

2023 EVENT SCHEDULE

Time	Room A	Room B
8:30 AM - 9:00 AM	Virtual Networking 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	Introduction and Trends Ken Cerini (Cerini & Associates, LLP)	
9:50 AM - 10:35 AM	Employee Benefits & HR Update Edward Probst (Vangaurd Benefits), Jill Krumholz (RealHR)	Building A Stronger Board Christine Deska (Nonprofit Sector Strategies), Barbara Paxton (BoardStrong)
10:40 AM - 11:25 AM	Legal & Governance Update David Goldstein (Certilman Balin), Douglas Rowe (Certilman Balin)	Succession Planning Panel Tania Quigley (Cerini & Associates, LLP), Amy Zaslansky (Book Fairies), Ron Abad (CHI), Paul Fleishman (Variety Children's Learning Center)
11:30 AM - 12:15 PM	Nonprofit Accounting Update Matthew Burke (Cerini & Associates, LLP)	Technology: IT/Cyber Update & How to Use AI Joshua Peskay (Roundtable Technology), Destiny Bowers (Roundtable Technology)
12:20 PM - 1:05 PM	Nonprofit Panel Bobbie Brown (Young New Yorkers), Randi Shubin Dresner (Island Harvest), Lisa Lewis (Omnium Circus), and David Nemiroff (Harmony Healthcare LI)	
1:05 PM - 1:10 PM	Wrap Up Ken Cerini (Cerini & Associates, LLP)	
1:10 PM - 1:30 PM	Virtual Networking Meet some of our speakers to ask questions and talk more	





NFP Update Trend Update

Presented By: Kenneth Cerini, Managing Partner



The Economy

- ▶ **Inflation coming under control**
 - ▶ 4% in May 2023 (lowest rate in 2 years) compared to 6.5% in January
 - ▶ Medical costs are up double digits
- ▶ **Increased interest rates**
 - ▶ Additional federal interest rate hikes expected of between $\frac{1}{4}$ and $\frac{1}{2}$ of a percent
 - ▶ More expensive to borrow (lines of credit and organizational expansion)
 - ▶ Talk to banks about interest rates paid on savings balances
- ▶ **A turn around in the market for 2023**
 - ▶ S&P up 8.9% (carried by 7 stocks - Apple, Alphabet, Microsoft, Amazon, Nvidia, Meta, and Tesla - without them the S&P 500 is down)
 - ▶ Charitable giving has historically been linked to the market
 - ▶ Less than 50% of Americans give to charity, with large donations masking the picture. Need to cultivate middle market and next generation of donors
- ▶ **Impact on service demand**
 - ▶ Health and welfare continues to see increased demand
 - ▶ Arts and education decrease in use/enrollment
- ▶ **Global economy**
 - ▶ Expected to grow by between 2% and 2.4% for 2023



New York State Budget

- ▶ Approximately \$229 billion
 - ▶ \$9.2 billion less revenue in 2023/24 than in 2022/23 (predominantly due to loss of COVID funding)
 - ▶ Large investment in school aide (\$34.5 billion)
 - ▶ Rate increases up to 7.5% for Medicaid (largest for Hospitals, Nursing Home, and Assisted Living, with no increases for Early Intervention)
 - ▶ Cost-of-Living Adjustments (COLAs) of 4 percent for human services providers funded by the Offices: of Mental Health, for People with Developmental Disabilities, of Addiction Services and Supports, of Temporary and Disability Assistance, of Children and Family Services and for the Aging.
 - ▶ \$1 billion earmarked for mental health, multi-year plan (expansion of residential capacity, inpatient psychiatric capacity, increased housing - 3,500 new units)
 - ▶ Expanding child care eligibility through OCFS
 - ▶ \$1 billion in migrant workers and humanitarian emergency response and relief centers



Government Audits

- ▶ Increase in government audit activity:
 - ▶ OCFS sent a letter earlier this month to providers that the OSC will be performing audits of Childcare Stabilization Funding
 - ▶ OMIG Is performing audits of Early Intervention Providers
 - ▶ OMIG released a new Medicaid Compliance Self-Assessment Form
 - ▶ Provider audits - almost all funding sources
 - ▶ IRS has started performing audits of ERT credits issued



Staffing Shortage

- ▶ Reason for Shortage
 - ▶ Unemployment - 3.7% in May 2023
 - ▶ Salary Competition - especially in areas of DSP, healthcare, education, and finance
 - ▶ Per studies, expected increases of between 4% and 5%
 - ▶ Women make up 75% of the nonprofit workforce - Need flexibility due to child care, remote schooling, care-giver needs, etc.
- ▶ Retaining/Recruiting staff
 - ▶ Stress the value of your organization ... its not just a job
 - ▶ Flexible work environment
 - ▶ Showcase your culture through your platforms
 - ▶ Tap into social passion ... Employees want to be part of a purpose-driven, mission-fueled, and value-aligned organization. Lean into sharing what the organization believes in, cares about and aims to achieve in order to affect meaningful outcomes that matter
 - ▶ Increased Importance in team building
 - ▶ Professional development options
 - ▶ Increase benefits
 - ▶ Focus on broadening your perspective base ... tap into DEIA
 - ▶ Provide feedback and soft-skills training
 - ▶ Make employees feel valued ... invest in leadership training
 - ▶ Invest in tech that reduces burden on Staff



Fundraising Trends

- ▶ Diversify Funding streams
 - ▶ Expect fewer grants (15 to 25%)
 - ▶ Capitalize on the “Corporate responsibility” trend
 - ▶ Increase focus on Passive Fundraising, Amazon Smile was great but with that coming to an end here are some other options
 - ▶ Donor Cover fees
 - ▶ Recurring Donation program
 - ▶ Corporate donation matching
 - ▶ Use apps like RoundUp where donors can round up debit card purchases to make donations to your organization
 - ▶ Local Partnerships
 - ▶ Selling Merchandise
- ▶ Social Enterprise



Fundraising Trends

► Support Digital Wallet

- Text to donate
- Google Pay
- Venmo
- Apple Pay
- PayPal
- Social media donation buttons

► Gaming for Good

► The Rise of Gen-Z

- 11- 26 years old which is currently 27% of the population
 - Prepare for the future of donors
 - 57% of Gen Z donors research an organization before donating, make sure your website is clear and user friendly



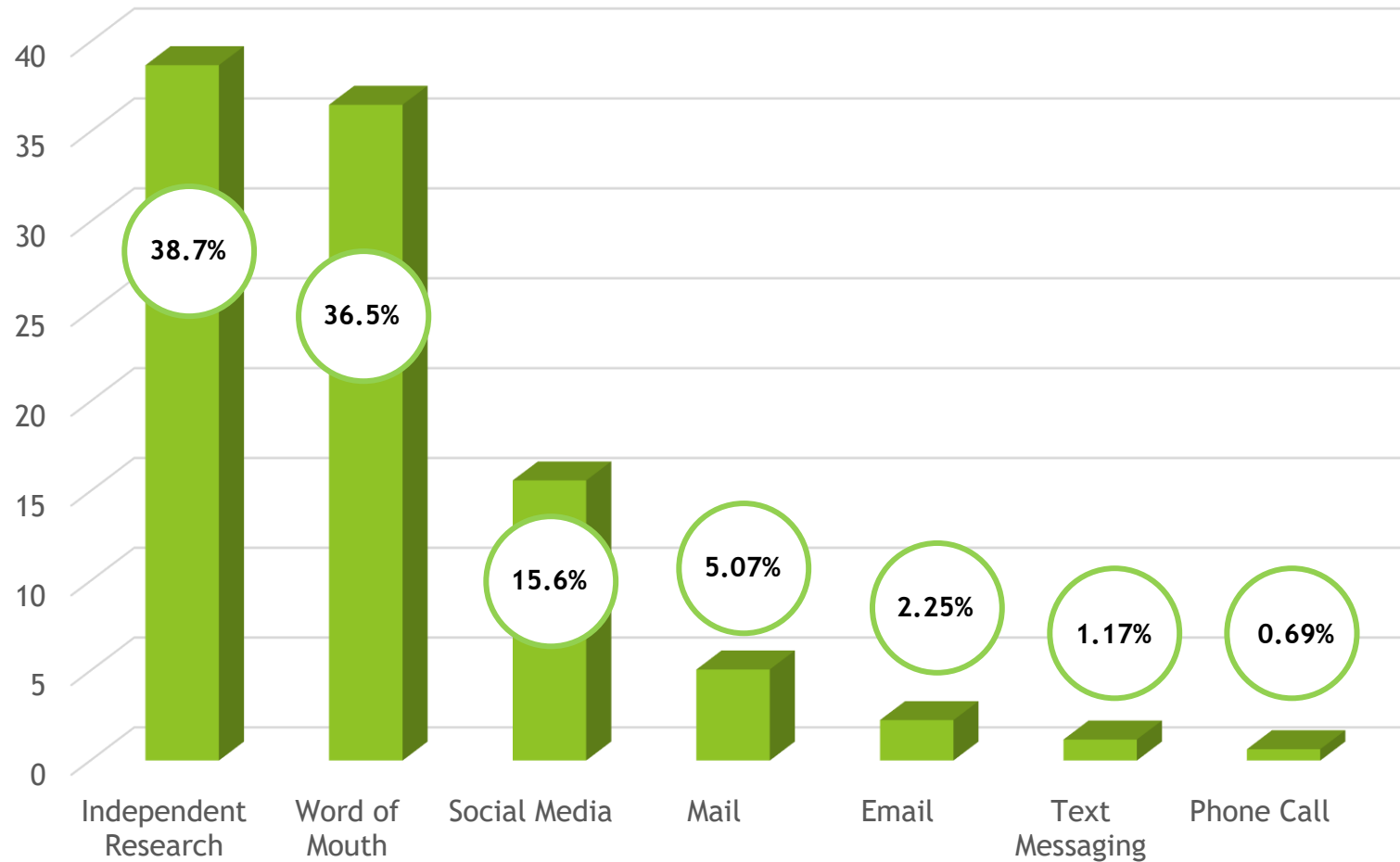
Fundraising Trends

- ▶ What makes donors come back
 - ▶ 75% seek information about Nonprofits Impact
 - ▶ 63% try to find information on the social issue that the nonprofit addresses
 - ▶ 56% want a list of specific projects supported by the nonprofit.
- ▶ How to increase donor retention
 - ▶ Level up Thank You Letters
 - ▶ Personalized videos
 - ▶ Handwritten notes
 - ▶ Stories from beneficiaries of you org
 - ▶ Phone call
 - ▶ Personalize your asks based on
 - ▶ Interests: What campaign did they donate to in past? Are there programs they are interested in? etc.
 - ▶ Giving Capacity: If they can give more target for a higher donation in your email
 - ▶ Communication Preference: Review your analytics how did you engage with them in past? Phone calls, emails, direct mail, email, etc.
 - ▶ Diversify how you can contribute, not everyone can give a donation but you can ask them to Volunteer, Attend an event, Share your mission with others, contribute in-kind Donations.
 - ▶ Create a Donor Community
 - ▶ Find a way for your donors to connect with you and other donors through events, social media campaigns, advocacy opportunity, etc.



Fundraising Trends

What Medium Most Influences you **to give to charity?**



Social Media is on the Rise

- ▶ Compared to other Avenues Social media is low-cost, high-impact tool
- ▶ Social Media has been growing and 72% of the public use at least one type of social media
- ▶ Top Benefits of Implementing Social Media
 - ▶ Building a connection with your target audience and demographics who find value in your cause
 - ▶ Attracting new donors and maintaining engagement for existing donors
 - ▶ Enabling participation from the entire community
 - ▶ Choose from several platforms to raise awareness about your fundraiser and draw in potential long-term donors, such as Facebook, YouTube, Twitter, Instagram, TikTok, and Clubhouse



Pick the Right Platform for Your Demographic



Facebook - Monthly active users: 2.963 billion - Largest age group 25-34
- Gender: 44% female, 56% male (no data on other genders)
- Time spent per day: 30 minutes



Twitter - Daily active users: 237.8 million - Largest age group: 18-29
Gender: 34.1% female, 61.29% male (no data on other genders)
Time spent per day: 34.8 minutes



YouTube - Monthly active users: 2.1 billion - Largest age group: 15-35
Gender: 51.4% female, 48.6% male (no data on other genders)
Time spent per day: 45.6 minutes



TikTok - Monthly active users: 834.3 million - Largest age group: 18-24
Gender: 54% female, 46% male (no data on other genders)
Time spent per day: 45.8 minutes



Instagram - Monthly active users: 2 billion - Largest age group: 18-24
Gender: 48.2% female, 51.8% male (no data on other genders)
Time spent per day: 30.1 minutes



Social Media Tips For Nonprofits

According to a Survey conducted by Hootsuite, only 20% of Nonprofits feel confident on social media

- ▶ 41% of nonprofits don't have time to dedicate to creating and implementing effective [social media] strategies. -Hootsuite survey
 - ▶ Creating a content calendar can lessen the load and keep the team on the same page
- ▶ Post at the right times

Platform	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	1:00 PM EST	1:00 PM EST	1:00 PM EST	2:00 PM EST	2:00 PM EST	11:00 AM EST	1:00 PM EST
Instagram	12:00 PM EST	12:00 PM EST	12:00 PM EST	11:00 AM EST	12:00 PM EST	1:00 PM EST	1:00 PM EST
Twitter	10:00 AM EST	10:00 AM EST	1:00 PM EST	2:00 PM EST	12:00 PM EST	12:00 PM EST	12:00 PM EST
LinkedIn	4:00 PM EST	1:00 PM EST	6:00 PM EST	1:00 PM EST	1:00 PM EST	3:00 PM EST	11:00 AM EST
TikTok	4:00 PM EST	5:00 PM EST	4:00 PM EST	10:00 PM EST	5:00 PM EST	12:00 PM EST	4:00 PM EST

Source: <https://blog.hootsuite.com/best-time-to-post-on-social-media/>

- ▶ Using Posting Software to Streamline
 - ▶ Sprout Social
 - ▶ Hootsuite
 - ▶ Later
 - ▶ Buffer
 - ▶ Agorapulse



Social Media Tips For Nonprofits

- ▶ Be Responsive
 - ▶ Make sure you answer messages and comments
- ▶ Add Fundraising and add donation buttons
- ▶ Track and measure results
 - ▶ What is working and what isn't
 - ▶ What does your audience react to?
- ▶ Use your brand voice consistently
- ▶ Say more with fewer words
 - ▶ The goal is to leverage short social media posts to draw emotion, inform, and call to action.



Using AI in Social Media

Work smarter not harder with AI

- ▶ Content Ideas, you can use ChatGPT as a free option but there are paid options as well be specific with your prompts. Here is an example
 - ▶ *I want you to act as a social media expert. Create a social media content calendar for the next 30 days for my nonprofit to post on (Insert platform here). I would like the post to be a mix between inspirational and spreading awareness for our nonprofit. Our Nonprofit is (Insert Nonprofit today), Our mission is (Insert mission here).*

First, you will ask me questions about my nonprofit and audience until you think you have enough information. Then you will provide me with a calendar in a table format, One column will have text captions including hashtags, and a suggested image in the second. Let's begin
 - ▶ These will give you a guideline it is important that you make sure the posts are in your brand voice
 - ▶ Software like *OwlyWriter AI* can pull from the last posts and repurpose past-performing content as well as help generate hashtags and pick best time to post
- ▶ Create Images
 - ▶ AI image creation: Midjourney, Dall-e, and Dream Studios
 - ▶ Canva



Artificial Intelligence Overview

- ▶ Manage Donors
 - ▶ Machine learning tools can analyze info on your donor bases and can help you create a stronger relationship
 - ▶ British nonprofit Parkinson's UK used AI to segment its donors, it received more than 400 gifts of over \$15,000 (source <https://www.unite.ai/ai-for-nonprofits-how-to-boost-effectiveness/>)
- ▶ Operations
 - ▶ Automate routine admin tasks like data entry and report generation
- ▶ Outreach
 - ▶ On average writing/sending emails takes up 28% of the day
 - ▶ Using AI to create outreach models and customized messages can help reduce time
- ▶ Fraud Detection
- ▶ Chatbots
 - ▶ This will allow you to interact with donors and answer questions improving the donor experience
- ▶ Predictive analysis
 - ▶ Nonprofits can create AI algorithms to predict future trends and make informed decisions



Cybersecurity

- ▶ How to better protect your data
 - ▶ Require Multi-factor authentication
 - ▶ 56% of nonprofits are currently not using these
 - ▶ Conduct cyber training on a regular basis
 - ▶ 59% of nonprofits currently do not offer this
 - ▶ 82% of employers report a shortage of cybersecurity skills.
 - ▶ Phishing tests
 - ▶ Update software regularly
 - ▶ Conduct vendor due diligence
 - ▶ Regularly Privileges
 - ▶ Ensure your fundraising platform follows security best practices
 - ▶ Make sure your fundraising platform has a security team
 - ▶ How often is the platform scanned and monitored
 - ▶ Is your fundraising using a secure payment method





Thank You

Kenneth Cerini, CPA, CFP, FABFA

Cerini & Associates LLP.

Managing Partner

Phone: (631) 868-1103

Email: Kcerini@cerinicpa.com

www.ceriniandassociates.com/

