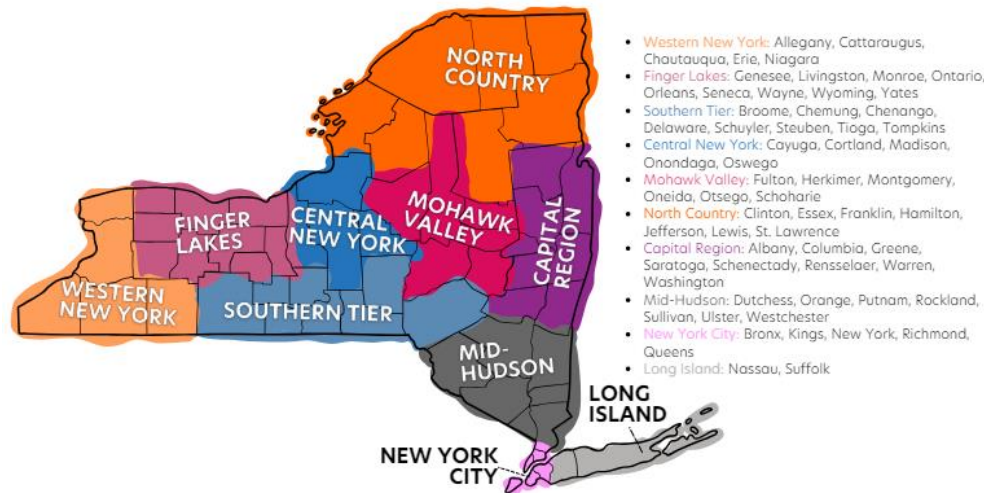# 2024 Trend Update

State of The Sector 2024

▶ 117,854 Nonprofit orgs In NYS

▶ 16.6% of private employees in NYS are employed by Nonprofits

▶ 1.3 million New Yorkers work for Nonprofits (about the same number of people employed in construction, manufacturing, and finance and insurance combined)

▶ Nonprofits add to the New York State economy more than $358 Billion

nycon STATE of the SECTOR 2024
New York Council of Nonprofits, Inc.

- **Western New York:** Allegany, Cattaraugus, Chautauqua, Erie, Niagara
- **Finger Lakes:** Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- **Southern Tier:** Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga, Tompkins
- **Central New York:** Cayuga, Cortland, Madison, Onondaga, Oswego
- **Mohawk Valley:** Fulton, Herkimer, Montgomery, Oneida, Otsego, Schoharie
- **North Country:** Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis, St. Lawrence
- **Capital Region:** Albany, Columbia, Greene, Saratoga, Schenectady, Rensselaer, Warren, Washington
- **Mid-Hudson:** Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester
- **New York City:** Bronx, Kings, New York, Richmond, Queens
- **Long Island:** Nassau, Suffolk

NEW YORK STATE NONPROFITS BY REGION

	# of Nonprofits	% of NYS Nonprofits
Capital Region	7,722	7%
Central New York	4,412	4%
Finger Lakes	6,940	6%
Long Island	15,776	13%
Mid-Hudson	16,168	14%
Mohawk Valley	2,840	2%
New York City	48,833	41%
North Country	2,596	2%
Southern Tier	4,460	4%
Western New York	8,107	7%

From Nycon State of the Sector 2024 Report: https://www.nycon.org/storage/documents/Documents_for_Linking/nycon%20state%20of%20the%20sector%202024.pdf

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Top Challenges NYS'S Nonprofits Face

HEALTH OF NONPROFITS

62% are concerned about funding their basic operations in 2024 (up from 50% in 2023)

24% are contemplating reducing services in 2024 due to lack of funding

14% anticipate they will use a line of credit to pay for basic operations in 2024

TOP 10 CHALLENGES NEW YORK STATE NONPROFITS FACE (ranked)

1. Long-term sustainability beyond 2024
2. Funding of basic operations
3. Engaging board members effectively
4. Maintaining competitive salaries/benefits
5. Finding and retaining board members
6. Meeting high community need
7. Grant writing
8. Declining corporate, foundation donations
9. Hiring
10. Human Resources

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From Nycon State of the Sector 2024 Report: https://www.nycon.org/storage/documents/Documents_for_Linking/nycon%20state%20of%20the%20sector%202024.pdf

The Economy

▶ Chief economists from the World Economic Forum noted:
- The global economy is expected to remain uncertain throughout 2024.
- Financial conditions are expected to remain tight.
- Geopolitical tensions are growing, leading to volatility.

▶ Inflation is expected to lessen (at 3.3% for May 2024, down from an expected average of 3.4% for the year)

▶ Unemployment rate for May 2024 was 4.0%, with 272,000 new jobs. Biggest gains in healthcare, government, leisure & hospitality, and professional, scientific, and technical services. Up from 3.7% at the end of 2023.

▶ Expect banks to take a more conservative approach to lending, restricting credit to lower quality borrowers with higher collateral limits

▶ Prime rate at 8.5% … anticipated to come down a little by year end

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The Economy

▶ The S&P 500 is up approximately 10% year to date, with an additional gain anticipated for the year of another 3% or so. This bodes well for charitable giving.

▶ Charitable giving in the U.S. is predicted to grow by 2.6% in 2024 and 3.4% during 2025 in inflation-adjusted terms, according to The Chronicle of Philanthropy. This is down from beginning of year estimates.
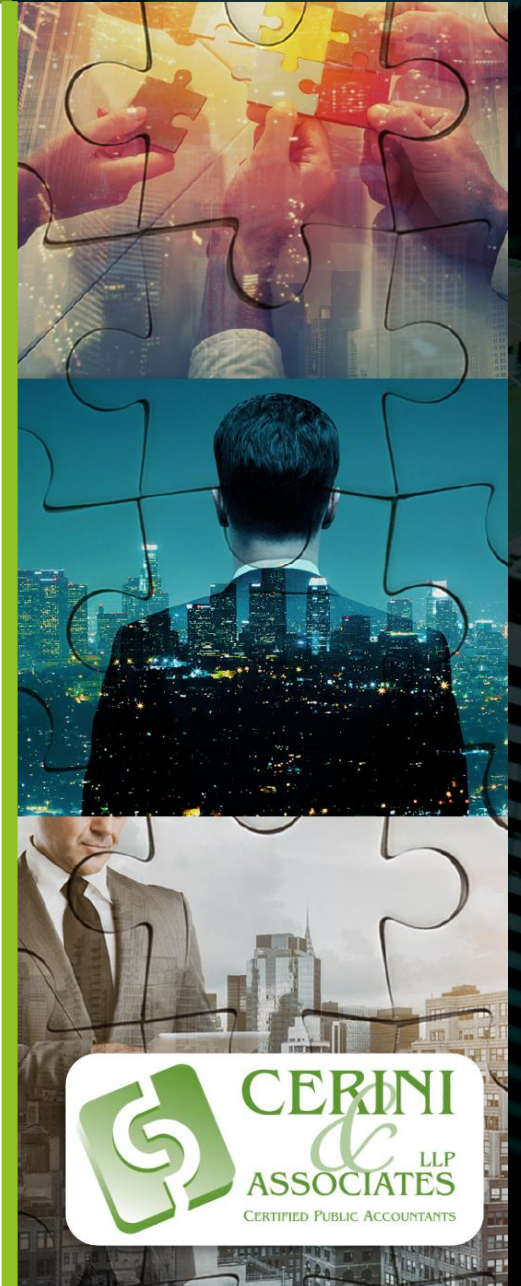
The Economy

▶ 2024 NYS Budget

- $237 billion balanced budget
- 2.84% Cost of Living Adjustment (below inflation rates)
- Implemented and extended tax credits to spur the growth of affordable housing, including converting unused office space
- 5% EI rate increase for in-person services
- Support for distressed hospitals across the State and additional aid for safety net and patient centered medical homes models
- Increased reimbursement for certain mental health services ($304 million)
- $36 billion in total school aid
- $1.4 billion to spur innovation including $80 million in capital funding for the NY State Council on the Arts to support NY's arts and cultural sector
- $1.4 billion for environmental issues

▶ Mixed feeling … many nonprofits feel important initiatives were left out of the budget

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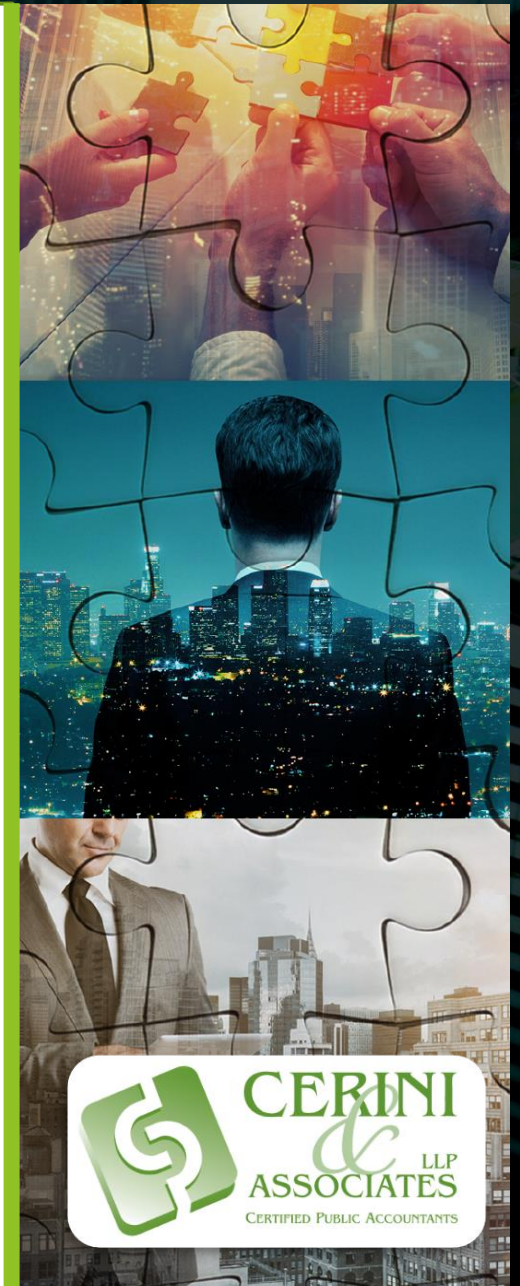
The Economy

Impact on nonprofits:

▶ Health & Welfare
  - Increase in unemployment and widening gap between haves and have nots … anticipate increased demand for services

▶ Arts & Culture
  - Mixed bag … as inflation comes under control and market conditions improve this should have a positive impact, but increased unemployment and lack of discretionary funds could negatively impact the sector.

▶ Education
  - Continued decline in students, coupled with higher unemployment should continue to provide challenges to private schools

The Economy

▶ 2024 Election Impact
- The Presidential election will hamper economic growth as people await the outcome and the corresponding policy implications
- President Joe Biden and former President Donald Trump are on track to accept their respective party's nomination this summer. This will result in a new level of divisiveness in the country
- Impact on Market Performance – Not sure how markets will react

▶ Geopolitical concerns (territorial conflicts and critical elections are potential fracture points that can disrupt the economy).

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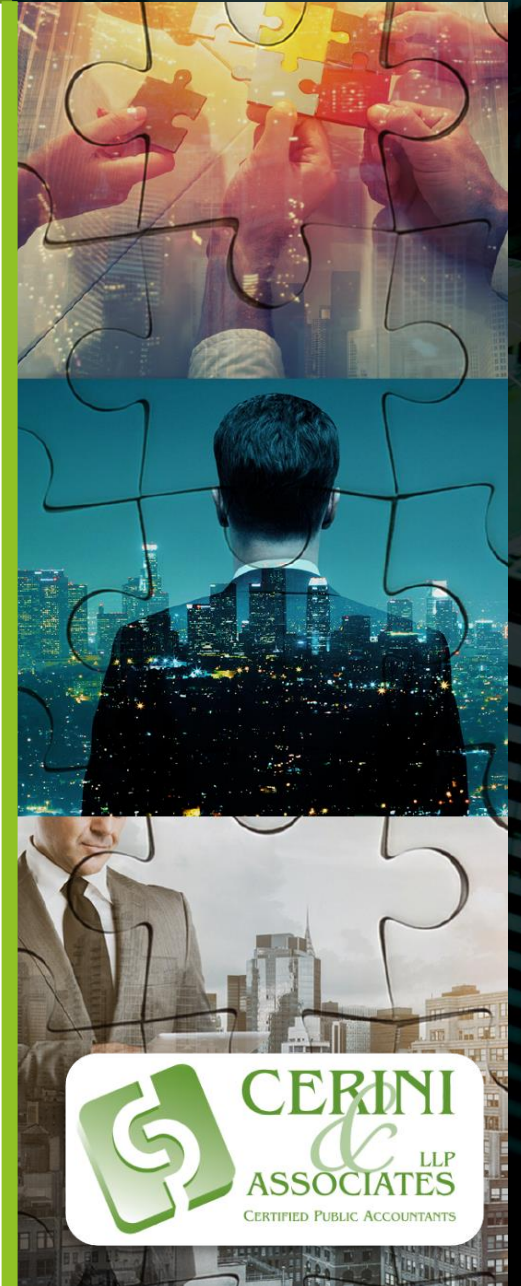
The Economy

- 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 – Consider a risk committee

  - Clear understanding throughout agency

    - Compliance related issues

    - Cyber security threats/IT Issues

    - Insurance exposure

    - Staffing issues (Pay parity)

    - Changing regulations (New exempt employee wage limits)

- Careful budgeting and cash flow monitoring

  - Uncertainty of revenue streams

  - Cash flow delays

  - Rising demand/need

  - Increased audit activity

  - Monitoring service provision and grants
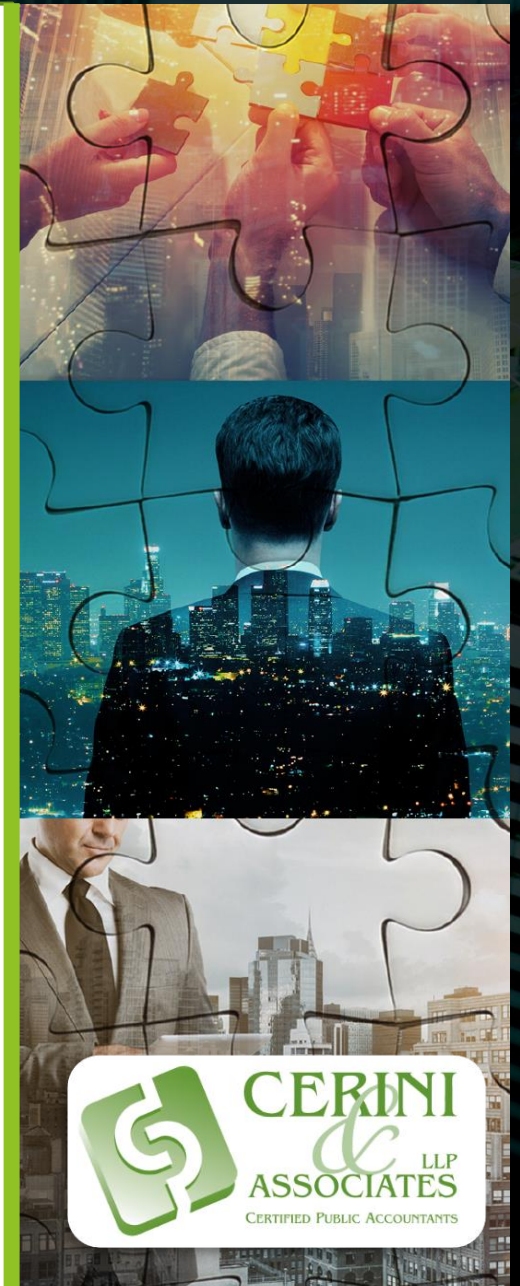
The Economy

- 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

Regulations

▶ Minimum wage increased to $16 per hour effective January 1, 2024 in NYC, LI and Westchester ($15 rest of state) with increases of 50 cents per hour for 2025 and 2026, and cost of living adjustments thereafter

▶ Unemployment Recession and Readiness Act (1/1/25)

  ▶ Modernize unemployment system and give better benefits

  ▶ Expected to result in 131% increase in unemployment rates

  ▶ Provide longer periods of unemployment coverage (based upon level of unemployment)

  ▶ Covers 75% of salary instead of 50%

  ▶ Self-funded nonprofits may want to analyze whether it makes sense to stay self-funded

▶ MOCS (NYC Mayors Office of Contract Services) working on creating a single audit with supporting schedules audited by external auditors to streamline the reporting and government audit process

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Regulations

Thresholds increased for Exempt employees

▶ Federal Regulations

- $844 per week ($43,888 per year) as of July 1, 2024

- $1,128 per week ($58,656 per year) as of January 1, 2025

- Thereafter, the rule provides for an automatic update to the threshold every three years based on wage data.

▶ New York City and the rest of *"downstate"* (*Nassau, Suffolk, and Westchester counties*):

- *$1,200 per week ($62,400 per year) on Jan. 1, 2024.*

- *$1,237.50 per week ($64,350 per year) on Jan. 1, 2025.*

- *$1,275 per week ($66,300 per year) on Jan. 1, 2026.*

▶ The rest of New York State (*areas outside of New York City and Nassau, Suffolk and Westchester counties*):

- *$1,124.20 per week ($58,458.40 per year) on Jan. 1, 2024.*

- *$1,161.65 per week ($60,405.80 per year) on Jan. 1, 2025.*

- *$1,199.10 per week ($62,353.20 per year) on Jan. 1, 2026.*

Read More: https://ceriniandassociates.com/empowering-workers/
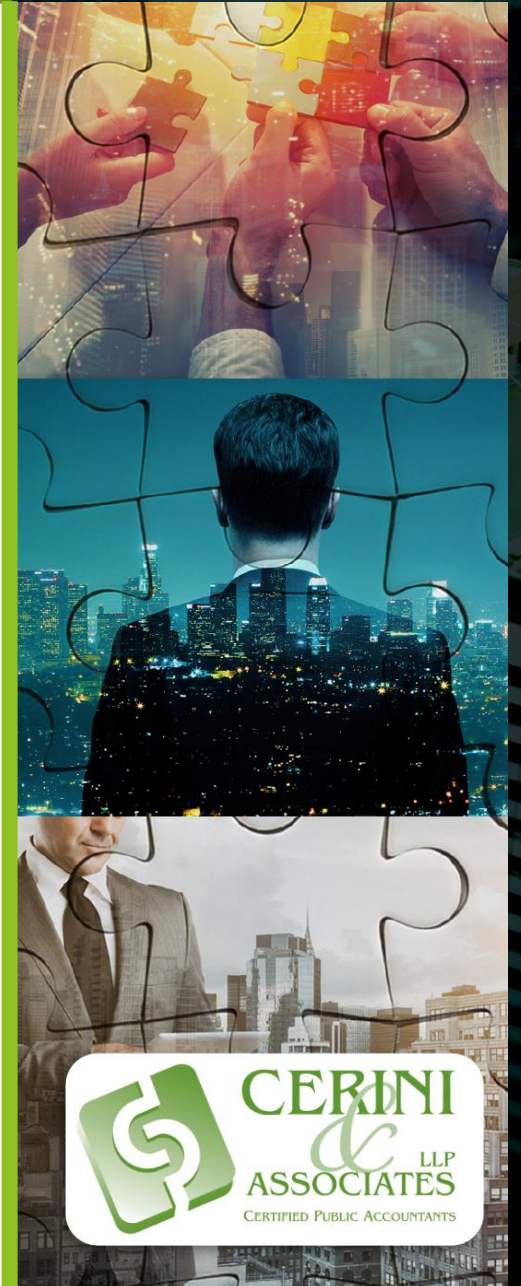
Fundraising Trends

▶ Fewer Donor Higher Average Gift

    ▶ For one-time gifts, the average donation amount is **$121**

    ▶ The average recurring gift is **$25**

▶ Decrease in Donations

    ▶ **$6.5** billion were raised in 2023

    ▶ There were around **4.8** million donors in 2023.

    ▶ Giving decreased **2.1%** in 2023 (after impacting for inflation).

    ▶ While fundraising is anticipated to be up for 2024, there's a decline in the number of donations. Some donors are reducing their giving frequency or stopping altogether due to financial constraints, shifting priorities, or economic uncertainty.
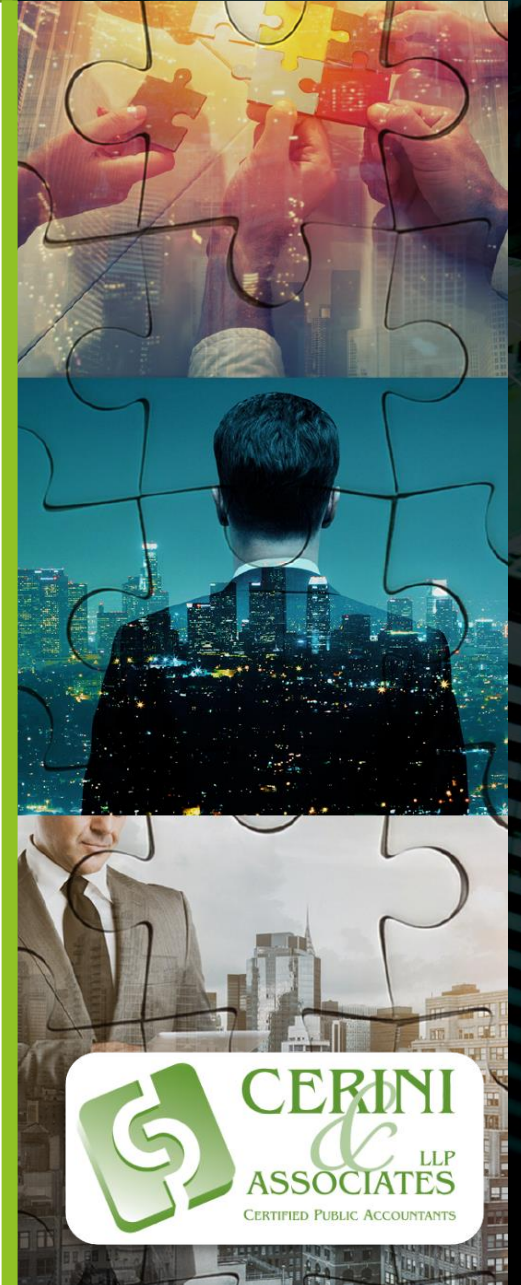
Fundraising Trends

▶ Only 5% of individuals believe they have received services from nonprofits

▶ Monthly recurring donors give 42% more than one-time donors

▶ 35% of people making between $100,000 and $500,000 claim charitable deductions averaging $3,305 per year. This represents about 2.9% of their income (the largest level of contributions but the smallest contribution percentage).

▶ 57% of nonprofit website traffic came from mobile and tablet devices, but 75% of revenue came from users on desktop devices

▶ 67% of donors are nonprofit volunteers

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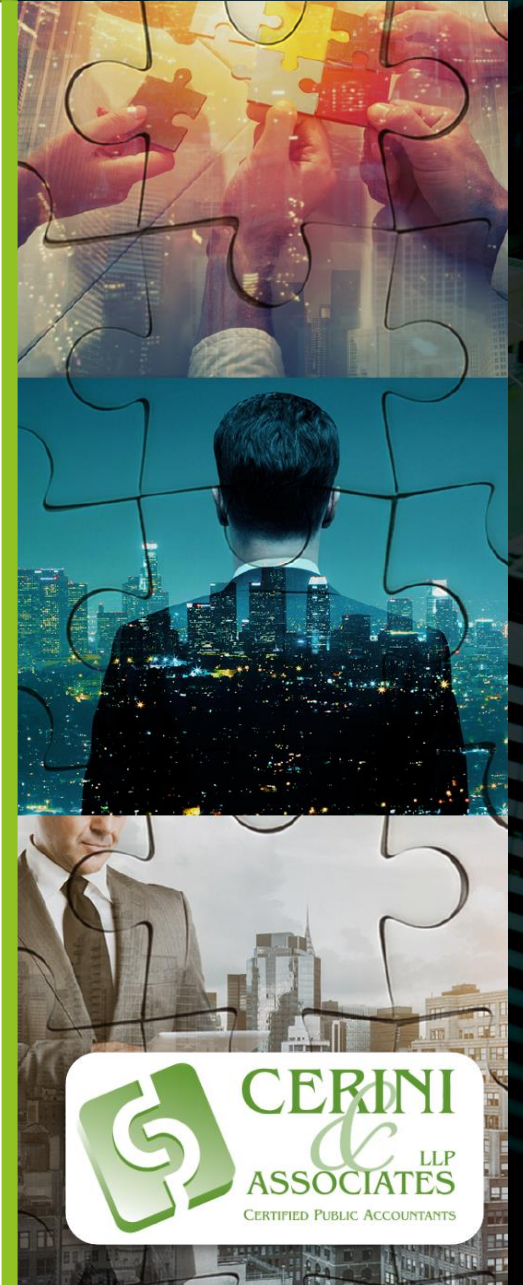
Fundraising Trends

- Change in Fundraising Strategies
  - Increase focused on digital engagement
    - Optimize website
    - Streamlined Donation Process
    - Storytelling
  - Build relationships with Donors
  - Leverage Partnerships
  - Leverage Donor Data
  - Social Media Engagement
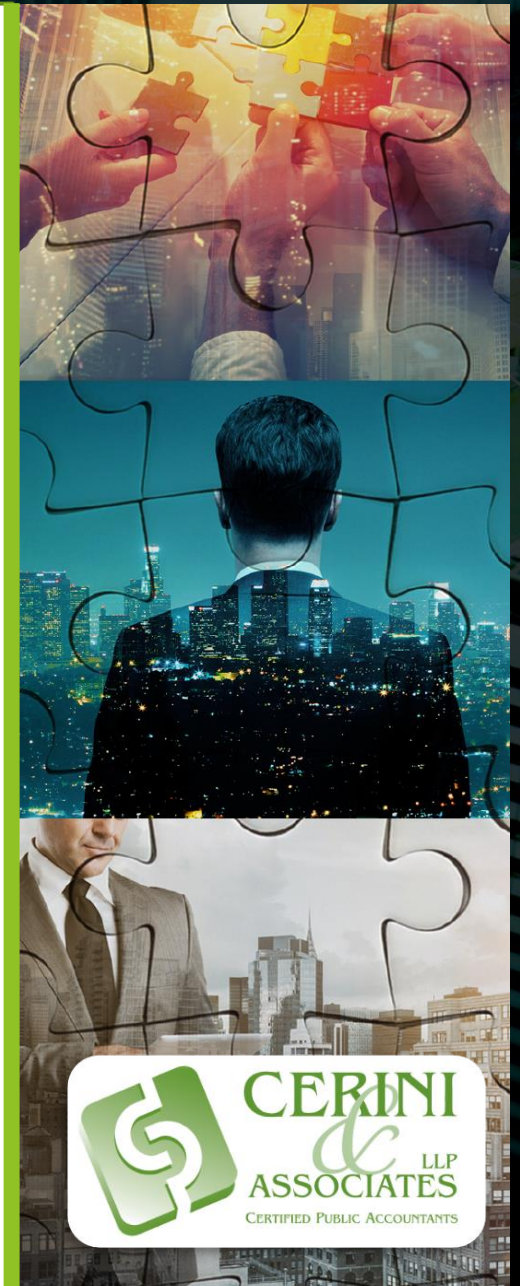   - Embrace video
    - Expand reach

Fundraising Trends

- Donations by Generation:
  - Silent Generation
    - 11.8% of the US population
    - 88% donate annually
    - Average annual gift $1,367
    - Respond best to direct mail and phone calls ... consider planned giving
  - Baby Boomers
    - 23.6% of the US population
    - 72% donate annually
    - Average annual gift $1,212
    - Respond best to phone calls, e-mail, text messages, and social media
    - 58% attend fundraising events
    - 49% are enrolled in monthly giving campaigns
    - 71% of baby boomers volunteer

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Fundraising Trends
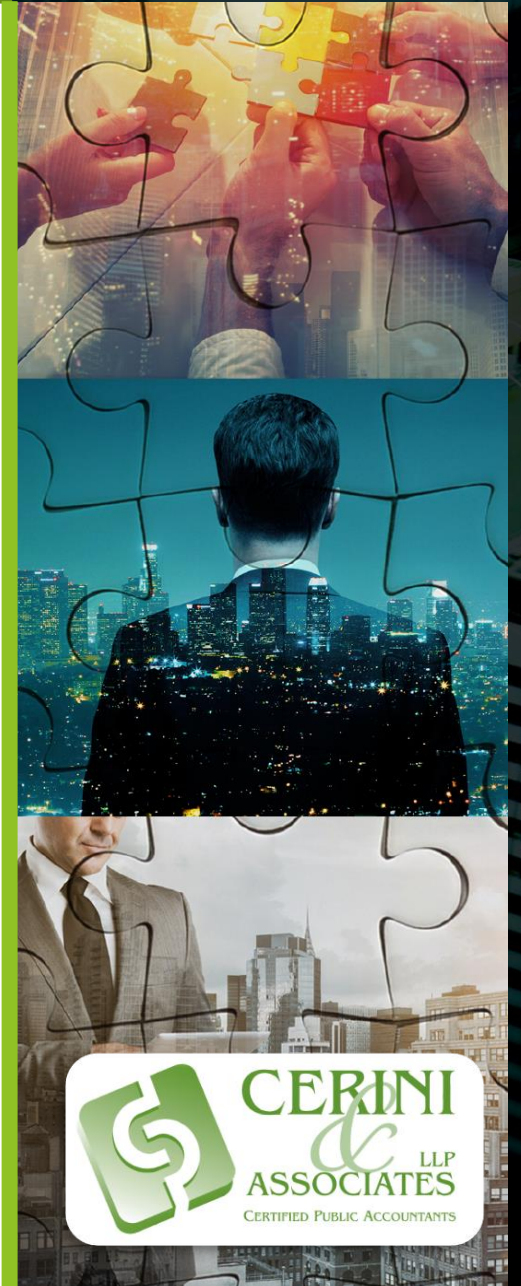
- Donations by Generation:
  - Gen X
    - 20.4% of the US population
    - 59% donate annually
    - Respond best to text messages, e-mails, social media, and crowd funding
    - 56% attend fundraising events
    - 49% are enrolled in monthly giving campaigns
    - 64% of Gen X volunteer
  - Millennials
    - 25.9% of the US population
    - 84% donate annually
    - Average annual gift $481
    - More likely to use mobile devices for research, donating, and advocacy. Use digital wallet apps.
    - 40% are enrolled in monthly giving campaigns
    - Will watch on-line videos before giving
    - 64% of millennials volunteer

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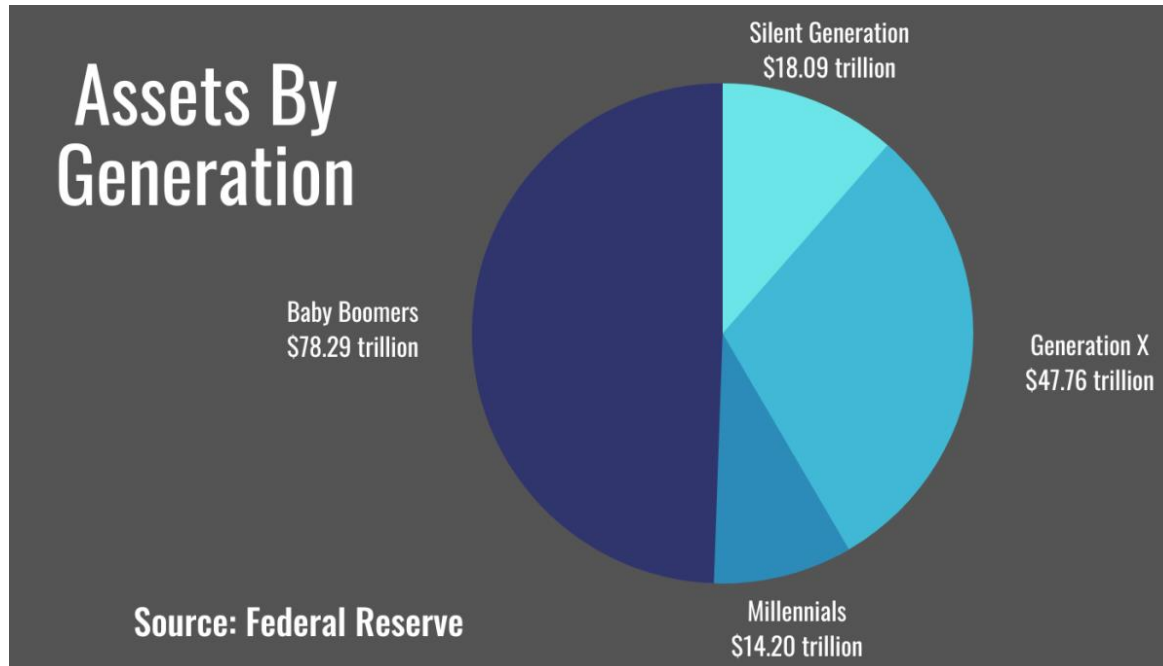
Fundraising Trends

▶ Donations by Generation:

    ▶ Gen Z

        ▶ Will represent 82 Million Americans by 2026

        ▶ 93% plan to make a financial contribution in 2024

        ▶ 91% plan to volunteer

        ▶ Give most to social and environmental issues



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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

Assets By Generation

Silent Generation $18.09 trillion

Baby Boomers $78.29 trillion

Generation X $47.76 trillion

Millennials $14.20 trillion

Source: Federal Reserve

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

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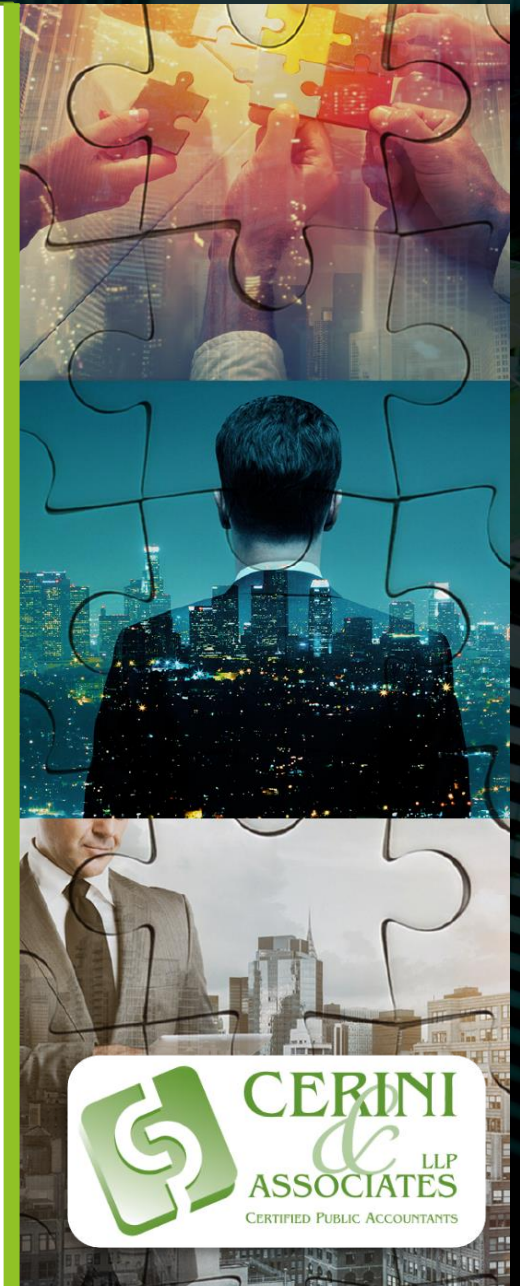
Fundraising Trends

Artificial Intelligence

▶ **AI-Powered Personalization**

• Analyze past donations, social media, and website interactions.

• Craft hyper-personalized appeals and targeted email campaigns.

• Suggest relevant donation opportunities to increase conversion rates.

▶ **Donor Acquisition**

• Pinpoint potential donors with advanced algorithms.

• Expand your donor base with precision targeting.

▶ **Predictive Analytics**

• Forecast fundraising outcomes with AI.

• Predict revenue and gauge campaign success.

• Allocate resources effectively and avoid surprises.

▶ **AI Chatbots**

• 24/7 AI-powered chatbots answer donor questions.

• Provide event information and guide donation processes.

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Fundraising Trends

Artificial Intelligence- Continued

▶ **Virtual Reality Storytelling**

- Create immersive VR experiences to connect donors emotionally.
- Show the impact of their donations firsthand.

▶ **Social Media Optimization**

- Analyze past posts and identify optimal times.
- Personalize content for maximum engagement.

▶ **Gamification**

- Use AI-powered platforms to gamify donations.
- Award points, unlock badges, and offer virtual rewards.

▶ **Cultivating Long-Term Relationships**

- Analyze event interactions and recommend follow-up campaigns.
- Suggest volunteer opportunities to turn donors into champions.

▶ **Empower Your Fundraising**

- Make data-driven decisions.
- Personalize the donor experience.
- Optimize resources and automate tasks.

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Recruiting Trends: AI and Recruiters

▶ **AI and Recruiters**
- In a recent study, 82% of CEOs and senior leaders anticipate significant impacts from AI on their businesses. But will this impact be positive?

▶ **How can You Use AI In Recruiting**
- Speed up candidate screening
- Draft and customize job descriptions and candidate outreach
- Automate scheduling interviews
- Real-time engagement with candidates
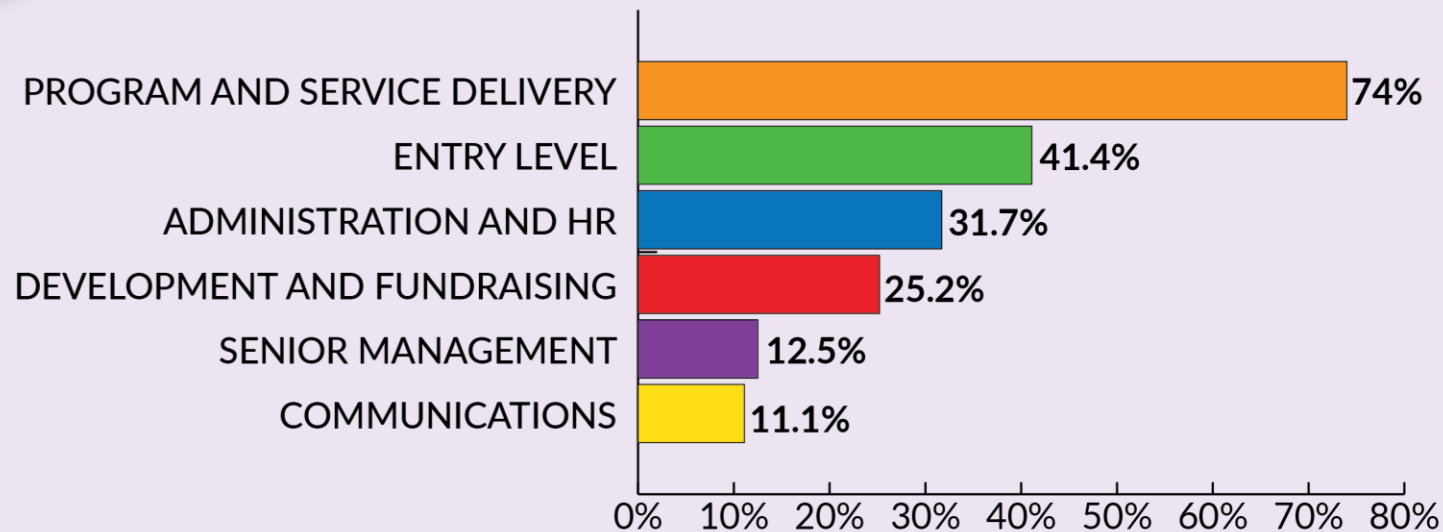- Quickly analyze interviews

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Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

▶ Tight job market for certain positions is expected to continue for the balance of 2024, challenging nonprofits to attract and retain talent.

NONPROFIT JOB CATEGORIES WITH VACANCIES

Category	Percentage
PROGRAM AND SERVICE DELIVERY	74%
ENTRY LEVEL	41.4%
ADMINISTRATION AND HR	31.7%
DEVELOPMENT AND FUNDRAISING	25.2%
SENIOR MANAGEMENT	12.5%
COMMUNICATIONS	11.1%

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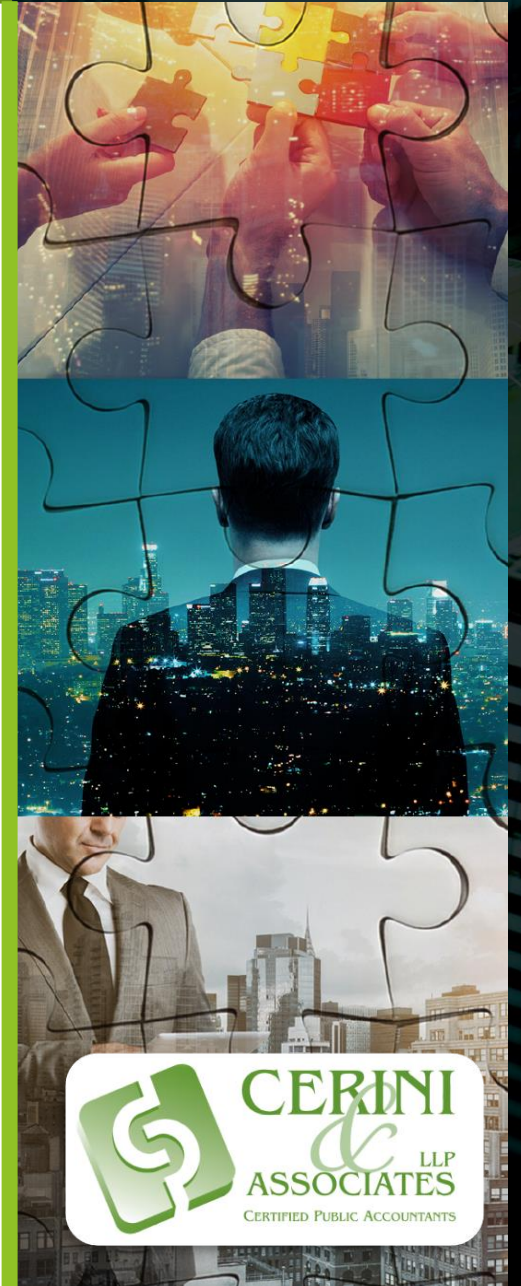# Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

Compensation and Benefits

▶ **Salary Disparity:**
- Nonprofits often operate with limited budgets, impacting their ability to offer competitive salaries.
- Consider creative benefits packages like flexible work arrangements, student loan assistance, and comprehensive health insurance to attract talent.

▶ **Limited Benefits:**
- Nonprofits may struggle to provide robust benefits packages, including retirement contributions and paid parental leave.
- Partnering with other organizations and exploring innovative benefit solutions can help mitigate this challenge.

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Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

▶ **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

https://info.careersinnonprofits.com/pnp-2024-nonprofit-salary-staffing-trends

POSITIONS	BUDGET SIZES AND 2023 SALARIES				
Senior Management	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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
Membership & Meetings	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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	Under $2M	$2.1M - $10M	$10.1M - $20M	$20.1M - $50M	$50.1M - $100M+
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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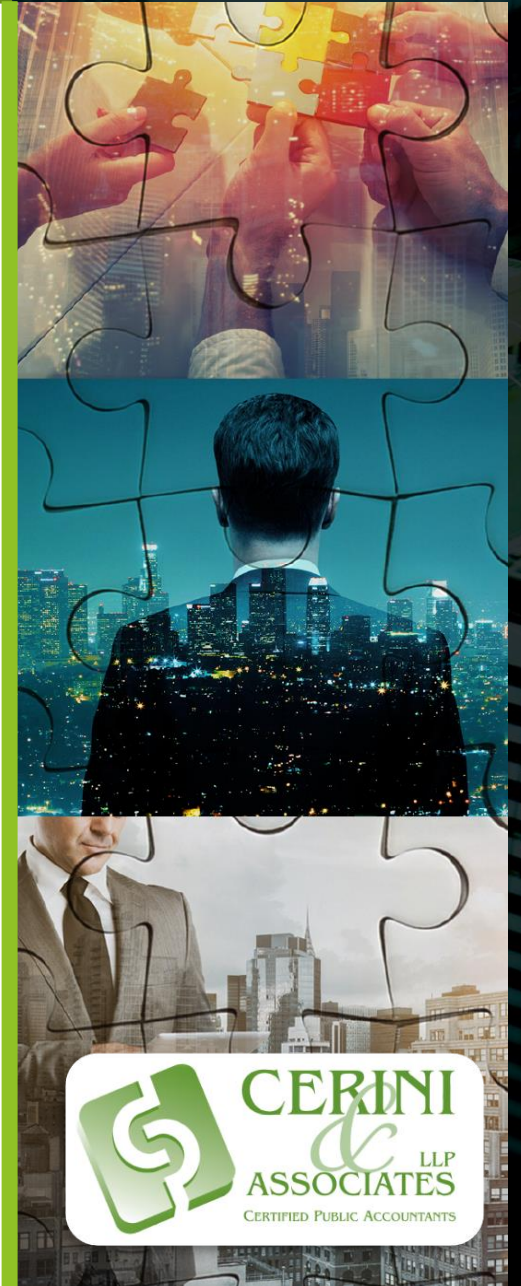# Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

Career Development and Growth

▶ **Resource Limitations:**
- Many nonprofits lack resources for comprehensive career development programs.
- Implementing modest programs demonstrates investment in employee growth.

▶ **Limited Upward Mobility:**
- Some nonprofits have flatter organizational structures with fewer advancement opportunities.
- Highlight internal promotion stories and offer skills development programs to address this concern.

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Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

Work-Life Balance and Burnout

▶ **Demanding Workload:**
- Nonprofit work can be demanding, requiring long hours and emotional investment.
- Fostering work-life balance through flexible options and promoting healthy boundaries is crucial.

▶ **Burnout Risk:**
- Emotional intensity and lack of resources can lead to burnout.
- Provide mental health resources and support systems to combat burnout and retain talent.

▶ **Lack of Empathy at the Top:**
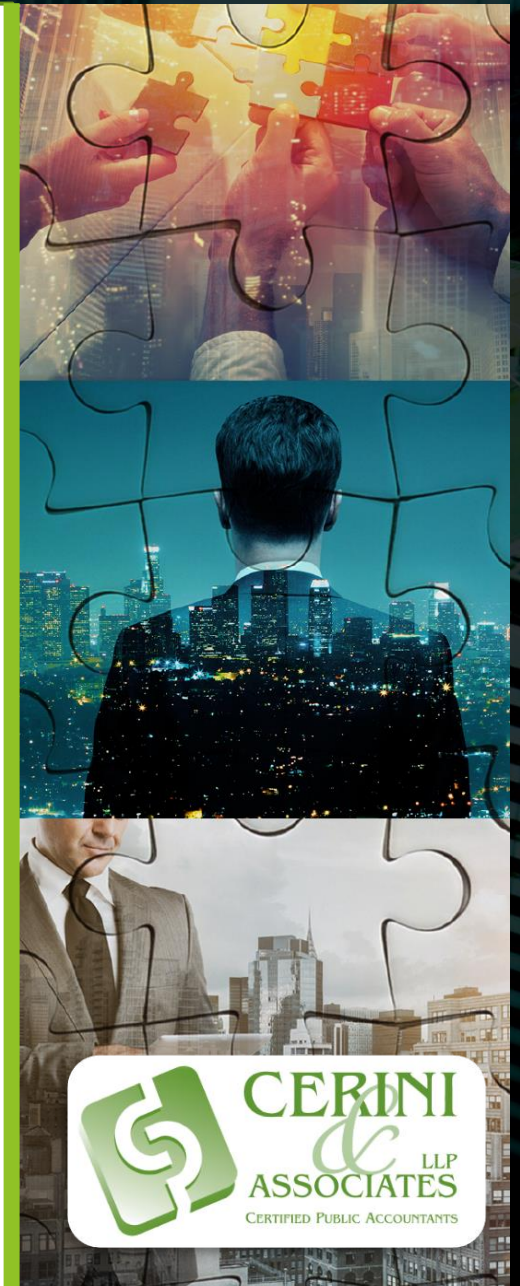
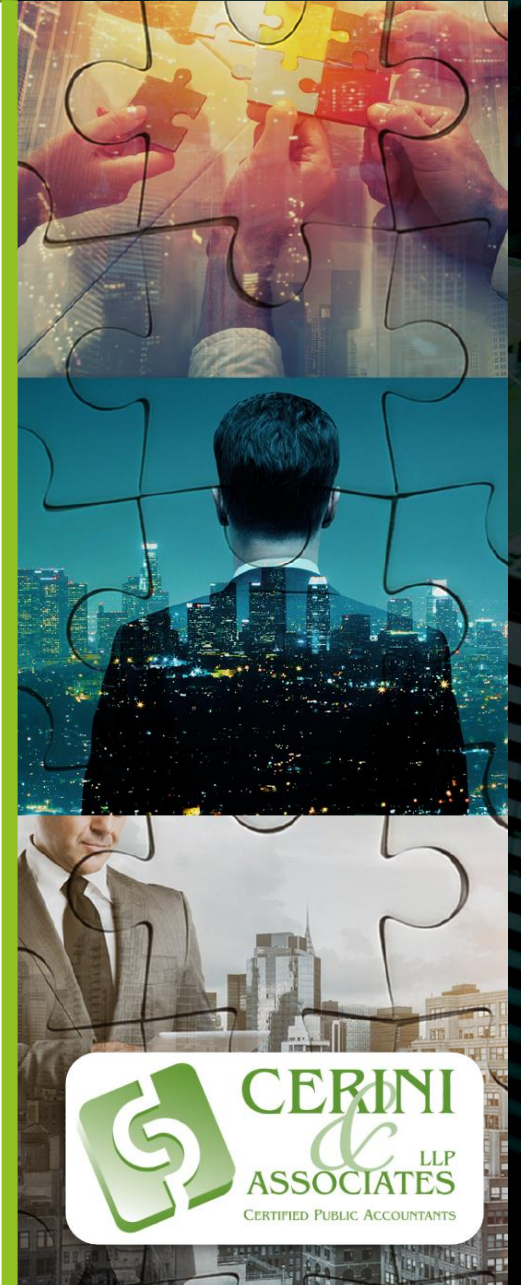# Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

Public Perception and Misconceptions

▶ **Lack of Awareness:**
- Potential candidates may not be aware of diverse career paths within the nonprofit sector.
- Engage in community outreach and highlight the impact of your work to increase awareness.

▶ **Instability Perception:**
- Misconceptions about the stability of nonprofits can deter candidates.
- Emphasize financial stability and long-term goals to address concerns about viability.

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# Recruiting Trends: Why is Good Talent Hard to Find for Nonprofits?

▶ **Career Development and Growth**

▶ **Resource Limitations:**
- Many nonprofits lack resources for comprehensive career development programs.
- Implementing modest programs demonstrates investment in employee growth.

▶ **Limited Upward Mobility:**
- Some nonprofits have flatter organizational structures with fewer advancement opportunities.
- Highlight internal promotion stories and offer skills development programs to address this concern.

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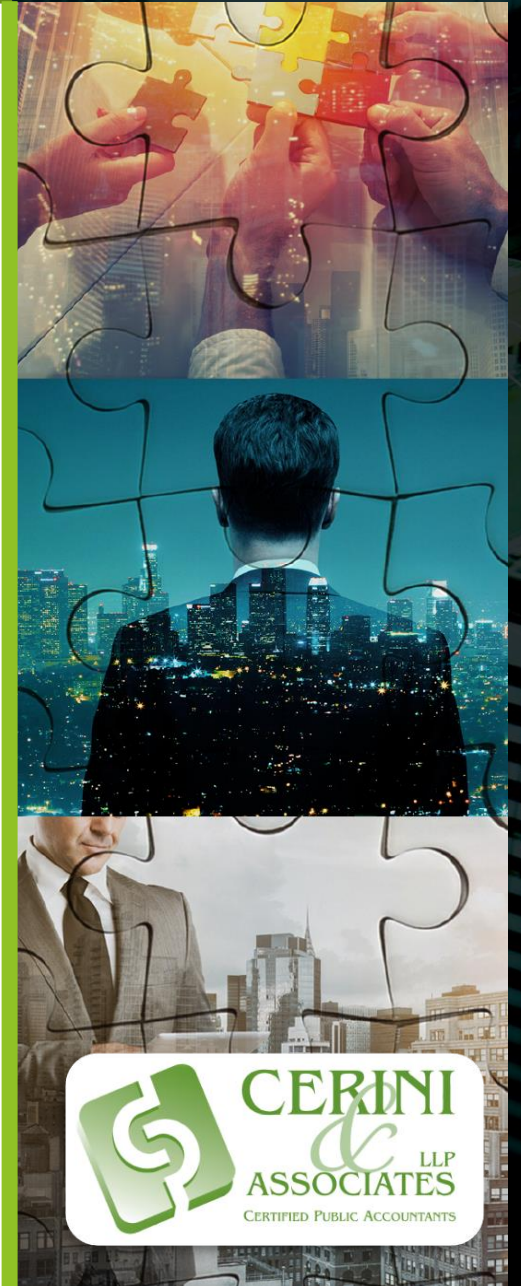
Recruiting Trends: Understanding your Workforce

▶ **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 spirt 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

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Tech Trends in 2024

▶ **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.

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Tech Trends in 2024

▶ **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

Tech Trends in 2024

▶ **Cloud Computing for Increased Collaboration and Efficiency**

- Cloud-based tools facilitate remote work and improve operational efficiency.

- Solutions like Google for Nonprofits offer discounted access to essential tools for nonprofits.

▶ **Enhanced Digital Security Measures**

- Nonprofits must prioritize robust cybersecurity measures to protect sensitive information.

- Cybersecurity training and affordable security solutions are essential for safeguarding digital assets.

- 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 in 2024

▶ **Mobile Engagement and Payment Solutions**

- Mobile apps and payment solutions enable convenient and secure donations.

- Services like PayPal Giving Fund facilitate mobile transactions and increase donor accessibility.

▶ **Virtual and Augmented Reality for Storytelling**

- VR and AR technologies offer immersive storytelling experiences for nonprofits.

- Grants and partnerships make these technologies more accessible to organizations.

▶ **Automation and Workflow Optimization**

- 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

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Tech Trends in 2024

▶ **Data Analytics for Impact Measurement**

- Data analytics tools help nonprofits measure impact and make informed decisions.

- Google Analytics coupled with donor management software offers insights into engagement and fundraising effectiveness.

▶ **Voice Search Optimization and Accessibility**

- Optimizing for voice search ensures accessibility to a broader audience.

- Voice-assisted devices make content and services accessible to individuals with visual impairments

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Tech Trends in 2024

▶ **Cybersecurity threats are accelerating**

- One attack happens every 39 seconds

▶ **Best Practices:**

- Conduct Regular Risk Assessments

  ▶ Identify and mitigate cybersecurity risks through thorough analysis of systems, data, and processes.

  ▶ Identify potential vulnerabilities and implement measures to address them proactively.

- Implement a Comprehensive Cybersecurity Framework

  ▶ Manage cybersecurity risks effectively with a comprehensive framework.

  ▶ Include technical, administrative, and physical controls, along with incident management policies and procedures.

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Tech Trends in 2024

- Train Your Employees

  ▶ Employees are the first line of defense against cyber threats.

  ▶ Provide regular training and awareness programs to ensure employees understand cybersecurity importance and can identify/respond to threats.

- Stay Up-to-Date with Latest Threats

  ▶ The cyber threat landscape constantly evolves with new threats emerging regularly.

  ▶ Stay informed about the latest threats and trends to implement effective protective measures.

- Work with a Trusted Cybersecurity Partner

  ▶ Collaborate with a trusted cybersecurity partner for effective risk management.

  ▶ Leverage partner expertise and experience to implement comprehensive cybersecurity frameworks and receive ongoing support and advice.

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Check Out The Full Trend Report

Thank you!

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