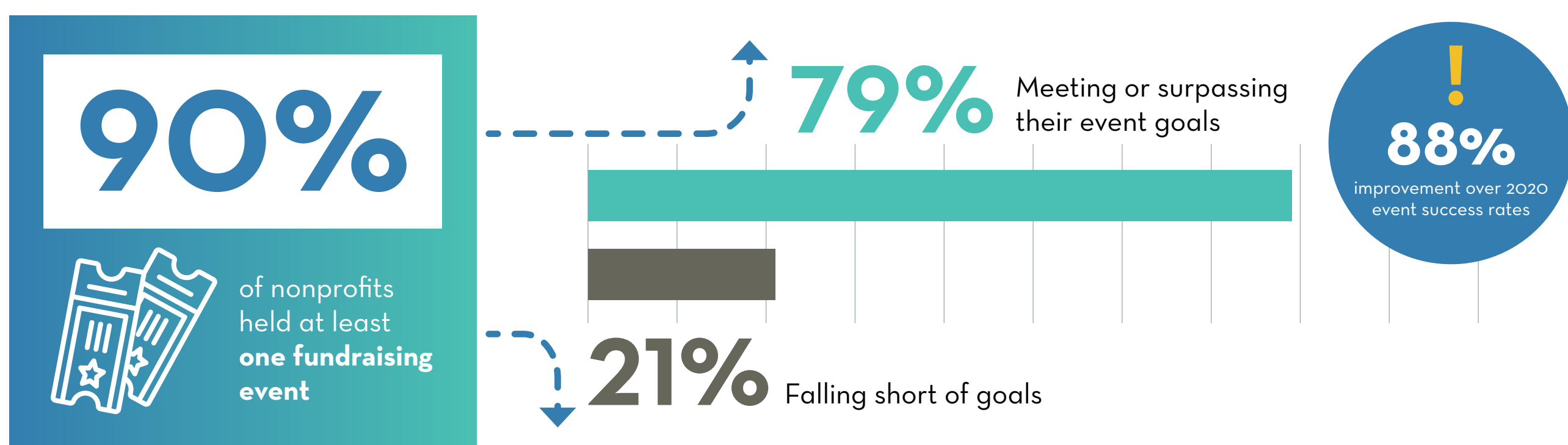


The 2021 Fundraising Outlook

About the Survey

The online survey of 1,964 nonprofit professionals was conducted between September 7–October 1, 2021. Data is self-reported, not transactional.

Fundraising Events Are Back

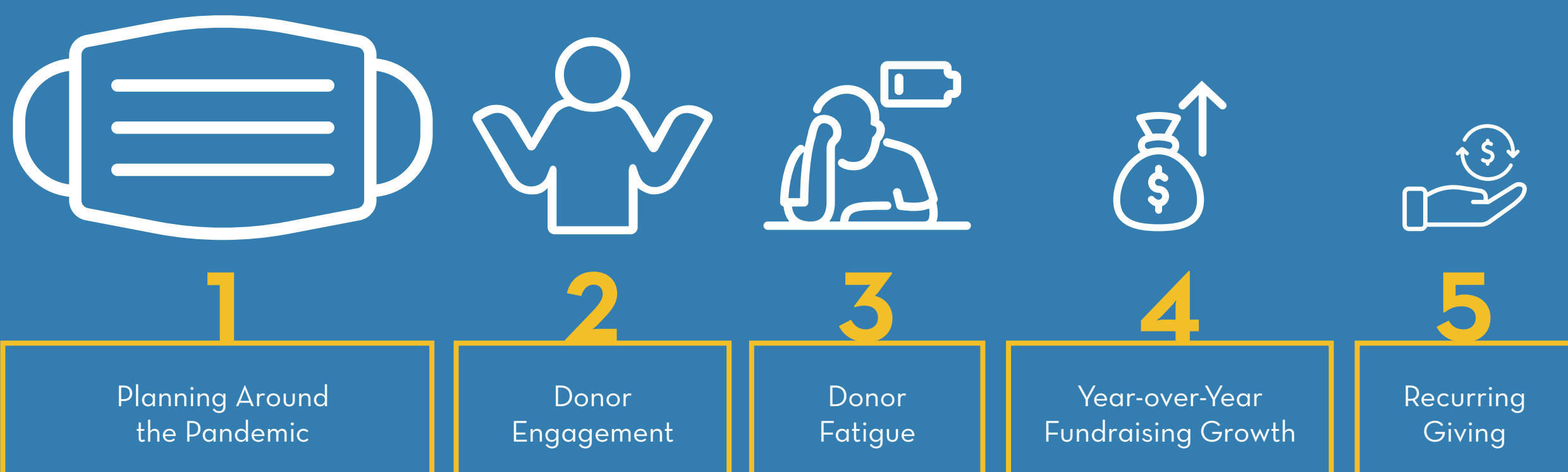


Hybrid Event Experiences Grew By **3x**

How Supporters Participated in 2021 Events

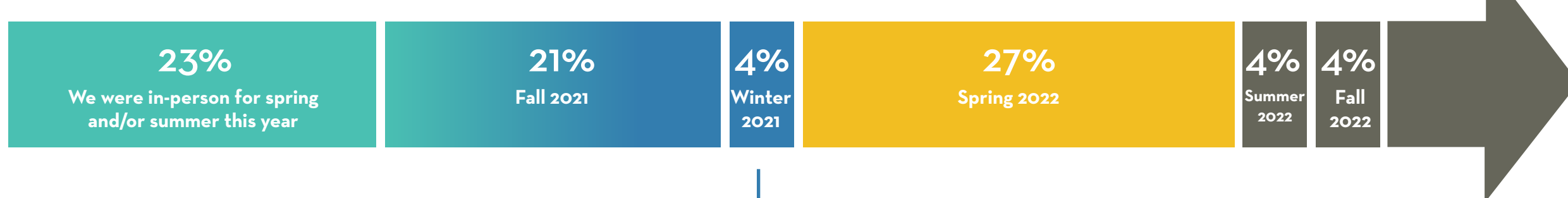


Top Challenges Facing Nonprofits



2022 Fundraising Outlook

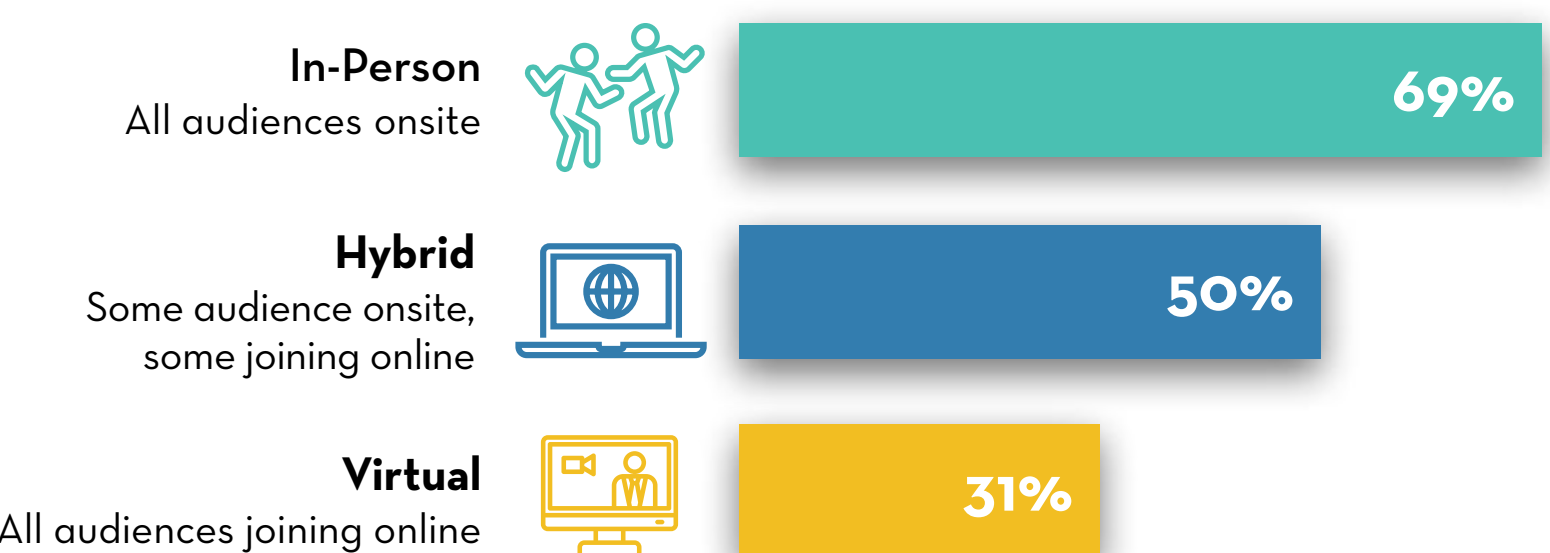
Majority Back to In-person Events by Spring 2022



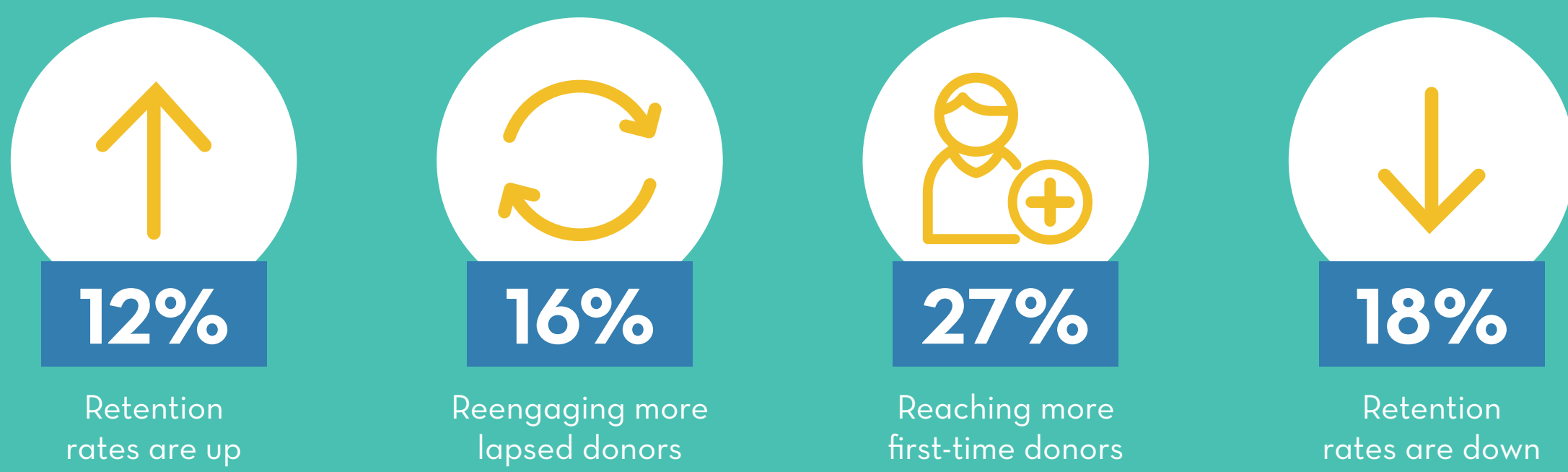
76% of Donors comfortable returning to in-person by Winter 2021

— OneCause Giving Experience Study

Anticipated Mix of Event Strategies

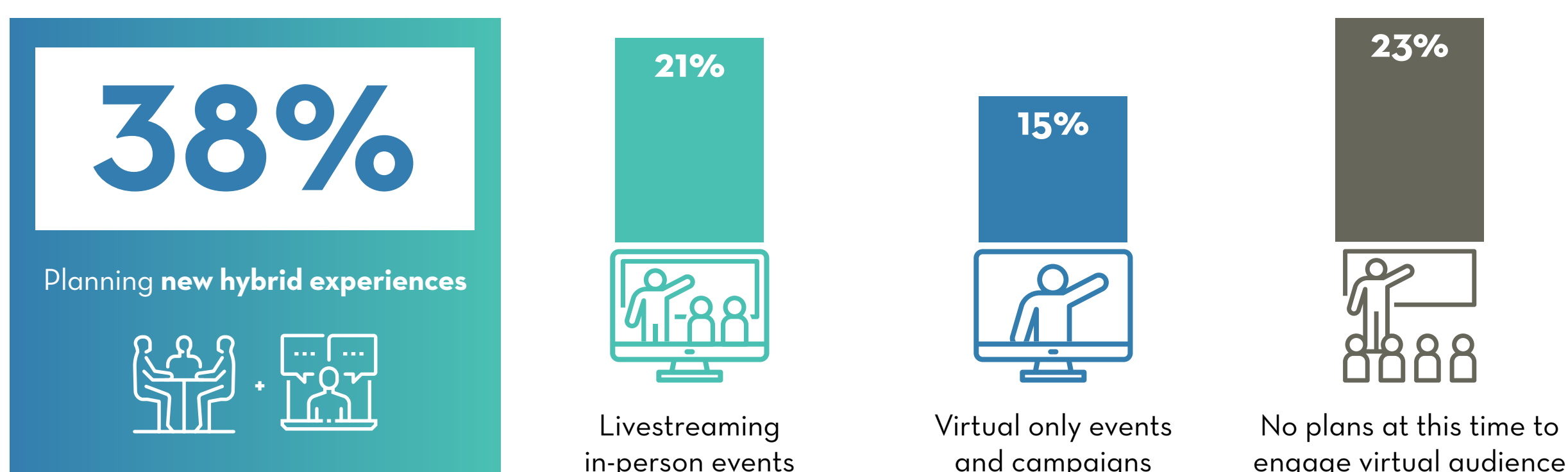


Donors Shifts During the Pandemic



Preparing for Post-Pandemic Engagement

Engaging Supporters Who Want to Stay Virtual



Check out our full survey report for more insights at onecause.com/2021-fundraising-outlook-study