



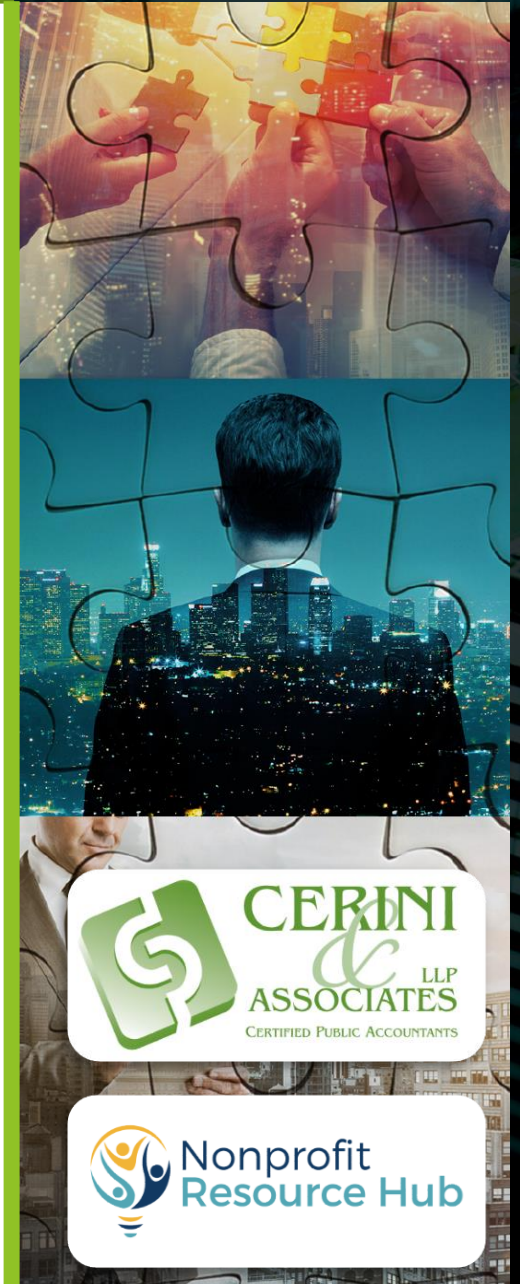
2024 Trend Report

Presented By: Ken Cerini



2024 Global Issues

- The Economy
 - Anticipated slow-down in inflation ... expect 2 to 3% for 2024
 - The US economy is anticipated to grow between 1.5% and 2%
 - Federal initiatives will help keep the country moving forward
 - Infrastructure Investment and Jobs Act (construction and energy)
 - Creating Helpful Incentives to Produce Semiconductors (US fabrication plants)
 - Unemployment is anticipated to increase up to about 4.4% for the year (2023 ended at 3.7%)
 - Interest rates anticipated to peak and decline by year end (don't expect to see pre-pandemic rates anytime soon)
 - Expect banks to take a more conservative approach to lending, restricting credit to lower quality borrowers and requiring greater collateral
 - The Presidential election will hamper economic growth as people await the outcome and the corresponding policy implications



2024 Global Issues

- The Economy
 - Stock Market ... mixed feelings
 - Geopolitical concerns (territorial conflicts and critical elections are potential fracture points that can disrupt the economy).
 - According to a survey from ResumeBuilders, 40% of companies are anticipating layoffs in 2024
 - Biggest industries impacted will be:
 - Construction 66%
 - Software 65%
 - Information 44%
 - Retail 44%
 - Finance and insurance 38%
 - Education 34%
 - Healthcare and social assistance 28%
 - Some big names that already announced cuts:
 - Nike - \$2 billion cutback over next 3 years
 - Hasbro - 20% workforce reduction during 2024
 - Charles Schwab - 5 to 6%



2024 Global Issues

- The Economy
 - Anticipated NY State and NYC budget cuts and the trickle down impact
 - NY City is anticipating budget shortfalls over the next 3 years of 6%, 8%, and 9%, respectively.
 - NY State is anticipated to have a \$4.3 billion budget shortfall for fiscal 2025 which it will need to balance
 - Nonprofits should expect budget cuts in 2024/25



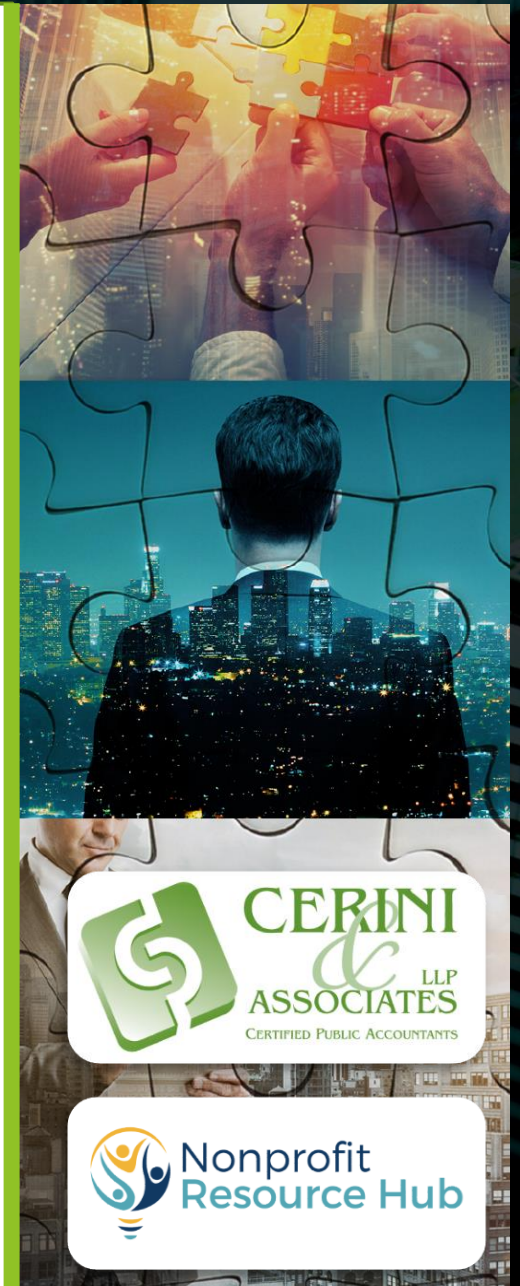
2024 Global Issues

- The Economy
 - Impact on nonprofits:
 - Health & Welfare
 - Increase in unemployment and widening gap between haves and have nots ... anticipate increased demand for services
 - Arts & Culture
 - Anticipate stabilization as inflation comes under control and market conditions improve
 - Fundraising was up in 2023 and that is anticipated to increase in 2024, however the election, geopolitical concerns, and ongoing environmental issues will most likely divert funds from local charities
 - Expect cutbacks in government funding
 - Need for contingency budgets
 - Nonprofit raises are anticipated at between 2 and 3%, mirroring anticipated inflation.



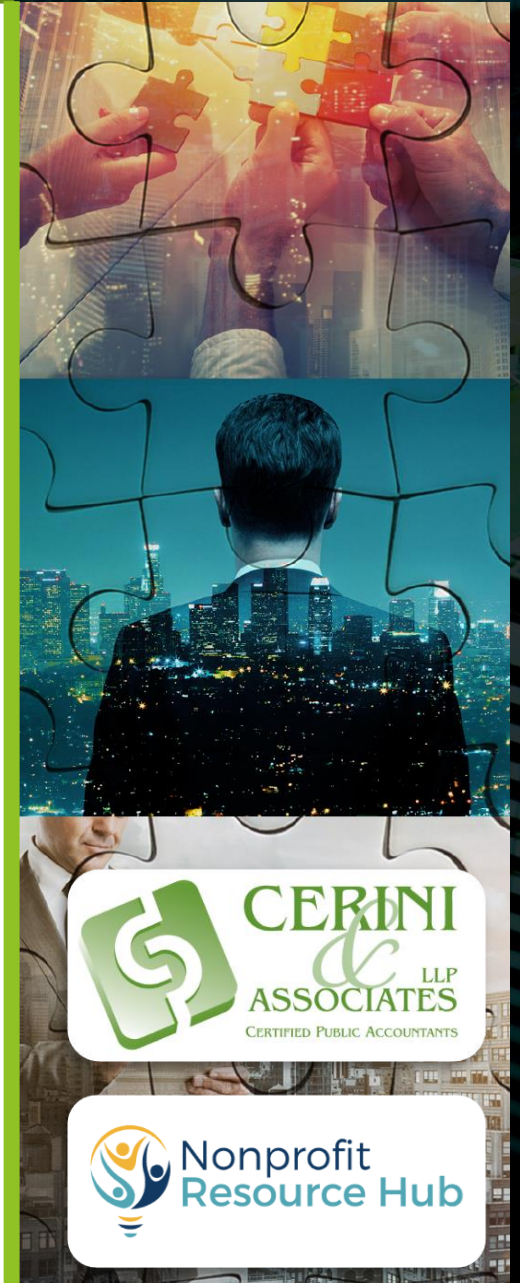
2024 Global Issues

- The Economy
 - Organizational Needs:
 - Strong Leadership - 75% of organizational leadership is anticipated to leave their positions in the next 5 to 10 years
 - Need to develop succession plan (only 27% have)
 - Risk Management
 - Clear understanding throughout agency
 - Compliance related issues
 - Cyber security threats/IT Issues
 - Insurance exposure
 - Staffing issues (Pay parity)
 - Changing regulations
 - Careful budgeting and cash flow monitoring
 - Uncertainty of revenue streams
 - Cash flow delays
 - Rising demand/need
 - Increased audit activity
 - Monitoring service provision and grants



2024 Global Issues

- The Economy
 - Organizational Needs:
 - Information flow
 - Timely information will be critical to organizational effectiveness
 - Proper planning/strategic thinking
 - Collaboration/Partnerships (even Merger)
 - Board make-up and engagement
 - Rethink operations and relevancy
 - Re-assess current programs/contracts
 - Re-assess service delivery models
 - Re-assess the impact of current services
 - Consider agency effectiveness and relevancy
 - Advocacy and monitoring
 - Need to push for appropriate contracts with fair wages
 - DEI - Needs to be integrated



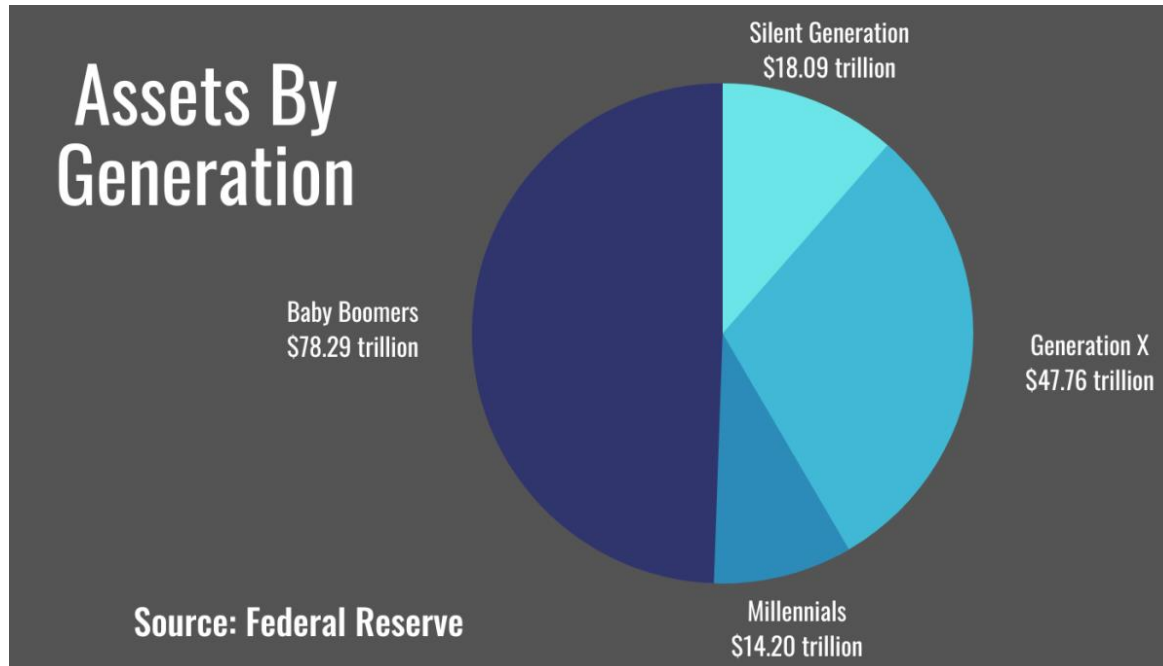
Fundraising Trends

- The Bounce Back Effect:
 - 2022 down 10.4% inflation adjusted
 - 2023 increase of 5 to 6%
 - Anticipated increase in 2024 ... but may not be local
 - Providing tax benefit to non-itemizers could help spur contributions
- The Political Impact:
 - Charged election year - Polarized
 - Immigration
 - Climate change and environmental issues
 - Abortion
 - Education and Cultural Wars (LGBTQ community)
 - Crime
- The Rise of Donor Advised Funds
 - Preferred giving vehicle for donors (fastest growing)
 - DAFs are at record highs
 - Average payout rate over last 5 years is almost 25%



Fundraising Trends

- Planned Giving - The great wealth transfer:
 - \$84 Trillion in assets is set to change hands over the next 20 to 25 years
 - \$72.6 trillion to heirs and \$11.9 trillion going to charity



Pew Research Center	
Name	Years Born
Silent Generation	1928-1945
Baby Boomers	1946-1964
Generation X	1965-1980
Millennials	1981-1996
Generation Z	1997-2012



Fundraising Trends

AI Fundraising Use Cases



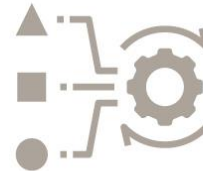
Content
generation



Prospect
identification



Action
recommendations



Business
simulation



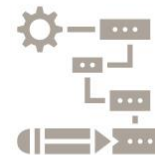
Marketing
automation



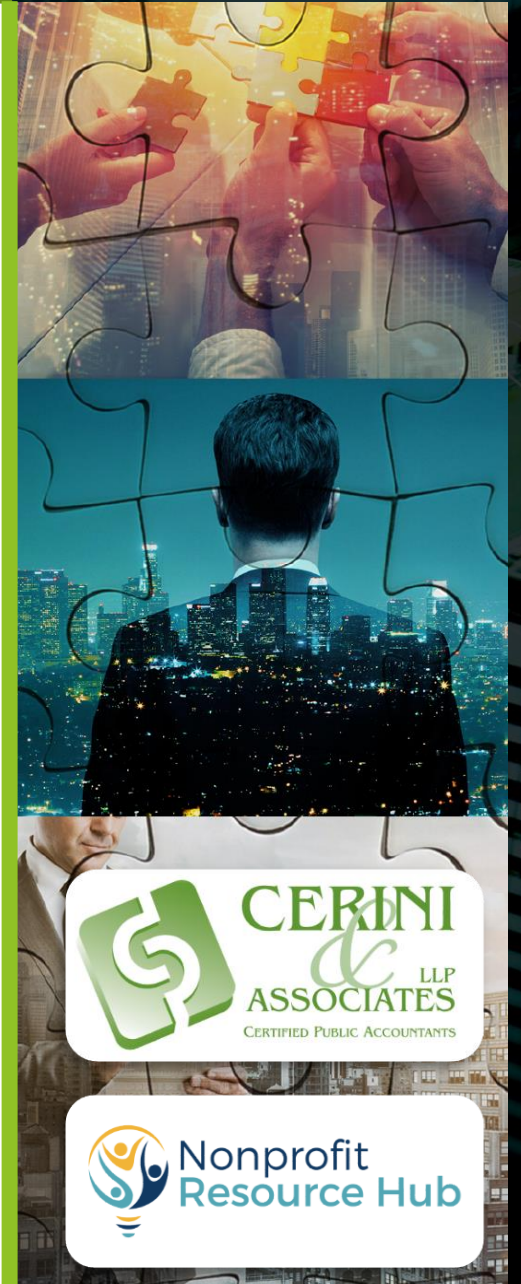
Constituent
perception



Donor journey
mapping



Simple task
automation

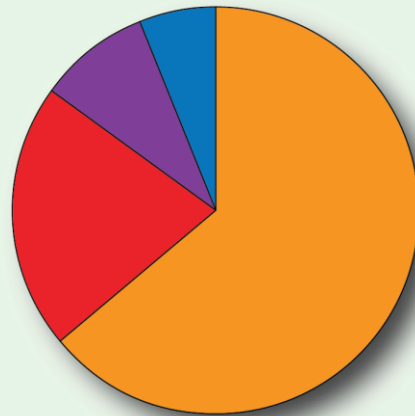


Fundraising Trends

- The Widening Gap
 - 90% of donations come from 10% of donors
 - Need to nurture major donors while cultivating a broader base of donors
 - 64% of all donations come from individuals



WHERE DID GENEROSITY COME FROM?



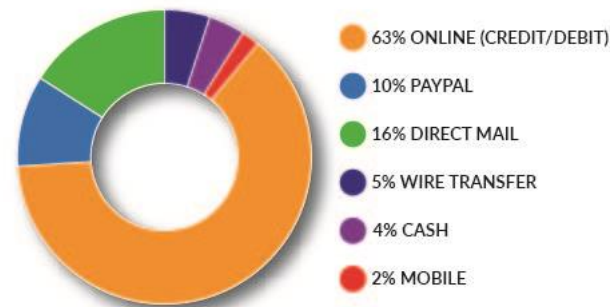
64% Individuals
21% Foundations
9% Bequest
6% Corporations



Fundraising Trends

- Digital Philanthropy
 - World becoming more interconnected
 - Crowdfunding platforms
 - Block-chain given transparency
 - Virtual reality experiences that allow donors to witness the impact of their contributions firsthand
 - Trusted payment apps/Digital wallets (Venmo, PayPal, Apple Pay, Google Pay)
 - Donations are 1.5X more when an NFP offers digital wallet payment options
 - 26% of iPhone-owning donors gave with Apple Pay

Giving Preferences



Social Media Statistics



Facebook



3.03 Billion Users

Average Number of Nonprofits Post a Week **7.4**

.071% Engagement Rate / Post

Demographic Facts:

- Over 2 billion daily active users
- Facebook users spend on average 3.8 hours on the app a week
- 24.5% of all Facebook users are aged 45 and older.
- 49.3% of all Facebook users are ages 25 to 34.
- 56% of Facebook users identify as male, and 44% identify as female



Instagram



2.5 Billion Users

Average Number of Nonprofits Post a Week **5.0**

.627% Engagement Rate / Post

Demographic Facts:

- Instagram has more than 2 billion monthly active users.
- Instagram is the most-used social network (72%) by American social media users aged 12 to 34.
- As of January 2023, 51.7% of all Instagram users worldwide are male.
- 69.1% of global Instagram users are under the age of 35.



TikTok



1.6 Billion Users

Average Number of Nonprofits Post a Week **1.45**

7.36% Engagement Rate / Post

Demographic Facts:

- TikTok has approximately 834 million global monthly users.
- TikTok is predicted to see the greatest user growth worldwide of all socials
- The average U.S. adult TikTok user spends roughly 55.8 minutes per day on the app.
- In the USA, 67% of Americans aged 18 to 19 use TikTok, along with 56% of those aged 20 to 29.



X (Twitter)



450 Million Users

Average Number of Nonprofits Post a Week **9.82**

.050% Engagement Rate / Post

Demographic Facts:

- X is the 5th most visited website globally.
- X has 541 million monthly active users.
- The average user spends just over 5 hours a month on X.
- 62.9% of U.S. X users identify as male, and 37.1% identify as female.
- 88% of X users are also on Instagram.

55% of individuals who engage with nonprofits on social media take action and **59%** of those donate money.

29% of online donors say that social media is the communication tool that most inspires them to give
[email 27%, website, 18%, print, 12%, TV ad 6%]

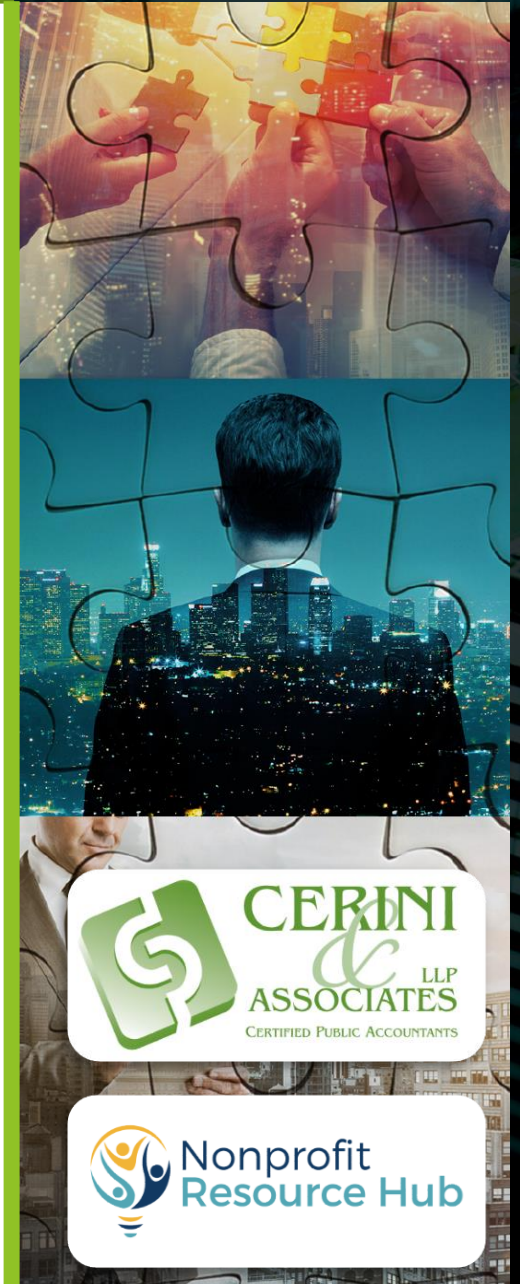
71% of nonprofits worldwide agree that social media is effective for online fundraising

Social Media drives **57%** of traffic to fundraising campaign pages



Fundraising Trends

- Use the *Right* Social Media
 - Facebook
 - About 3 billion users
 - Most significant Social Media Platform
 - Has shown to be most effective in driving traffic to campaigns
 - Covers all ages, with the primary demographic between 25 and 35
 - Losing GenZ users daily
 - Instagram
 - Appeals to a younger crowd (62% of users 18 to 34)
 - 50/50 split between male and female users (females are historically more philanthropic 60.7% of all donations)
 - X (Twitter)
 - Limited to 280 characters so good for Quick updates
 - Not sure how the acquisition by Elon Musk will impact
 - LinkedIn
 - Geared toward business professionals
 - Sweet spot is 46 to 55-year-olds
 - Good for identifying collaborations/business partnerships
 - TikTok
 - 25% of users under 20
 - Allows you to create quick videos to share



Fundraising Trends

- Use Videos
 - 10% of millennials prefer to watch videos
 - Adding videos to your social media strategy can generate a 1200% increase in shares
 - Adding videos to e-mail blasts can increase click through rates by 200%
- Consider AI
 - Automated communication with funders
 - Collateral development (Jasper.AI)
- Social Responsibility
 - 2/3 of large North American corps believe that using philanthropy to advance business goals is a priority
 - Mutually Beneficial
 - Alignment of Values
 - Open communication
- Average age of donors is 64
 - Make an average of 2 contributions per year
 - 67% female (social media), 32% male (e-mails), 1% non-binary



Tech Trends

- ▶ **Workflow Automation:**
 - ▶ Vital for nonprofits with limited resources.
 - ▶ Automates rule-based tasks, reducing time and errors.
 - ▶ Project management, email marketing, and social media tools incorporate AI for advanced automations.
- ▶ **Virtual and Augmented Reality (VR/AR):**
 - ▶ Rising use in nonprofits for donor and volunteer engagement.
 - ▶ VR showcases impact (e.g., climate change), AR offers real-time insights.
 - ▶ VR and AR utilized for cost-effective training and education.
- ▶ **Data Integration:**
 - ▶ Crucial for effective impact measurement.
 - ▶ Challenge of data silos addressed with a strategic integration approach.
- ▶ **Cybersecurity:**
 - ▶ Growing threats in 2024 demand robust cybersecurity measures, one attack every 39 seconds
 - ▶ AI poses challenges with sophisticated cyber threats.
 - ▶ Next-gen firewalls, end-to-end encryption, AI-driven threat prevention crucial.
 - ▶ Regular security training essential for staff awareness.



Tech Trends

► Artificial Intelligence (AI):

- AI transforms nonprofit operations.
- Enables data-driven decisions and personalized strategies.
- Generative AI aids content creation for newsletters, social media, and fundraising.
- Chatbots enhance customer service, freeing up staff for complex tasks.

The global AI market is valued at over **\$136 billion**

116.9 million people in the US will use generative AI by 2024

48% of businesses use some form of AI to utilize big data effectively

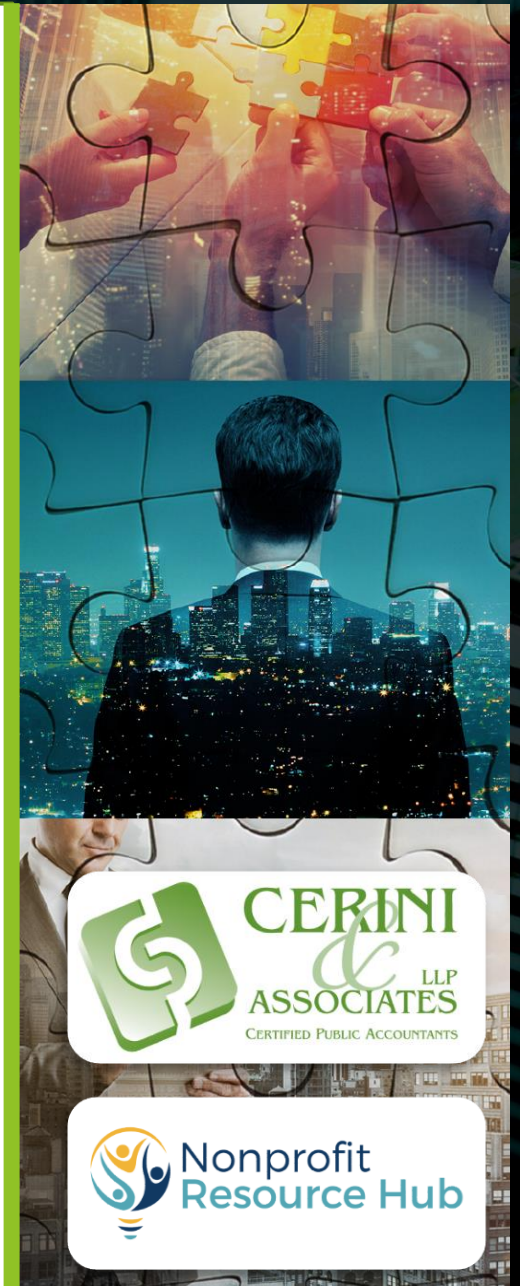
83% of companies claims that AI is a top priority in their business plans

89% of nonprofits agree that AI will improve efficiency, but only **28%** say they use it

25% of companies have adopted AI to address labor shortages

By 2030, **30% Of Work Hours** Across the US Economy Could Be Automated With AI

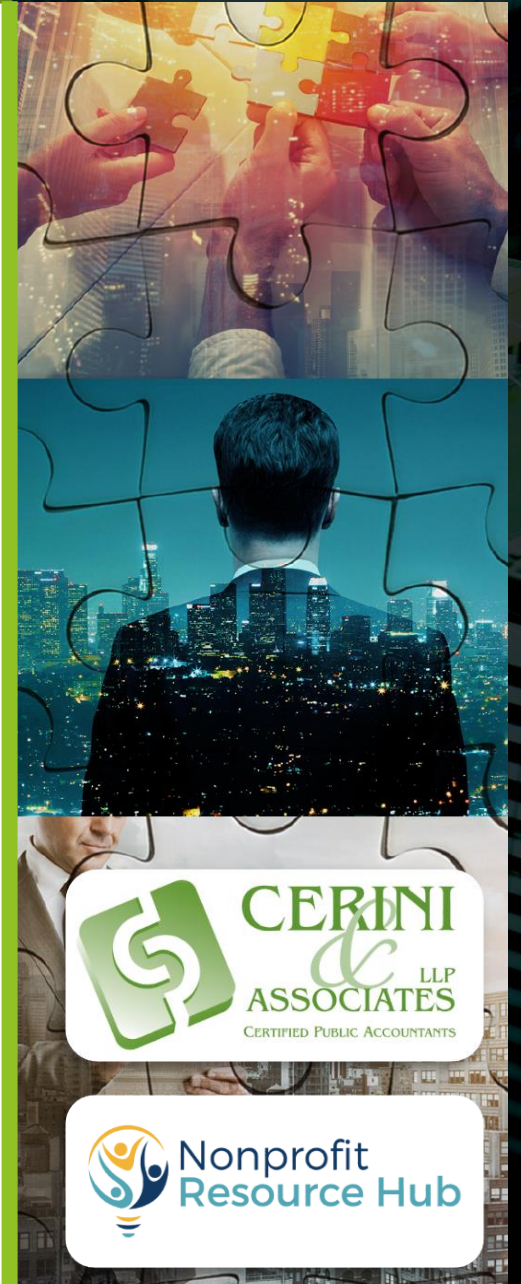
About 50% of nonprofit activities (not jobs) can be automated using AI, leading to more efficient and productive organizations.



Tech Trends

► AI Usage Policy

- To navigate AI complexities, nonprofits should develop concise policies. Key components include:
 - Ethical Guidelines: Clearly define ethical principles for fair, transparent, and accountable AI use.
 - Data Governance: Establish protocols for responsible data handling, ensuring compliance with privacy regulations.
 - Training and Education: Implement ongoing training to enhance staff AI literacy and adapt to technological advancements.
 - Regular Audits and Assessments: Conduct periodic audits to identify and address potential biases or ethical concerns, ensuring alignment with organizational values.
- Sample AI Usage Policy: <https://www.roundtabletechnology.com/ai-policy-template>



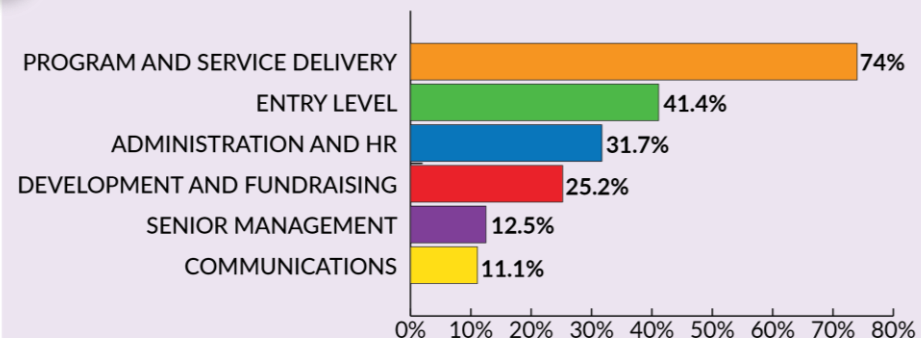
HR Trends

- Recruitment Trends

- Make Remote Work More Convenient
- Put Employee Well-being First
 - Focus on creating a caring and valued environment.
 - Address mental health challenges (38% nonprofits face this).
 - Link well-being to productivity.
 - Promote a culture of well-being with various programs
- Focus on Diversity, Equality, and Inclusion (DEI)
 - Strengthen DEI approaches in recruitment policies.
 - High demand for diverse talent in 2023.
 - Consider Chief Diversity Officer roles for commitment to DEI.
- Measure and Improve Talent Experience
- Implement Salary Transparency



NONPROFIT JOB CATEGORIES WITH VACANCIES



HR Trends

► Compensation Trends

- 91% of nonprofits reported having to increase salaries again in 2023, and 35% described that the organization could not meet the expected salary demands for top talent and common staff positions.

► PNP staffing Group 2024 Nonprofit Salaries and Staffing Trends

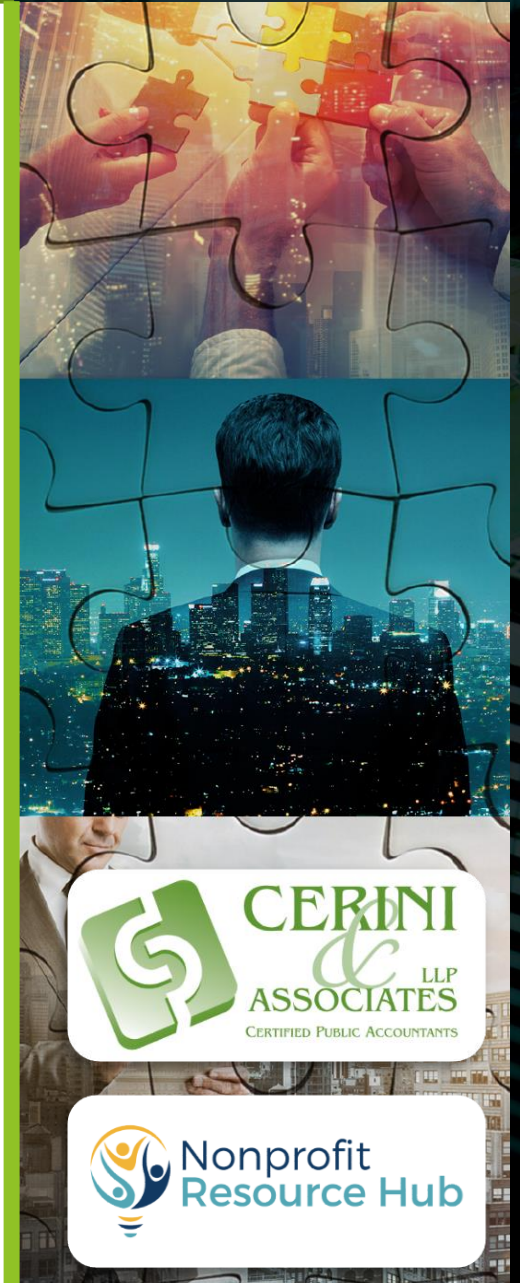
POSITIONS	BUDGET SIZES AND 2023 SALARIES				
	Under \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Senior Management					
CEO/PRESIDENT	200-209K	240-249K	300-309K	300-309K	400-409K
EXECUTIVE DIRECTOR	130-139K	170-179K	210-219K	230-239K	280-289K
CHIEF OPERATING OFFICER	120-129K	155-164K	190-199K	210-219K	250-259K
CHIEF OF STAFF/DEPUTY DIRECTOR	100-109K	140-149K	150-159K	150-159K	225-234K
Finance					
CFO/VP FINANCE	120-129K	150-159K	185-194K	200-209K	220-229K
DIRECTOR OF FINANCE	100-109K	110-119K	130-139K	130-139K	160-169K
CONTROLLER	90-99K	100-109K	120-129K	130-139K	145-154K
STAFF ACCOUNTANT	60-69K	70-79K	70-79K	70-79K	80-89K
BOOKKEEPER	50-59K	50-59K	60-69K	60-69K	60-69K
Fundraising & Resource Development					
CHIEF DEVELOPMENT OFFICER/VP DEV	100-109K	150-159K	180-189K	200-209K	220-229K
DIRECTOR OF DEVELOPMENT	80-89K	110-119K	130-139K	130-139K	140-149K
DIRECTOR OF MAJOR GIFTS	75-84K	100-109K	110-119K	120-129K	130-139K
DIRECTOR OF FOUNDATION/ CORPORATE RELATIONS	80-89K	100-109K	110-119K	120-129K	130-139K
DIRECTOR OF SPECIAL EVENTS	70-79K	75-84K	90-99K	90-99K	100-109K
GRANTS WRITER	60-69K	70-79K	80-89K	80-89K	80-89K
DEVELOPMENT ASSOCIATE	50-59K	60-69K	60-69K	60-69K	70-79K
DEVELOPMENT ASSISTANT	40-49K	50-59K	60-69K	50-59K	55-64K
Marketing & Public Relations					
CMO/VP MARKETING/COMMUNICATIONS	110-119K	140-149K	180-189K	180-189K	190-199K
DIRECTOR MARKETING/COMMUNICATION	80-89K	100-109K	120-129K	120-129K	125-134K
DIRECTOR OF ADVERTISING/GOV RELATIONS	90-99K	100-109K	140-149K	120-129K	135-144K
MARKETING MANAGER	60-69K	70-79K	80-89K	80-89K	80-89K
SOCIAL MEDIA PROFESSIONAL	55-64K	60-69K	70-79K	70-79K	70-79K
MARKETING ASSOCIATE	40-49K	50-59K	50-59K	60-69K	60-69K
Programs					
CHIEF PROGRAMS OFFICER/VP PROGRAM	100-109K	140-149K	175-184K	180-189K	200-209K
DIRECTOR OF PROGRAMS	80-89K	100-109K	110-119K	120-129K	110-119K
PROGRAM ASSOCIATE	60-69K	60-69K	60-69K	70-79K	60-69K
PROGRAM ASSISTANT	50-59K	50-59K	50-59K	50-59K	50-59K

	Under \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
Human Resources/Talent Management					
VP/CHIEF HUMAN RESOURCES OFFICER	90-99K	130-139K	175-184K	175-184K	170-179K
DIRECTOR OF HR/TALENT MANAGEMENT	110-119K	100-109K	115-124K	120-129K	130-139K
HR MANAGER	75-84K	80-89K	80-89K	90-99K	80-89K
BENEFITS MANAGER	75-84K	70-79K	70-79K	70-79K	70-79K
HR ASSOCIATE	45-54K	50-59K	60-69K	60-69K	50-59K
Membership & Meetings					
VP/DIRECTOR OF MEMBERSHIP	90-99K	110-119K	130-139K	130-139K	155-164K
MEMBERSHIP MANAGER	70-79K	80-89K	70-79K	80-89K	70-79K
VP/DIRECTOR OF MEETINGS	70-79K	110-119K	120-129K	140-149K	115-124K
MEETING PLANNER	50-59K	70-79K	80-89K	80-89K	80-89K
IT & Database Management					
CTO/CIO/VP	140-149K	140-149K	180-189K	200-209K	160-169K
DIRECTOR OF IT	90-99K	110-119K	120-129K	130-139K	120-129K
IT MANAGER	80-89K	70-79K	80-89K	90-99K	90-99K
DATABASE MANAGER	60-69K	70-79K	80-89K	80-89K	95-104K
WEBSITE MANAGER	55-64K	70-79K	90-99K	100-109K	80-89K
Administration & Support					
EXECUTIVE ASSISTANT	60-69K	70-79K	70-79K	80-89K	70-79K
ADMINISTRATIVE ASSISTANT	40-49K	50-59K	50-59K	50-59K	50-59K
OFFICE MANAGER	60-69K	60-69K	60-69K	60-69K	60-69K
RECEPTIONIST	35-39K	40-49K	40-49K	40-49K	40-49K



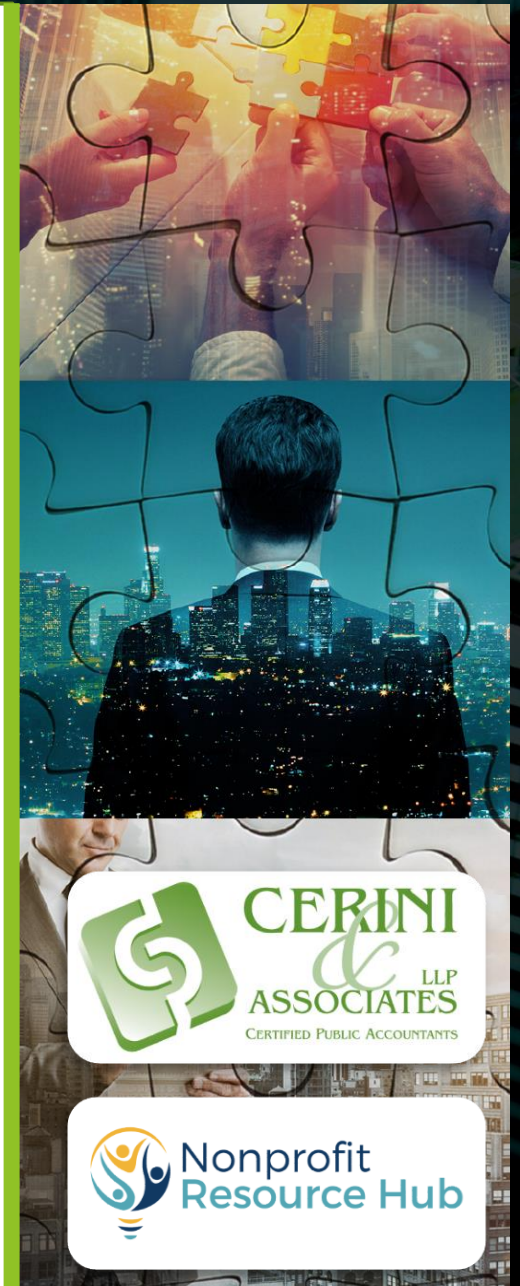
HR Trends

- ▶ Employee Retention as of 2022, the average turnover for nonprofit organizations was approximately 19%, whereas the average all-industry turnover rate was 12%.
 - ▶ Create career paths tailored to each employee's professional goals
 - ▶ Among workers who left nonprofit jobs in 2021, 44% **said** they left because the organization didn't offer enough opportunities for career growth or professional development.
 - ▶ 38% of young nonprofit professional think they'll need to move organizations for a promotion
 - ▶ Get Feedback
 - ▶ Talk to your employees see what they want, don't guess
 - ▶ Maximize benefits
 - ▶ Promote a Health work culture
 - ▶ Promote work life balance



HR Trends

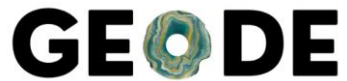
- ▶ Understanding your Workforce
 - ▶ **Generation Z 1997onward**
 - ▶ Value in-person interactions
 - ▶ Look for feedback frequently
 - ▶ **Millennials, born 1977-97**
 - ▶ By 2025 will comprise of 75% of the Global Workforce
 - ▶ Looking to be coached or mentored
 - ▶ Prefer Collaborative and technology centric training
 - ▶ Aligning with company values is key
 - ▶ **Generation X, born 1965-76**
 - ▶ Embrace a hands-off management policy
 - ▶ Entrepreneurial spirit and results oriented
 - ▶ **Boomers, born 1943-64**
 - ▶ More reserved in communication style
 - ▶ Value traditional instructor-led courses or self learning tools
 - ▶ Wants a manager that is ethical, fair and consistent



Check Out The Full Trend Report



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

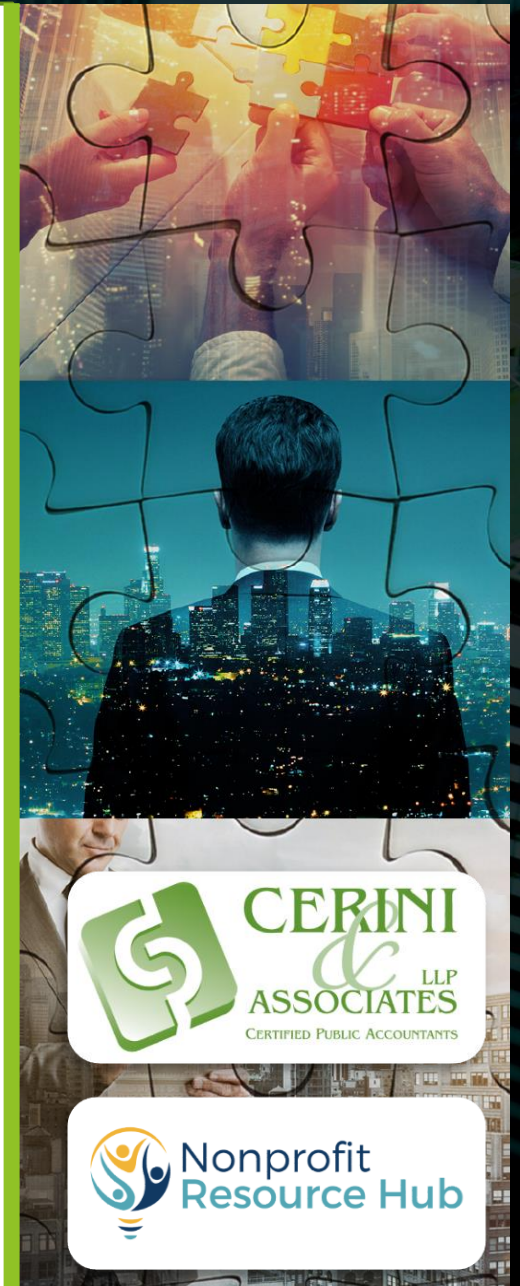


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Thank You

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