



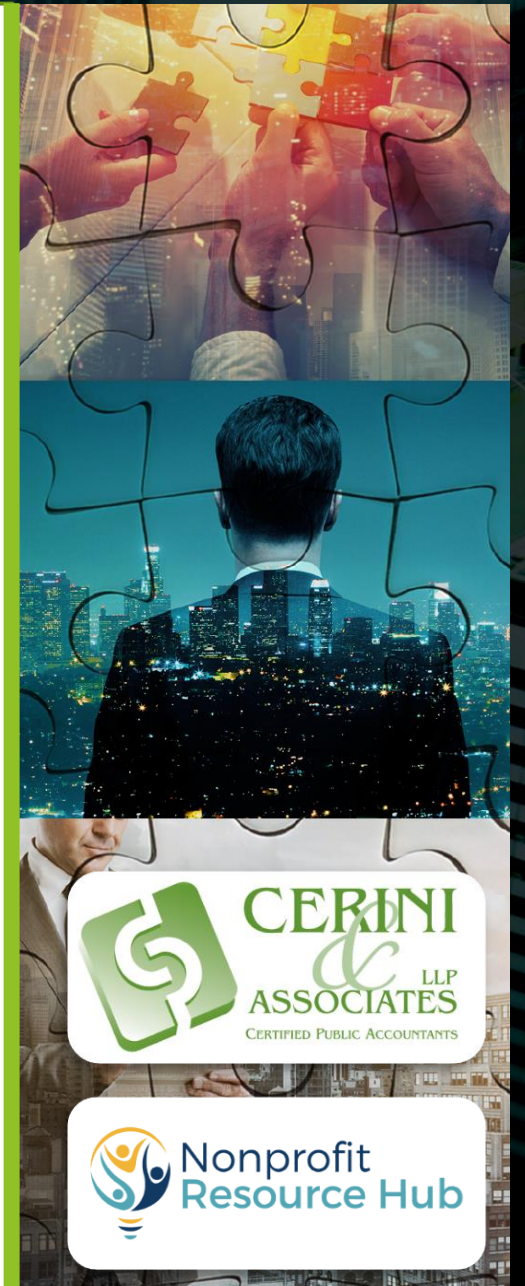
# 2024 Trend Report

*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



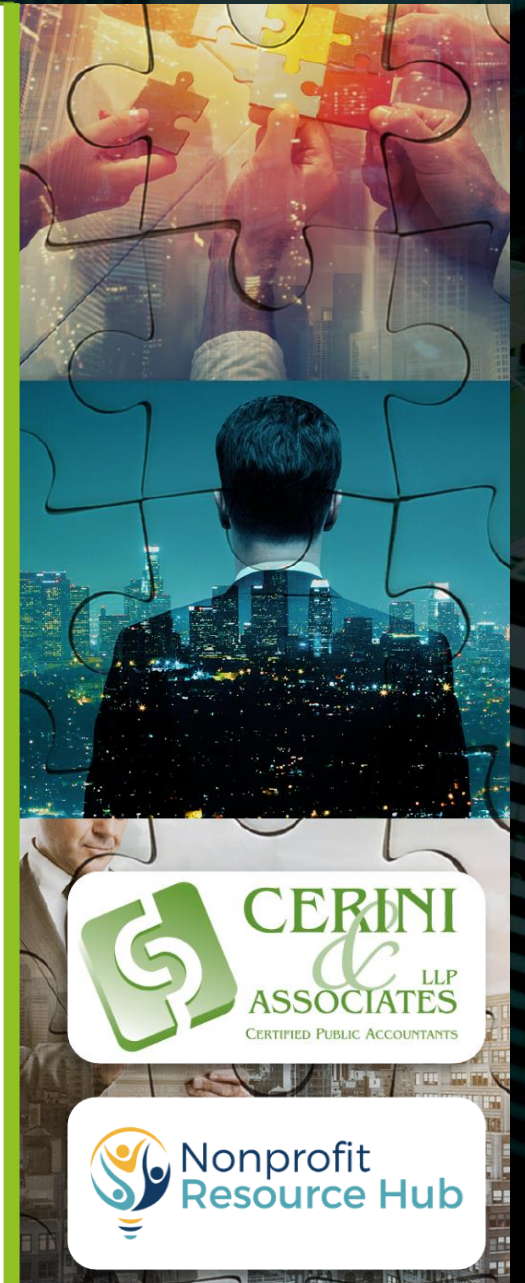
# 2024 Global Issues

- 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

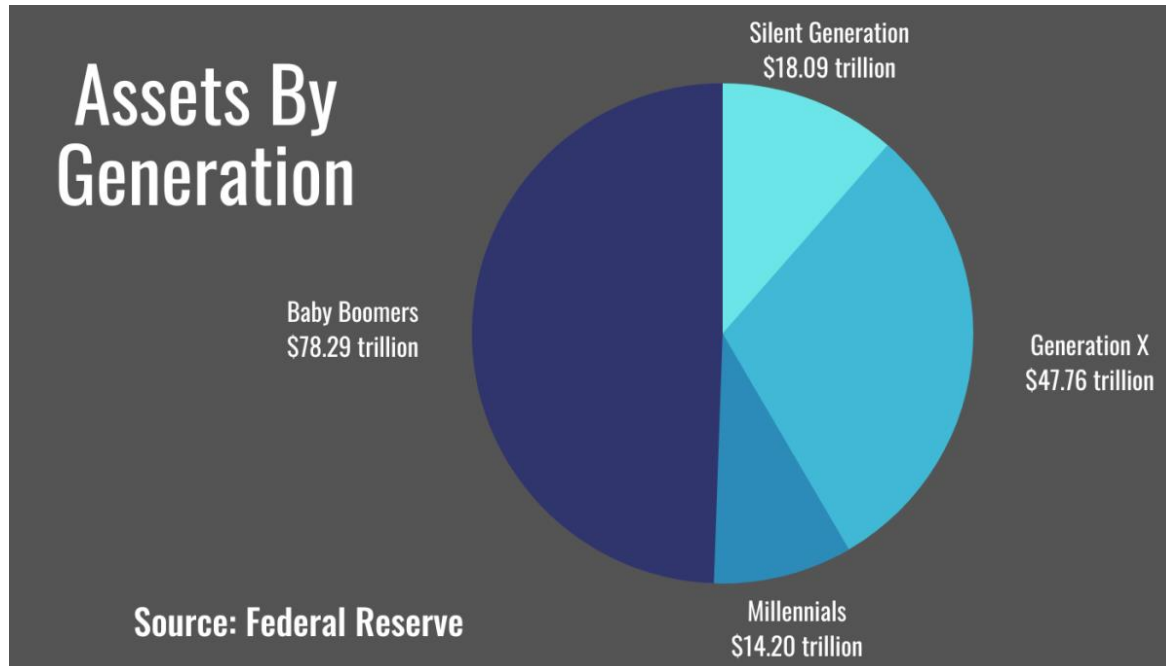
- The Bounce Back Effect:
  - 2022 down 10.4% inflation adjusted
  - 2023 increase of 5 to 6%
  - Anticipated increase in 2024 ... but may not be local
  - Providing tax benefit to non-itemizers could help spur contributions
- The Political Impact:
  - Charged election year - Polarized
    - Immigration
    - 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



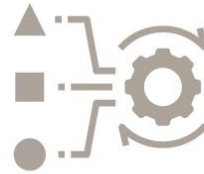
Content generation



Prospect identification



Action recommendations



Business simulation



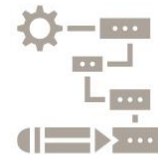
Marketing automation



Constituent perception



Donor journey mapping

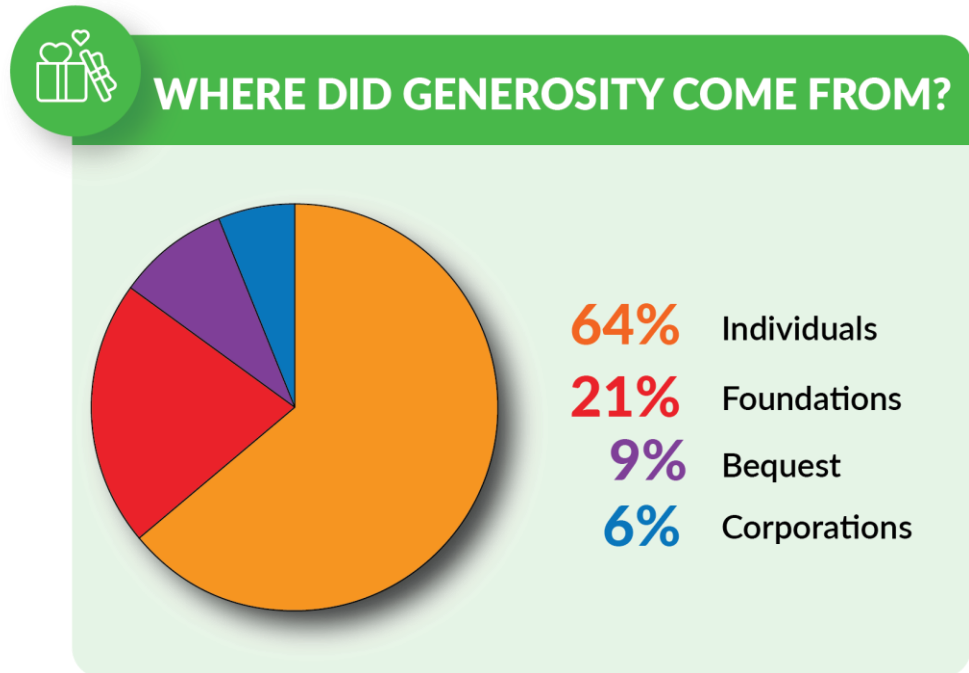


Simple task automation



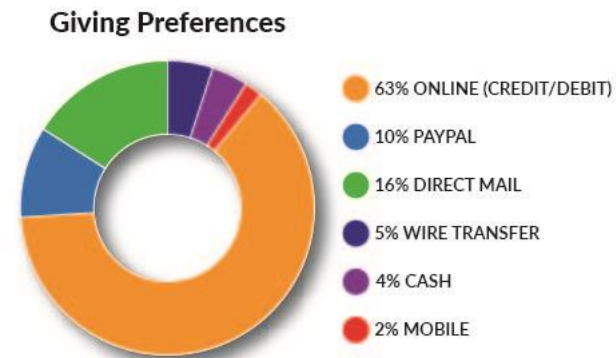
# Fundraising Trends

- 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



# 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



# 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)
  - 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

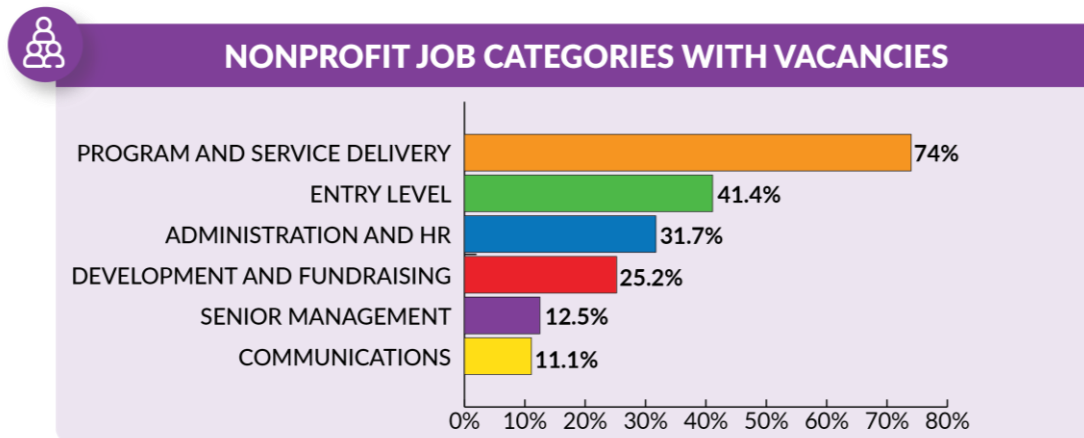
## ▶ AI Usage Policy

- ▶ 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



# 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+
<b>Senior Management</b>					
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
<b>Finance</b>					
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
<b>Fundraising &amp; Resource Development</b>					
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
<b>Marketing &amp; Public Relations</b>					
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
<b>Programs</b>					
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

Human Resources/Talent Management	Under \$2M	\$2.1M - \$10M	\$10.1M - \$20M	\$20.1M - \$50M	\$50.1M - \$100M+
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
<b>Membership &amp; Meetings</b>					
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
<b>IT &amp; Database Management</b>					
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
<b>Administration &amp; Support</b>					
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





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# 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 professionals 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 1997 onward**
    - ▶ 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



**2024**

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## 2024 NONPROFIT TRENDS REPORT

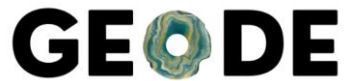


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# Thank You

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