



# 2022 Nonprofit Trends

A mid-year update  
June 29, 2022

# Global Issues

- ❖ COVID is still a thing ... kind of
  - ❖ Still experiencing program disruptions
- ❖ The economy is not doing well
  - ❖ Inflation on the rise
  - ❖ Recession or depression
- ❖ The stock market is down while interest rates are up
- ❖ Where has the workforce gone (paid and volunteer)
- ❖ Expect an increase in service demand ... but who's paying
- ❖ Mental health issues
- ❖ Continued Polarization
  - ❖ Racial justice, climate change, law enforcement, immigration, vaccination, politics, international relations
  - ❖ Don't get sucked in ... stay on point with mission and impact

# The Economy

- ❖ Inflation is at an almost 40 year high
  - ❖ Consumer price index up 8.6% in May 2022 as compared to May 2021
  - ❖ Thus far in 2022, 7.9% inflation nationwide (5.1% in the NYC metro area)
- ❖ Salaries are expected to rise between 5 and 7%, which is unlikely to keep up with inflation
  - ❖ High Unemployment (7.6%) but where is the workforce
  - ❖ Looking for remote/hybrid opportunities
  - ❖ Looking for better work/life balance
  - ❖ Can't afford rising costs of transportation, daycare, etc.
  - ❖ Increase in gig economy (Fiverr, Amazon Flex)
- ❖ Increased interest rates
  - ❖ Prime Rate is up 1.25% (Feds just increased .75% earlier in June) so far in 2002 with 5 or so additional increases expected by year-end
- ❖ Supply chain shortages

# The Economy

- ❖ Are we heading for a recession/depression?
- ❖ Investments are down
  - ❖ S&P 500 is down 22% thus far this year (officially a Bear Market)
  - ❖ NASDAQ is down 32% thus far this year
  - ❖ Crypto Currency hit hard (Bitcoin down approximately 75% and Terra Luna lost 99.99% of its value - \$500B drop)
- ❖ Housing starts dropped 14% in May
- ❖ Approximately 7 out of 10 Americans live paycheck to paycheck
- ❖ Analysts are expecting little to no growth during 2023, so it may take some time to dig out
- ❖ Do not expect the Federal government to provide much more economic aide to the nonprofit sector as it did through the CARES Act
- ❖ Deep economic slow-downs could impact organizational funding
  - ❖ Fees for service
  - ❖ Rate reductions or increases well below inflation
  - ❖ Drops in fundraising and the inability to honor pledges

# The Economy

- ❖ What do organizations need to do?
  - ❖ Create flexible budgets
    - ❖ We do not know what the next year will bring and how donors will respond so make multiple budgets so you can quickly react
  - ❖ Need to be more strategic
    - ❖ The last 2 years we have reacted to the pandemic, now need to look at organization to determine what it will look like
  - ❖ Hybrid functionality will remain
  - ❖ Increase your volunteer efforts
    - ❖ Find ways to keep volunteers engaged
    - ❖ Social media
  - ❖ Consider partnering with other organizations
    - ❖ Joint services
  - ❖ Increase fundraising efforts now
    - ❖ Need to build discretionary reserves
  - ❖ Relook at spending, and cut where possible

# Fundraising

- ❖ Flexible giving, Making Giving More accessible for your donors will make it easier and increase your chances of receiving donations. In 2020, there was a 20% decline in donations via check.
  - ❖ Options such as:
    - ❖ QR Codes
    - ❖ ACH allows larger donors to easily transfer electronic funds
    - ❖ Digital Wallets (Google Pay, Apple Pay, Paypal, Venmo, etc.)
    - ❖ Cryptocurrency
- ❖ Personalize the giving experience
- ❖ Corporate Giving
  - ❖ Form partnerships with companies
    - ❖ Giving
    - ❖ Volunteering
    - ❖ Increased social responsibility

# Fundraising

## ❖ Crowdfunding Campaigns

- ❖ Attract new donors
  - ❖ Donors tend to be
    - ❖ More Diverse. Younger, Single

## ❖ Community Centric Fundraising

- ❖ Focus is on an impacted community and not a specific organization
- ❖ Requires nonprofits working together to treat societal issues within a community

## ❖ Hybrid Events

- ❖ Mobile/virtual auctions
- ❖ Live streaming events

# Fundraising in a Recession

- ❖ Practice gratitude
  - ❖ Record a short video to tell your donors how their giving is making the world better
  - ❖ Help them to understand how funds are used
  - ❖ Stay connected
- ❖ Matching Gifts
- ❖ Targeted campaigns/Leverage people
- ❖ Focus on recurring giving (less than 40% of donors repeat)
- ❖ Stay fresh
  - ❖ Re-evaluate how you are fundraising and what is effective
  - ❖ Pivot away from outdated ways that are no longer working for you (understand ROI)
- ❖ Set realistic fundraising budgets
- ❖ Avoid emergency solicitations
  - ❖ Have a rainy day fund
- ❖ Get social, turn to social media



# Social Media

- ❖ Social Media
  - ❖ Continues to be on the rise 15.6% of people say that social media influences how they donate
  - ❖ Top benefits of social media
    - ❖ Building relationships with your target audience
    - ❖ Simplifying your fundraisers reach through comments, likes, and shares at no cost
    - ❖ Creating personalized content
    - ❖ Growing your network
    - ❖ Share your impact
  - ❖ What content should I be posting?
    - ❖ Show people how you help people, help your audience get connected to your mission
    - ❖ Share news and updates
    - ❖ Make supporters feel valuable: Say thank you to donors and sponsors
    - ❖ Promote events
    - ❖ Introduce your team
    - ❖ Show people behind the scenes

# Social Media

- ❖ Tips to grow
  - ❖ Share the love!
    - ❖ Share content from other nonprofits you partner with, the hope is they will return the favor if not you are still promoting a local nonprofit helping your community
  - ❖ Tag others
    - ❖ This will increase your exposure by tagging people such as sponsors, volunteers, employees, etc
  - ❖ Put social media icons on your emails
    - ❖ Let people know how to find you
  - ❖ Run A contest to boost your fan base
  - ❖ Quality over quantity
    - ❖ Do not post for the sake of posting make sure posts are meaningful and will speak to your audience
  - ❖ Post video content, Facebook and Instagram prioritize this content on the newsfeed
  - ❖ Review your followers to determine the potential for brand representatives
    - ❖ People give to people ... circles of who we “know” has dramatically increased

# Tik Tok

- ❖ TikTok Is a growing Platform (approx. 80 million monthly active users in the US) some tips to leverage for your nonprofit
- ❖ Commit, you need a staff member to commit to making videos regularly
- ❖ Approach TikTok like a human and not a brand, share your story and be genuine
- ❖ Showcase the people and the program that makes you, you!
- ❖ Capture attention, you have 3 seconds to capture your audience
- ❖ Encourage co-creation by posting a prompt that will encourage others to post in response and spread awareness about the issues your nonprofit addresses.
  - [https://www.tiktok.com/@savethechildren/video/6909163839711972613?referer\\_url=https%3A%2F%2Fblog.rkdgroup.com%2F5-fun-ways-your-nonprofit-can-get-involved-on-tiktok&referer\\_video\\_id=6909163839711972613&refer=embed&referer\\_url=https://blog.rkdgroup.com/5-fun-ways-your-nonprofit-can-get-involved-on-tiktok](https://www.tiktok.com/@savethechildren/video/6909163839711972613?referer_url=https%3A%2F%2Fblog.rkdgroup.com%2F5-fun-ways-your-nonprofit-can-get-involved-on-tiktok&referer_video_id=6909163839711972613&refer=embed&referer_url=https://blog.rkdgroup.com/5-fun-ways-your-nonprofit-can-get-involved-on-tiktok)

► Have fun with it, here is a video that was done by a dog shelter:

[https://www.tiktok.com/@arliowa/video/6956302887693733126?referer\\_url=https%3A%2F%2Fblog.rkdgroup.com%2F5-fun-ways-your-nonprofit-can-get-involved-on-tiktok&referer\\_video\\_id=6956302887693733126&refer=embed&referer\\_url=https://blog.rkdgroup.com/5-fun-ways-your-nonprofit-can-get-involved-on-tiktok](https://www.tiktok.com/@arliowa/video/6956302887693733126?referer_url=https%3A%2F%2Fblog.rkdgroup.com%2F5-fun-ways-your-nonprofit-can-get-involved-on-tiktok&referer_video_id=6956302887693733126&refer=embed&referer_url=https://blog.rkdgroup.com/5-fun-ways-your-nonprofit-can-get-involved-on-tiktok)

# Labor Issues

- ❖ Company loyalty will continue to recede
- ❖ Nonprofits have increased demand for services and overwhelmed employees, they need more staff but how do you find/hire staff
  - ❖ Use your network to find candidates
    - ❖ Referrals from other nonprofit organizations
    - ❖ Referrals from staff
    - ❖ Reach out to your volunteers, are any of them interested?
    - ❖ Post on nonprofit job boards such as NRH or AFPLI
  - ❖ Write a compelling job description
    - ❖ Explain how amazing your team is
    - ❖ How inspiring the work they will be doing is
    - ❖ Talk with passion and excitement
  - ❖ Keep the interview process streamlined and communicate with the candidate effectively and clearly

# Labor Issues

- ❖ Nonprofits retain more talents with strategies such as:
  - ❖ Improve workplace culture
    - ❖ Make employees feel valued and respected
    - ❖ Give them a voice (clear communication channels)
  - ❖ Increase Compensation (Where possible)
  - ❖ Build-in Flexibility
  - ❖ Help fill the gaps
    - ❖ Provide programs like:
      - ❖ Daycare
      - ❖ Afterschool help
      - ❖ Transportation
      - ❖ Mental Health Services
  - ❖ Invest in people
    - ❖ Mentor and Cultivate talent
    - ❖ Leadership Training (empathy, communication, feedback)
  - ❖ Put Effort towards increasing Diversity, Inclusivity, and equity
  - ❖ Increase Benefits

# Labor Issues

- ❖ How can you support your staff and their mental health!
- ❖ Since the pandemic people have been facing a wide range of mental health issues. Isolation, grief, fear, increased anxiety, etc. It is important to help your employees navigate this time, and remind them that you care!
- ❖ Emphasize the importance of self-care:
  - ❖ Encourage employees to take breaks
  - ❖ Go outside
  - ❖ If you see someone working late send a quick note thanking them but reminding them to take time for themselves
  - ❖ Lead by example, leaders need to live by example
- ❖ Review your policies
  - ❖ Allow for flexibility
  - ❖ Add paid time off
  - ❖ Establish no meetings Friday
- ❖ Commit to ongoing learning
- ❖ Listen to what employees need and act on it

# Labor Issues

- ❖ Diversifying your workforce, Board, and Volunteers:
  - ❖ Talk to the board to establish initiatives throughout the organization
  - ❖ Work with HR deparats to train them to effectively implement diverse initiatives
  - ❖ Cultivate compassion: create an empathetic and compassionate company culture
  - ❖ Mirror your community
  - ❖ Work with universities that promote diversity and inclusion when hiring interns and new staff
  - ❖ Hire within the community that you serve

<https://www.wildapricot.com/blog/board-diversity#what-you-can-do-today>

- ❖ Need to continue to develop future leaders
  - ❖ Board members
  - ❖ Management/C-Level staff

# Technology

## ❖ Cyber Security

- ❖ Only 39% of Gen Z says they trust organizations will keep their data safe
- ❖ Make sure your donors know how you're keeping their data safe
- ❖ Have formal policies in place

## ❖ ADA-compliant websites (accessibility and inclusivity are important)

- ❖ Use Plugins on your website such as ACESSbee
- ❖ Use Alternate text on Social Media to make it screen reader-friendly
- ❖ Used Closed captioning on videos

## ❖ Need for better linkage between software applications

- ❖ Need greater automation
- ❖ Manual, time consuming reporting
- ❖ Lack of real-time performance metrics



# Today's Seminar

- ▶ Throughout the rest of this seminar you will have the ability to gain insight on:
  - Cybersecurity and It Issues Facing nonprofits, and how to address them
  - Changes in employment law and board governance
  - Accounting Changes your nonprofit should be aware of
  - Strategic planning
  - The Future of Nonprofit Events
  - And you will hear from a panel of nonprofit professionals and how they are addressing these issues!

2022 NFP UPDATE EVENT SCHEDULE		
Time	Room A	Room B
8:30 AM - 9:00 AM	<b>Networking Breakfast</b> Network with the sector! You will be randomly placed in breakout rooms and get the chance to meet and connect with new people!	
9:00 AM - 9:45 AM	<b>Introduction and Trends</b> Ken Cerini (Cerini & Associates, LLP)	
9:50 AM - 10:35 AM	<b>IT/Cyber Panel</b> Shari Diamond (Cerini & Associates, LLP), Jim Doran (Gallagher), Joseph Horowitz (Stetson Cybergroup), & Destiny Bowers (Roundtable Technology)	
10:40 AM - 11:25 AM	<b>Legal &amp; Governance Update</b> David Goldstein (Certilman Balin), Douglas Rowe (Certilman Balin)	<b>Fundraising &amp; the Future of Events</b> Darren Port (Powered By Professionals)
11:30 AM - 12:15 PM	<b>Nonprofit Accounting Update</b> Matthew Burke (Cerini & Associates, LLP)	<b>Strategic Planning</b> Christine Deska (Nonprofit Sector Strategies)
12:20 PM - 1:05 PM	<b>Nonprofit Panel</b> Elisa Seeger (ALD Alliance), Tom Hopkins (EPIC Long Island), Suzanne LeBlanc (LICM)	
1:05 PM - 1:10 PM	<b>Wrap Up</b> Ken Cerini (Cerini & Associates, LLP)	
1:10 PM - 1:30 PM	<b>Networking</b> Meet some of our speakers to ask questions and talk more	



# Thank you!

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