

2022 Trend Report

January 13, 2022



2022 Global Issues



Impact of COVID

- Remote workforce
 - Impact on culture
 - One size does not fit all
 - Cybersecurity issues
 - Different way to look at space
- Vaccination policies
 - Monitoring and tracking systems
- Start and stop



2022 Global Issues



- The Great Resignation
 - Need for strong leadership
 - Flexible
 - Empathetic
 - Problem solvers
 - Teachers/Supporters
 - Diversity
 - Increased salaries/Salary parity
 - Real issue for front-line workers
 - Expect raises of at least 3 to 6%
 - Employee centric approach
 - Need to prioritize the people that make the work possible
 - Need to provide fulfilling experience



2022 Global Issues



- Supply Chain Shortages
 - Longer ordering time frames
 - Product shortages
- Increased Inflation
 - Increased fed rates
 - Investment Returns/contribution
- Feast and/or Famine
- Advocacy and monitoring
 - Need to push for appropriate contracts with fair wages



2022 Global Issues

- Nonprofits need to stand on their own feet in 2022
 - CARES Act funding dried up
 - Could be budget cuts at the State level
 - Reduced funding
 - Potential rise in costs
- Decline in Volunteerism
 - 66% of volunteers have decreased or stopped
 - Need to pay for services



2022 Global Issues

- Need to think more strategically in 2022
 - Investments:
 - Infrastructure
 - Technology
 - Leadership
 - Training
 - Information
 - Preparedness
 - Collaboration/Partnership
 - DEI - Needs to be integrated
 - Business model becomes essential
 - Re-assess current programs/contracts
 - Re-assess service delivery models
 - Re-assess the impact of current services



Fundraising Trends



- Increase in mobile communication and giving
 - Text messages have a 99% open rate vs e-mail 28 - 33%
 - Donors are 34% more likely to give on a mobile -responsive website
 - Make the ask
- Rise in Crypto donations
 - \$2.4 million on giving Tuesday (583% increase)
 - More nonprofits are accepting crypto
 - Annual per-capita income of a crypto user is \$111,000
 - 45% of crypto users donate at least \$1,000 to charity (33% non-crypto)
- Trusted payment apps/Digital wallets (Venmo, Paypal, Apple Pay)
 - 54% of donors prefer to give on-line

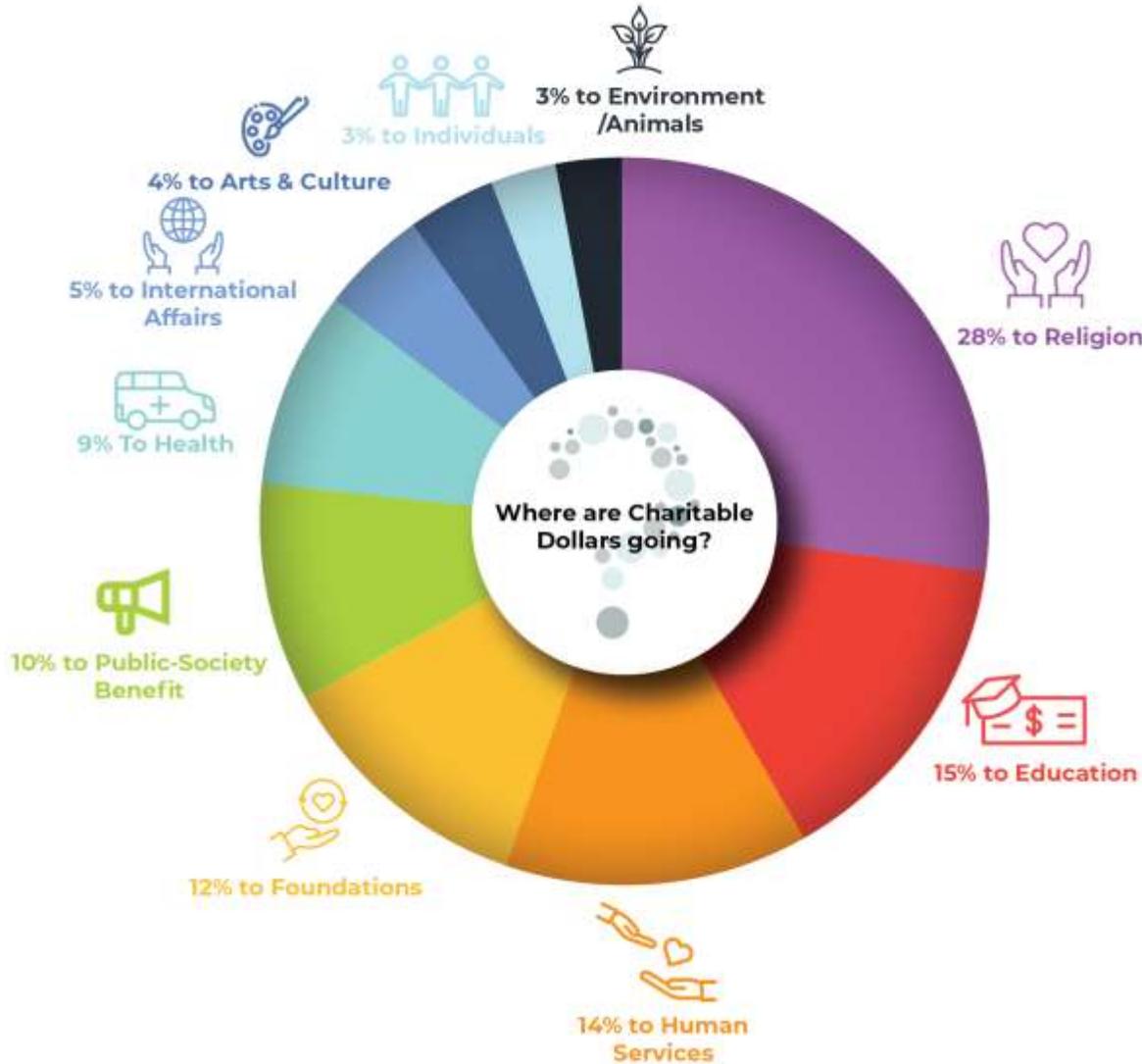


Fundraising Trends

- Develop more personalized relationship with donors (Blood Bank)
 - Let them know impact/use of funds
 - Drip marketing all year round
 - Let them in/backstage pass
 - Have a conversation
 - Make donors feel valued and important
 - Reconnect
- Make asks relatable and tangible (e.g. book in the hands of a child, housing for a month, pint of blood, etc.)
- Expect the majority of events to be in person in 2022 ... but with remote aspects/technology
 - Turn-outs are expected to be below pandemic levels
 - Streaming/on-line aspects
 - Text communication
 - Instant/on-going engagement
- The average age of a US donor is 64 years old



Fundraising Trends



Technology Trends

- Increased Technology spend
 - IT equipment shortages
 - Older equipment may not support security updates
- Cyber Security Issues
 - Expect greater levels of malware and cyber attacks
 - Institute for Critical Infrastructure Technology showed 50% of nonprofits had experienced a ransomware attack
 - Donor information/credit card info
 - HIPAA information/Social security numbers
 - Increased need for cyber security training (59% of nonprofits do not do)



Technology Trends

- Increased automation
 - Prospect list management
 - Automate communication with donors based upon interest
 - Automate marketing to integrate social media and e-mail campaigns (Marketo, Hubspot)
 - Receipts and Communication
 - Set up automated routines to understand donor gifting patterns with development staff notified when gifting patterns change
 - Modify communication based upon gifting patterns
 - Program management
 - Automate scheduling
 - Create communication platforms (mentor/mentee dashboard)



Communication Trends

- 9 out of 10 people on the internet use social media, yet 67% of nonprofits don't have a documented social media strategy
 - Less than 50% of organizations utilizing social media are measuring their results

SOCIAL MEDIA USERS BY AGE [CLICK FOR SOCIAL MEDIA GUIDE](#)

Facebook is still the most widely used – 2.9 billion monthly active users
Tik Tok and Instagram are the most popular with the under 30 age group



Communication Trends

- There will be 271 million smart phone users in the US by the end of the year
 - Average person watches 30 minutes of video a day from their phone
- 57% of people who watch nonprofit videos make a donation
- Text messages have an open rate of 99% verse e-mails which have an open rate of 28 to 33%
 - 97% of text messages are opened within 15 minutes of receiving



Workspace Trends

- Space will need to be more malleable
 - Space will need to be multi-purpose and dynamic to meet changing needs of organizations through-out the week/day
- Re-evaluate office space (space costs about \$5,000 per person per year)
 - We anticipate downsizing of space
 - Renegotiate leases
- Increase in hoteling
 - Increased need for disinfecting



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Sign up For Upcoming Webinars



How to Develop a Fundraising Plan for 2022 January 26th at 12:00 pm

Join Michael Bellavia CEO of HelpGood for an informative Work Shop!

In this workshop we'll:

- Set fundraising resolutions for 2022
- Develop a one-page fundraising strategy using the Get, To, By approach
- Prioritize tactics
- Create a calendar with themes
- Discuss habits to set you up for fundraising success

You'll walk away with a forward-looking game plan and hopefully preserve some of your sanity to turn 2022 into a happier new year.

This Webinar is first come, first serve we have limited registration to 30 people, if you would like to be put on our waitlist please email Kelli-Anne Cerini at Kacerini@cerinicpa.com
[Register Here!](#)



Cerini Nonprofit Connection – Diversity and Inclusion in the Workplace February 8th at 12:00 pm

Join Ken Cerini and guest Simone Sloan of Your Choice Coach for our monthly nonprofit webinar series! They will discuss Diversity and inclusion in the workplace.

[Register Here!](#)

Thank you to the Fellow Members of the Nonprofit Resource Hub!



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Thank You

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