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2025 FUNDRAISING OUTLOOK REPORT

FUNDRAISING
2025
OUTLOOK

NONPROFIT TRENDS AND STRATEGIES FOR SUCCESS

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INTRODUCTION

Nonprofits have faced many challenges over the past few years, yet they've risen above with remarkable resilience, adaptability, and innovation, proving their strength in any circumstance.

As the nonprofit sector continues to evolve through shifting economic, political, and social dynamics, people are increasingly seeking community and belonging. Nonprofits are answering that call, providing the sense of connection and support that many crave. And nonprofit events—whether in-person, hybrid, or online—remain essential touchpoints in the donor journey, boosting both community engagement and fundraising success.

In this report, we examine how 977 nonprofits said they're preparing for another year of growth, connection, and opportunity.

Let's dive into the data to review successes and challenges of 2024, explore the key trends shaping fundraising, and look at how nonprofits can approach 2025 with confidence.

Key Findings

In-Person & Hybrid Events Offer Strong Opportunities for Success & Engagement

In-person events and hybrid models that combine virtual and live components remain powerful strategies for nonprofits aiming to maximize fundraising success and broaden reach. In 2024, 76% of organizations using hybrid formats met or exceeded their goals, showcasing the effectiveness of this approach. Seventy-five percent (75%) organizations hosting only in-person events achieved their fundraising targets. However, only a third of nonprofits plan to hold hybrid events in 2025, while 83% plan in-person events. For those not yet utilizing events, it's time to reconsider. Hybrid fundraising offers proven results and a wider reach, while in-person events remain vital touchpoints for personal connection and deeper engagement.

Event & Online Fundraising Sustain Revenue Growth for Nonprofits

Event and online fundraising continue to be essential revenue streams for nonprofits, especially those with smaller budgets. In 2024, over 60% of organizations with annual operating revenues (AOR) under $1 million raised 21% or more of their AOR from these channels, demonstrating significant impact on financial sustainability. Smaller nonprofits are adapting successfully to the digital landscape, leveraging the flexibility of online tools to enhance their fundraising efforts. As digital fundraising tools evolve, they present an ongoing opportunity for organizations to grow their donor base and maximize fundraising revenue without significant increases in overhead costs.

Nonprofit Challenges & Priorities Reflect Need for Engagement & Sustainability

Over 85% of nonprofits identified recurring giving, donor engagement, and year-over-year growth as top challenges. In 2025, nonprofits plan to balance donor acquisition and retention. While 98% of organizations will prioritize donor acquisition to grow their supporter base, 95% also recognize the importance of retention. This dual focus highlights the understanding that both new donors and loyal supporters are critical to sustainable growth. Nonprofits are investing in strategies to nurture current donors, acknowledging that retaining them is more cost-effective and impactful. By offering personalized giving experiences and strengthening engagement, nonprofits can drive deeper connections, ensuring long-term support while expanding their reach.

Adoption of Artificial Intelligence Is Growing

Nonprofits are increasingly adopting Artificial Intelligence (AI) to enhance operations and fundraising. Half (49%) of organizations are using or planning to use AI for donor management, up 15 points from last year. The proportion of nonprofits who are using or plan to use AI for copywriting rose 19 points to 71%, and there was an increase of 28 points to 71% of nonprofits using or planning to use AI for fundraising and event planning. While adoption is on the rise, many nonprofits still face challenges in implementation due to knowledge gaps and limited resources.

2024 Fundraising Snapshot

As more donors embrace the convenience and flexibility of digital giving, nonprofits are continuing to lean into online fundraising. In fact, 96% of organizations surveyed held at least one online fundraiser in 2024. The graph below shows the most common fundraising methods, with online giving remaining the top choice *(Figure 1)*. Supporter-driven peer-to-peer campaigns saw a small increase from 35% to 39%, while golf outings dipped slightly, down from 35% to 32%. Overall, many fundraising strategies remained consistent compared to last year.
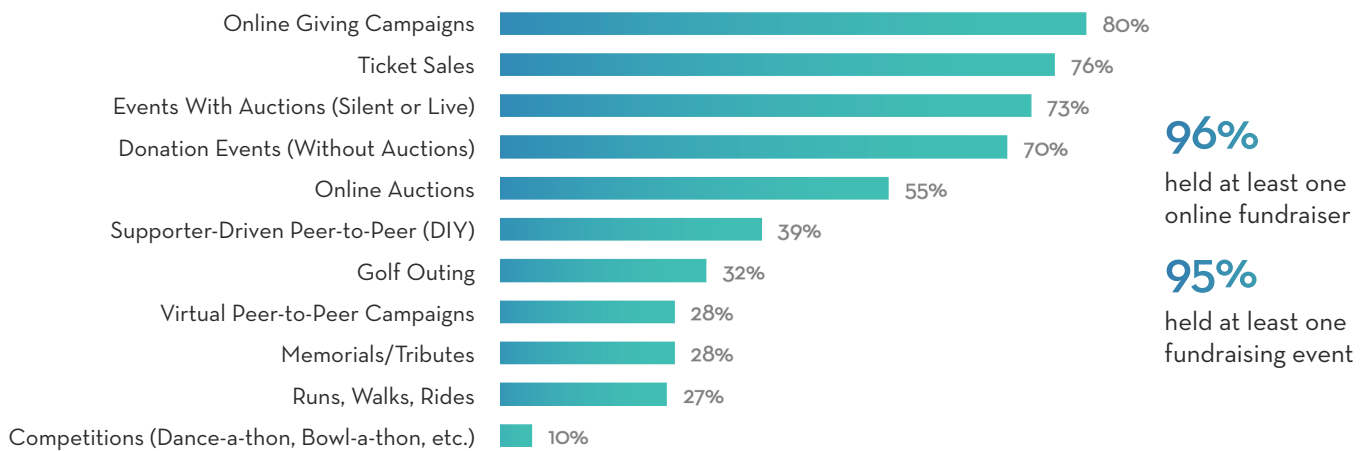
Nonprofit Fundraising Snapshot

Category	Percentage
Online Giving Campaigns	80%
Ticket Sales	76%
Events With Auctions (Silent or Live)	73%
Donation Events (Without Auctions)	70%
Online Auctions	55%
Supporter-Driven Peer-to-Peer (DIY)	39%
Golf Outing	32%
Virtual Peer-to-Peer Campaigns	28%
Memorials/Tributes	28%
Runs, Walks, Rides	27%
Competitions (Dance-a-thon, Bowl-a-thon, etc.)	10%

96% held at least one online fundraiser

95% held at least one fundraising event

Figure 1: How many of the following online fundraisers/fundraising events did you or will you hold in 2024? (% who held at least 1)

In 2024, 41% of nonprofits reported hosting events solely in person, a slight decrease from the previous year *(Figure 2)*. Hybrid events, which combine both in-person and virtual components, remain the most popular format, with 49% of organizations utilizing this approach. The number of nonprofits hosting entirely virtual events has dropped further to just 4%, continuing a trend of decline in online-only events. Additionally, 6% of organizations indicated they did not host any events at all in 2024.

How Supporters Participated in 2024 Fundraising Events
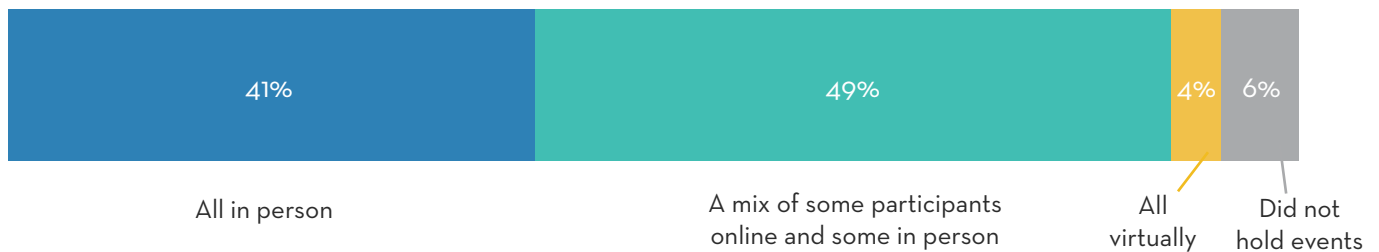
All in person	A mix of some participants online and some in person	All virtually	Did not hold events
41%	49%	4%	6%

Figure 2: How did supporters participate in your 2024 events?

2024 Fundraising Performance

Event and online fundraising continue to be key drivers of nonprofit success. In 2024, 55% of nonprofits reported generating 21% or more of their annual operating revenue (AOR) through these channels *(Figure 3)*. Nearly a third (32%) raised over 40% of their budget from event and online fundraising efforts. While the overall reliance on these channels remains strong, there was a slight decrease (9% to 6%) in the number of organizations raising more than 80% of their AOR through these methods.

Event and Online Fundraising

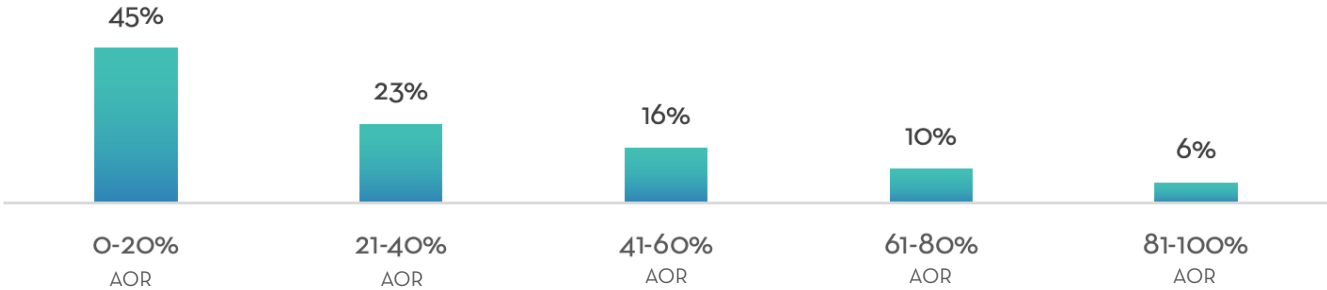| 0-20% AOR	21-40% AOR	41-60% AOR	61-80% AOR	81-100% AOR
45%	23%	16%	10%	6%

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

Small to medium organizations continue to be more reliant on event and online fundraising than their larger counterparts. Sixty-six percent (66%) of nonprofits with an annual operating revenue of up to $350,000, 63% of those with AORs between $350,000 to $1 million, and 57% of those with AORs between $1 to $5 million reported generating 21% or more of their AOR through event and online fundraising *(Figure 4)*. Less than half of nonprofits with AORs over $5 million reported the same.

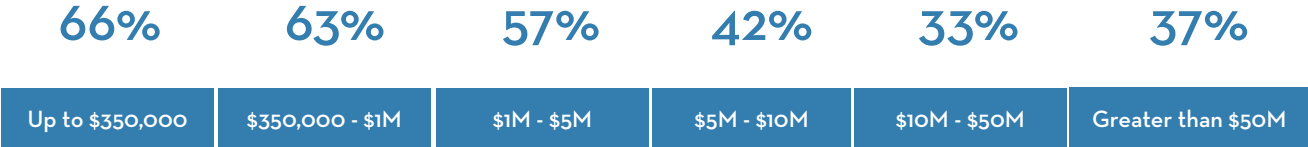| 66%	63%	57%	42%	33%	37%
Up to $350,000	$350,000 - $1M	$1M - $5M	$5M - $10M	$10M - $50M	Greater than $50M

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

In 2024, 55% of nonprofits met their event fundraising goals, a 5% increase from last year *(Figure 5)*. However, fewer organizations exceeded expectations, with 20% reporting higher-than-expected results, down from 25% in 2023. The proportion of nonprofits that raised less than expected remained steady at 25%. This slight shift may reflect economic challenges that continue to impact fundraising outcomes for some organizations.

Fundraising Budget Performance

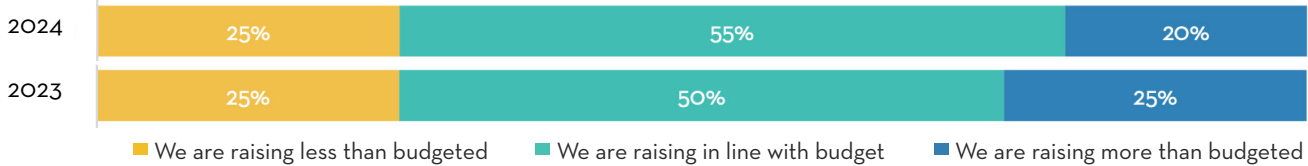|	We are raising less than budgeted	We are raising in line with budget	We are raising more than budgeted
2024	25%	55%	20%
2023	25%	50%	25%

Figure 5: Considering both online and in-person fundraising, how are you performing against your 2024 event fundraising goals?

Smaller organizations, with annual operating revenues (AOR) under $350,000, again showed strong performance, with 67% meeting or exceeding their fundraising goals *(Figure 6)*. Seventy-six percent (76%) of organizations with AORs between $350,000 and $1 million also met or exceeded their goals, while 24% fell short.

While the number of organizations with AORs between $1 million and $5 million that reported meeting or exceeding their goals remained nearly identical to last year, there was a shift within those two categories. This year, there was a 10-point drop in the number of organizations who said they exceeded their goals, from 30% to 20%. Those who said they were in line with their goals increased from 46% in 2023 to 55% in 2024.

Larger organizations with AORs over $50 million saw the greatest shift, with 29% raising more than budgeted, a notable increase from 22% in 2023. However, 66% reported meeting their fundraising targets in 2023, and that figure fell by 11 percentage points to 55% in 2024. Additionally, 16% of these large organizations raised less than planned—compared to 5% in 2023—demonstrating ongoing challenges despite their scale.

In comparison to 2023, the trend of organizations meeting their goals has remained stable, but larger organizations in particular are facing more mixed results.

Fundraising Budget Performance by Revenue

Revenue	We are raising less than budgeted	We are raising in line with budget	We are raising more than budgeted
Up to $350,000	33%	55%	12%
$350,000 - $1M	24%	54%	22%
$1M - $5M	25%	55%	20%
$5M - $10M	17%	64%	19%
$10M - $50M	20%	50%	30%
Greater than $50M	16%	55%	29%

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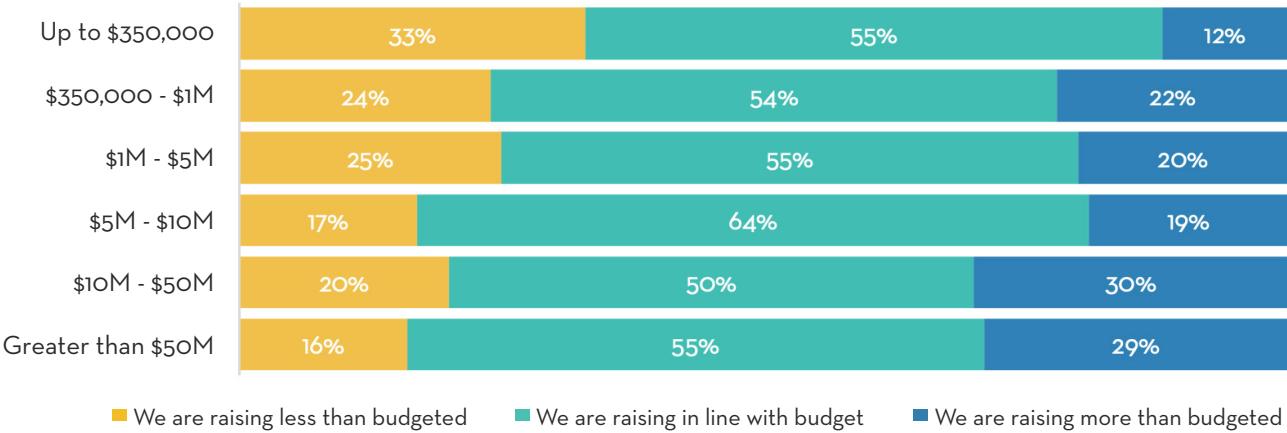- We are raising more than budgeted

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")

Organizations that held all in-person or hybrid events saw strong performance, with three-quarters (75% and 76% respectively) meeting or exceeding their budget goals *(Figure 7)*. Nonprofits that chose not to host events in 2024 experienced lower success rates, with 67% reporting they met or exceeded their fundraising targets.

This year, organizations that hosted all-virtual events reported a notable increase in success, with 77% meeting or exceeding their fundraising goals—up from 59% in 2023. This suggests that virtual events continue to offer strong opportunities for fundraising growth when executed well.

This year's data underscores the continued value of events—whether virtual, hybrid, or in-person—as essential tools for driving fundraising success and donor engagement.

Fundraising Budget Performance by Event Format

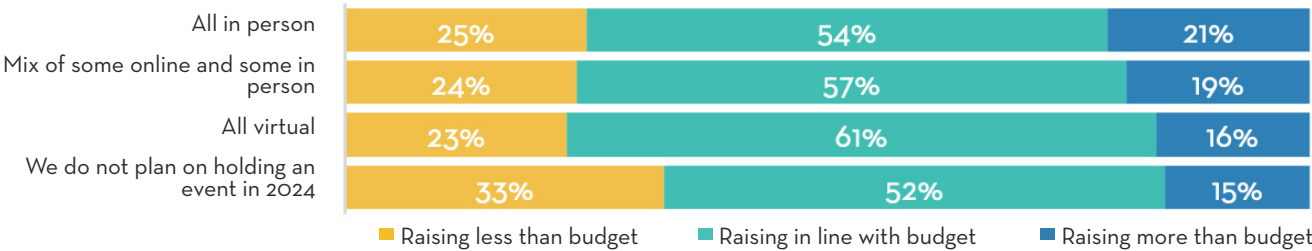|	Raising less than budget	Raising in line with budget	Raising more than budget
All in person	25%	54%	21%
Mix of some online and some in person	24%	57%	19%
All virtual	23%	61%	16%
We do not plan on holding an event in 2024	33%	52%	15%

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

In-person auctions were once again the strongest performers when viewing success rates for various types of fundraising, with 82% reporting they were very or somewhat successful *(Figure 8)*. After a slight dip last year, golf outings saw a 5-point increase in the number of nonprofits reporting this event type as "very successful," from 39% to 44%, and three quarters (74%) of organizations said their golf outing fundraising performance was very or somewhat successful.

2024 Fundraising Success by Campaign Type

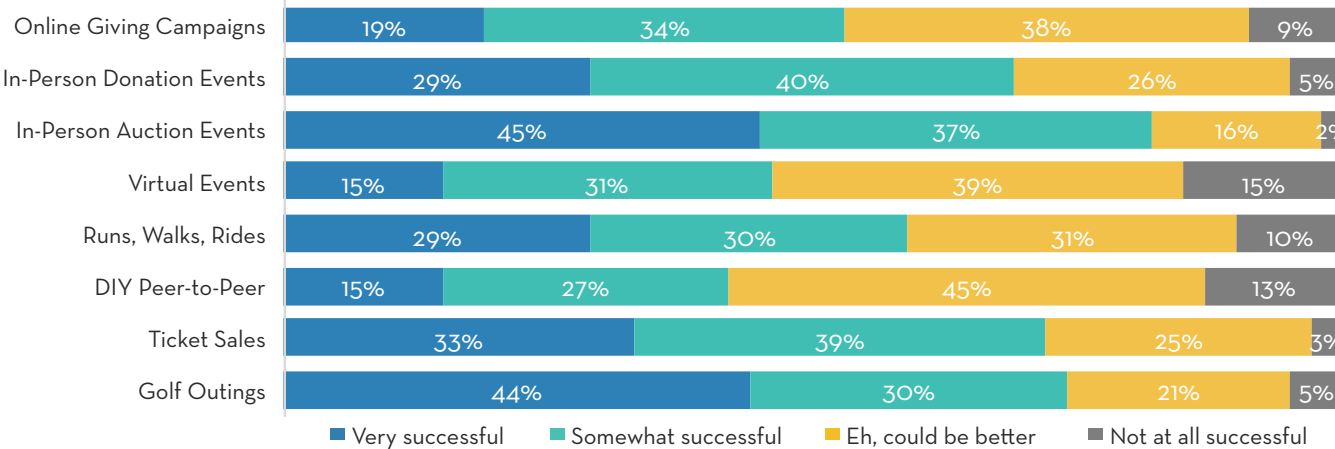|	Very successful	Somewhat successful	Eh, could be better	Not at all successful
Online Giving Campaigns	19%	34%	38%	9%
In-Person Donation Events	29%	40%	26%	5%
In-Person Auction Events	45%	37%	16%	2%
Virtual Events	15%	31%	39%	15%
Runs, Walks, Rides	29%	30%	31%	10%
DIY Peer-to-Peer	15%	27%	45%	13%
Ticket Sales	33%	39%	25%	3%
Golf Outings	44%	30%	21%	5%

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)

2024 Fundraising Challenges

In 2024, nonprofits continue to navigate challenges that appear to be largely shaped by ongoing economic uncertainties, including inflation. Among the top concerns are recurring giving, donor engagement, and year-over-year fundraising growth *(Figure 9)*. Over 80% of nonprofits are dealing with these issues, with recurring giving standing out as the greatest challenge—88% of organizations report it as somewhat of a problem, a concern, or a critical issue. Donor engagement follows closely behind, with 87% of nonprofits identifying it as a challenge, and 86% facing similar struggles with year-over-year growth. Additionally, 84% of nonprofits identified securing sponsors as an issue.

As organizations work toward long-term financial sustainability, focusing on donor retention and converting one-time supporters into recurring donors will be crucial for future success.

Top Fundraising Challenges

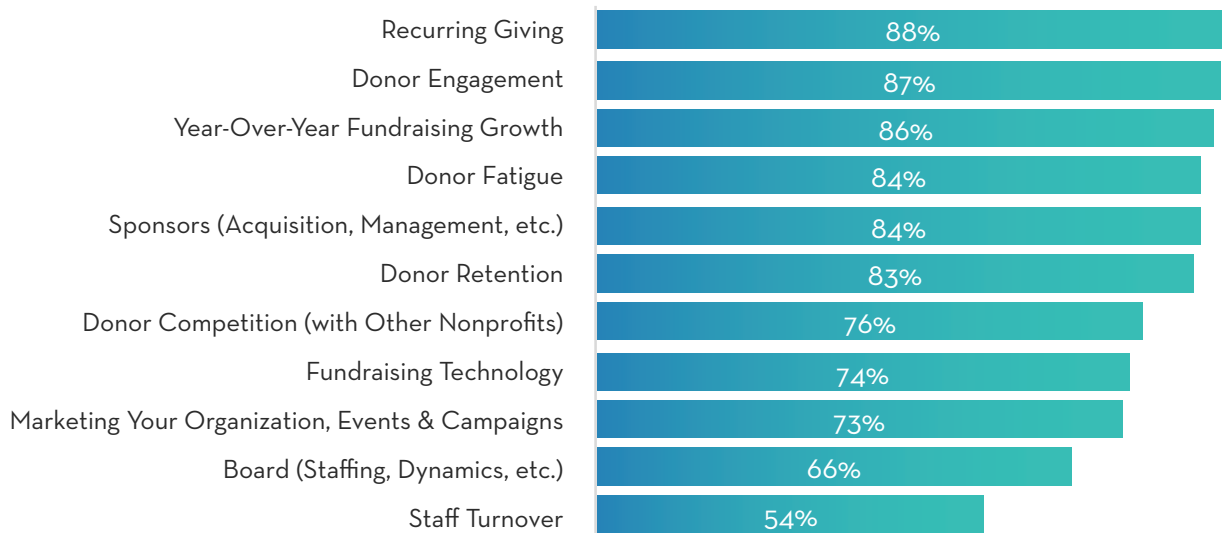| Challenge	Percentage
Recurring Giving	88%
Donor Engagement	87%
Year-Over-Year Fundraising Growth	86%
Donor Fatigue	84%
Sponsors (Acquisition, Management, etc.)	84%
Donor Retention	83%
Donor Competition (with Other Nonprofits)	76%
Fundraising Technology	74%
Marketing Your Organization, Events & Campaigns	73%
Board (Staffing, Dynamics, etc.)	66%
Staff Turnover	54%

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 are struggling to secure sustainable growth through recurring giving while balancing worries of donor fatigue due to perceived over-communication. It's interesting to note that donor retention only appears for organizations with AORs of $10M - $50M when viewed this way, despite struggles with growth and recurring giving *(Figure 10)*.

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

In 2024, the number of organizations reporting they have all the data they need and that they use it in nearly every decision dropped slightly by 4 points, down to 13% compared to 2023 *(Figure 11)*. Additionally, there was a 3-point increase in nonprofits who have a lot of data but struggle to gain actionable insights from it.

Just over a quarter (28%) of organizations stated they don't have the time to derive insights from the data they collect, while 23% said their data is scattered and not easily usable for decision-making. Nine percent (9%) said they simply don't have the data they need at all.
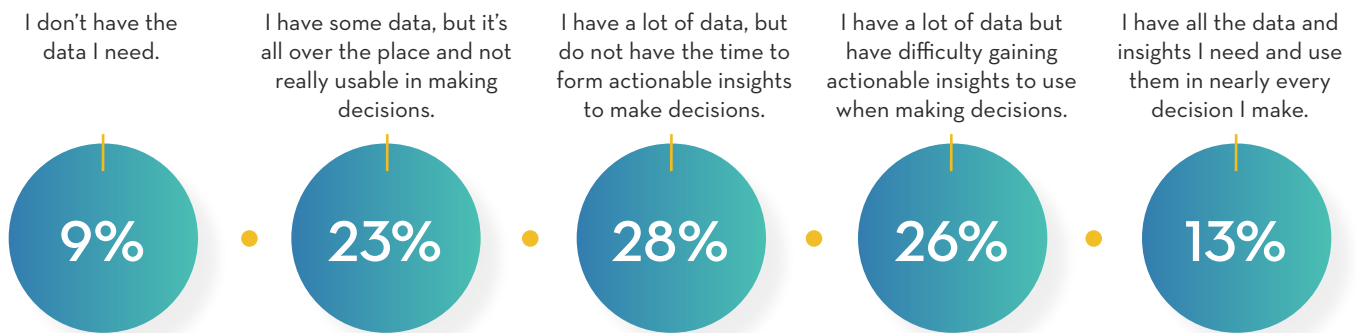
Nonprofit Data Insights

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.
9%	23%	28%	26%	13%

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

At the revenue level, the disparity in data access between smaller and larger nonprofits remains evident. Smaller nonprofits continue to face greater challenges accessing necessary data. Among organizations with AORs under $350,000, 17% reported lacking access to the required data *(Figure 12)*.

For those with AORs below $1 million, 8% indicated the same issue. In contrast, organizations with AORs exceeding $1 million reported much lower rates of data access challenges, with none exceeding 5%.
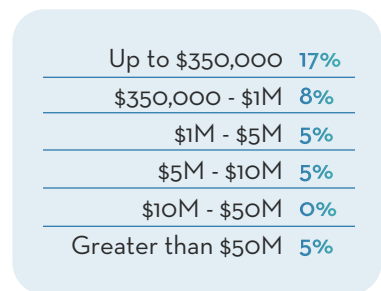
Up to $350,000	17%
$350,000 - $1M	8%
$1M - $5M	5%
$5M - $10M	5%
$10M - $50M	0%
Greater than $50M	5%

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

2025 Fundraising Outlook: Nonprofit Priorities

Nonprofits will continue to prioritize in-person events in 2025, with 83% planning to host at least one, a figure that has remained steady for the past three years *(Figure 13)*. However, the number of organizations planning virtual events has decreased, with 19% reporting they will host at least one in 2025, down 4 percentage points. A third (32%) of nonprofits reported they intend to host at least one hybrid event with a combination of virtual and in-person components, similar to last year.

2025 Fundraising Event Formats

83% In person (5% Undecided)

32% Hybrid (12% Undecided)

19% Virtual (13% Undecided)

Figure 13: How many of the following fundraising events do you plan to hold in 2025? (% holding at least one in 2025)

Donor acquisition and retention remain the top priorities for nonprofits in 2025 *(Figure 14)*. Donor retention held steady, with 95% of organizations maintaining it as a key focus. There was a 3-point increase in the number of organizations prioritizing donor acquisition, highlighting a growing focus on expanding donor bases.

Another notable shift is the increased emphasis on identifying new ways to fundraise, with a 3-point rise in organizations placing this higher on their agenda. This mirrors findings from the 5th edition of The Giving Experience Study, in which donors expressed being motivated to give when nonprofits showcase innovation and adaptability when approaching challenges. It's encouraging to see nonprofits eager to explore new fundraising tactics and strategies to stay ahead of challenges.

98% Donor acquisition

95% Donor retention

95% Increase funds from existing campaigns

85% New ways to fundraise

75% Do more with less (boost efficiency)

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

In last year's report, there was a 6-point drop in the percentage of organizations who reported donor retention as a critical priority, which was a cause for concern considering it costs far more to acquire new donors than retain existing ones. Fortunately, this year, there was a 4-point uptick to 55% of nonprofits reporting retention as a critical focus for 2025 *(Figure 15)*.
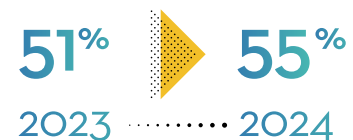
51% 2023 → **55%** 2024

Figure 15: Percentage change of nonprofits who ranked donor retention as "critical" from 2023 to 2024.

Technology Investment

As nonprofits continue to adapt to an increasingly digital world, technology remains a crucial aspect of their operations. Consistent with last year's findings, only 6% of organizations are planning to allocate more than 15% of their overall budget to technology in 2025 *(Figure 16)*. This reflects the ongoing challenge of balancing innovation and cost constraints.

There was also a small shift in the percentage of nonprofits planning to dedicate 0-5% of their budget to technology, increasing from 29% in last year's report to 32% this year. This may be attributed to economic pressures affecting donor behavior, leading organizations to prioritize other areas while embracing their existing technology stack to drive their missions forward.
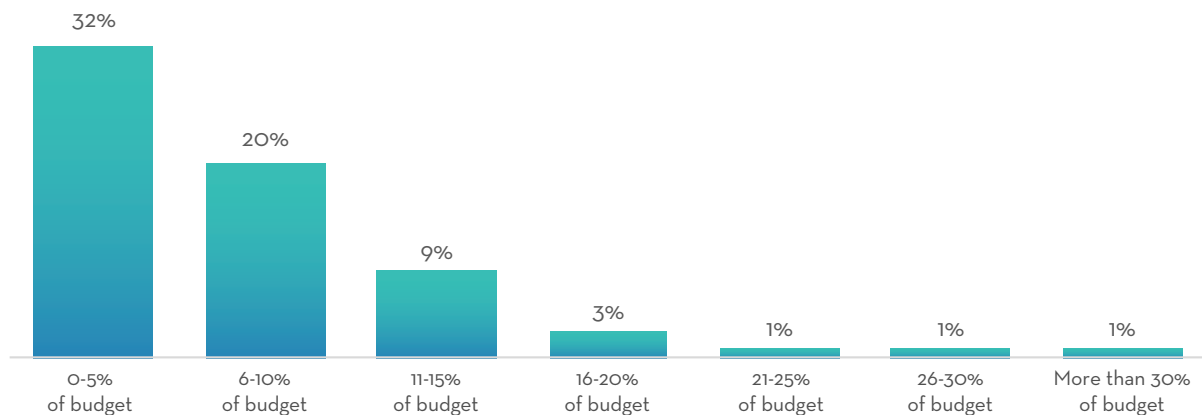
Nonprofit Technology Investment

Budget	Percentage
0-5% of budget	32%
6-10% of budget	20%
11-15% of budget	9%
16-20% of budget	3%
21-25% of budget	1%
26-30% of budget	1%
More than 30% of budget	1%

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

In 2024, tech investments continue to vary widely across nonprofits of different sizes *(Figure 17)*. Organizations with AORs under $1 million are dedicating a larger share of their budgets to technology, reflecting the increasing reliance on scalable solutions to drive efficiencies. Larger nonprofits with AORs above $50 million are investing a smaller percentage of their budgets in technology, likely due to more established systems and specialized tech solutions that require fewer updates. This highlights the challenge for small nonprofits to balance limited resources with the need for effective tech tools.
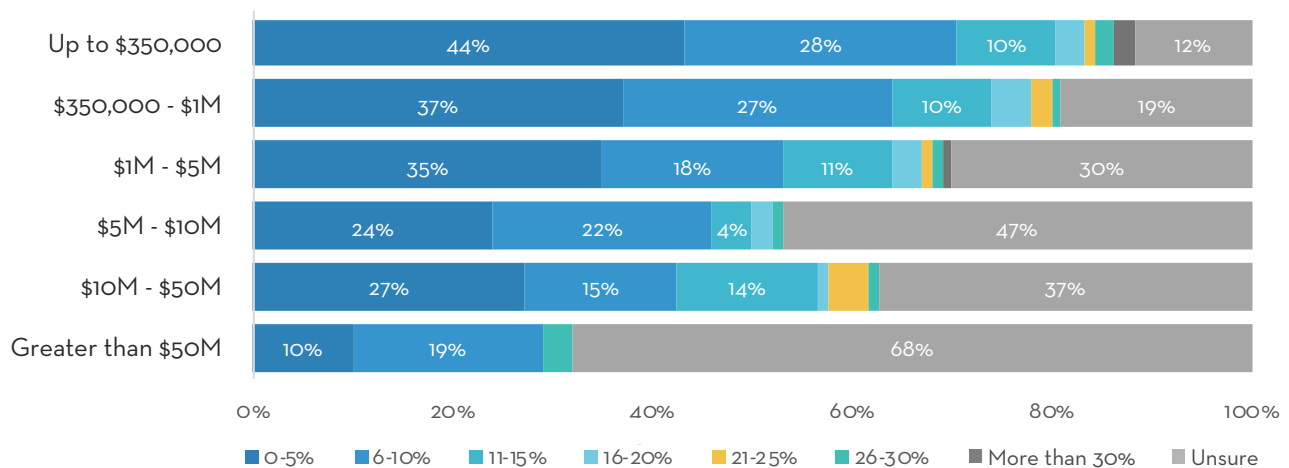
Technology Investment by Revenue

Revenue	0-5%	6-10%	11-15%	16-20%	21-25%	26-30%	More than 30%	Unsure
Up to $350,000	44%	28%	10%					12%
$350,000 - $1M	37%	27%	10%					19%
$1M - $5M	35%	18%	11%					30%
$5M - $10M	24%	22%	4%					47%
$10M - $50M	27%	15%	14%					37%
Greater than $50M	10%	19%						68%

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

Technology investment plans for 2025 show minimal change compared to last year, with in-person event fundraising, marketing automation, online giving, and CRM/donor management continuing to lead the way in terms of organizations planning a notable or some increase in their budgets *(Figure 18)*. Forty-three percent (43%) of organizations indicated either some or a notable increase in their budget for in-person events, demonstrating a continued recognition of events and auctions as important donor acquisition, engagement, and retention tactics. Both CRM/donor management and online giving saw a slight 3-point increase in the percentage of organizations reporting a planned boost in budget allocation.

Interestingly, 88% of nonprofits indicated they would either maintain or increase their investment in virtual event fundraising. This underscores the ongoing importance of virtual solutions as nonprofits seek to expand their reach and adapt to economic challenges.

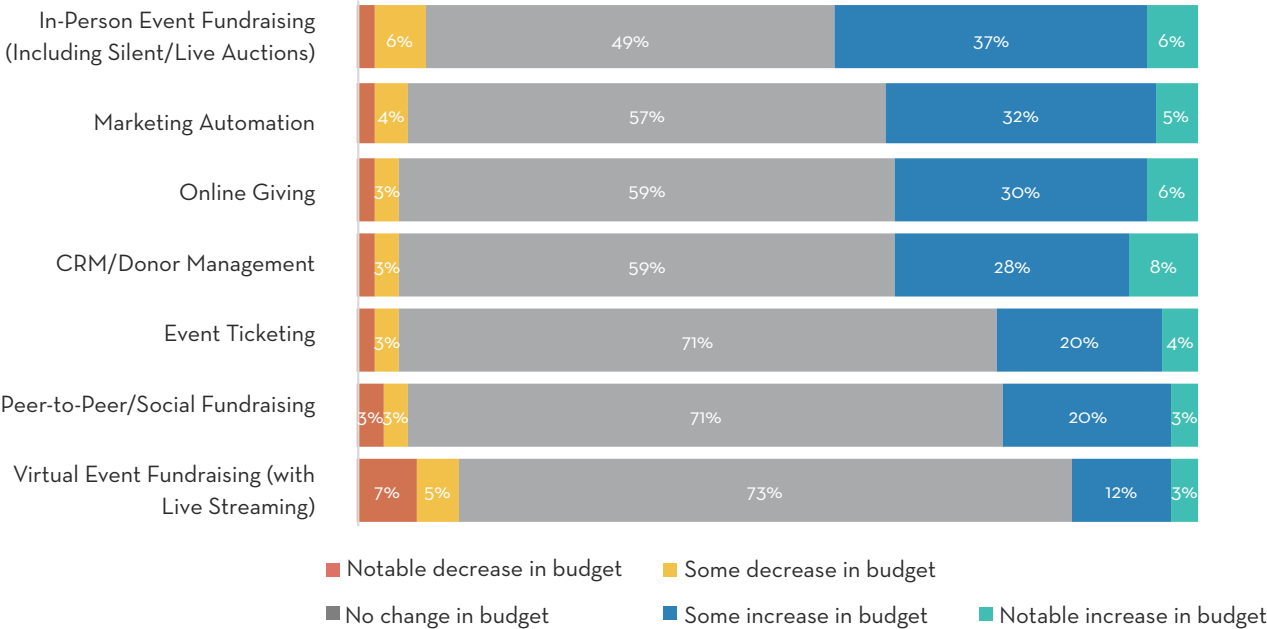## Anticipated 2025 Shifts in Nonprofit Technology Investment

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

Knowledge & Use of Artificial Intelligence

In last year's report, we asked nonprofits about their sentiment toward and use of Artificial Intelligence (AI) for the first time. This year, there were notable shifts toward greater familiarity with AI. The percentage of respondents with a working knowledge of AI and machine learning increased significantly, from 15% last year to 24% *(Figure 19)*. Additionally, those with some understanding of basic AI terms and concepts grew by 7 percentage points, rising from 46% to 53%. The number of respondents who reported hearing of AI but not fully understanding it also dropped by 9 points, from 20% last year to just 11%. Moreover, those with very little, if any, working knowledge of AI decreased from 19% to 12%.

The increase in knowledge signals growing confidence and interest in exploring AI-driven solutions within fundraising and nonprofit operations. This trend is promising for the sector as it indicates readiness to adapt and potentially integrate AI tools to improve efficiency and outcomes.
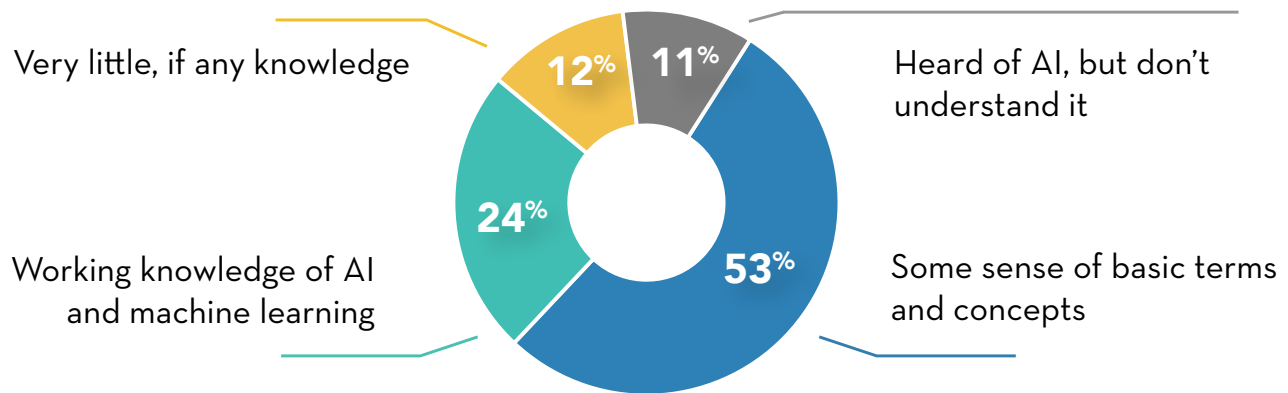
Knowledge of Artificial Intelligence

Very little, if any knowledge — 12%

11% — Heard of AI, but don't understand it

24% — Working knowledge of AI and machine learning

53% — Some sense of basic terms and concepts

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

This year, nonprofits across all revenue bands showed a noticeable increase in AI knowledge. Smaller organizations with AORs under $350,000 saw an 11-point decrease in those reporting "very little" knowledge of AI, dropping from 29% last year to 18% *(Figure 20)*. Meanwhile, organizations with AORs between $1 million and $5 million showed the largest increase in understanding AI, with 56% reporting a basic sense of AI terms, up from 49% in 2023.

Larger organizations, particularly those with AORs over $50 million, exhibited the highest levels of AI knowledge, with 29% reporting a working knowledge of AI and machine learning, up from 19% last year. Smaller organizations still trail in terms of comprehensive AI understanding, but the overall trend indicates growing awareness and the potential for these organizations to leverage AI to improve their operations and fundraising strategies.
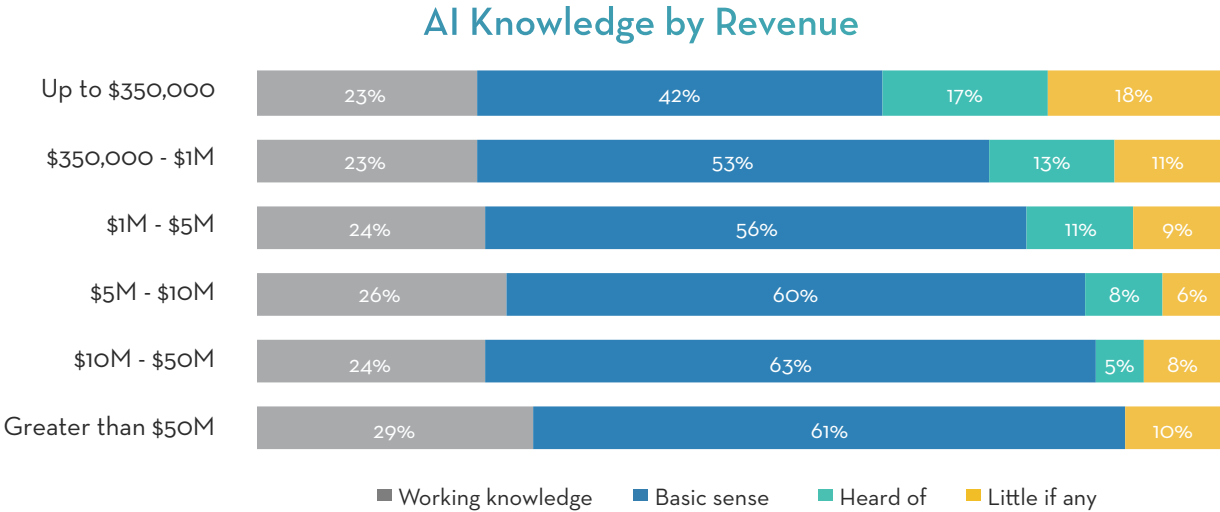
AI Knowledge by Revenue

	Working knowledge	Basic sense	Heard of	Little if any
Up to $350,000	23%	42%	17%	18%
$350,000 - $1M	23%	53%	13%	11%
$1M - $5M	24%	56%	11%	9%
$5M - $10M	26%	60%	8%	6%
$10M - $50M	24%	63%	5%	8%
Greater than $50M	29%	61%		10%

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

Nonprofits' sentiment about AI has become more optimistic in 2024, with an increase in the belief that AI will create great benefits for the sector. This year, 60% of nonprofits agreed or strongly agreed that AI will be beneficial, up from 41% last year *(Figure 21)*. In both 2023 and 2024, roughly two thirds of respondents were unsure about AI's impact on donor privacy. Similarly, concerns about increased government oversight have remained consistent, with 67% of nonprofits still unsure.

Fewer nonprofits now view AI as overhyped. In 2023, 31% disagreed or strongly disagreed that AI was overhyped, but this dropped to just 14% in 2024. When asked about AI's direct impact on fundraising, there was an increase in optimism, with 48% agreeing that AI will directly influence fundraising strategies, compared to 36% last year. These shifts reflect a growing acceptance of AI's potential, especially in the areas of efficiency, innovation, and fundraising, while concerns about its drawbacks are starting to ease.
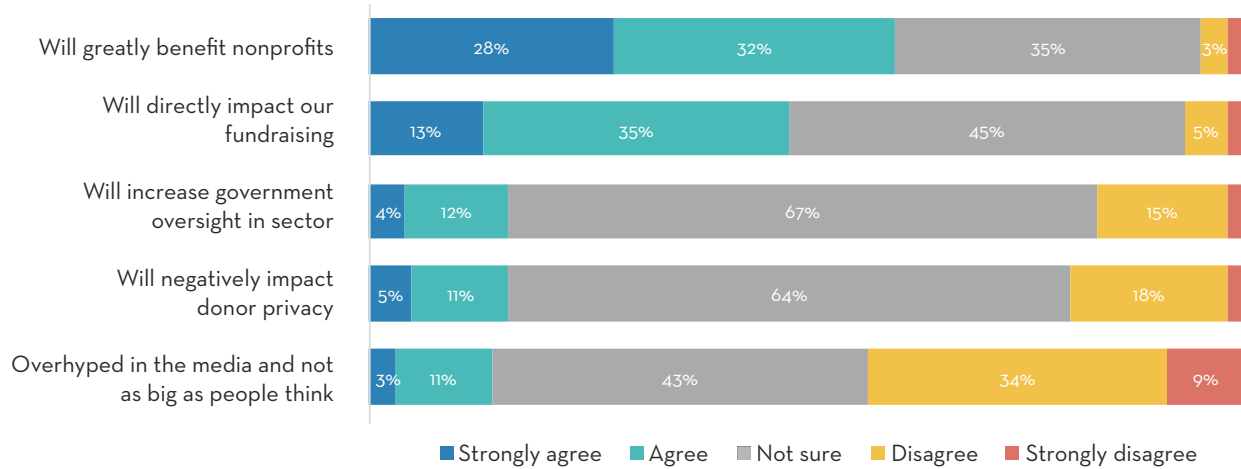
Sentiment: Artificial Intelligence

	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Will greatly benefit nonprofits	28%	32%	35%	3%	
Will directly impact our fundraising	13%	35%	45%	5%	
Will increase government oversight in sector	4%	12%	67%	15%	
Will negatively impact donor privacy	5%	11%	64%	18%	
Overhyped in the media and not as big as people think	3%	11%	43%	34%	9%

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

When looking at how nonprofits use AI, there are clear signs of increasing adoption across various functions. For instance, the use of AI for donor profiles and segmentation grew from 4% in 2023 to 6% in 2024, with 43% of nonprofits planning to adopt it in the future, up from 31% *(Figure 22)*. Similarly, the use of AI for copywriting has seen a notable rise, from 24% in last year's report to 38%, reflecting greater acceptance of AI in content creation.

In fundraising, AI adoption has also grown, with nearly a third (30%) of organizations using it for tasks like event planning and auctions, compared to just 10% in last year's report. However, a significant portion of nonprofits still have no plans to incorporate AI in these areas, particularly for donor segmentation (51%) and fundraising (29%). While there's momentum toward AI adoption in nonprofit operations, it's still early in the process, with many organizations yet to fully embrace its potential.
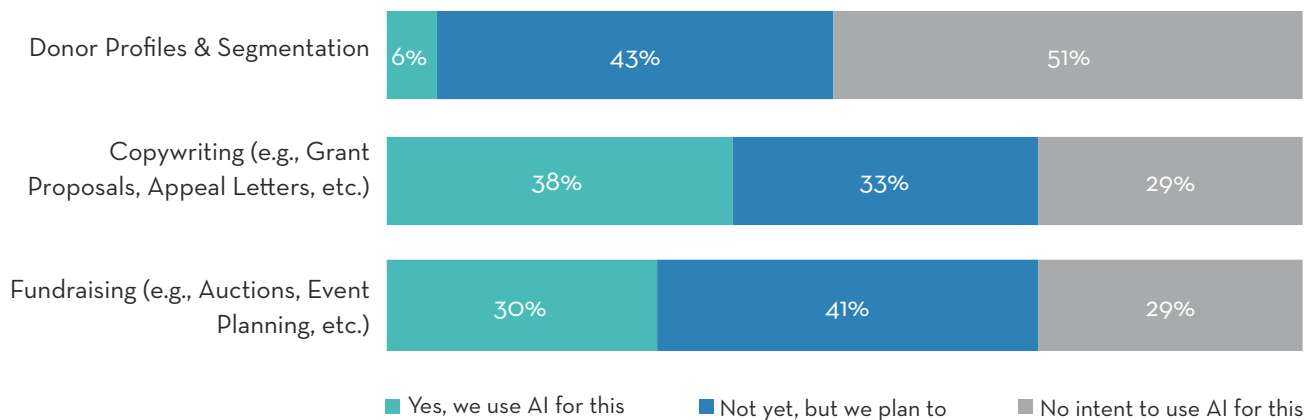
Use of Artificial Intelligence

	Yes, we use AI for this	Not yet, but we plan to	No intent to use AI for this
Donor Profiles & Segmentation	6%	43%	51%
Copywriting (e.g., Grant Proposals, Appeal Letters, etc.)	38%	33%	29%
Fundraising (e.g., Auctions, Event Planning, etc.)	30%	41%	29%

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

When looking at barriers to AI implementation, nonprofits showed some shifts compared to last year. Fewer organizations expressed uncertainty about how to get started, dropping from 20% last year to 18% this year *(Figure 23)*. Similarly, the number unsure about how to use AI decreased from 32% to 28%, indicating some progress in understanding AI's potential applications.

The biggest barrier remains a lack of time and resources for implementation, with 32% citing this challenge, down from 43% last year. The percentage of nonprofits reporting no interest in AI also dropped, from 29% to 14%, showing growing openness to AI adoption. A new barrier this year is seen in the 9% of organizations restricted from using AI due to privacy concerns. While challenges remain, nonprofits seem increasingly ready to explore AI's potential with the right education and resources.

Barriers to Implementing AI

Not sure how we'd use it — **28%**

32% — Not sure we have time or money to implement

14% — Not interested

18% — Not sure how to get started

9% — Org is restricted from using AI due to privacy concerns
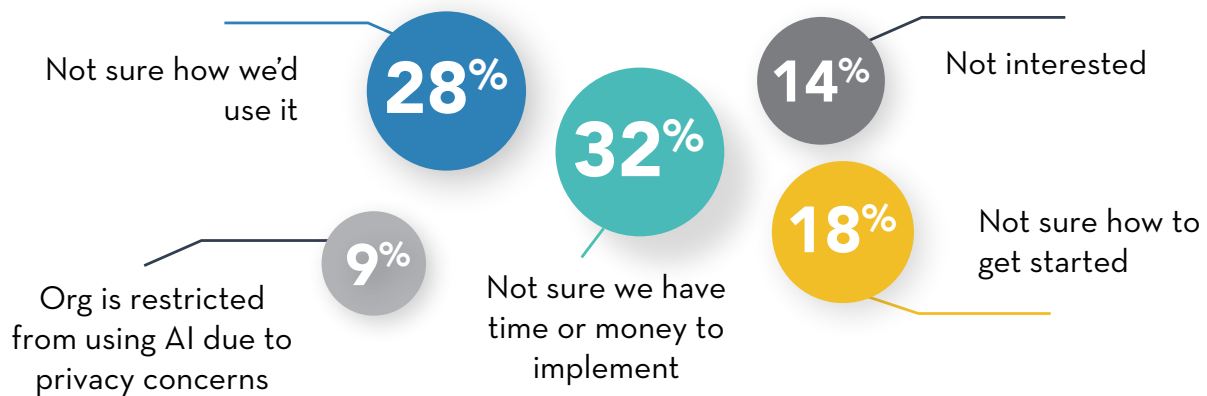
Figure 23: Which of the following is a limitation to AI being implemented at your nonprofit? (Select all that apply)

Conclusion

Moving into 2025, the fundraising landscape continues to evolve. Nonprofits must focus on building adaptable strategies that meet the needs of their supporters while navigating economic uncertainties. The mix of in-person and hybrid fundraising remains a core strategy, allowing organizations to engage donors and broaden reach. As digital fundraising continues to grow, nonprofits must also be mindful of the importance of donor retention.

While attracting new donors is essential, it's important to remember that donor acquisition can be costly. Retaining existing donors not only strengthens relationships but also proves to be more cost-effective over time. Nonprofits who prioritize *both* acquisition and retention can achieve sustainable growth. By leveraging technology to streamline the donor experience and enhance engagement through various touchpoints like online giving and events, organizations can foster long-term support and increase donor lifetime value.

As organizations adapt to the dynamic landscape of generosity, the insights provided in this study offer valuable guidance. By leveraging this data in conjuction with their own, nonprofits can confidently chart their course, making informed decisions and developing strategies to drive long-term success and meaningful donor relationships in the year ahead.

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.

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 wallets and ACH/bank account donations, to meet the preferences of today's donors. Streamlined, flexible giving options can help boost both one-time and recurring donations.

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.

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.

About the Survey

The survey of 977 nonprofit professionals was conducted online between September 9 – October 11, 2024. 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.
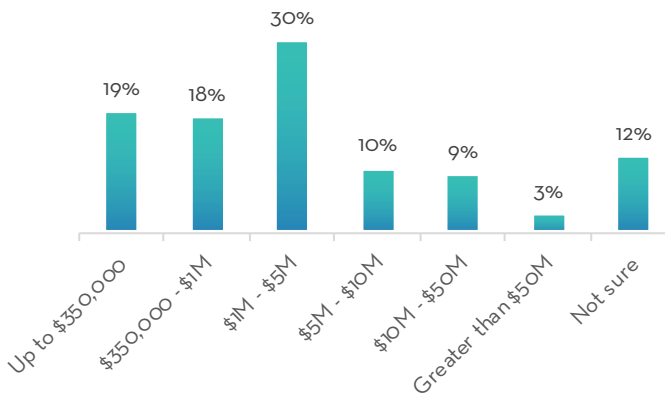

Figure 24: What is your organization's annual operating revenue?
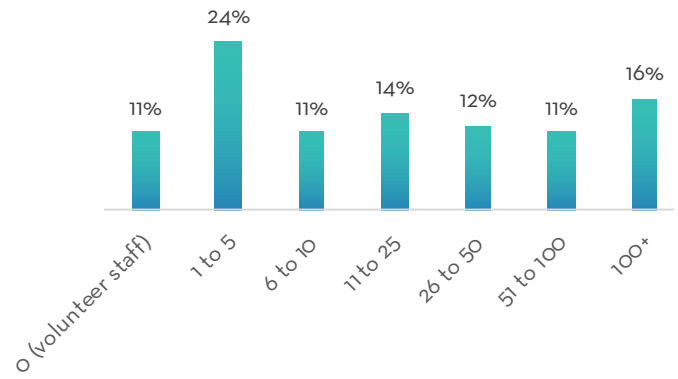
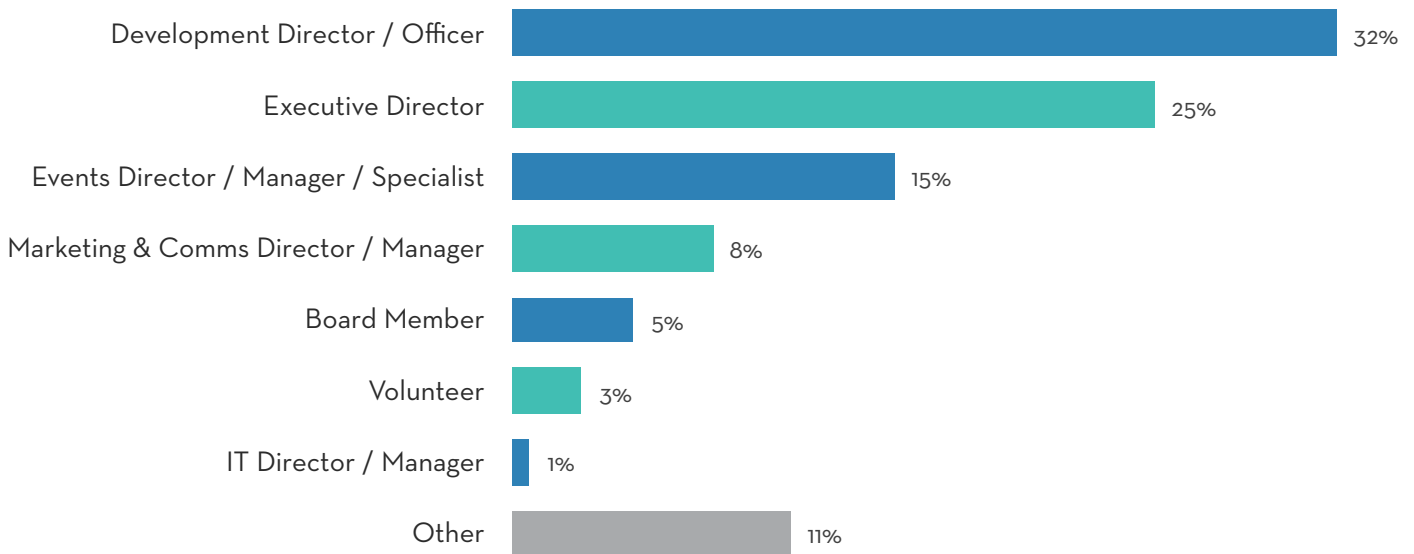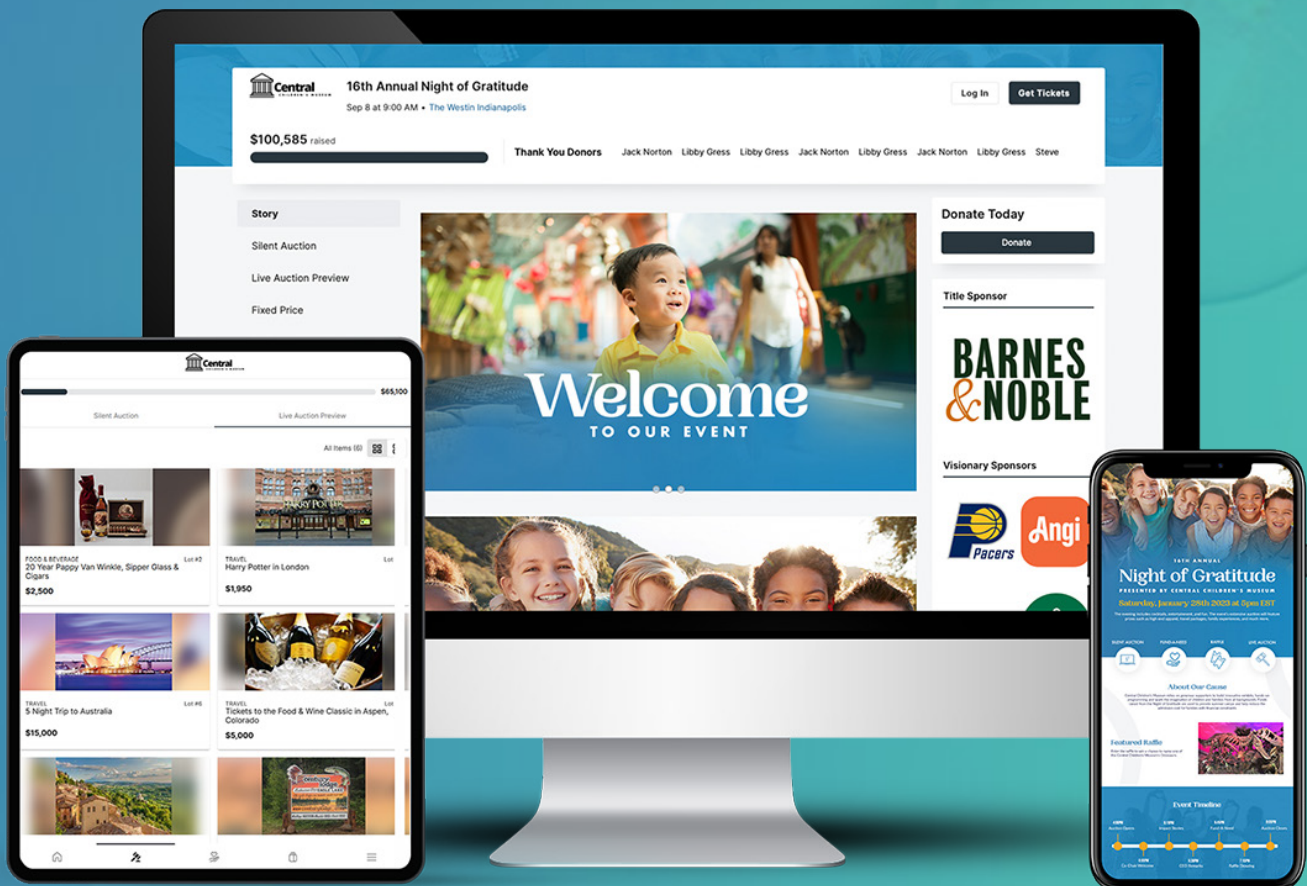*Figure 25: How many full-time employees are in your organization?*

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

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 $6.5 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, Instagram, and Facebook.

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