



Beyond Impact Reports: The Operational Truth Behind Donor Trust

Momentum Software & African American Women Trucking Association

Today's Speakers



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Today's Agenda

Welcome, intros & the trust deficit

The trust economy under pressure

Revenue diversification

AI is everywhere

Live Q&A



Who took the survey?



PARTICIPANTS

Executives from U.S. nonprofit and educational organizations with a minimum annual revenue of \$500,000, representing five mission categories: Education, Environment & Animals, Health, Human Services, and Arts, Culture & Humanities.



SAMPLE SIZE

500 executives



FIELDWORK

Conducted **May 1–14, 2026** via **email invitation and online survey**.



RESPONDENTS

Senior executives from qualifying nonprofit and educational organizations across the five mission sectors listed above.



Nonprofit Trends: Key Findings

Trust

Donor trust is harder to earn than it's ever been



Revenue

Growth is happening, but sustainability isn't guaranteed



AI

Adoption is nearly universal; operationalization is not



Operations

Back-office systems are shaping external outcomes

What Nonprofit Leaders Have Been Living Through

To understand why organizations are prioritizing trust, data security, and technology integration, we have to look at the disruptions they have navigated

Top 5 Organizational Challenges



Cash flow challenges or liquidity constraints



A data security breach or incident



Loss of a key technology platform or vendor



A major donor or funder relationship ending



Increased scrutiny or compliance requirements from auditors, funders, or regulators

01 Trust

POLL

On a scale of 1 to 5, how much harder has it gotten to earn donor trust at your org in the last three years?





89%

of nonprofit leaders say donor trust is harder to earn
today than it was three years ago

37% strongly agree

Building Trust Is the #1 Priority

Building trust ranks as the number one organizational priority for the year ahead

- Above revenue growth
- Above AI adoption
- Above donor acquisition

Nonprofit Priorities Over 12 Months



How Organizations Build and Retain Donor Trust



02 Revenue

POLL

In one word: does your revenue growth feel stable, or fragile?

STABLE

or

FRAGILE



83%

of organizations grew revenue last year

25% saw a significant increase



Where Organizations Are Focusing Fundraising

Top three revenue sources for the year ahead

44%

Government grants

40%

Peer-to-peer fundraising

40%

Foundation grants

03 AI

POLL

Where's your org on AI?

A. Still exploring

B. Using it in a few places

C. Fully operationalized

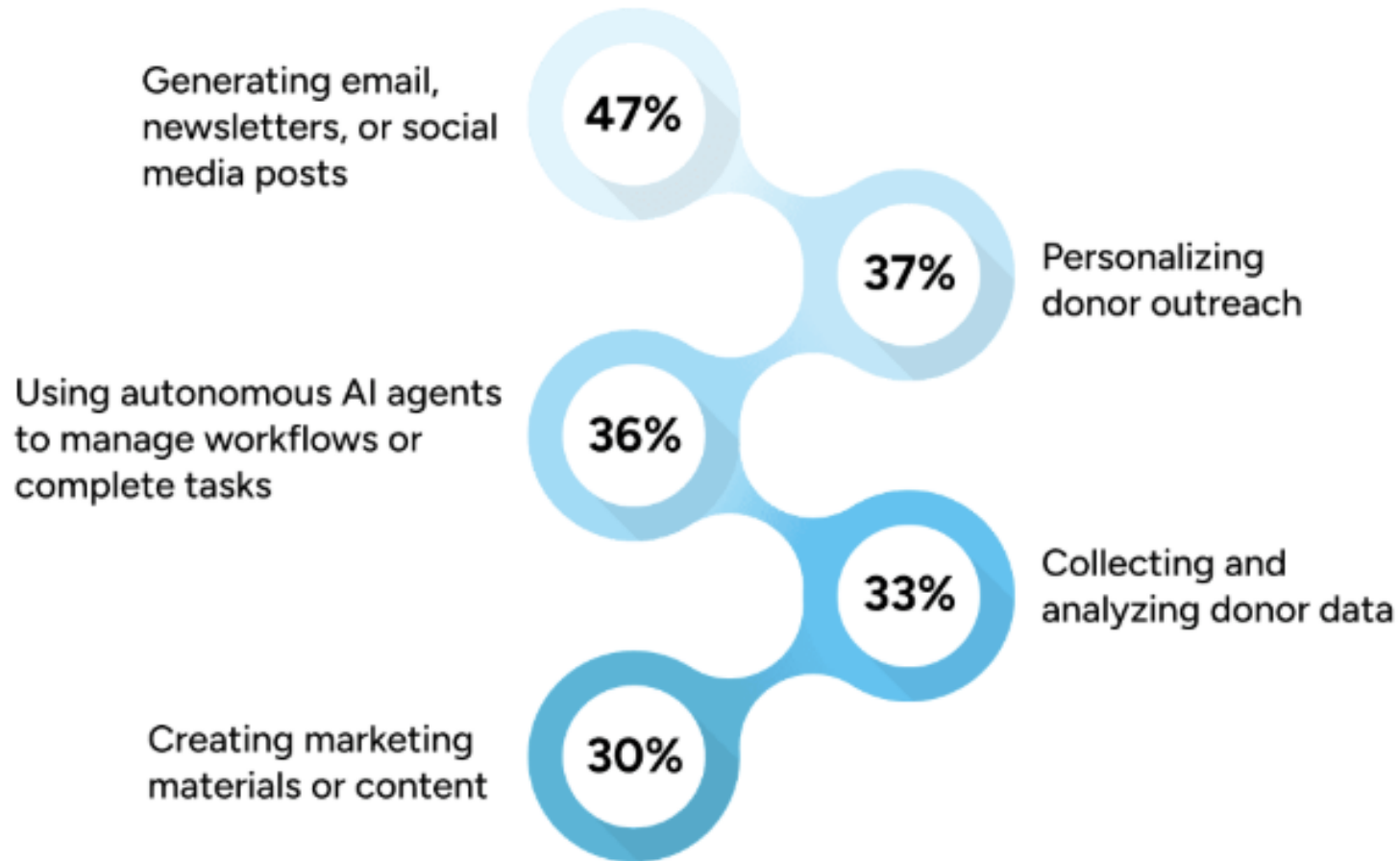


21% → 91%

Share of nonprofits using AI, 2025 vs. 2026

The sector moved fast on adoption. Operationalization is a different story.

How Nonprofits Use AI



Less common: financial planning & analysis (25%), grant writing/research (22%), strategic decision making (21%)

04 Operations

POLL

What's stretching your back office most?

A. Not enough people

B. Inefficient Systems

C. Both

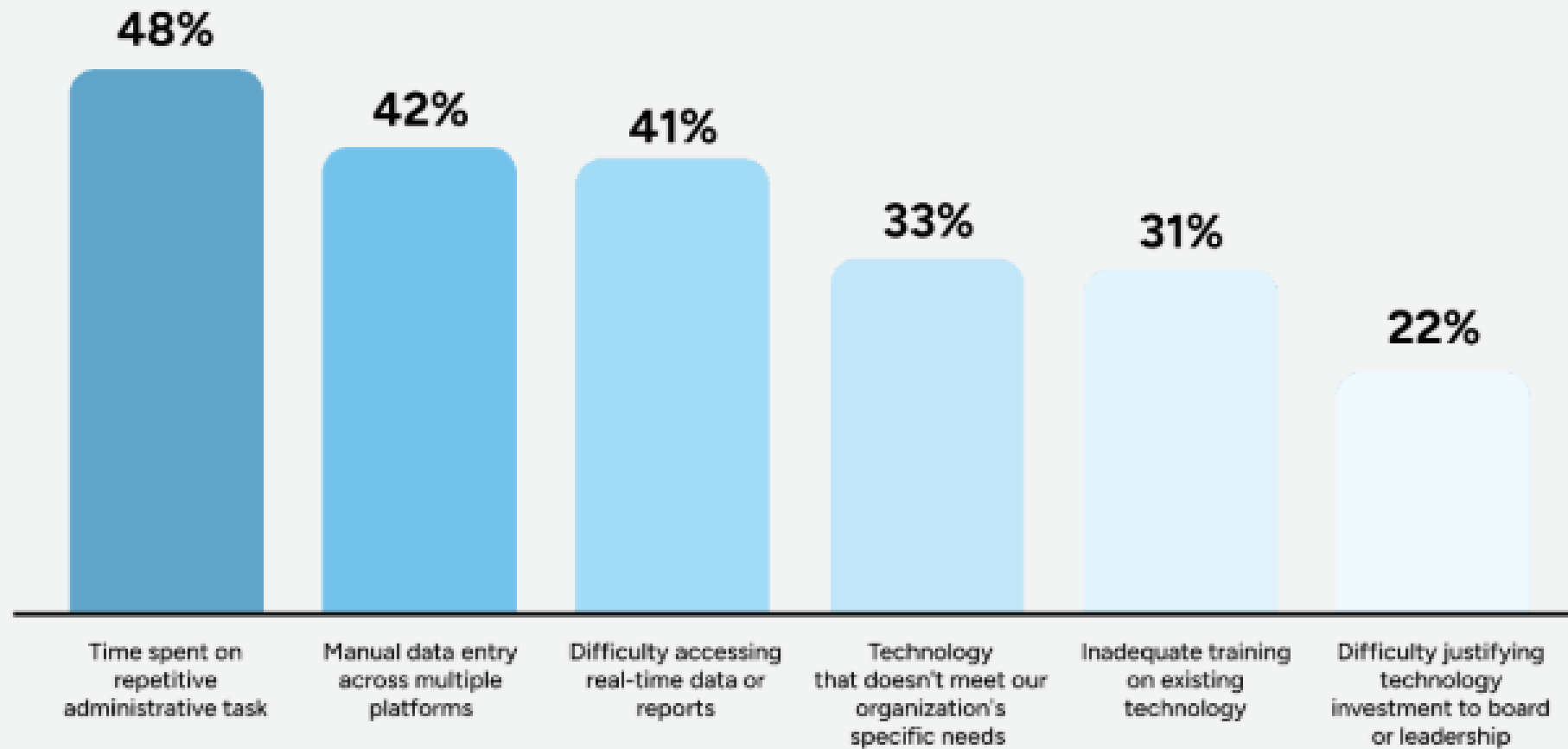


60%

of organizations rely on a single full-time person for all financial and accounting responsibilities

This jumps to 100% at organizations with 50 or fewer staff

Biggest Organizational Technology Challenges





Q&A



Resources



Thank you

Thank you to Nikki and the African American Women Trucking Association.
Full report to follow.

