engaged over the long term.

Diversify Your Fundraising Streams



Explore new fundraising avenues, including innovative campaigns, partnerships, and sponsorship opportunities. A diversified strategy will not only increase resilience against external factors but also provide a more stable financial foundation for your organization.

Embrace Technology for Efficiency



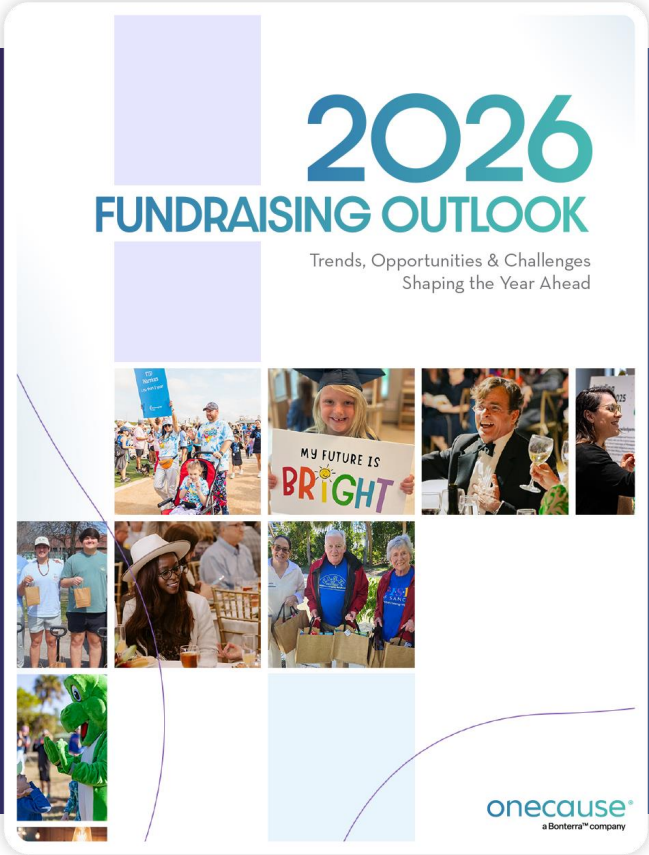
As technology plays an increasingly important role in fundraising, consider investing in tools that can optimize donor engagement and improve operational efficiency. Emerging technologies like AI can provide valuable insights to help tailor your strategies, improve data analysis, boost fundraising, and create more personalized donor experiences.

Optimize the Giving Experience



Focus on making the donation process as easy and seamless as possible for your supporters. Offer a variety of giving options, including digital wallet, ACH/bank account donations, and DAF options, to meet the preferences of today's donors. Streamlined, flexible giving options can help boost both one-time and recurring donations.

Access to Full Findings



**DOWNLOAD
2026 FUNDRAISING OUTLOOK**

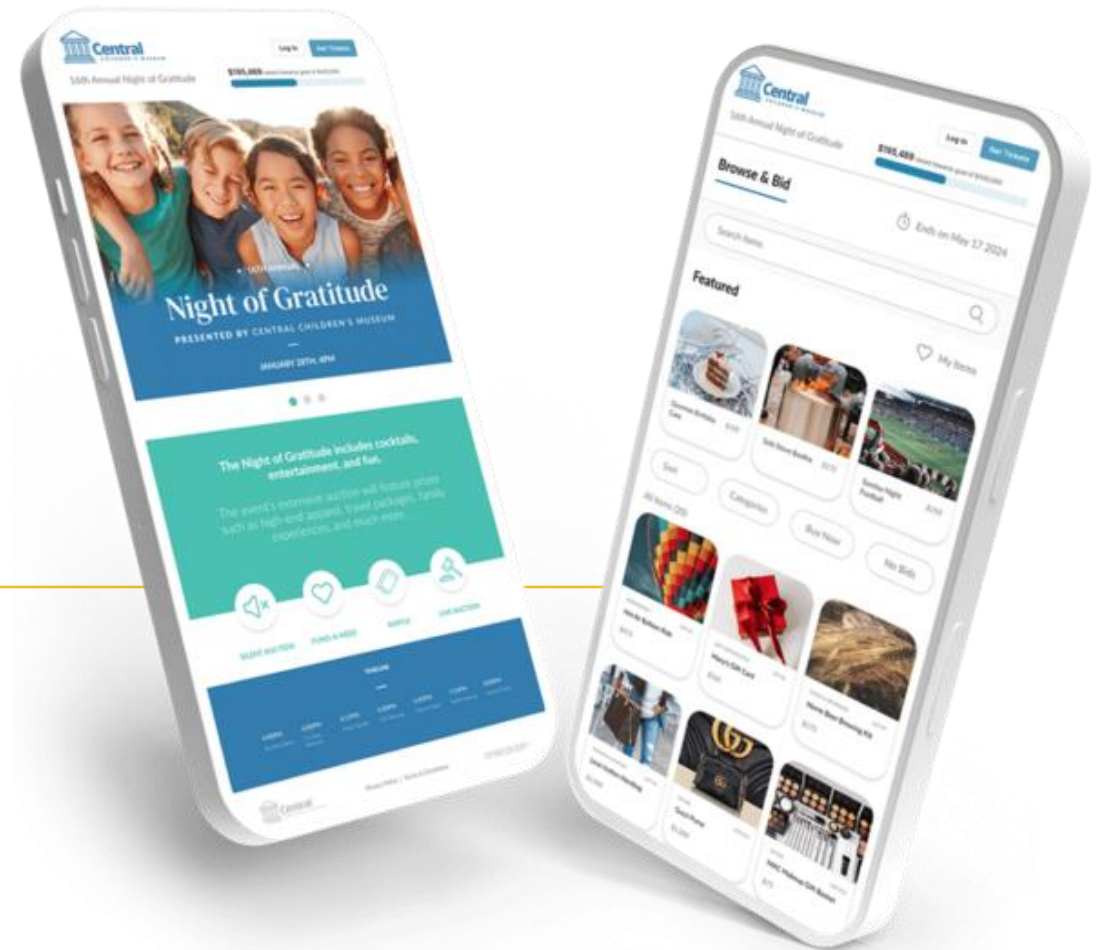
<https://www.onecause.com/ebook/2026-fundraising-outlook-report/>

Thank you!

Recording and slides will be emailed to all webinar registrants.



Fundraising Software to Raise and Reach More



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