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# NONPROFIT FUNDRAISING GUIDE





## KEY AREAS COVERED IN THE 2025 FUNDRAISING GUIDE

### FUNDRAISING TRENDS

Explore the top 15 fundraising trends for 2025, including community-centric approaches, hyper-personalization, digital-first strategies, AI-driven donor engagement, and diversified funding channels. Learn how to leverage social media, data analytics, and generational giving preferences to build resilient revenue streams in a turbulent economy.

### MAXIMIZING YOUR NONPROFIT'S SUCCESS ON GIVING TUESDAY

Discover strategies to excel on Giving Tuesday 2025 (*December 2*), a critical opportunity following 2024's record-breaking \$3.6 billion haul. From early planning and SMART goals to compelling storytelling, matching campaigns, and multi-channel engagement, this section provides a roadmap for boosting visibility and donor retention.

### UNDERSTANDING DONORS AND TAILORING OUTREACH FOR EACH GENERATION

Gain insights into donor behavior across generations—Baby Boomers, Gen X, Millennials, and Gen Z. Learn effective online fundraising strategies to personalize outreach and foster long-term loyalty, addressing the unique preferences of each group.

### UNDERSTANDING THE GREAT WEALTH TRANSFER AND ITS SIGNIFICANCE

Understand the implications of the \$84.4 trillion Great Wealth Transfer. Learn how to engage younger donors, leverage technology, and enhance planned giving programs to secure funding as wealth shifts to new generations.

### GIFT ACCEPTANCE POLICIES AND WEALTH TRANSFERENCE

Develop robust gift acceptance policies to navigate wealth transfer dynamics. This section offers guidance on managing complex gifts and aligning policies with your nonprofit's mission and values.

### YOUR FUNDRAISING STRATEGY AND YOUR BOARD

Maximize your board's potential in fundraising by leveraging their strengths, networks, and expertise. Learn how to align board efforts with your strategic goals to drive success.

### RETHINKING CORPORATE PARTNERSHIPS IN 2025: FROM SPONSORSHIPS TO SHARED SOLUTIONS

Move beyond traditional sponsorships to build co-created, mission-aligned corporate partnerships. Discover how to solve business challenges, engage employees, and create shared value for lasting impact, as outlined in the article by Dan Drucker.

### LEVERAGING AI FOR FUNDRAISING AND EVENTS

Explore how AI can enhance fundraising and event management, from chatbots for real-time donor engagement to automation for streamlined operations. Learn to use AI ethically to boost efficiency and personalize donor experiences.

### WHY VIDEO STORYTELLING IS THE FUTURE OF NONPROFIT FUNDRAISING

Discover how nonprofits are leveraging video storytelling to boost donor engagement, strengthen community impact, and enhance corporate partnerships. Learn strategies for creating authentic, cost-effective video content, distributing it across multiple platforms, and building sustainable assets that drive fundraising success.

### UNLOCKING THE POTENTIAL OF GRANTS

Navigate the grant landscape with strategies for identifying opportunities, crafting tailored proposals, and streamlining the application process to secure funding for your mission.

We believe that this fundraising guide will prove instrumental in amplifying the impact of nonprofit organizations and fostering a thriving ecosystem of support for critical causes. Your commitment to philanthropy and the betterment of our society is truly inspiring, and we are eager to assist you in achieving your fundraising objectives through this invaluable resource.




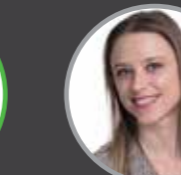

Should you have any inquiries or require further assistance, please do not hesitate to connect with us. We look forward to your continued success in your noble endeavors.

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# 2025 FUNDRAISING TRENDS FOR NONPROFITS: NAVIGATING ECONOMIC UNCERTAINTY AND EMBRACING DIGITAL INNOVATION



## CURRENT ECONOMIC STATE FOR NONPROFITS: GOVERNMENT CUTS AND THE IMPERATIVE TO DIVERSIFY

The economic environment for nonprofits in 2025 is fraught with uncertainty, primarily driven by federal funding reductions and broader fiscal policies. Recent executive orders and actions have created a “funding cliff,” with cuts affecting grants from all government levels—federal, state, and local. About a third of nonprofits are experiencing cuts from state, local, foundations, corporations, and individuals. Inflation has compounded these issues, with vendor price increases of 5% or more reported by half of respondents, doubling the official rate and straining budgets for essentials like food and wages.

This uncertainty stems from shifting government priorities, economic indicators like rising tariffs, and a federal grants freeze, putting organizations at risk of financial shortfalls—potentially affecting 60-80% of those reliant on government grants. Demand for services has surged, particularly for low-income support, while private donations have dipped due to economic pressures. As a result, diversifying funding streams has become essential. Nonprofits are urged to reduce dependency on government sources by exploring private philanthropy, corporate partnerships, and innovative revenue models to ensure sustainability.

**A**s we move through 2025, the nonprofit sector is grappling with a challenging economic landscape marked by government funding cuts, inflation pressures, and shifting donor behaviors. Despite these hurdles, opportunities abound through technological advancements, diversified strategies, and stronger community engagement. This article explores key fundraising trends for 2025, drawing on recent data and expert insights to help nonprofits adapt and thrive.

## 2024 CHARITABLE GIVING: A FOUNDATION FOR 2025 STRATEGIES

Looking back at 2024 provides context for the year ahead. According to the Giving USA 2025 report, total U.S. charitable giving reached \$592.50 billion, a 6.3% increase in current dollars (3.3% adjusted for inflation), buoyed by stock market gains. However, the growth was uneven, with declines in some areas highlighting the need for targeted approaches.

SOURCE	UP/DOWN	AMOUNT	ADJUSTED FOR INFLATION
TOTAL	↑ 6.3%	\$592.50 billion	↑ 3.3%
INDIVIDUALS	↑ 8.2%	\$392.45 billion	↑ 5.1%
FOUNDATIONS	↑ 2.4%	\$109.81 billion	↓ -0.5%*
BEQUESTS	↓ 1.6%	\$45.84 billion	↓ 4.4%
CORPORATIONS	↑ 9.1%	\$44.40 billion	↑ 6.0%

**\*Note:** Foundations saw a slight nominal increase but a decline when adjusted for inflation.

Individual giving led the growth, underscoring the power of personal philanthropy, while bequests fell amid estate planning shifts. Corporate contributions rose significantly, reflecting stronger business involvement. These figures set the stage for 2025, where nonprofits must build on individual and corporate momentum while addressing foundation and bequest vulnerabilities.

## KEY FUNDRAISING TRENDS FOR 2025

Based on industry analyses, here are 15 prominent trends shaping nonprofit fundraising this year, emphasizing community, technology, and adaptability.

- 1.) COMMUNITY-CENTRIC FUNDRAISING:** Building belonging and shared purpose among donors to foster loyalty.
- 2.) HYPER-PERSONALIZATION:** Tailoring interactions to match donor preferences, akin to commercial brands.
- 3.) DIGITAL-FIRST FUNDRAISING:** Prioritizing online platforms for Gen Z and millennials, including social media and mobile giving.
- 4.) AI AND AUTOMATION:** Using AI for chatbots, data analysis, and task automation to enhance efficiency.
- 5.) INFLUENCER FUNDRAISING:** Partnering with influencers to expand reach and amplify messages.
- 6.) TRANSPARENCY AND IMPACT REPORTING:** Providing clear updates on donation use to build trust.
- 7.) RECURRING DONATIONS:** Promoting monthly programs for stable revenue, with 5% growth in 2024 making up 31% of online revenue.
- 8.) PEER-TO-PEER FUNDRAISING:** Leveraging supporters’ networks, with a 47% conversion rate in events.
- 9.) SUSTAINABLE AND ETHICAL PRACTICES:** Aligning with donor values on ethics and sustainability.
- 10.) DIVERSIFYING FUNDRAISING CHANNELS:** Offering options like digital wallets and crowdfunding, projected to reach \$1.27 billion globally by 2028.

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- 11.) **STRATEGIC PARTNERSHIPS:** Collaborating with businesses and other nonprofits for expanded resources.
- 12.) **YEAR-ROUND PEER-TO-PEER FUNDRAISING:** Extending campaigns beyond events for consistent engagement.
- 13.) **DATA-DRIVEN COMMUNICATIONS:** Analyzing donor behavior to refine strategies.
- 14.) **SHIFTING GENERATIONAL GIVING:** Adapting to preferences of Baby Boomers, Gen X, Millennials, and Gen Z.
- 15.) **FOCUS ON DONOR EXPERIENCE:** Enhancing interactions to boost retention and long-term relationships.

Additional trends include subscription giving for predictable income, mobile giving surges, and a focus on donor retention amid rising acquisition costs.

#### LEVERAGING FUNDRAISING TECHNOLOGY: DATA ANALYTICS, AI, AND BEYOND

Technology is a game-changer in 2025, with 67% of nonprofits using AI for operations like donor engagement and content creation, per McKinsey. To leverage it effectively:

- ▶ **DATA ANALYTICS:** Use CRM systems to track donor history, preferences, and behaviors. Analyze metrics like acquisition costs and retention rates to create targeted campaigns. For instance, segment donors for personalized appeals, increasing response rates.
- ▶ **AI AND AUTOMATION:** Implement AI chatbots for real-time interactions and automate routine tasks like report generation. This frees staff for strategic work while ensuring ethical use and data privacy.
- ▶ **INTEGRATED PLATFORMS:** Combine CRMs with fundraising tools for seamless recurring giving and multichannel campaigns, requiring an average of seven interactions per donation.

By embracing these, nonprofits can personalize experiences, streamline operations, and boost efficiency in a resource-constrained environment.

#### DIVERSIFYING FUNDING STREAMS: STRATEGIES FOR RESILIENCE

With government cuts threatening stability, diversification is critical. Key approaches include:

- ▶ **EXPANDING PRIVATE SOURCES:** Boost individual and corporate giving through recurring programs and partnerships.
- ▶ **EXPLORING NEW CHANNELS:** Adopt crowdfunding, peer-to-peer, and digital wallets to reach broader audiences.
- ▶ **BUILDING RESERVES:** Use financial planning to weather cuts, as suggested in checklists for extended uncertainty.

This multi-pronged strategy mitigates risks from any single source.

#### SHARING YOUR STORY AND SOCIAL MEDIA: AMPLIFYING IMPACT

Storytelling via social media is vital for engagement in 2025. Share authentic narratives of impact through visuals, donor stories, and live updates to build emotional connections. Platforms like Instagram and TikTok are ideal for Gen Z, while multichannel integration (*email, text, social*) ensures wider reach. Collaborate with influencers for amplification and use data to tailor content, fostering community and recurring support.

In 2025, nonprofits must navigate economic headwinds by diversifying funds, leveraging technology, and prioritizing donor-centric strategies. By adapting to these trends, organizations can not only survive but grow their impact. For more details, consult resources like Giving USA and sector surveys.

**KEN CERINI, CPA, CFP, FABFA**  
MANAGING PARTNER

# 2024 GIVING STATISTICS

## 2024 CHARITABLE GIVING SOURCE

SOURCES	AMOUNT (IN BILLIONS)	DIFFERENCE FROM LAST YEAR (ADJUSTED FOR INFLATION)
INDIVIDUALS	\$392.45	UP 5.1%
FOUNDATIONS	\$109.81	FLAT .05%
BEQUESTS	\$45.84	DOWN 4.4%
CORPORATIONS	\$44.40	UP 6%

## 2024 CHARITABLE GIVING TO RECIPIENTS

TYPE OF ORG	AMOUNT (IN BILLIONS)	DIFFERENCE FROM LAST YEAR (ADJUSTED FOR INFLATION)
RELIGION	\$146.54	DOWN 1%
HUMAN SERVICES	\$91.15	UP 2%
EDUCATION	\$88.32	UP 9.9%
TO FOUNDATIONS	\$71.92	FLAT .05%
PUBLIC-SOCIETY BENEFIT	\$66.84	UP 16.1%
HEALTH	\$60.51	UP 2%
INTERNATIONAL AFFAIRS	\$35.54	UP 14.3%
ARTS & CULTURE	\$25.13	UP 6.4%
ENVIRONMENTAL & ANIMALS	\$21.57	UP 4.6%



IN 2024 **\$592.50** BILLION WAS GIVEN TO US CHARITIES BY INDIVIDUALS, BEQUESTS, FOUNDATIONS, & CORPORATIONS



TOTAL GIVING GREW 6.3% IN CURRENT DOLLARS, WHEN ADJUSTED FOR INFLATION GIVING

**INCREASED BY 3.3%**



FOR THE **FIRST TIME IN 3 YEARS**, DONATIONS **GREW FASTER THAN INFLATION**, THANKS TO LOWER INFLATION RATES.

4 OUT OF 9 TYPES OF NONPROFITS HIT **RECORD-HIGH DONATION LEVELS**, EVEN AFTER ADJUSTING FOR INFLATION. THESE INCLUDED **EDUCATION, HEALTH, ARTS AND CULTURE, AND ENVIRONMENTAL/ANIMAL ORGS.**

# 2024 GIVING TUESDAY STATISTICS

**\$3.6 BILLION DONATED IN THE U.S.**

UP 16% FROM 2023

**36.1 MILLION PEOPLE TOOK ACTION IN THE U.S.**

PARTICIPATION GREW BY 7%

**18.5 MILLION MADE FINANCIAL CONTRIBUTIONS**

UP 4% YEAR-OVER-YEAR

**12.9 MILLION DONATED GOODS**

SAW A 32% SURGE FROM 2023

**9.2 MILLION VOLUNTEERED THEIR TIME**

INCREASED BY 4%

**16.6 MILLION SPOKE OUT FOR CAUSES THEY CARE ABOUT**

GREW BY 17%

- THE AVERAGE ONLINE **DONATION WAS \$199**, AND THE AVERAGE OFFLINE **DONATION WAS \$1,147**
- **5% OF ALL NEW DONORS** CHOSE TO BECOME A RE-CURRING DONOR
- **82% OF NONPROFIT ORGANIZATIONS** USE GIVING TUESDAY AS A WAY TO TRY SOMETHING NEW
- **82% OF 18-34 YEAR OLDS** WHO ARE AWARE OF GIVING TUESDAY PARTICPATE
- **80% OF RECURRING** DONORS MADE A SECOND GIFT BEFORE THE END OF THE YEAR

# GIVING TUESDAY 2025: A STRATEGIC GUIDE FOR NONPROFITS TO MAXIMIZE IMPACT



**G**iving Tuesday 2025, set for **December 2nd**, presents a critical opportunity for nonprofits to harness global generosity, following a record-breaking \$3.6 billion raised in the U.S. in 2024. With economic challenges like government funding cuts and inflation persisting, a well-executed campaign is essential for nonprofits to engage donors, diversify revenue, and sustain momentum. This guide outlines actionable strategies to ensure a successful Giving Tuesday, emphasizing early planning, compelling storytelling, multi-channel engagement, and long-term relationship building.

## ECONOMIC CONTEXT: WHY GIVING TUESDAY MATTERS IN 2025

Nonprofits face a turbulent economic landscape in 2025, with federal and state funding cuts creating uncertainty for 60-80% of organizations reliant on government grants. Inflation continues to drive up costs, with 50% of nonprofits reporting vendor price increases of 5% or more, outpacing official rates. These pressures, coupled with a dip in private donations due to economic strain, make Giving Tuesday a pivotal moment to bolster individual giving, which grew 8.2% in 2024 to \$392.45 billion. Leveraging this day can help offset funding gaps and build resilient revenue streams.

## STRATEGIC FRAMEWORK FOR GIVING TUESDAY 2025

To maximize impact, nonprofits should focus on four key pillars: early planning, compelling campaigns, donor engagement, and relationship building. Below is a detailed breakdown of each, grounded in proven tactics and tailored for 2025's unique challenges.

### 1. EARLY PLANNING AND PREPARATION

- ▶ **START EARLY:** Begin planning at least six weeks in advance—by mid-October 2025—to align goals, messaging, and logistics. Early preparation allows for refined strategies and team coordination, critical in a competitive fundraising season.
- ▶ **DEFINE CLEAR GOALS:** Set specific, measurable objectives, such as raising \$50,000 or increasing social media engagement by 20%. Non-monetary goals, like recruiting 100 new monthly donors, can enhance long-term stability.
- ▶ **DEVELOP A CAMPAIGN STRATEGY:** Identify your target audience (*e.g., Gen Z, millennials, or recurring donors*) and craft a resonant message tied to your mission. For example, a food bank might focus on *“feeding 1,000 families this holiday season.”* Align initiatives with your organization’s core programs.
- ▶ **ASSEMBLE YOUR TEAM:** Assign roles for content creation, donor outreach, social media management, and data tracking. Ensure clear responsibilities to avoid bottlenecks during the campaign.
- ▶ **CHOOSE THE RIGHT TOOLS:** Invest in reliable software for donation processing (*e.g., DonorPerfect*), email marketing (*e.g., Mailchimp*), and social media scheduling (*e.g., Hootsuite*). These tools streamline operations and enhance donor experience.

### 2. CRAFTING A COMPELLING CAMPAIGN

- ▶ **TELL POWERFUL STORIES:** Share authentic, human-centered stories that illustrate your impact. *For example*, a nonprofit supporting education could highlight a student’s journey, connecting donations to tangible outcomes like scholarships. Use visuals and testimonials to evoke emotion.
- ▶ **HIGHLIGHT TANGIBLE OUTCOMES:** Tie fundraising goals to specific results, such as *“\$100 provides school supplies for 10 children.”* Transparency builds trust, especially as donors demand clear impact reporting in 2025.

- ▶ **CREATE A DEDICATED LANDING PAGE:** Design a user-friendly landing page on your website with a clear call-to-action, donation form, and mission overview. Optimize for mobile, as 54% of online donations in 2024 came via mobile devices.
- ▶ **CONSIDER A MATCHING CAMPAIGN:** Partner with a corporate sponsor or major donor to offer a matching gift, doubling contributions up to a set amount. This creates urgency and can boost giving by 20-30%, according to fundraising studies.
- ▶ **USE CREATIVE ENGAGEMENT STRATEGIES:** Host virtual events, like a live Q&A with program beneficiaries, or gamify giving with progress bars showing real-time donation goals. These tactics engage younger donors, especially Gen Z.

### 3. ENGAGING DONORS ACROSS CHANNELS

- ▶ **PERSONALIZE COMMUNICATIONS:** Use CRM data to tailor emails and messages, addressing donors by name and referencing interest and past support. Personalization can increase response rates by up to 15%.
- ▶ **MAKE GIVING EASY:** Simplify the donation process with one-click options, digital wallets (*e.g., Apple Pay, PayPal*), and QR codes. A seamless experience reduces abandonment rates, which can exceed 60% with complex forms.
- ▶ **UTILIZE A MULTI-CHANNEL APPROACH:** Promote your campaign via email, social media, your website, and even text messaging. Emails remain effective, driving 28% of online giving in 2024, while social media amplifies reach.
- ▶ **LEVERAGE SOCIAL MEDIA:** Use **#GivingTuesday** to tap into the global movement, which generated 37 million social media impressions in 2024. Post engaging content on platforms like Instagram and TikTok, where short-form videos resonate with younger audiences.
- ▶ **ENGAGE AMBASSADORS AND INFLUENCERS:** Partner with local influencers or passionate supporters to share your campaign. Their authentic endorsement can expand reach by 10-20%, especially among Gen Z and millennials.
- ▶ **THANK YOUR DONORS:** Send personalized thank-you emails, videos, or social media shout-outs within 48 hours. Gratitude fosters loyalty, with 65% of first-time donors more likely to give again if thanked promptly.

### 4. BUILDING RELATIONSHIPS AND SUSTAINING MOMENTUM

- ▶ **FOCUS ON DONOR RETENTION:** With acquisition costs rising 8% in 2024, retaining donors is critical. Follow up with new donors to nurture relationships, as repeat donors contribute 80% of annual revenue on average.
- ▶ **COLLECT DONOR INFORMATION:** Use Giving Tuesday to gather email addresses and preferences for future outreach. Ensure compliance with data privacy laws like GDPR or CCPA.
- ▶ **ASK FOR RECURRING DONATIONS:** Promote monthly giving programs, which grew 5% in 2024 and accounted for 31% of online revenue. Makes this part of the regular donation request (*“Consider leveraging your gift by becoming part of our monthly giving program ... click here”*). Highlight benefits, like *“\$10/month feeds a family weekly.”*
- ▶ **PROVIDE IMPACT REPORTS:** Share post-campaign updates showing how funds were used, such as *“Your gifts provided 500 meals.”* Transparency drives 70% higher retention rates.
- ▶ **MAINTAIN THE MOMENTUM:** Extend Giving Tuesday’s energy into year-end campaigns and beyond. Create a 12-month engagement plan with regular updates and smaller peer-to-peer initiatives.

## THE POWER OF GIVING TUESDAY 2025

Giving Tuesday 2024’s \$3.6 billion haul underscores its potential as a fundraising cornerstone. In 2025, nonprofits can capitalize on this momentum by blending storytelling, technology, and donor-centric strategies. Amid economic uncertainty, a diversified approach—leveraging individual giving, corporate partnerships, and digital channels—ensures resilience. Start planning now, tell your story authentically, and make giving seamless to turn December 2 into a springboard for sustained impact.

LAUREN GRANDINETTI, CPA  
MANAGER



**I**n the realm of nonprofit organizations, comprehending the diverse characteristics of your donors is paramount for cultivating a sustainable and thriving support base. Each generation comes with distinct preferences, communication styles, and viewpoints. To ensure your nonprofit's success, it's crucial to customize your outreach strategies to resonate with the unique traits of each generation.

### THE SILENT GENERATION (AGES 79-96): HONORING TRADITIONS AND PERSONAL CONNECTIONS

Born between 1928 and 1945, the Silent Generation experienced the Great Depression and World War II. Despite their shrinking numbers, they remain the most generous per capita donors and actively support multiple charities. To effectively engage this generation:

- ▶ **Direct Mail:** Traditional outreach methods like direct mail strongly resonate with the Silent Generation. An astonishing **88%** of this cohort responds positively to appeals via direct mail. Utilize personalized donation letters to establish a sense of connection and familiarity.
- ▶ **Physical Checks:** A majority of this generation prefers donating through physical checks. Remarkably, **72%** of the Silent Generation chooses this method. Offering options for check-based donations maintains their sense of comfort and familiarity.
- ▶ **Phone Calls:** Phone calls continue to be a fruitful means of engagement. Surprisingly, **66%** of this generation responds to phone-based appeals. They show more responsiveness to this outreach method compared to most younger generations.
- ▶ **Planned Giving:** Since many of them are retirees, planned giving is an ideal approach. Cultivating one-on-one relationships is key, as they highly value personal connections. A significant proportion of their resources flow through planned giving.



#### DONATION STATS

- ▶ **88%** give to charity, donating an annual average of **\$1,367** across **6.2** organizations
- ▶ **11.8%** of the US population and account for **26%** of total US giving

### BABY BOOMERS (AGES 60-78): ENGAGING THROUGH PERSONALIZATION AND APPRECIATION

Born between 1946 and 1964, baby boomers are responsible for a significant portion of donations. Their commitment to causes makes them valuable supporters. Tailor your outreach as follows:

- ▶ **Email Appeals:** Baby boomers respond well to personalized, targeted emails. Craft individualized messages that cater to their preferences for unique communication.
- ▶ **Online Donations:** Despite being comfortable with technology, baby boomers still value online donations. Easy-to-use forms enhance their giving experience.
- ▶ **Thanking and Recognition:** Acknowledge baby boomers' contributions and their role in transformative historical movements. Appreciation strengthens their loyalty and encourages further support. Let them know how their funds are being used and keep them engaged in your organization.



#### DONATION STATS

- ▶ **72%** give to charity, donating an annual average of **\$1,212** across an average of **4.5** organizations
- ▶ **23.6%** of the US population, but account for **43%** of total US giving\*

### GENERATION X (AGES 48-59): EMBRACING TECHNOLOGY AND EMPOWERMENT

Generation X, born between 1965 and 1976, displays resourcefulness and a willingness to donate time and money. Engage with them through:

- ▶ **Social Media Fundraising:** Leverage social media for peer-to-peer fundraisers, tapping into Gen X's familiarity with platforms like Facebook.
- ▶ **Transparency:** Gen X values transparent communication. They want to know what is being done with their contributions.
- ▶ **Volunteer Opportunities:** Highlight volunteer opportunities, aligning with Gen X's high volunteer rates. Easy access to information can motivate them to contribute their time. This is important as individuals that donate their time also donate money at a higher rate.



#### DONATION STATS

- ▶ Average annual gift of **\$732** across four charities.
- ▶ Lead in annual volunteer hours served.
- ▶ **20.4%** of the US population and account for **22%** of giving in the US

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### MILLENNIALS (AGES 29-47): ADVOCACY AND DIGITAL ENGAGEMENT

Born between 1977 and 1995, millennials are engaged advocates who leverage their online presence for social causes. Connect with them through:

- ▶ **Social Media Engagement:** Millennials value social media for advocacy. Create engaging content and encourage them to share your mission.
- ▶ **Trust and Transparency:** Gain their trust by communicating your organization's goals transparently.
- ▶ **Recognition and Leadership:** Recognize millennials' contributions and showcase how their support drives change. Highlight their leadership potential within your cause.
- ▶ **Emerging Trends:** *Millennial Giving and Beyond* A significant trend that has emerged is the substantial increase in giving by millennials. According to a report from the Giving USA Foundation, average annual household giving by millennials increased by **40** percent between 2016 and 2022. This rise underscores the growing economic security among millennials, enabling them to make more substantial donations.

### DONATION STATS

- ▶ **84% give to charity, donating an annual average of \$481 across 3.3 organizations\*\***
- ▶ **25.9% of US population but account for only 11% of giving in the US\***

### GENERATION Z (AGES 12-28): TECH-SAVVY AND SOCIALLY CONSCIOUS

Generation Z, born between 1996 and 2012, is a digitally native and socially conscious generation that is beginning to make its mark on charitable giving. With their upbringing in the era of smartphones and social media, Gen Z is uniquely positioned to engage with nonprofits through technology-driven approaches. Here's how you can effectively engage them:

- ▶ **Tech-Forward Outreach:** Embrace technology-driven approaches like text-to-give to cater to their preference for virtual experiences. Gen Z is comfortable navigating digital platforms and responding to online appeals.
- ▶ **Environmental Focus:** Highlight your organization's efforts toward environmental causes, as Gen Z places a strong emphasis on sustainability and environmental initiatives. Demonstrating your commitment to these causes can resonate with their values.
- ▶ **Transparency and Authenticity:** Gen Z values honesty and transparency. To engage them, showcase your organization's genuine commitment to social good. Clearly communicate how their contributions are making a difference. Show your impact.
- ▶ **Emerging Trends:** *Insights into Generation Z's Giving*
  - ▶ **Prioritizing Environmental Causes:** Generation Z stands out as the only generation that prioritizes giving to environmental causes over faith-based organizations. Highlight your organization's dedication to environmental initiatives to capture their attention.
  - ▶ **Tech-Savvy Engagement:** With a strong familiarity with digital platforms, Generation Z is more likely to participate in virtual events, online charity streams, and challenges. Utilize technology-driven strategies to engage them effectively.



- ▶ **Monthly Giving Preference:** Generation Z is the most motivated generation to give on a monthly basis. They are accustomed to subscription-based models and are likely to embrace recurring giving campaigns.
- ▶ **Impact of Social Media:** Gen Z is heavily influenced by what they see on social media. Messages and images shared on these platforms can inspire them to donate. Craft compelling content that resonates with their values.

As Generation Z continues to mature and become financially independent, their impact on charitable giving is expected to grow. Nonprofits that adapt their strategies to align with Gen Z's preferences for digital engagement, environmental causes, and transparent communication will be well-positioned to capture the support of this emerging generation of donors. Understanding and embracing the unique traits of each generation, including Gen Z, will pave the way for a more inclusive and impactful philanthropic landscape.

Every generation has its distinct traits and preferences, which influence their engagement with nonprofit causes. By understanding these characteristics and adapting your outreach strategies accordingly, your nonprofit can foster meaningful connections, cultivate loyal supporters, and secure a brighter future for your cause. Embrace the diversity of your donor base, tailor your approach, and continue building bridges that connect generations through philanthropy.



### DONATION STATS

- ▶ **Prefer smaller, grassroots causes and organizations.**
- ▶ **Donate their time and spread the word on social media.**
- ▶ **59% of Gen Zs are inspired to donate to charity by a message/image they saw on social media**



## UNDERSTANDING THE GREAT WEALTH TRANSFER AND ITS SIGNIFICANCE

The upcoming generational wealth transfer is poised to be the largest in history, with an estimated \$84.4 trillion set to be passed down from the Baby Boomer generation over the next two decades. Approximately \$11.8 trillion of this wealth is expected to flow into the nonprofit sector, presenting an unprecedented opportunity for organizations to bolster their philanthropic resources.

### WHY THIS WEALTH TRANSFER MATTERS

This monumental transfer of wealth represents a critical juncture for the nonprofit sector. Baby Boomers, born between 1946 and 1964, have accumulated substantial wealth over their lifetimes, with average net worths ranging from \$970,000 to \$1.2 million. As this wealth transitions to younger generations, particularly Millennials, the philanthropic landscape is expected to evolve. For nonprofits, this wealth transfer is not just a chance to receive donations but a pivotal opportunity to secure their financial future and expand their impact.

### ENSURING NONPROFITS RECEIVE THEIR SHARE OF THE WEALTH

To capitalize on this wealth transfer, nonprofits must implement strategic approaches that resonate with both Baby Boomers and the generations inheriting their wealth. Here are key strategies nonprofits can adopt to ensure they receive a portion of these donations:

#### 1. ENHANCE PLANNED GIVING PROGRAMS

Planned giving is one of the most effective ways for nonprofits to secure a portion of this wealth transfer. With 90% of planned gifts being bequests, nonprofits should focus on making planned giving accessible and appealing. This can be achieved by simplifying the process, providing clear and concise information, and sharing compelling stories of how planned gifts have made a difference. By educating donors about the long-term impact of their contributions, nonprofits can encourage more bequests.

#### 2. TAILOR ENGAGEMENT STRATEGIES TO GENERATIONAL PREFERENCES

Different generations have varying philanthropic behaviors and expectations. For instance:

- ▶ *Generation X values pragmatism and independence, often preferring digital platforms for giving and supporting causes that directly impact their communities.*
- ▶ *Millennials seek transparency, social impact, and alignment of causes with their personal values. They are more likely to engage with nonprofits that demonstrate a clear, measurable impact.*

Nonprofits must tailor their engagement strategies to meet these generational preferences, using diverse giving channels and leveraging technology to enhance the donor experience.

#### 3. ENGAGE WOMEN AS PHILANTHROPIC LEADERS

With women projected to control two-thirds of U.S. wealth by 2030, and already exerting significant influence over charitable decisions, nonprofits must prioritize engaging women in their fundraising efforts. This can be done by designing programs and communications that resonate with their specific philanthropic motivations, such as supporting causes related to education, healthcare, and social justice.

### 4. LEVERAGE TECHNOLOGY AND INNOVATION IN FUNDRAISING

As digital engagement continues to grow in importance across all generations, nonprofits should integrate advanced technological tools into their fundraising strategies. This includes offering mobile giving options, utilizing social media for campaigns, and employing data analytics to personalize donor experiences. A tech-savvy approach not only attracts younger donors but also streamlines the donation process, making it easier for all donors to contribute.

### THE IMPORTANCE OF ENGAGING YOUNGER DONORS

As wealth transfers to younger generations, the future of philanthropy will increasingly depend on the engagement of Millennials and Generation Z. These generations are not just inheritors of wealth; they are shaping the future of giving with their emphasis on transparency, social impact, and digital engagement.

Nonprofits that actively engage younger donors, by aligning their missions with the values and expectations of these generations, will be better positioned to secure sustained support. This includes offering clear evidence of impact, fostering genuine connections through digital platforms, and creating opportunities for younger donors to be involved in decision-making processes.

### SECURING THE FUTURE OF PHILANTHROPY

The Great Wealth Transfer is a once-in-a-lifetime opportunity for nonprofits to secure transformative levels of funding. By understanding the scale of this transfer, adopting strategic approaches to planned giving, tailoring engagement to generational preferences, and prioritizing the engagement of younger donors, nonprofits can position themselves to benefit from this unprecedented shift in wealth. As we move into this new era of philanthropy, the success of nonprofit organizations will depend on their ability to be forward-thinking, adaptable, and deeply connected to the evolving landscape of donor expectations.

TANIA QUIGLEY, CPA  
PARTNER

# GENERATIONAL GIVING

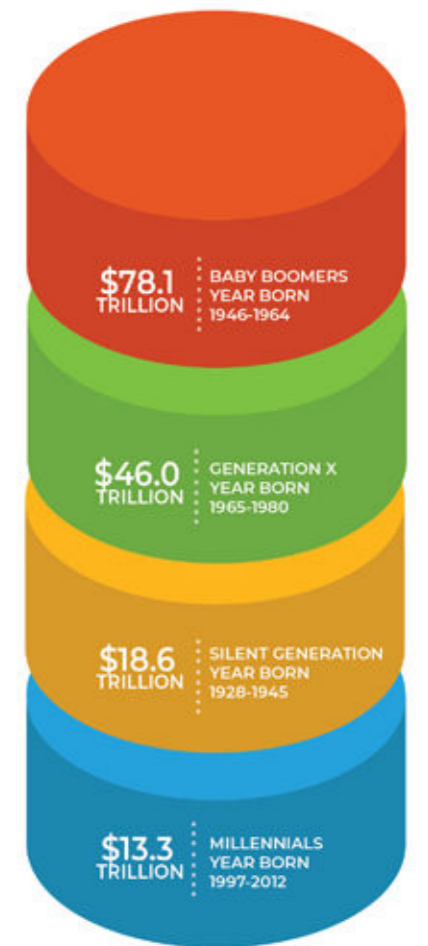


**\$84 TRILLION**  
MILLENNIALS AND GEN X ARE EXPECTED TO INHERIT \$84T BY 2045. \$16 TH OF THIS COULD BE WITHIN THE NEXT DECADE.



IS EXPECTED TO BENEFIT THE NONPROFIT SECTOR

## ASSETS BY GENERATION



## GIFT ACCEPTANCE POLICIES FUNDAMENTAL CONSIDERATIONS

- ▶ A donor willing to donate real estate to the nonprofit could be a wonderful development for the nonprofit. *Why look a gift horse in the mouth?* But under some circumstances, the liabilities could outweigh the benefits. *What if the ownership of the property exposes the nonprofit to significant environmental liabilities?* Such liabilities could readily exceed the value of the property, and drain the nonprofit's existing assets so that the nonprofit is less able to fulfill its mission. *What if the property is in need of urgent and immediate repairs with a significant price tag? What if the property comes with significant insurance, maintenance, and other carrying costs? What if the right to use or the right to sell the property is subject to significant restrictions? What if the property is the subject of current or anticipated litigation?*
- ▶ Gifts of personal property can also pose challenges. For example, a new car, truck, or boat that can be easily resold is one thing, but an old car, truck or boat that is not running and requires costly repairs poses a different set of issues. For furniture, computers, and equipment of all sorts, the same principles apply. For all of the above, there could be repair, maintenance, transportation, and storage costs. In addition, certain donations would be ideal for one nonprofit, but could present burdens for another. Food to a food pantry, personal hygiene products to a shelter for the unhoused, or pet food to a pet shelter are no brainers. But those same products delivered to different nonprofits without the tight mission fit could be a burden. Similarly, gifts of art work can involve more than meets the eye.
- ▶ Restricted gifts also can be problematic. The nature of the restrictions can pose significant difficulties. If a donor makes a significant monetary gift subject to use only for a particular project, but the monetary gift is not sufficient to fund the project, does the nonprofit pull funds from other aspects of its mission-related work to complete the project. *What if our facility has a perfectly functional swimming pool, and we receive a \$1 million donation to be used to install a second swimming pool? We don't really need the second swimming pool, and by the way, it will cost us \$3 million dollars to install the second pool. Do we want to accept the restricted \$1 million gift? And once we have installed this pool, we will need to come up with the funds to maintain it and to staff it, so there are sustainability costs and concerns that we should be considering. At the opposite end of the spectrum, what if we have hundreds of small donations each with their own idiosyncratic restrictions? Can we justify the administrative burden of managing and tracking these gifts and making sure that we honor the restrictions (which is a legal requirement)? Should we analyze under what circumstances we might not want to accept a small donation with idiosyncratic restrictions?*

**F**or New York nonprofits, the governance cup has runneth over! Not only are nonprofits required to know and follow various federal, state, and local laws, as well as the provisions of their Certificate of Incorporation and Bylaws, but they are also required by law to put in place and follow a variety of written policies, including a Conflict of Interest Policy, an Investment Policy, a Whistleblower Policy, and a Sexual Harassment Policy. All of the foregoing are legally required – but there is more. Nonprofit Board members and officers have fiduciary duties, including the duties of care and obedience. Not following the provisions of the Certificate of Incorporation and Bylaws, and not putting in place the required policies (*and then following them*), is a breach of both these duties that exposes the Board members and officers to potential personal liability.

So, with all of that as the context, why would we want to add a Gift Acceptance Policy to the mix, given that a Gift Acceptance Policy is not required by law? After all, following the provisions of the Gift Acceptance Policy will be part of the fiduciary duty of each Board member and officer. Why add even more responsibilities to the proverbial governance cup, which clearly is already over full and over complex.

Let's start with a basic question. *Why wouldn't a nonprofit want to accept whatever gift is coming its way? Why would a nonprofit want to say no to a willing donor?* If the donor is stepping up with cash, cash equivalents, or with readily marketable publicly traded securities (*that the nonprofit could easily sell and convert to cash*), the answer is that the nonprofit will almost always want to accept such gifts. But if, on the other hand, the gift could carry significant obligations, liabilities, or risks for the nonprofit, the nonprofit should most certainly not automatically accept such a gift.

- ▶ A nonprofit's corporate purposes govern and limit its activities. A nonprofit can conduct activities and expend assets only within the confines of its corporate purposes (*as set forth in its Certificate of Incorporation*). Activities outside of the limits of its corporate purposes are impermissible and are a breach of fiduciary duty by the Board members and officers. (*Again, such activities would constitute a breach of both the duty of care and the duty of obedience.*) So, with a restricted gift targeted to specific purposes, we need to assure that those purposes fall within the nonprofit's corporate purposes before we can accept the gift. There is another lens that we need to apply, and that is to make sure that neither the use of funds to which we are restricted, nor the identity of the donor, poses a problem for our nonprofit in terms of its mission, public profile, and reputation. Certain projects and certain donors could be problematic for a given nonprofit. Accepting a particular grant could (*based on the project and/or the identity of the donor*) imperil our relationships with, and funding from, other donors in a way that could adversely impact our ability to fulfill our mission going forward. In addition, with any restricted gift, the nonprofit needs to engage in the sustainability analysis of the particular project that was noted in the previous bullet point.

It is plain to see that with each of the categories of donations in the foregoing bullet points, the nonprofit should not automatically accept whatever gift the donor presents. A Gift Acceptance Policy is a tool that can serve two important ends in this context. Firstly, and most importantly, it provides guidelines to the nonprofit's leadership and staff as to what gifts will be accepted automatically and what gifts will not be accepted until a process of review, analysis, and decision making has been undertaken and completed. Secondly, and not as obviously, a Gift Acceptance Policy is a useful tool to preserve donor relationships. It cushions the potential negative impact on a donor relationship because the message is not simply that we are not accepting your gift, but rather, that we are unable to accept your gift based on our standing Gift Acceptance Policy.

A Gift Acceptance Policy should not only deal with what gifts can be accepted without further review; what gifts can be accepted only after review and analysis; and perhaps what gifts cannot be accepted at all. A Gift Acceptance Policy should also deal with the process for reviewing and analyzing whether to accept the gift. Here, as in many other areas of nonprofit governance, a Board committee with ultimate decision-making authority (*with support from staff*) can be incredibly helpful. This can be the Executive Committee, the Development Committee, a separate Gift Acceptance Committee, or some other Board committee. (*Remember that under New York law, a Board committee*

*must be composed of a minimum of three Board members.*) Alternately, the entire Board can have the responsibility of reviewing and analyzing potential gifts, and ultimate decision making authority. As to the adoption of the Policy, a Gift Acceptance Policy can only be adopted by the Board of Directors. The Policy should be reviewed and revised at least annually by the Board, and the Board should monitor compliance with the Policy. The Gift Acceptance Policy should be part of the ongoing regimen of Board and staff training undertaken by the nonprofit. In addition, because the composition of the Board and the staff changes from time to time, the Gift Acceptance Policy should be part of the onboarding process.

As with many aspects of nonprofit governance, the advice and assistance of an attorney with experience in the nonprofit sector is essential, both in developing and drafting the Gift Acceptance Policy, and also in making some of the decisions under the Policy (*whether at the Board or the committee level*), as well as in implementing those decisions. For example, the wording of restrictions on the use of a gift can be critically important and requires attorney involvement. Similarly, the terms of an endowment and the terms of any naming rights agreement require the active participation of the nonprofit's attorney. And let's not forget that there are legal requirements relating to both gift acknowledgment by the nonprofit and written disclosure of goods and services received by the donor from the nonprofit, not to mention IRS filing requirements in connection with which the nonprofit's accountant should be involved. Finally, it is important to clearly state in the Gift Acceptance Policy and otherwise that the nonprofit and its advisors are not providing the donor with tax, legal, estate planning, investment, financial, or other advice, and that the nonprofit and its advisors are not in any way advising or representing the donor. This is a very common misperception on the part of donors, and a source of misunderstanding and confusion. The donor should be encouraged to have his, her or its own representation.



DAVID GOLDSTEIN

PARTNER  
CERTILMAN BALIN ADLER & HYMAN, LLP



## YOUR FUNDRAISING STRATEGY & YOUR BOARD: STOP LEAVING MONEY ON THE TABLE

**H**ave you or your colleagues uttered these words recently?

...*I wish I could rely on my board to.....(fill in the blank)*

...*If only my board would.....(fill in the blank)*

If you said, “**Yes!**” to one or all of the above, please know you are in the majority and not the minority.

While this article will **NOT** go into the various reasons for that, it **WILL** offer many tangible approaches specifically related to growing board engagement in your organization’s fundraising strategy.

### WHAT’S MY ROLE?

🚨 Alert! If you do not yet have an active “*Board Member Expectations*” Checklist or Role Description, that should be the first step you take in communicating expectations and setting up a structure for overall accountability among your board members. 🚨

It is vital to identify and clearly communicate the expectations for your board members (*which should build on their required legal duties*) -- and you guessed it, *ideally* this is done during the vetting and/or onboarding processes!

But it’s never too late to introduce an expectations document or re-engage around what your organization needs from its board to ensure sustainability and maximization of mission impact.



### WHAT’S OUR FUNDRAISING STRATEGY?

Engagement often starts with education. *How have you shared your organization’s approach to fundraising with your board? Does your development or advancement director participate in at least one board meeting a year to share an overview of the strategy as well as overall progress?*

If not, you have an opportunity to get buy-in and more involvement by sharing your approach.

### “DON’T ASK FOR MONEY!”

Most board members are not comfortable asking for money. Most people aren’t comfortable asking for money.

Apologies for the clickbait header – because of course if you have folks on your board who fall into the minority of either being a professional fundraiser or enjoying direct outreach, by all means support their efforts and arm them with helpful messaging.

*But for the majority who have an aversion to hitting up their personal networks for cash...* here’s where you have a huge opportunity to approach fundraising in a radically different way: **focus on relationship-building.**

### ACTIVATING YOUR BOARD MEMBERS AS RELATIONSHIP-BUILDERS

Offer your board members a menu of ways to participate in your fundraising strategy – and incorporate these items into your expectations document and/or your next board retreat.

Your board members can engage in a variety of indirect fundraising tactics by building relationships, raising awareness, and creating opportunities that ultimately lead to increased donations. Here’s a few ideas:

#### NETWORK BUILDING & INTRODUCTIONS:

Board members can introduce staff to influential people within their networks, such as business leaders, philanthropists, and community influencers, without making direct asks for donations. These connections can lead to partnerships or future giving opportunities.

#### HOSTING INFORMAL GATHERINGS:

Board members can organize small, informal events like coffee meetings, dinners, or networking gatherings to introduce potential donors to the organization’s leadership and mission. This creates a foundation for future asks.

*CONTINUED ON NEXT PAGE*



ENGAGING ON SOCIAL MEDIA:

Sharing stories, achievements, and needs on personal and professional social media channels helps amplify the organization's reach and visibility.

LEVERAGING BUSINESS RELATIONSHIPS:

Board members who are business owners or executives can explore opportunities for corporate sponsorships, matching gift programs, or cause-marketing partnerships that benefit the nonprofit indirectly through increased visibility and access to new networks.

OPPORTUNITIES FOR CORPORATE SOCIAL RESPONSIBILITY (CSR):

Board members can encourage their companies or other organizations to get involved in volunteer opportunities. Volunteer engagement often leads to deeper relationships and future financial support.

DONOR RECOGNITION, APPRECIATION & STEWARDSHIP:

Board members can help host donor appreciation events, which don't involve direct asks but help strengthen relationships with existing donors. This keeps donors engaged and motivated to continue giving.

BOARD-HOSTED EXCLUSIVE EVENTS:

Hosting exclusive tours, behind-the-scenes visits, or intimate gatherings for top supporters can deepen donor engagement without making an immediate fundraising request.

MEDIA OUTREACH:

Board members with media contacts can help the organization secure press coverage, features, and interviews. Increased media exposure can draw in new donors who are inspired by the organization's mission.

AMBASSADORSHIP:

For the more outgoing board members, they can consider representing the organization at industry conferences, community events, or charity gatherings. By speaking passionately about the nonprofit's work, they can inspire attendees to learn more and potentially support the cause financially in the future.

SUPPORT CAPITAL CAMPAIGNS:

Board members can serve on committees for capital campaigns, helping to spread the word and gather support indirectly. They can also endorse or give credibility to campaigns with their involvement, even if they aren't directly soliciting donations.

By engaging in these indirect tactics, board members become part of a supportive environment that fosters relationship-building and awareness, both of which are crucial for long-term fundraising success.

GETTING BUY-IN & CREATING A CULTURE OF PHILANTHROPY

If all of the above ideas sound great in theory but you're wondering, *but how do I actually get my board members to engage in these tactics?*

The important component of "buy-in" and the lengthy process of working toward a shift in culture needs to be confronted.

When it comes to approaching accountability in both a respectful and gentle way, this is where pairing a board member self-assessment with your board responsibilities document can be effective. This allows your board members a chance to reflect on their participation – what they intended to do versus where they are currently showing up. It also opens up a larger conversation around where the organization is doing well and where there are opportunities for growth.

In addition, the cornerstone of the above approach is a focus on skills-based volunteering. This encourages your board members to use what they're good at to grow your impact!

From a broader standpoint, this is where a board matrix exercise can be an effective way to gather your board's overall composition of skills, representation, leadership style, and much more.

MAKE IT EASY!

It goes without saying that the tactics above are more impactful when board members are provided with messaging. If you don't have the capacity to customize your messaging you can connect your board members to free resources, such as BellesBoard's AI-Powered Fundraising Coach.

Finally, be sure your board members have a central secure location, such as a board portal, to access their expectations document and board information all in one place.



CHRISTINE DESKA
CO-FOUNDER & PRESIDENT
BELLESBOARD & NONPROFIT SECTOR STRATEGIES

# ONLINE GIVING STATISTICS

## EMAIL FUNDRAISING STATISTICS



EMAIL BASED MARKETING AND PROMOTIONAL CAMPAIGNS GENERATE **AROUND 28%** OF ALL ONLINE NONPROFIT REVENUE



NONPROFITS SEND AN AVERAGE OF **60 EMAIL MESSAGES** PER SUBSCRIBER, INCLUDING **29 FUNDRAISING APPEALS**.



THE AVERAGE NONPROFIT EMAIL LIST CONTAINS **4,191 INDIVIDUAL CONTACTS**.



FOR EVERY **1,000 FUNDRAISING EMAILS** SENT, NONPROFITS RAISED AN **AVERAGE OF \$90**.



PERSONALIZED EMAILS SEE AVERAGE OPEN RATES THAT ARE MORE THAN **82% HIGHER** THAN GENERIC EMAILS.



**55% OF US DONORS** PREFER TO BE THANKED FOR THEIR CHARITABLE GIVING VIA EMAIL.

- **57% OF NONPROFIT WEBSITE TRAFFIC** CAME FROM MOBILE DEVICES, BUT **75% OF ONLINE REVENUE CAME FROM DESKTOP USERS**.
- MOBILE DONATION PAGES HAD AN **8% AVERAGE CONVERSION RATE** IN THE PAST YEAR.
- MOBILE TRANSACTIONS **INCREASED BY 50%**, SHOWING STRONG GROWTH IN MOBILE GIVING.
- AVERAGE GIFT AMOUNTS BY DEVICE:
  - MOBILE: **\$79**
  - TABLET: **\$96**
  - DESKTOP: **\$118**
- **94% OF RECURRING DONORS** PREFER TO GIVE **MONTHLY**
- **63% OF DONORS** PREFER TO GIVE ONLINE WITH A **CREDIT OR DEBIT CARD**

# SOCIAL MEDIA FUNDRAISING



## FACEBOOK

- **96% OF NONPROFITS** USE FACEBOOK
  - **84% OF USERS SHARE CONTENT** ON FACEBOOK TO **SUPPORT CAUSES THEY CARE ABOUT**
  - **18% OF GLOBAL DONORS** HAVE GIVEN THROUGH FACEBOOK FUNDRAISING TOOLS
- MOST EFFECTIVE FUNDRAISING FEATURES:**
- SUPPORTER-CREATED FUNDRAISERS: **37%**
  - DONATE BUTTONS ON PAGES: **28%**
  - DONATE BUTTONS ON POSTS: **19%**
  - NONPROFIT-CREATED FUNDRAISERS: **10%**
  - DONATE BUTTONS IN PAID POSTS: **5%**



## YOUTUBE

- **44% OF NONPROFITS** USE YOUTUBE
- **57% OF VIEWERS** WHO WATCH NONPROFIT VIDEOS GO ON TO MAKE A DONATION
- **68% WATCH SIMILAR** NONPROFIT CONTENT WITHIN 30 DAYS



## INSTAGRAM

- **73% OF NONPROFITS** ARE ON INSTAGRAM
- **INSTAGRAM FOLLOWERS** FOR NONPROFITS GREW **11% IN 2024**



## X (TWITTER)

- **59% OF NONPROFITS** ARE ACTIVE ON X
- **55% OF USERS INTERACTING** WITH NONPROFITS ON X TAKE ACTION AFTERWARD



## LINKEDIN

- **49% OF NONPROFITS** MAINTAIN A PRESENCE ON LINKEDIN
- **42% OF US DONORS** RESEARCH NONPROFITS ON LINKEDIN

## TOP SOCIAL MEDIA TRENDS

### CONTENT TRENDS

- CREATIVE DISRUPTION: BRANDS BREAK FROM CONSISTENCY TO TRY BOLD, EYE-CATCHING CONTENT.
- OUTBOUND ENGAGEMENT: TEAMS JOIN COMMENT THREADS TO REACH NEW AUDIENCES.

### SOCIAL LISTENING

- PERFORMANCE BOOST: LISTENING DRIVES SMARTER, ROI-FOCUSED CONTENT.
- MICRO-VIRALITY: SPOTTING AND RIDING MINI-TRENDS EARLY.

### AI TRENDS

- AI IN CONTENT: GENERATIVE AI IS NOW A CORE CONTENT CREATOR.

## USING AI FOR FUNDRAISING AND EVENTS

The future of events is undeniably headed towards technology-aided solutions. In recent years, **Artificial Intelligence (AI)** has emerged as a game-changer for nonprofits, offering new opportunities and insights to optimize event planning and enhance fundraising efforts. This article will delve into the ways nonprofits can effectively utilize AI technology for event planning and fundraising and highlight key trends in the industry.

### AI TRENDS IN EVENT PLANNING:

- a.) Personalized Event Experiences:** AI algorithms can analyze attendee data and preferences to deliver personalized event experiences. By capturing data from previous events, nonprofit organizations can tailor future events to match attendee preferences, including session recommendations, networking opportunities, and customized agendas.
- b.) Real-Time Data Insights:** With AI, nonprofits can collect and analyze real-time data during events, enabling them to make data-driven decisions instantly. AI tools like CrowdRiff and Social Tables provide valuable insights on attendee engagement, sentiment analysis, and social media interactions. These insights empower nonprofits to adapt and optimize their events in real-time.
- c.) Chatbots for Event Support:** AI-powered chatbots are gaining traction in event management due to their ability to provide instant, personalized responses to attendees' queries. They can handle a wide range of tasks including assisting in event registration, providing event schedules, and addressing FAQs. This 24/7 virtual support significantly enhances the attendee experience while reducing the workload on human staff.
- d.) AI for Event Marketing:** AI technology can also optimize marketing efforts for nonprofit events. By analyzing past marketing campaigns and attendee data, AI can predict which marketing strategies will be most effective for specific audiences. This helps nonprofits target their messages more accurately, improve conversion rates, and ultimately increase event attendance and fundraising success.

- e.) Virtual Reality for Immersive Event Experiences:** While not exclusively an AI technology, **Virtual Reality (VR)** often works in tandem with AI to create immersive event experiences. This is particularly valuable for virtual or hybrid events, where physical participation is limited. Nonprofits can use VR to give virtual tours, offer interactive experiences, or even simulate the impact of their work, creating a more engaging and memorable event for attendees.

### LEVERAGING AI FOR EFFECTIVE FUNDRAISING:

- a.) Donor Relationship Management:** AI technology helps nonprofits manage donor relationships more efficiently. Platforms like Bloomerang and DonorSearch utilize AI algorithms to analyze donor data and provide valuable insights into giving patterns, interests, and engagement levels. This enables nonprofits to personalize communication, identify potential major donors, and build stronger relationships.
- b.) Predictive Analytics:** AI-powered predictive analytics enables nonprofits to forecast donor behavior and optimize fundraising strategies. By analyzing historical donor data, nonprofits can identify patterns, predict future giving trends, and segment donors effectively. This empowers nonprofits to design targeted campaigns, allocate resources strategically, and maximize fundraising potential.
- c.) Chatbots for Donor Engagement:** AI-powered chatbots are transforming donor engagement by providing instant, personalized support. Nonprofits can integrate chatbots into their websites or social media platforms to answer donor inquiries, provide event details, and even accept donations. Chatbots enhance donor experiences, increase engagement, and save valuable staff time.
- d.) AI for Grant Writing:** Artificial Intelligence can significantly improve nonprofits' grant application process. With AI's deep learning capabilities, programs can analyze historical grant data to predict the likelihood of securing different grants. AI can also assist in the writing process, generating compelling narratives based on data and previous successful applications.
- e.) Social Media Analysis:** AI-powered tools can analyze social media platforms to determine the best strategies to engage with donors. By understanding trending topics and analyzing engagement metrics, nonprofits can craft social media campaigns that resonate with potential donors, increasing visibility and attracting new supporters.

- f.) AI for Fundraising Events:** From setting up fundraising goals to tracking progress, AI can automate many aspects of fundraising events. It can analyze the performance of previous events to predict the most effective strategies and activities for future fundraisers. This kind of data-driven approach can significantly increase the success of fundraising events.

- g.) Notetaking in Online Meetings:** AI-powered tools like Fireflies.ai are transforming how nonprofits conduct and document online meetings. These tools transcribe meetings in real-time, ensuring that no critical information is missed. They can also identify key discussion points, action items, and follow-ups, making it easier for nonprofit teams to review the meeting's content and act accordingly.

- h.) Auction and Raffle Descriptions:** Utilizing AI can be an innovative approach to crafting compelling auction and raffle descriptions for fundraising events. This not only saves time but also potentially increases the perceived value of the auction or raffle items, enhancing donor participation and contributions.

- i.) Creative Brainstorming:** AI's predictive analysis and natural language processing capabilities can robustly assist nonprofits in brainstorming enticing titles and descriptions for sponsorship benefits as well as thought-provoking event themes. AI can analyze data from past events, understand the types of benefits that attracted the most sponsors, and then generate creative and compelling titles and descriptions that resonate with potential sponsors.

- j.) Drafting Emails and Outreach Letters:** Nonprofits can employ AI to craft effective emails and outreach letters. AI-powered tools can analyze historical campaign data and identify the elements that led to high open rates and engagement. From subject lines to email body content, AI can provide suggestions for creating compelling content that resonates with the target audience.

### THE IMPACT AND BENEFITS OF AI ON NONPROFIT FUNDRAISING:

- a.) Increased Efficiency:** AI streamlines administrative tasks and automates manual processes, freeing up valuable resources and allowing nonprofits to focus on their core mission. This enhanced efficiency enables nonprofits to engage more effectively with donors, plan successful events, and allocate resources optimally.

- b.) Enhanced Personalization:** AI enables nonprofits to deliver personalized communication at scale. By analyzing donor data, preferences, and behavior, nonprofits can tailor messages and fundraising appeals to resonate with individual donors. This personalization strengthens donor relationships, increases engagement, and ultimately boosts fundraising outcomes.

- c.) Improved Decision Making:** AI-generated insights provide nonprofits with valuable data-driven decision-making capabilities. By leveraging AI algorithms and predictive analytics, nonprofits can make informed decisions about event planning, fundraising strategies, and resource allocation. This leads to more effective planning and increased ROI.

- d.) Expanded Reach:** AI can significantly expand the reach of non-profits, allowing them to connect with a larger and more diverse audience. By utilizing data analysis to understand and target specific demographics, AI facilitates the creation of outreach campaigns that are more effective and inclusive.

- e.) Enhanced Donor Retention:** AI's ability to provide tailored engagement for individual donors can significantly boost donor retention rates. Recognizing and understanding donor preferences and behavior patterns allows for more impactful communication, increasing the likelihood of repeat donations.

- f.) Real-Time Adaptability:** AI's real-time data analysis provides nonprofits with the ability to adapt their strategies instantaneously. This can be particularly useful during live events or campaigns, where immediate changes can have a significant impact on outcomes.

- g.) Cost Reduction:** AI automation reduces the need for manual processes, leading to significant cost savings. By automating tasks such as data entry, donor communication, and event management, nonprofits can allocate more resources to their core mission and services.

AI technology has brought about a paradigm shift in event planning and fundraising for nonprofit organizations. By embracing AI-powered event management tools and leveraging AI algorithms for donor relationship management and predictive analytics, nonprofits can optimize their fundraising efforts, streamline event planning, and achieve greater impact. The trends in AI-driven event planning, such as automation, personalization, and real-time data insights, are transforming the nonprofit sector. As nonprofits continue to harness the power of AI, they will be better equipped to adapt to changing donor expectations, engage supporters, and fulfill their missions in a more effective and efficient manner.

**DARREN PORT**

CEO & FOUNDER  
POWERED BY PROFESSIONALS



# RETHINKING CORPORATE PARTNERSHIPS IN 2025: FROM SPONSORSHIPS TO SHARED SOLUTIONS



**T**he sponsorship model is fading. The most effective corporate partnerships now focus on solving problems, engaging people, and creating shared value - not just placing a logo.

*Here's how to adapt.*

## 1. SOLVE, DON'T SELL

Companies invest in causes that help achieve business goals like brand lift, employee retention, community leadership, customer connection. Find out what those goals are, then design opportunities that address them and advance your mission.

**QUICK TIP:** Lead your first meeting with questions, not a pitch deck.

## 2. MAKE EMPLOYEE ENGAGEMENT THE GATEWAY

In 2025, employee engagement is a top driver of corporate giving. Hands-on volunteering, skills-based projects, and co-created programs give employees a personal stake and make it easier for a company to commit long-term.

**QUICK TIP:** Ask how the company measures employee engagement and design to support that.



## 3. DON'T LIMIT YOURSELF TO OBVIOUS MATCHES

A pet store and animal charity make sense. But some of the most creative partnerships form around shared values, audiences, and community reach, not just mission. A tech company and environmental nonprofit can align on innovation. A bank and youth group can team up on financial literacy.



**QUICK TIP:** Look beyond sectors to focus on alignment in purpose and people.

## 4. CO-CREATE FOR STAYING POWER

Partnerships built together last longer than those bought off the shelf. Invite the company to help shape the initiative, from concept to execution. Co-creation builds ownership and loyalty.

**QUICK TIP:** Replace "Here's what we offer" with "Here's what we could build together."

## BOTTOM LINE:

The nonprofits that thrive in corporate partnerships this year will stop chasing sponsorships and start matching missions to business objectives, creating programs employees love, and inviting companies into the design process. The result: stronger relationships, deeper impact, and better outcomes for everyone involved. Always remember – nonprofits have as much to offer corporations as corporations can bring to nonprofits and the causes they serve. You are an equal partner in social good.

DAN DRUCKER  
FOUNDER  
PHILANTHROPY FUEL



# WHY VIDEO STORYTELLING IS THE FUTURE OF NONPROFIT FUNDRAISING

HOW SMART ORGANIZATIONS ARE LEVERAGING VISUAL CONTENT TO TRANSFORM DONOR ENGAGEMENT



**T**he landscape of nonprofit communication has fundamentally shifted. While organizations continue to rely on written appeals and lengthy annual reports, the reality is stark: people aren't reading anymore. Today's donors, volunteers, and stakeholders consume information differently. They watch, they engage, and they share through video content.

**This isn't just a trend;** it's a complete transformation in how we process and respond to information. For nonprofits serious about sustainable growth and meaningful community impact, video storytelling isn't optional. It's essential.

## THE DEATH OF THE WRITTEN APPEAL

Recent studies show that 80% of nonprofit annual reports go completely unread. Email open rates continue declining while video content engagement soars. **The organizations thriving in today's fundraising environment have recognized a fundamental truth: you grab more people through video content than written content, period.**

This shift represents more than changing preferences. It reflects how human brains are wired to process stories. Video combines visual, auditory, and emotional elements in ways that text simply cannot match. When done strategically, video content doesn't just communicate your mission; it creates visceral connections that drive action.

## BEYOND FUNDRAISING: VIDEO CONTENT THAT MOVES COMMUNITIES

The most powerful aspect of strategic video storytelling extends far beyond traditional fundraising metrics. When executed thoughtfully, video content creates ripple effects throughout entire communities, mobilizing stakeholders in ways organizations never anticipated.

Consider our work with the League of YES, a nonprofit providing accessible baseball programs for individuals with disabilities. Their founder's personal story captured through authentic video storytelling achieved nearly 3,000 views within days. But the real impact came through community recognition: at a special needs parents' event, four out of six attendees had already seen the content and could recall specific details about the founder's journey.

**This wasn't just awareness; it was community mobilization.**

Similarly, Winter Centers for Autism has prepared professional video content for the upcoming National Disability Employment Awareness Month in October. The strategic content is designed to activate existing corporate partners and create additional employment opportunities for participants, demonstrating how video storytelling can extend far beyond traditional fundraising goals.

## THE BUDGET REALITY: PROFESSIONAL IMPACT WITHOUT BREAKING THE BANK

Many nonprofits assume professional video production requires massive budgets. This misconception keeps organizations trapped in ineffective communication cycles. **The truth is more encouraging:** strategic video content can be produced for approximately \$1,000 per video while delivering professional-quality results that continue generating value for years.

The key lies in smart production planning and accessible technology. Modern smartphones, particularly the newest iPhones, combined with DJI Osmo cameras provide broadcast-quality footage when used correctly. Audio quality, often overlooked, can be ensured with DJI microphones connected directly to recording devices. Post-production software like CapCut enables professional editing capabilities without expensive software licenses.

This democratization of video production tools means the barrier to entry for effective nonprofit video content has never been lower. Organizations can create compelling content that rivals major corporate productions while operating within typical nonprofit budget constraints.

## STRATEGIC FRAMEWORK: MAXIMUM IMPACT THROUGH THOUGHTFUL PLANNING

Successful nonprofit video content requires strategic thinking beyond simple production. Organizations must consider three critical elements:

### AUTHENTIC STORYTELLING FOCUS:

The most engaging nonprofit videos center on genuine narratives including founder journeys, participant transformations, and community impact stories. Generic promotional content fails to create emotional connections that drive donor behavior.

### MULTI-PLATFORM DISTRIBUTION:

Content must be designed for cross-channel effectiveness from conception. Videos should work seamlessly across email marketing, social media platforms, website integration, and fundraising event presentations. This approach maximizes organizational investment by creating assets that serve multiple purposes simultaneously.

### MEASUREMENT AND OPTIMIZATION:

Organizations need frameworks for tracking video performance and understanding audience engagement. Simple analytics tools can provide insights into viewer behavior, helping nonprofits refine their approach and demonstrate ROI to boards and major donors.

### CASE STUDY: TRANSFORMING LIMITED RESOURCES INTO STRATEGIC ASSETS

The League of YES exemplifies how strategic video storytelling transforms organizational capacity. Operating with just \$60,000 in reserves and a 10,000-person email list they couldn't effectively utilize, they seemed typical of resource-constrained nonprofits.

Through eight professionally produced videos focusing on authentic storytelling, they achieved:

- ▶ Primary content reaching nearly 3,000 views with 48-77% completion rates
- ▶ 2.1-2.2x improvement in engagement compared to previous content
- ▶ Immediate community recognition at target events
- ▶ Framework for leveraging their substantial email list asset
- ▶ Professional materials supporting ongoing corporate partnership development

The investment of approximately \$8,000 created sustainable communication assets that continue delivering value across multiple organizational functions.

### THE CORPORATE PARTNERSHIP ADVANTAGE

Professional video content significantly enhances nonprofit credibility with corporate partners and institutional funders. Businesses increasingly seek authentic partnership opportunities rather than traditional sponsorship arrangements. High-quality video content demonstrates organizational professionalism while showcasing measurable community impact.

Corporate decision-makers expect nonprofit communications to meet business presentation standards. Organizations with professional video assets can approach Fortune 500 companies, government agencies, and major foundations with confidence, knowing their materials reflect their mission's importance.

### IMPLEMENTATION STRATEGY FOR RESOURCE-CONSCIOUS ORGANIZATIONS

Nonprofits ready to embrace video storytelling should consider this phased approach:

#### PHASE 1: FOUNDATION BUILDING

Identify compelling organizational narratives, assess existing content assets, and establish basic production capabilities using accessible technology.

#### PHASE 2: CONTENT CREATION

Produce 3-5 core videos covering organizational story, impact demonstration, and key stakeholder testimonials.

#### PHASE 3: STRATEGIC DISTRIBUTION

Integrate content across email marketing, social media, website, and fundraising materials while implementing basic analytics tracking.

#### PHASE 4: OPTIMIZATION AND GROWTH

Analyze performance data, refine distribution strategies, and develop ongoing content calendars aligned with organizational campaigns.

### LOOKING FORWARD: THE SUSTAINABLE COMPETITIVE ADVANTAGE

Organizations that master video storytelling create sustainable competitive advantages in increasingly crowded nonprofit landscapes. Video content serves as permanent organizational assets that appreciate in value over time, supporting donor stewardship, volunteer recruitment, and community engagement long after initial production.

The shift toward video-first communication isn't temporary. It represents the new baseline for effective nonprofit marketing. Organizations that adapt now will thrive; those that delay risk becoming invisible in a video-dominated world.

For nonprofit leaders considering this strategic investment, the question isn't whether video content will deliver value, but rather how quickly organizations can develop the communication capacity necessary to succeed in today's environment.

Video storytelling offers nonprofits the opportunity to transform their entire approach to community engagement, donor development, and mission fulfillment. The tools are accessible, the strategies are proven, and the impact is measurable.

**The only question remaining:** *is your organization ready to tell its story in the language your community actually speaks?*



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Theodore Massillon is the Founder & CEO of NOM Media and NOM Studios, Long Island's premier marketing agency and content creation facility. Through the NOM Profit initiative, he partners with selected mission-driven organizations to create professional video content that amplifies their impact and builds sustainable community engagement. With over six years of experience in strategic marketing and media production, Theodore specializes in helping nonprofits tell their stories effectively while maximizing limited resources. For more information about nonprofit video storytelling partnerships, visit [nomstudios.co](http://nomstudios.co).



# UNLOCKING THE POTENTIAL OF GRANTS FOR NONPROFITS: A COMPREHENSIVE GUIDE TO EFFECTIVE GRANT PROPOSALS

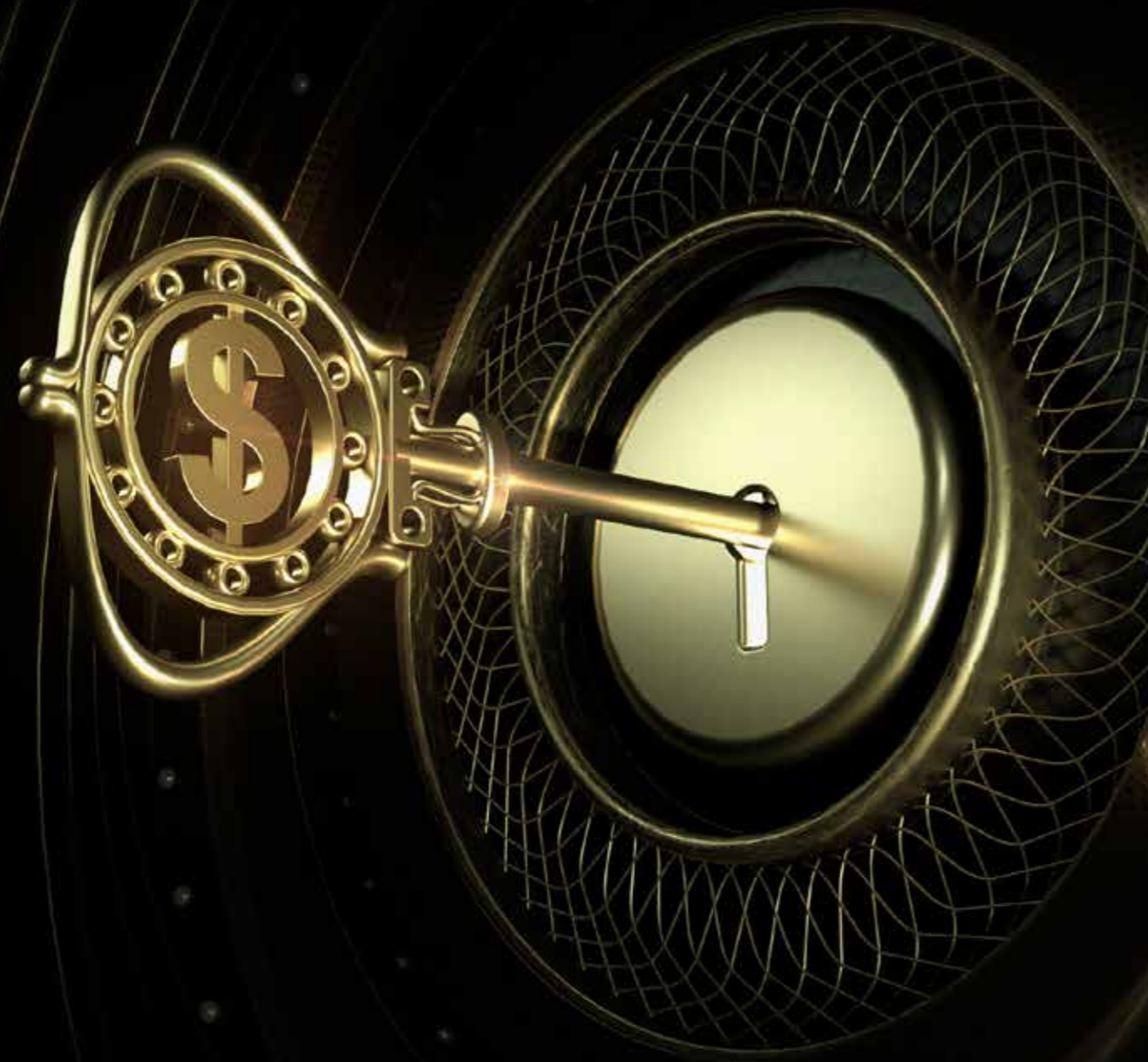
**G**rants are a crucial funding mechanism for nonprofits, providing vital financial resources to support their missions and community initiatives. Navigating the world of grants, from identifying the right opportunities to crafting compelling proposals, can be challenging. This comprehensive guide aims to demystify the grant application process, explore various types of grants, and offer practical steps for developing successful grant proposals.

## UNDERSTANDING GRANTS

### WHAT ARE GRANTS?

Grants are financial contributions made by government agencies, private foundations, corporations, or other organizations to support specific projects or initiatives. Unlike loans, grants do not require repayment, but they often come with specific conditions and expectations. These funds can be used to support a wide range of activities, including:

- 🔑 **Operating Support:** Financial assistance to cover general organizational expenses such as salaries, utilities, and office supplies. This type of grant helps ensure the organization's sustainability and allows it to maintain its day-to-day operations.
- 🔑 **Capital Support:** Funding designated for large-scale investments such as building construction, purchasing major equipment, or renovating facilities. These grants are often used for projects that require significant financial outlays and are intended to enhance the organization's infrastructure.
- 🔑 **Program Development:** Grants aimed at developing or expanding specific programs or services. This can include funding for new initiatives, technology upgrades, or pilot programs designed to address emerging needs or gaps in services.



## ASSESSING THE NEED FOR GRANTS

Before embarking on the grant application journey, it's crucial to assess whether grants are the right fit for your organization. Consider the following:

### 1. IS A GRANT THE BEST OPTION?

- 🔑 **Alignment with Mission:** Ensure that the grant aligns with your organization's mission and goals. Grants are most effective when they support well-defined projects or initiatives that further your organization's objectives.
- 🔑 **Long-Term Viability:** Grants are often restricted to specific projects or time frames. Consider whether the funding will provide sustainable benefits and if you have the capacity to meet the grant's requirements. In addition, grants often only provide funding for a specified period of time (foundation grants), so it is important that your organization can generate revenue or other support to replace the grant funding when it is no longer available.

### 2. DO YOU HAVE THE RESOURCES?

- 🔑 **Staff Capacity:** Grant applications require significant time and effort to research, write, and manage. Assess whether your organization has the necessary staff and/or technology or consider hiring a grant writer if needed.
- 🔑 **Financial Management:** Ensure that you have the systems in place to manage grant funds effectively, including tracking expenses, reporting on outcomes, and adhering to grant conditions.

### 3. HOW WILL GRANTS FIT INTO YOUR FUNDRAISING STRATEGY?

- 🔑 **Diversification:** Grants should be part of a broader fundraising strategy that includes individual donations, events, and other revenue streams. Relying solely on grants can be risky, so ensure that you have a diversified approach to fundraising.

## WHERE TO FIND GRANTS

- 🔑 **Online Grant Databases:** Use databases such as GrantStation, Foundation Directory Online, and Grants.gov to search for grant opportunities. These platforms offer comprehensive listings and detailed information about potential funders.
- 🔑 **Foundation Websites:** Visit the websites of private foundations, community foundations, and corporate foundations to learn about their funding priorities and application processes.
- 🔑 **Networking:** Engage with other nonprofits, attend industry conferences, and join professional associations to learn about new grant opportunities and build relationships with potential funders.

## RESEARCH TIPS

- 🔑 **Understand the Funder's Priorities:** Thoroughly research the funder's mission, funding areas, and past grants. Tailor your proposal to demonstrate how your project aligns with their interests and priorities. AI can help in this capacity.
- 🔑 **Review Past Grants:** Analyze previously funded proposals to gain insights into what types of projects and organizations the funder supports. This can help you craft a proposal that meets their expectations.

## WRITING AN EFFECTIVE GRANT PROPOSAL

### STEP 1: PREPARATION

- 🔑 **Develop a Fundraising Plan:** Integrate grant funding into a comprehensive fundraising strategy that includes diverse revenue sources. This plan should outline your organization's financial goals, target donors, and fundraising activities.
- 🔑 **Gather Resources:** Collect all necessary documents and data, including organizational financial statements, IRS 501(c)(3) status, and project-specific information.
- 🔑 **Create a Grant Calendar:** Track deadlines for upcoming grant opportunities, including submission dates, reporting requirements, and renewal deadlines.

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## STEP 2: TAILOR YOUR PROPOSAL

**Customize Your Application:** Avoid generic proposals. Tailor each application to the specific funder's interests, guidelines, and requirements. Show how your project aligns with their goals and address their specific questions or concerns.

**Conduct Thorough Research:** Understand the funder's history, funding priorities, and application process. Use this information to craft a proposal that aligns with their strategic interests.

## STEP 3: FOCUS ON DATA AND IMPACT

**Use Data:** Provide clear, compelling data to demonstrate the need for your project and its potential impact. Include statistics, case studies, and testimonials to support your case.

**Highlight Outcomes:** Clearly articulate the expected outcomes of your project and how they will address the identified need. Use specific, measurable indicators to show the anticipated impact.

## STEP 4: WRITE THE PROPOSAL

## 1. PROPOSAL SUMMARY:

Start with a concise summary of your proposal, including the project's purpose, requested funding amount, and key objectives. This section should grab the funder's attention and provide a snapshot of your project.

## 2. INTRODUCTION TO THE APPLICANT:

Describe your organization, including its mission, history, and achievements. Highlight your organization's capacity to manage the grant and execute the proposed project.

## 3. NEED STATEMENT:

Clearly define the problem or need that your project will address. Use data and real-life examples to illustrate the urgency and significance of the issue.

## 4. OBJECTIVES AND OUTCOMES:

Outline the specific goals of your project and the measurable outcomes you expect to achieve. Make sure these objectives are realistic and aligned with the funder's priorities.

## 5. PROGRAM PLAN:

Provide a detailed description of how you will implement the project, including key activities, timelines, and responsibilities. Use a logical, step-by-step approach to demonstrate how you will achieve your objectives.

## 6. CAPACITY:

Explain your organization's readiness to manage the project, including staff qualifications, existing resources, and community support. Highlight any partnerships or collaborations that enhance your capacity.

## 7. EVALUATION PLAN:

Describe how you will measure and assess the success of your project. Include specific evaluation methods, data collection strategies, and benchmarks for tracking progress.

## 8. PROGRAM BUDGET:

Provide a detailed, itemized budget for the project, including expenses and sources of matching funds if applicable. Ensure that the budget is realistic and aligns with the project's goals.

## 9. SUSTAINED IMPACT:

Discuss how the project will have a lasting impact and outline your plans for sustaining the project beyond the grant period. Explain how the project will continue to benefit the community or organization.

## STEP 5: REVIEW AND REFINE

**Get a Fresh Perspective:** Seek feedback from someone outside your organization to review the proposal. They can provide valuable insights into clarity, coherence, and overall effectiveness.

**Be Clear and Concise:** Ensure that your proposal is clear, concise, and free of jargon. Use straightforward language and avoid unnecessary details that may detract from the main points.

**Double-Check:** Review all aspects of the proposal to ensure that it meets the funder's requirements, including formatting, attachments, and deadlines. Verify that all calculations are accurate and that the proposal is error-free.

## GRANT PROPOSAL COVER LETTER

## COMPONENTS:

**Project Introduction:** Briefly introduce your project and the amount of funding requested. Clearly state the purpose of the grant and why it is important.

**Importance of the Project:** Explain how the project aligns with the funder's mission and priorities. Highlight the significance of the project and its potential impact.

**Proposal Contents:** Outline what is included in the proposal, such as the project description, budget, and evaluation plan. Provide a brief summary of the key components.

**Previous Contacts:** If applicable, mention any prior interactions with the funder or references to previous correspondence. This can help establish a connection and provide context.

**Contact Details:** Include your contact information for follow-up questions or additional information. Provide a phone number, email address, and any other relevant contact details.

**Signature:** Ensure that the cover letter is signed by the organization's executive director or an authorized representative.

## TIPS:

**Keep It Brief:** Limit the cover letter to one page. Be succinct and focused, ensuring that it complements the detailed proposal.

**Be Direct:** Clearly state the purpose of the grant request and its relevance to the funder's interests. Avoid vague language and get straight to the point.

**Show Understanding:** Demonstrate your knowledge of the funder's priorities and how your project aligns with their goals. This shows that you have done your homework and are genuinely interested in a partnership.

Grants can be a powerful tool for nonprofits to secure funding and advance their missions, but navigating the application process requires careful planning and execution. By understanding the types of grants available, assessing your organization's readiness, and following a structured approach to proposal writing, you can increase your chances of success. Remember, grants should be part of a diversified fundraising strategy and support well-planned projects that align with your organization's mission and goals. With a thorough understanding of the grant landscape and a commitment to crafting compelling proposals, your organization can effectively leverage grants to achieve meaningful and lasting impact.

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