

The logo for Allegiance Group, featuring a blue bar chart icon above the word "allegiance" in a bold, lowercase sans-serif font, with "group" in a smaller, lowercase sans-serif font below it.

allegiance
group

The logo for Pursuant, featuring a stylized blue and purple square icon with a white square inside, above the word "PURSUANT" in a bold, uppercase sans-serif font.

PURSUANT®

+

GivingDNA™

Emerging Stronger
How nonprofits can find growth today

Giving Outlook 2023-2024

September 2023



+

GivingDNA™

A Tech-Driven Marketing + Fundraising Agency Helping You Expand Your Impact.



Fundraising &
Marketing



Web Design &
Development



Comprehensive
Direct Response



Strategic
Insights



Loyalty &
Incentives



Expert Storytelling &
Creative

Constituent Insights & Analytics with GivingDNA™



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What We'll Cover.

- Philanthropic Landscape
- Looking Ahead
- Industry Opportunities
- Tools for Emerging Stronger



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Fundraisers and marketers
find themselves operating in
a state of “**permacrisis**”.



Economic Factors in 2022 Challenged Philanthropy Further

A 19.4% drop
in the S&P 500

Steep declines in
the S&P 500 during
year-end

Flat disposable
personal income
with a 0.3%
increase

40-year-high
inflation rate of
8.0%




2022 Was a Bruising Year

Philanthropy revenue declined 3.4% to \$499B

THE CHRONICLE OF PHILANTHROPY Sign In

SUBSCRIBE



Drop in Giving From 2021 to '22 Was Among the Steepest Ever, 'Giving USA' Found

NIKITA HLAZYRIN, PROJECT HOPE

GIVING Twitter LinkedIn

By [Rasheeda Childress and Emily Haynes](#) | JUNE 22, 2023

Nonprofits are bracing for a tough fundraising year as the first six months of 2023 demonstrate that donors are holding back their contributions.


And with Tuesday's release of "[Giving USA](#)," the annual estimate of contributions from foundations, individuals, and corporations, it's now clear just how big a giving hole charities will be trying to fill in 2023.

CNN BUSINESS Markets Tech Media Calculators Videos Audio Live TV Log In

US charitable giving falls for first time in decades in 2022 amid high inflation, slumping stocks

By [Tami Luhby](#), CNN
Published 4:18 PM EDT, Tue June 20, 2023



Facebook Twitter Email Link




Commencement speaker surprises grads with lavish gift 01:30 - Source: CNN Video Ad Feedback

New York (CNN) — Americans got less generous in 2022, as [soaring inflation](#) and the [slumping stock market](#) took a significant toll on charitable giving.

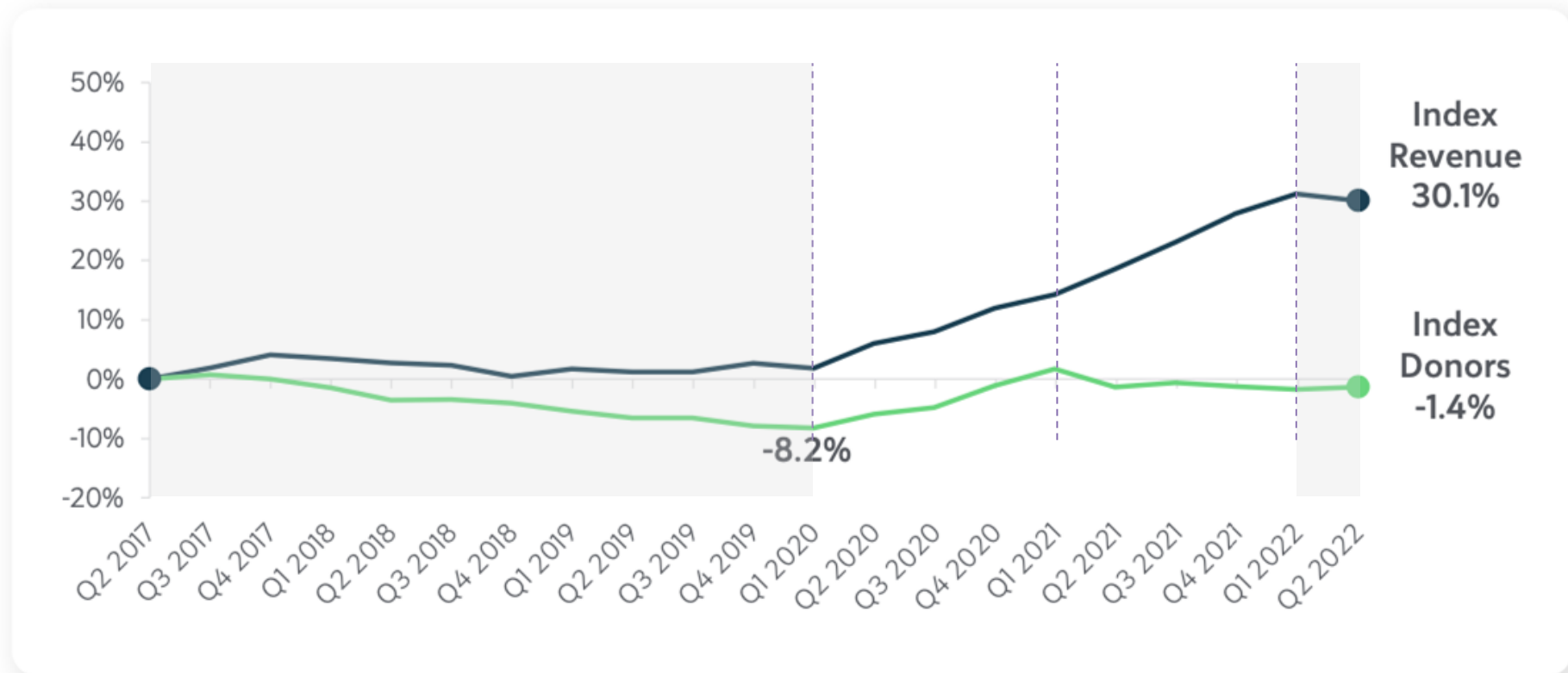
MORE FROM CNN BUSINESS

-  Warm words but little 'real action' as US commerce secretary ends China visit
-  Troubled Chinese homebuilder Country Garden is rushing to raise cash to avoid default

 **Plus \$0.50 options contracts for active traders.**

A More Alarming Headline

Donors retreated by 10% in 2022 ... and the trend continues



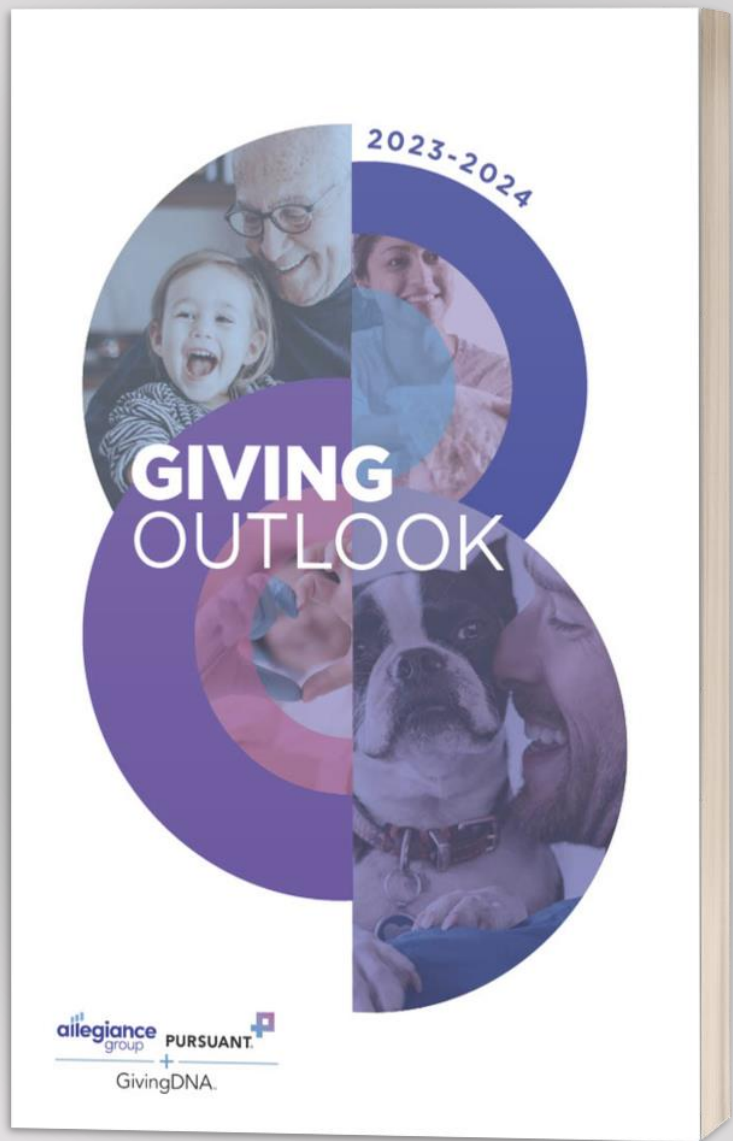
donorCentrics Index of Direct Marketing Fundraising, 2022 Second Calendar Quarter Results

G

Giving
USA™

A public service initiative
of The Giving Institute

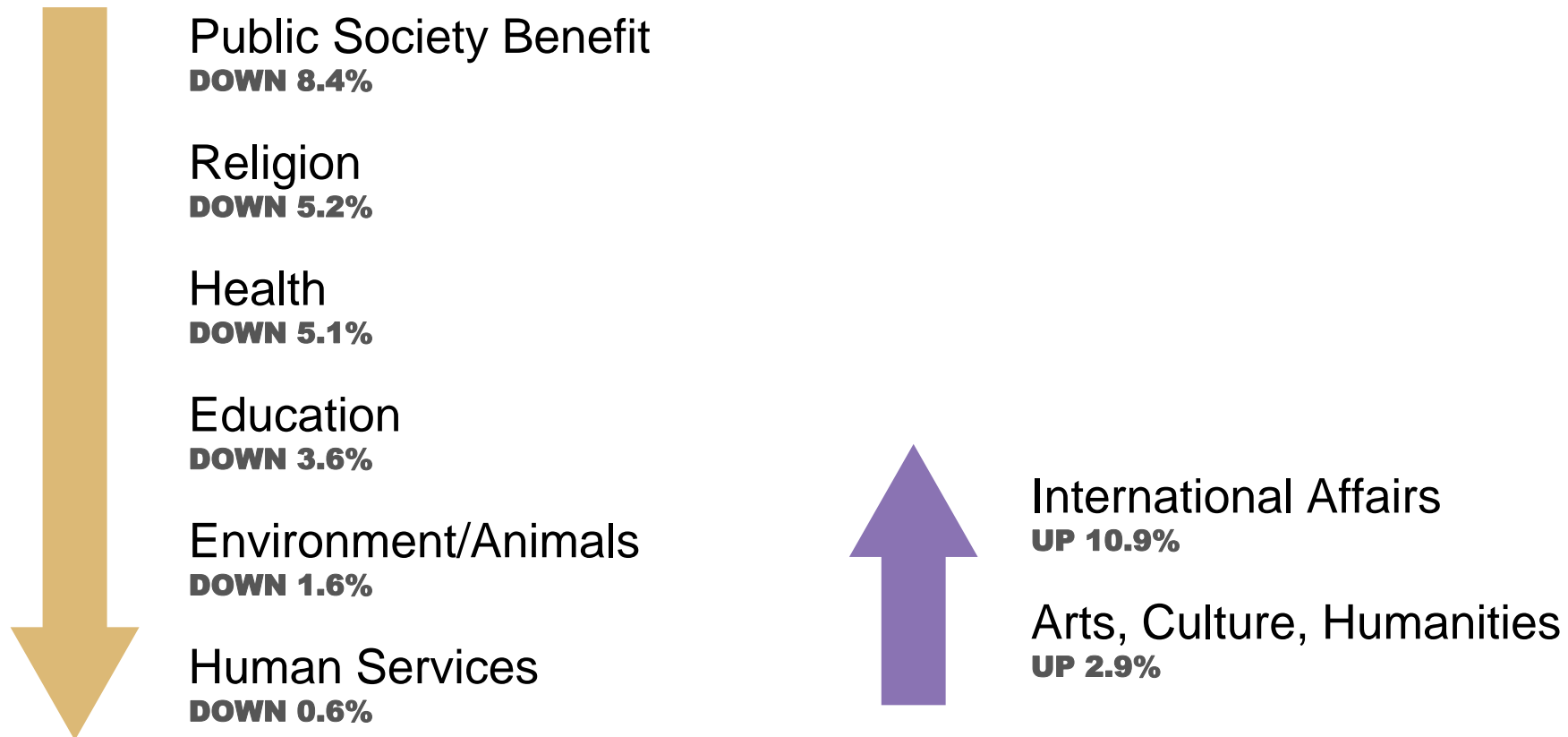
FUNDRAISING
EFFECTIVENESS
project



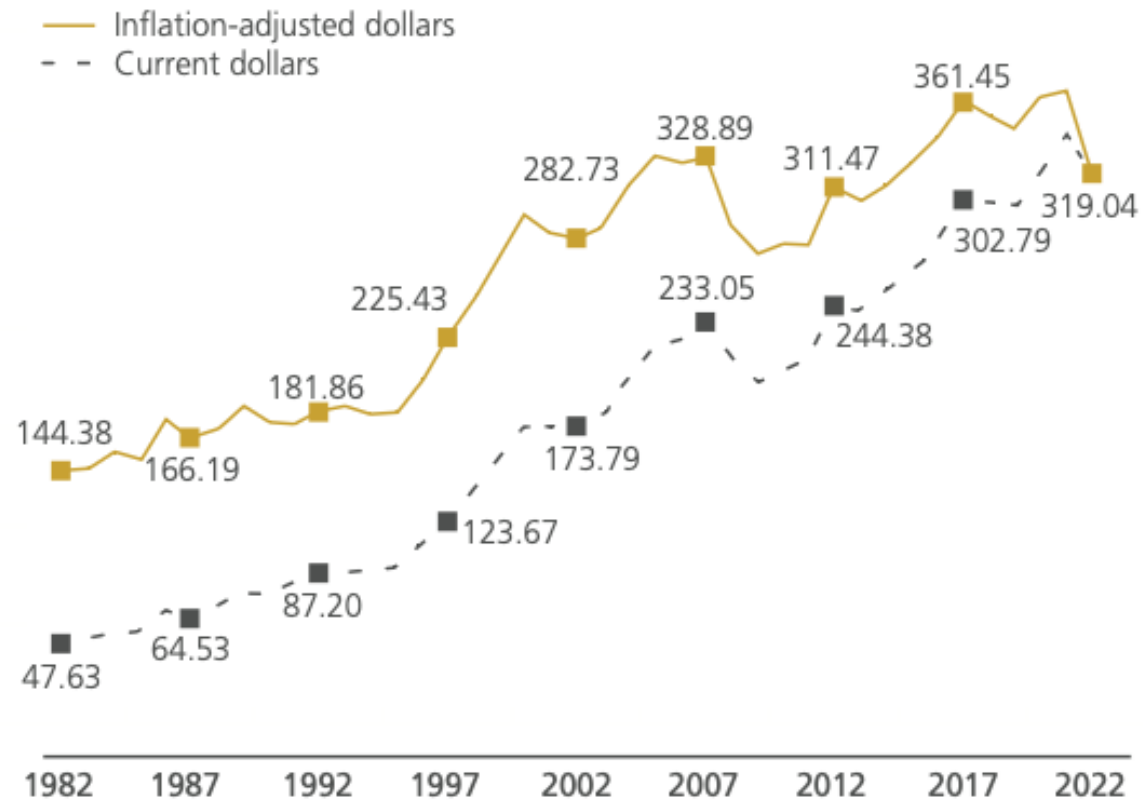
BLACKBAUD
INSTITUTE

M + R

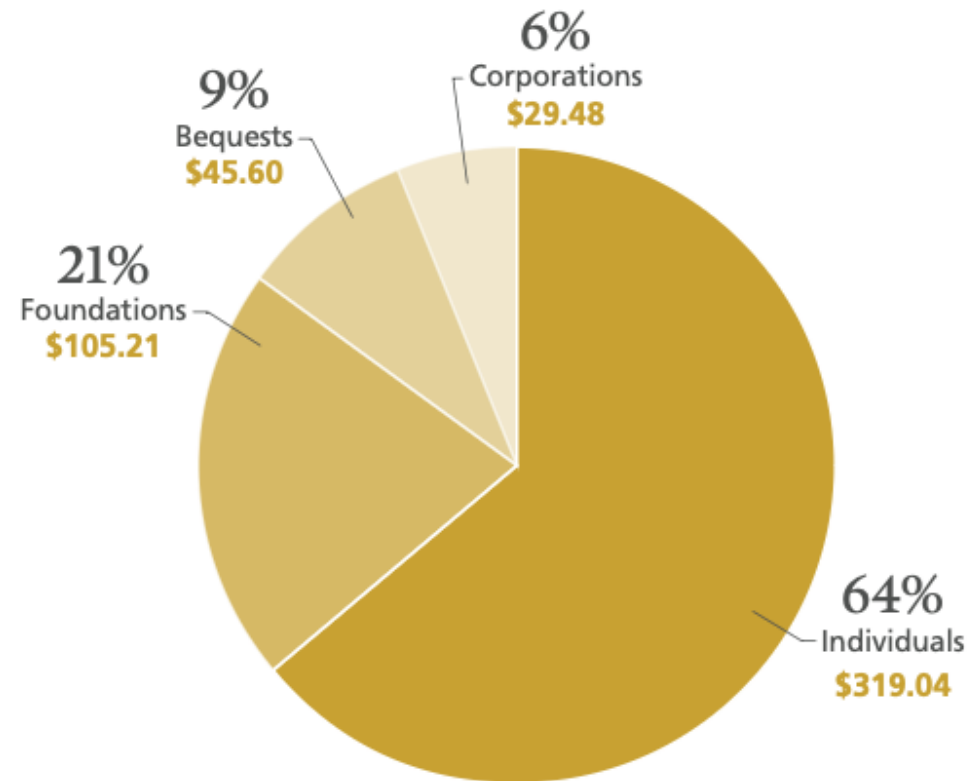
Growth in 2022 Driven by Episodic Giving Alone



Giving by Individuals Declined by 6.4% - at an even faster rate than overall giving in 2022



Giving by Individuals is 64% of All Revenue – \$319B to create change in the world



Total Giving Was Up from Pre-Pandemic Levels. The industry remains on a long-term growth trajectory



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Economic Factors are **Recovering**

Current 2023 Conditions



Inflation moderated to a two-year low of 3% - down by from a peak of 9.1% in 2022



Consumer sentiment strengthened for two consecutive months, reaching the highest level in nearly two years



Labor markets remain stable with unemployment at 3.5% nationwide

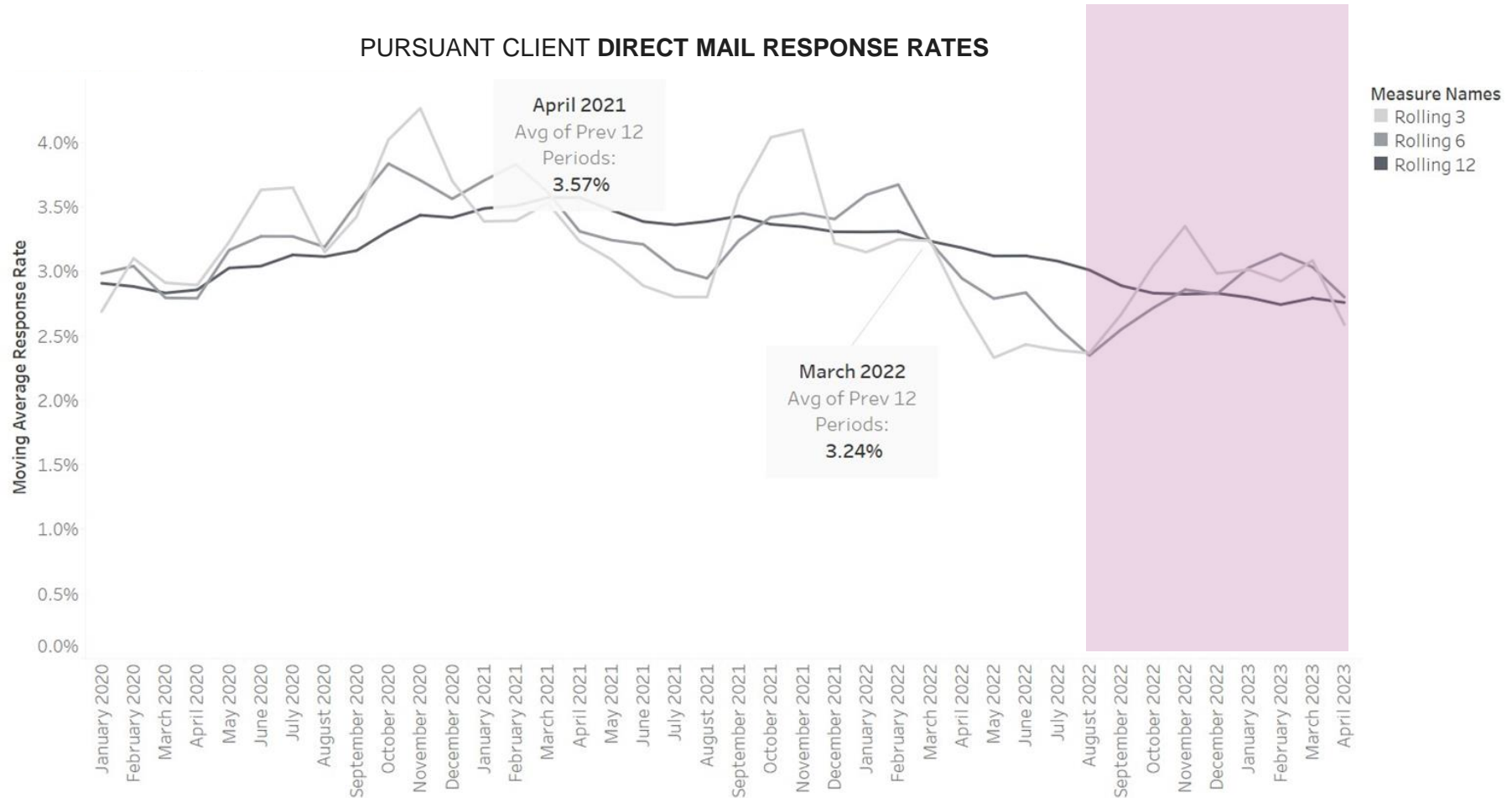


The **S&P 500** had a solid first half of 2023 rising nearly 16%

As of June 2023

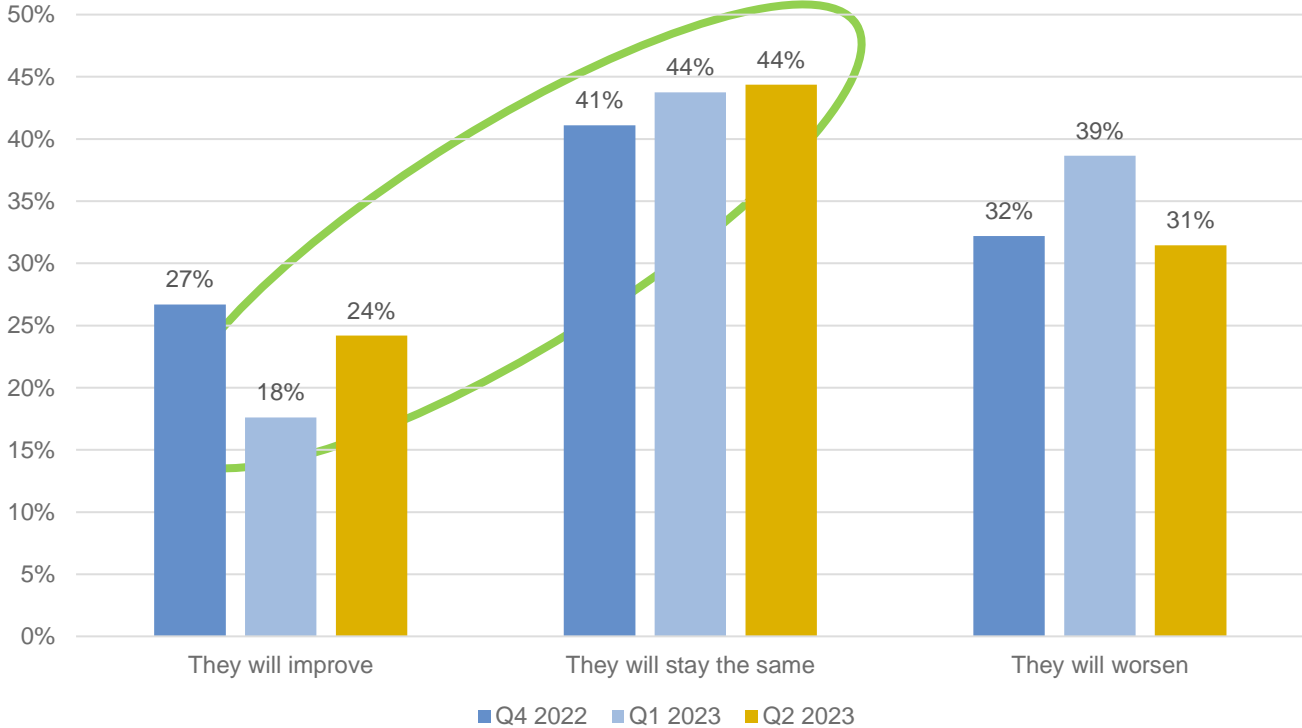
Donor Cautiousness has Subsided

Response rates have improved starting in August 2022

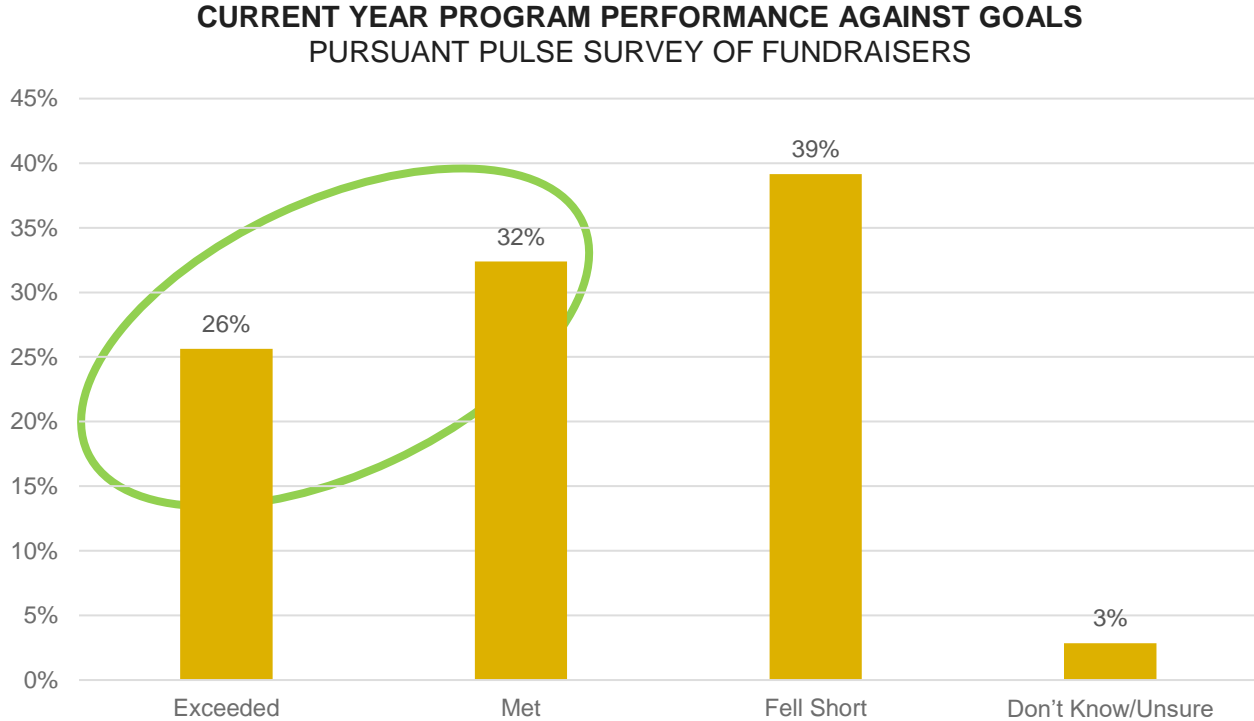


Fundraiser Outlook is Optimistic halfway through 2023

OUTLOOK OF ECONOMIC CONDITIONS
PURSUANT PULSE SURVEY OF FUNDRAISERS



Program Performance is Meeting (Even Exceeding) Goals halfway through 2023



What We'll Cover.

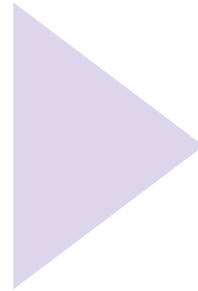
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Older Donors are **Resilient** But May Be Masking Issues



**Direct mail continues
to have among highest
channel response rates**



**\$68 trillion in assets
and family wealth will
shift from baby
boomers to younger
generations**

Younger Donors are Engaging Their Own Way

PERCENTAGE OF DONORS WHO PREFER TO GIVE OCCASIONALLY VERSUS MONTHLY				
	Gen Z	Millennials	Gen X	Boomers
Occasionally	57%	79%	78%	72%
Monthly	62%	58%	35%	18%

Monthly Giving

Social Media

Donor Advised Funds

Crowdfunding

Mutual Aid Networks

New Measurement Tools for a New Era



**Multi-Touch Attribution
Models**

Unified Data Platforms

Precision Digital Tracking

Where did the donors go?

Some Possibilities...

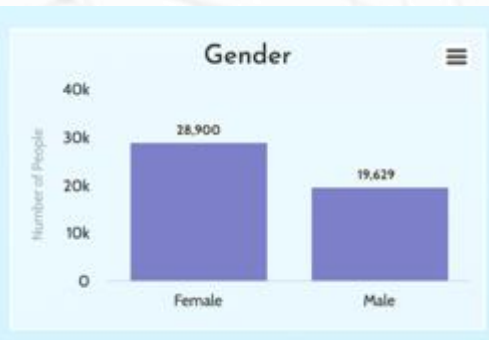
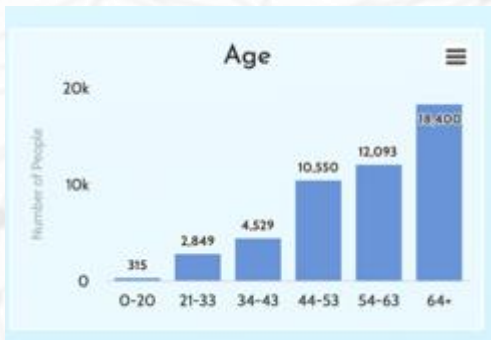
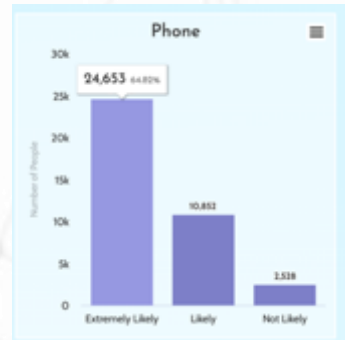
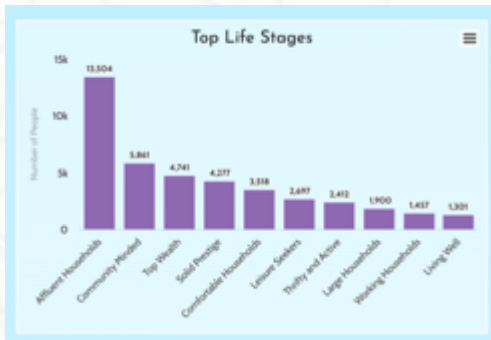


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1 Learn More About Your Supporters



GivingDNA™
Platform



- **Listen to donors** at scale
- **Segment donors** based on capacity or motivation
- **Augment data** you've captured with meaningful consumer insights

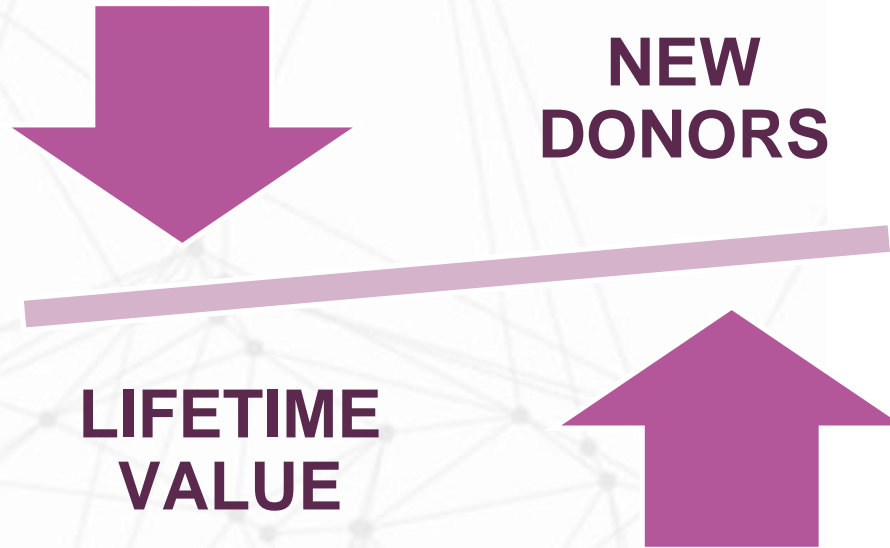
2 Explore the Impact of Improved Relationships

Monthly Giving

Direct Mail Acquisition

- How would an **elevated experience** affect response rates? How quickly could a monthly giving program double?
- **Generate projections** to support assumptions and rationalize growth strategies.

3 Rebalance Your Program to Meet Objectives



- **Generate outlook scenarios** to support strategic planning
- **Create what-if scenarios** to choose growth plans.
- Use **experience design** and content strategies to develop campaigns further.

4 Reward Your Supporters



- Focus shifts to execution including development and deployment of strategies.
- **Give your supporters what they want!** Share detail on impact and needs.
- Delight supporters to welcome them back from you.

A photograph of two hikers on a mountain trail. The hiker in the foreground is a man with a beard and glasses, wearing a blue and white cap and a dark jacket, looking upwards. The hiker in the background is wearing a green cap and sunglasses, also looking upwards. The background shows a vast mountain landscape under a blue sky with white clouds.

**Let's continue to overcome,
adapt and thrive.**

Emerging Stronger.

Map the GivingDNA of Your Supporters

The Pursuant GivingDNA platform decodes each supporter revealing elements of who they are and what motivates them to action

Explore Growth Scenarios

We have distilled our projections methodology and fundraising expertise into a simple approach that enables you to plan investment and budgets

Be Nimble Yet Bold

Explore new strategies. Revisit and recalibrate scenarios often. Know that it will never be right, but it will be as informed as possible.

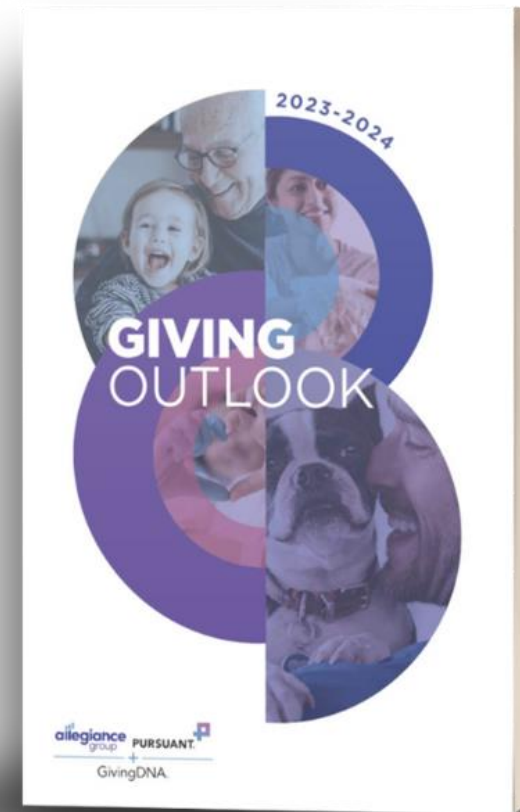
**Contact us to
explore what's possible**



Get the Report

Available

**Giving Outlook
2023 - 2024**



THANK YOU!

