

Fundraising Through a Pandemic



About the Survey

The online survey of 1,997 nonprofit professionals was conducted between September 14 - October 16, 2020. Data is self-reported, not transactional.



Top Challenges Facing Nonprofits

1. COVID-19 Impact to Fundraising

2. Donor Engagement

3. Year-over-Year Fundraising Growth

4. Donor Fatigue

5. Recurring Giving



The Virtual Fundraising Pivot

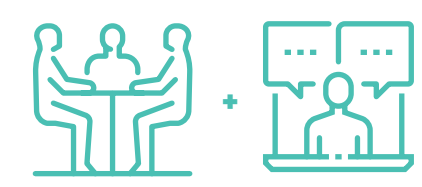


Virtual Event Success

- 27% Very Successful
- 43% Somewhat Successful
- 27% Eh, Could Be Better
- 3% Not at All Successful



62% converted to a virtual fundraising event



19% converted to a hybrid event

Most Important to Engaging a Virtual Audience

According to those who were "very successful" with their virtual event



Mobile Optimization



Switching Between Livestream and Recorded Content



Creative Donation Options



Social Media Integrations



2021 Outlook

1 MOST IMPORTANT GOAL FOR 2021: Engaging & Retaining Known Donors

2 Securing a few, key donors (major gifts)

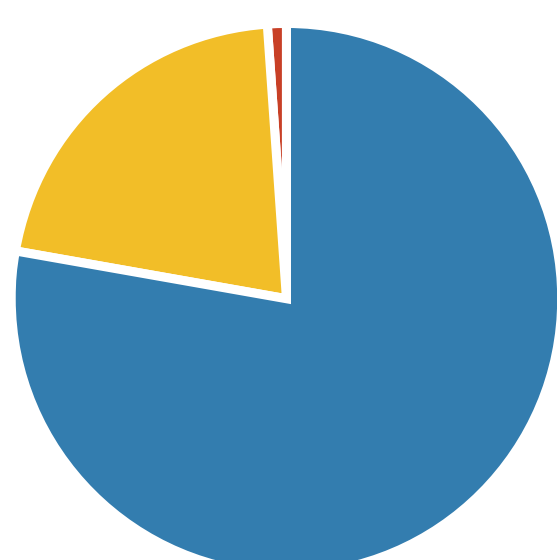
3 Identifying & adding new donors

4 Securing a broad base of smaller donors



Hosting Events in 2021

- 78% Plan to Host Events in 2021
- 21% Undecided
- 1% Do Not Plan to Hold Events



Anticipated Mix of Event Strategies in 2021

45% plan to hold an in-person event

42% plan to hold a hybrid event

45% plan to hold a virtual event



Check out our full survey report for more insights and best practices:
onecause.com/ebook/fundraising-through-a-pandemic