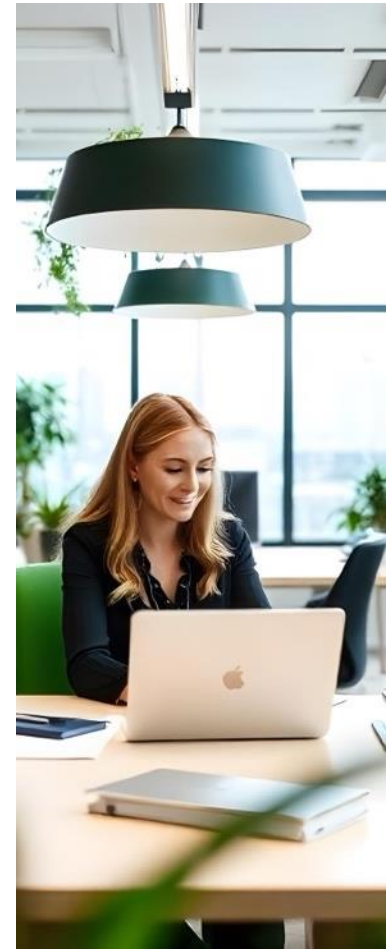




From Trends to Takeaways: Applying Nonprofit Research Findings to 2025 Growth Strategies



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Speakers



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**GiveSmart Powered by
Momentive Software**

Agenda

- **Nonprofit Optimism & Challenges**
 - Nonprofit Priorities
- **Nonprofit Technology**
 - Role of Technology in Success
 - Technology as a Growth Lever
- **Revenue Stream Trends**
 - Opportunities for Events & Donor Retention
- **Strategic Success**
 - Opportunities for Optimization
- **Q&A**



Who Took the Survey . . .

Online survey took place between February 25, 2025 and March 10, 2025.

A survey was conducted among 306 adults in the United States who work at nonprofit organizations at a Director / Manager level or higher.

Please Note: Due to rounding, not all percentage totals in this report equal 100%.

Nonprofit Trends: Key Findings

Uncertain federal
funding, high
nonprofit optimism

Increasing revenue is
the #1 priority

Donor retention
strategy correlates
with success

Technology adoption
predicts success

AI adoption remains
in early stages

Nonprofit Professionals' Shifting Outlooks, Priorities, and Concerns

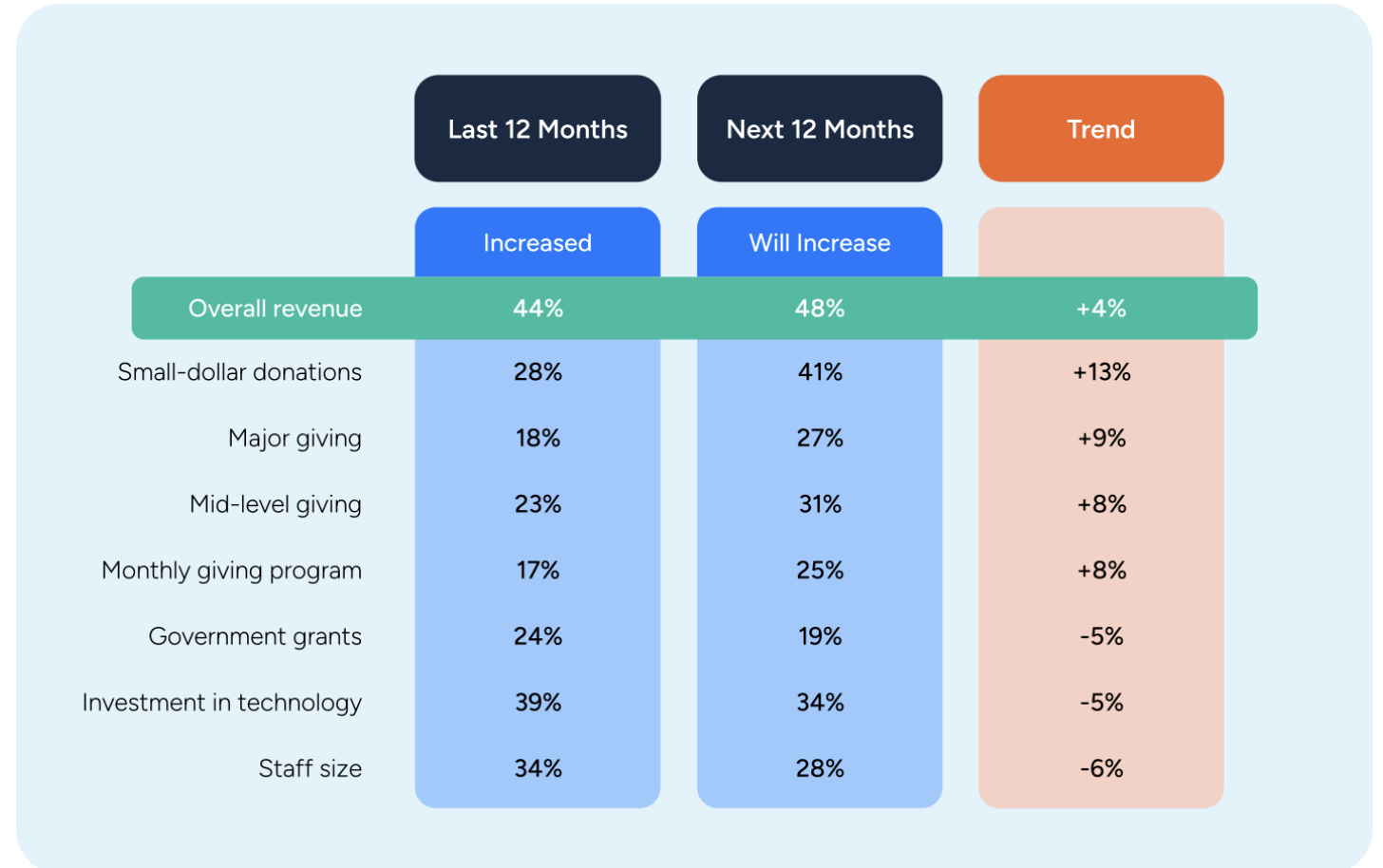
Optimism Amidst Uncertainty

Optimistic about:

- Overall revenue performance
- Small dollar donations
- Major giving

See challenges in:

- Growth from government grants
- The ability to increase staff size
- Investing in technology



More likely to feel optimistic...

- ✓ Excellent/very good tech use
- ✓ Flexible on tech purchases
- ✓ Donor retention strategy
- ✓ Use AI
- ✓ Technologically prepared for future

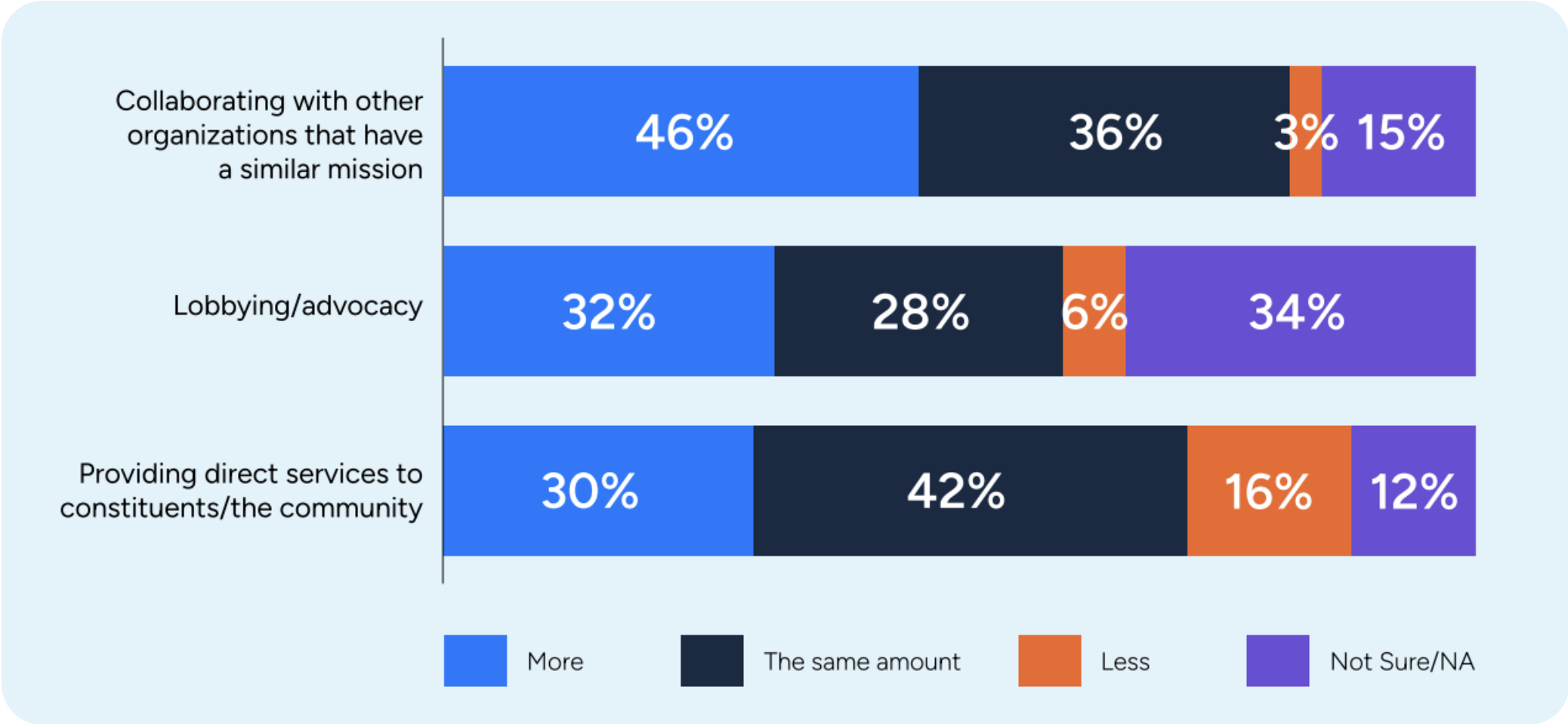
More likely to feel pessimistic...

- ✓ Tech laggards
- ✓ Fair/poor tech use
- ✓ No donor retention strategy
- ✓ Don't use AI
- ✓ Technologically unprepared for future

Professionals believe the current administration will have a net negative impact in most organizational areas.

	Positive	Neutral	Negative	Not Sure/NA	Net Negative
Federal funding	12%	14%	57%	17%	-45%
Overall fundraising revenue	16%	26%	44%	14%	-28%
Types or number of revenue streams utilized	12%	37%	38%	13%	-26%
Direct services to constituents or broader community	16%	32%	41%	12%	-25%
Programmatic goals	16%	38%	36%	11%	-20%
Staffing (hiring, retention)	14%	43%	32%	11%	-18%
Advocacy agenda	18%	29%	33%	20%	-15%
Corporate engagement	16%	32%	31%	21%	-15%
Mission and vision	19%	49%	24%	9%	-5%
Individual donor engagement	20%	38%	24%	19%	-4%

Response to the Current Administration / Congress



POLL:

What is your top priority for the second half of 2025?

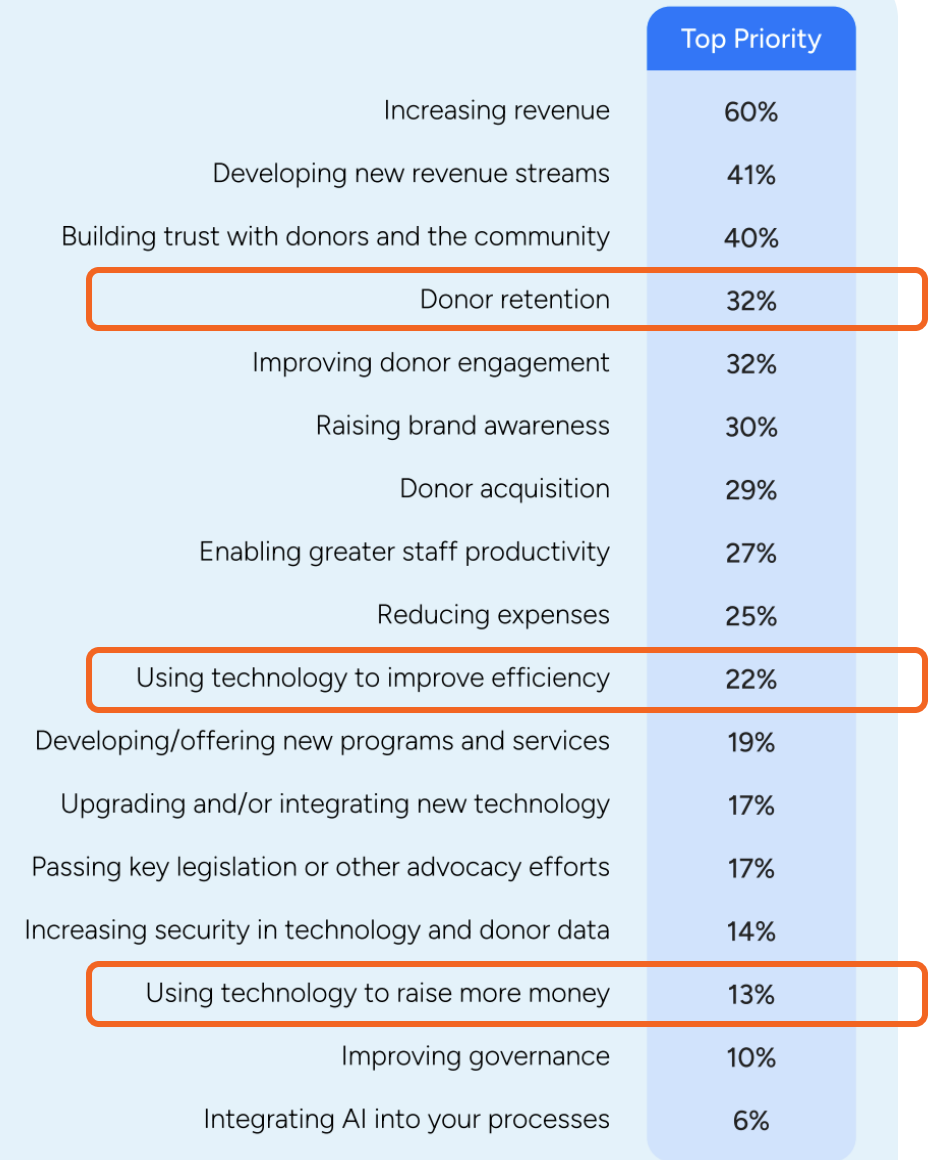
Nonprofit Priorities

Top priorities:

- Increasing revenue
- **Developing new revenue streams**
- Building trust with donors and the community

Opportunities for growth:

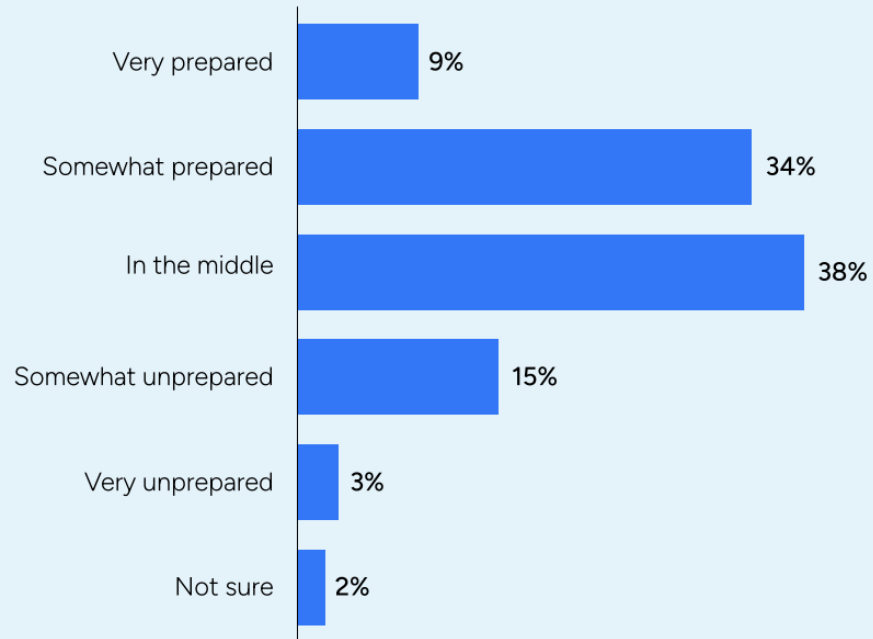
- Donor retention
- Using technology to improve efficiency
- **Using technology to raise more money**



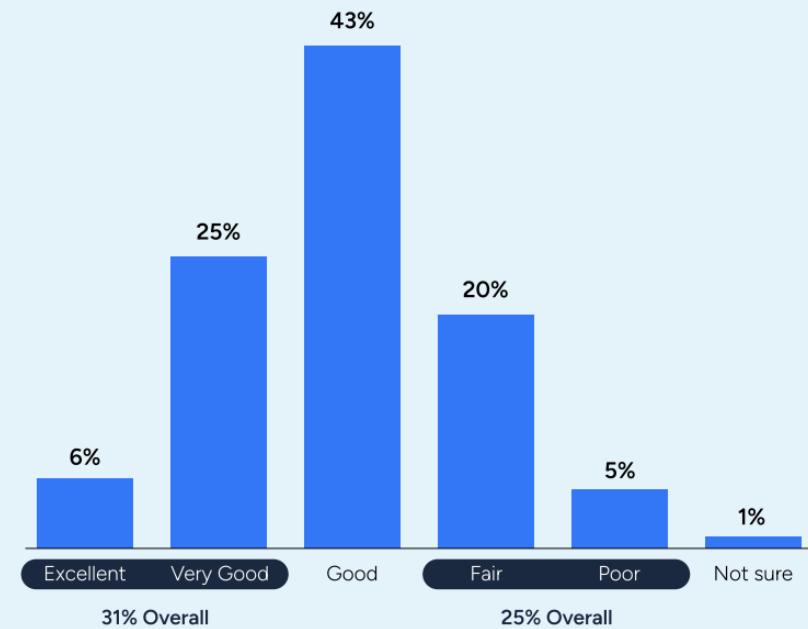
The Technology Mindset of Nonprofit Professionals

Technology Preparedness & Use of Technology

Nonprofit professionals' viewpoints of their organizations' preparedness



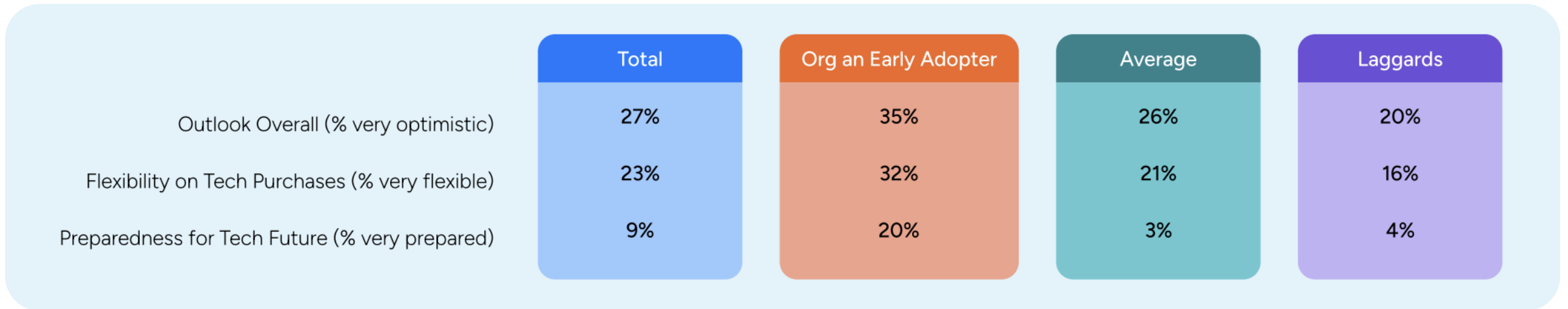
Nonprofit professionals' viewpoints of their organizations' use of technology



POLL:

How would you rate your organization's adoption of technology?

Early tech adopters are more likely to be optimistic, flexible, and prepared for the future.



What tech are nonprofits using?

Most used:

- Payroll processing (71%)
- Fund accounting or accounting system (67%)
- CRM or donor database (49%)

Opportunities for growth:

- Online fundraising platform (43%)
- Event fundraising platform (32%)
 - Fundraising auction management platform (21%)
- Artificial intelligence or AI (21%)

Current technologies/solutions/systems in use:

	Technologies Used
Payroll processing	71%
Fund accounting or accounting system	67%
CRM or donor database	49%
Human resource management system	43%
Online fundraising platform	43%
Event fundraising platform	32%
Expense management system	27%
Artificial intelligence	21%
Fundraising auction management platform	21%
Volunteer management platform	21%
Grant management platform	20%
Learning management	19%
Event planning tool	18%
Workflow management system	16%
Analytics/business intelligence tools	15%
Inventory management system	10%
Advocacy system	5%
None of the above	3%

49%
use a CRM or
Donor Database

Recurring Donation Error Notice from Pinellas



Inbox x



to me

3:12 AM (5 hours ago)



Dear Tirrah & John Switzer,

Thanks for your support to . We were unable to process your \$83.33 recurring donation on 03/28/2025 due to a credit card processing failure. This failure may be caused by an expired credit card or incorrect billing information.

Please contact us to get your information updated, or log on to your account to [make the change online](#). If you do not recall your account login information, please use the *Forget Password* link to have your credentials emailed to you.

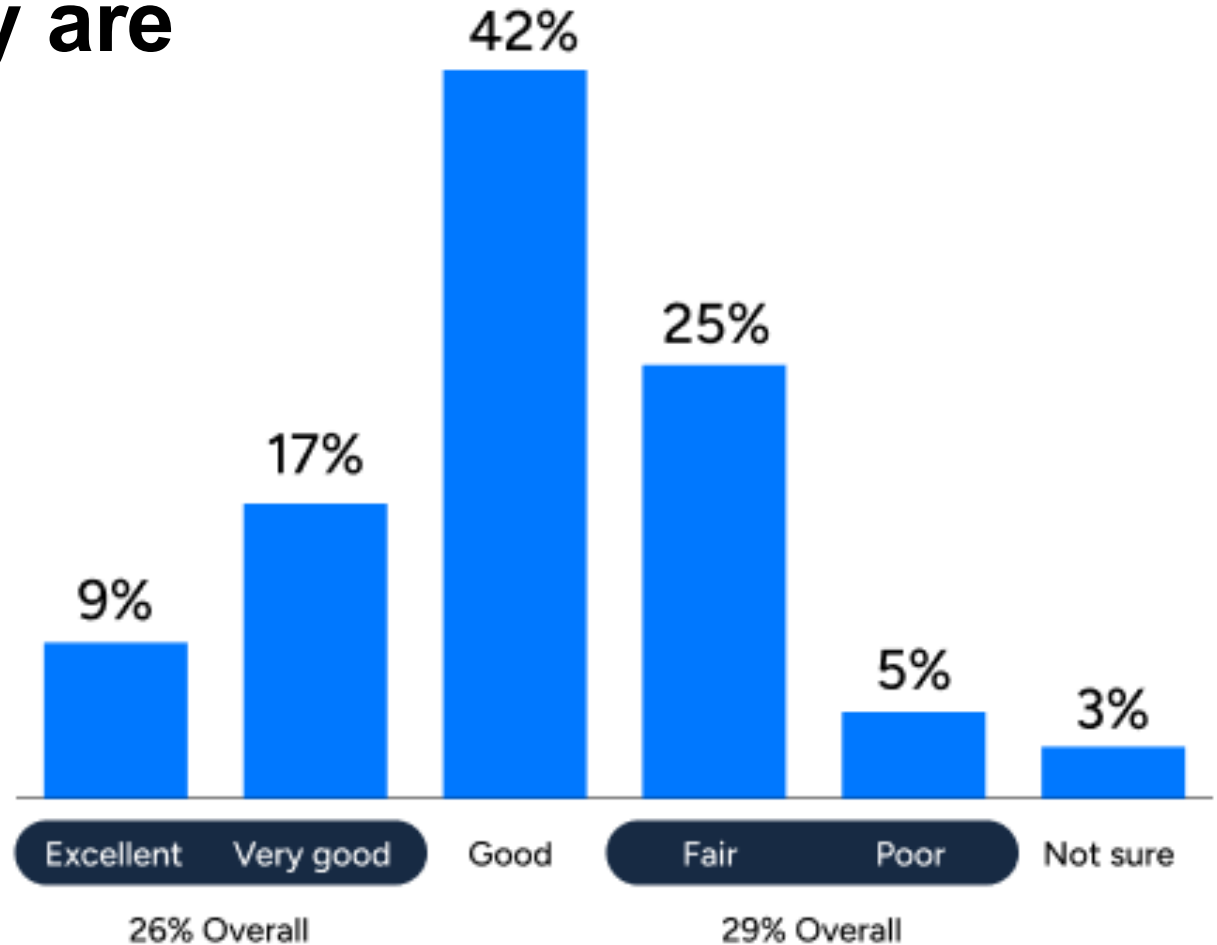
Sincerely,

Spotlight on Artificial Intelligence (AI)



Just 2-in-10 professionals are using AI, and few feel they are maximizing its power.

21% say their organization currently uses AI



Half say their Board does not yet have a stance on the use of AI.

Board's Position on the Use of AI:

29%

Support

14%

Still Determining

40%

Have Not Discussed

15%

Not Sure

2%

Don't Support

Revenue Streams & Donor Engagement Strategies



41% say it is a top priority for their organization to **develop new revenue streams**

Earlier you said that your organization will focus on developing new revenue streams. Which ones?



Grants, fundraising & events, private donations, other foundation contributions.



We are also approaching and building a corporate donor and recognition program.



We are relying on corporate sponsorships, which are new. We are also planning a couple of events, which are new.



Charging for information and data that we have typically provided free.



Creating and selling industry research reports.

	Relying on more	No change	Relying on less	Don't rely on	Early Adopter
Grants	52%	31%	10%	8%	53%
Corporate donations/sponsorships	49%	29%	6%	15%	55%
Individual donations	48%	31%	4%	18%	52%
Events	41%	36%	4%	19%	47%
Direct services	27%	39%	2%	32%	33%
Monthly giving program	26%	37%	4%	33%	34%
Planned giving/DAFs/Stocks/etc.	22%	37%	4%	37%	28%
Giving Tuesday	18%	37%	6%	39%	28%
Membership dues	15%	26%	3%	56%	19%
Peer-to-peer	14%	35%	5%	46%	21%

Average Number of Revenue Streams

4.47

Average number of
revenue streams

5.14

Average number of
revenue streams for
Early Adopters

2 or more streams: 82%

3 or more streams: 73%

4 or more streams: 62%

5 or more streams: 48%

6 or more streams: 38%

7 or more streams: 25%

8 or more streams: 17%

Top 5 Predictors of Revenue Growth

#1

Foundation grants increased

#2

Number of revenue streams increased

#3

Membership dues increased

#4

Gov't grants/funding increased

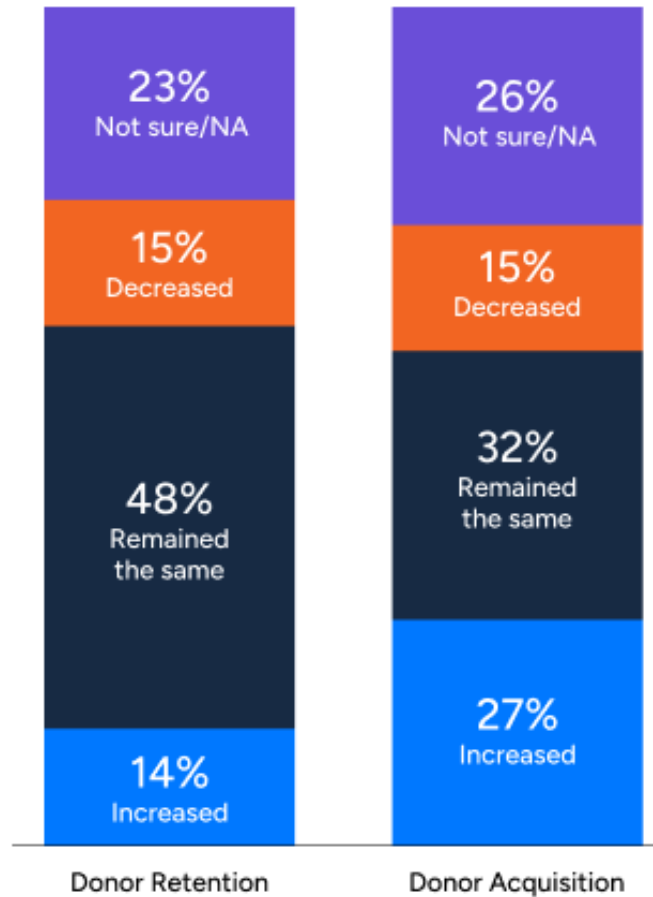
#5

Mid-level giving increased

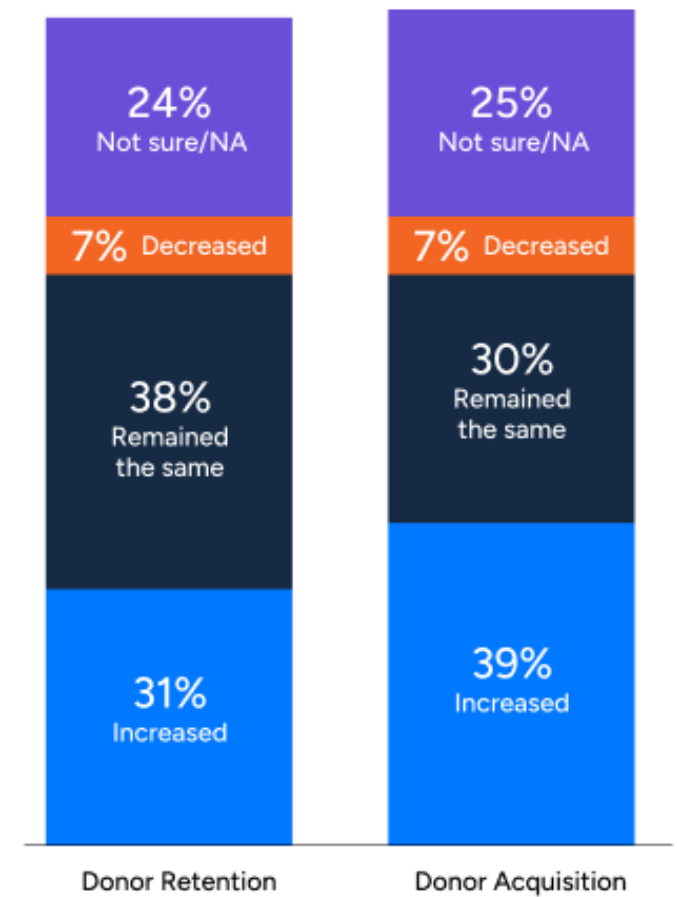
Donor Retention & Acquisition:

More believe this year will be better.

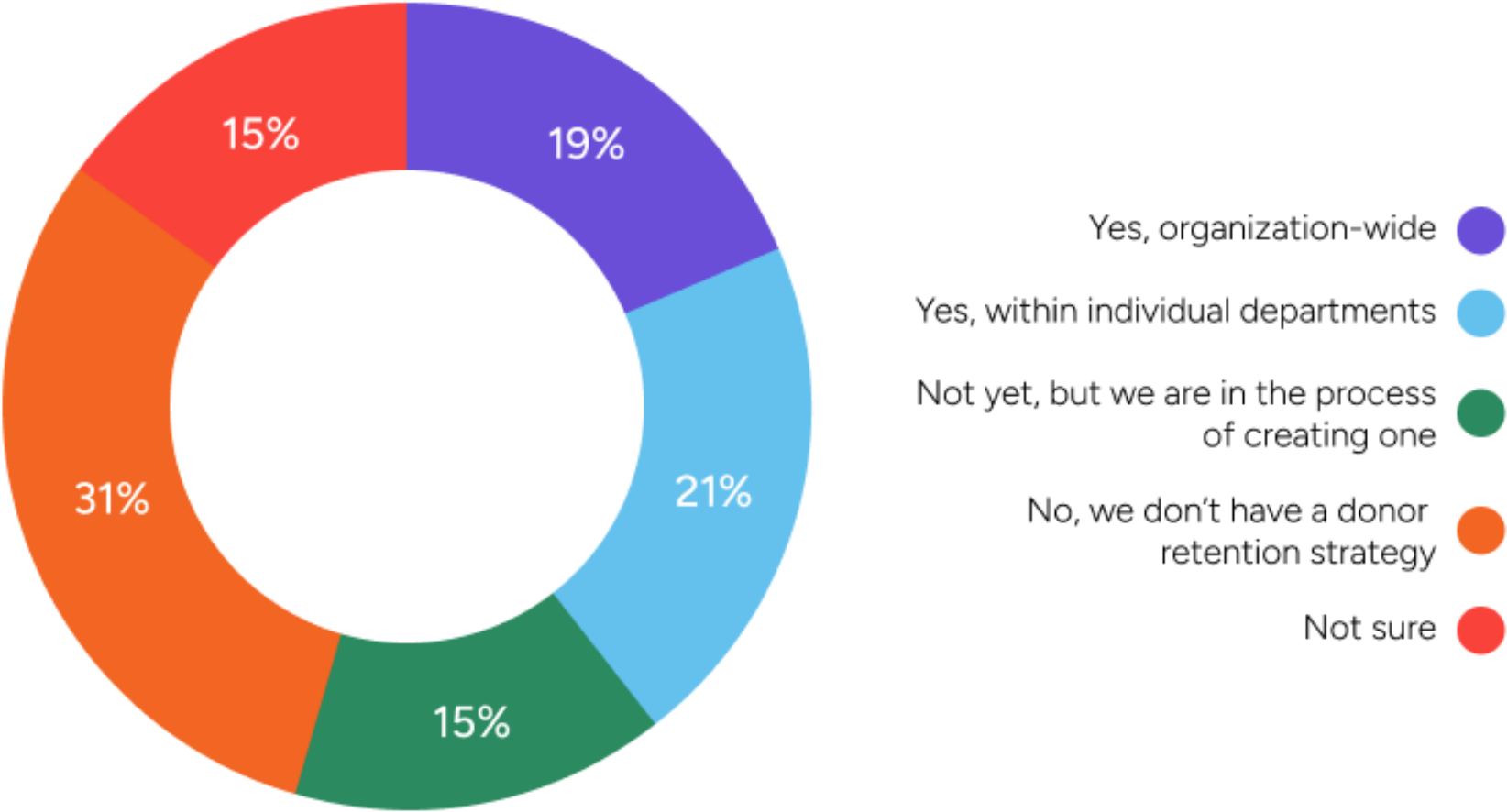
Performance: Last 12 Months



Predictions: Next 12 Months



Only 4-in-10 have a donor retention strategy.



Strategic Success

Overcome Uncertainty Through Collaboration



Create joint programming that appeals to broader donor bases.



Build collective advocacy efforts to address policy concerns.



Pool resources for technology investments that benefit multiple organizations.



Build a Strong Donor Retention Strategy

- Involves all departments in retention efforts
- Emphasizes personalized communication
- Leverages technology to create consistent, multichannel engagement experiences
- Adapts approaches for different generational cohorts
- Includes specific metrics for measuring engagement beyond transaction history







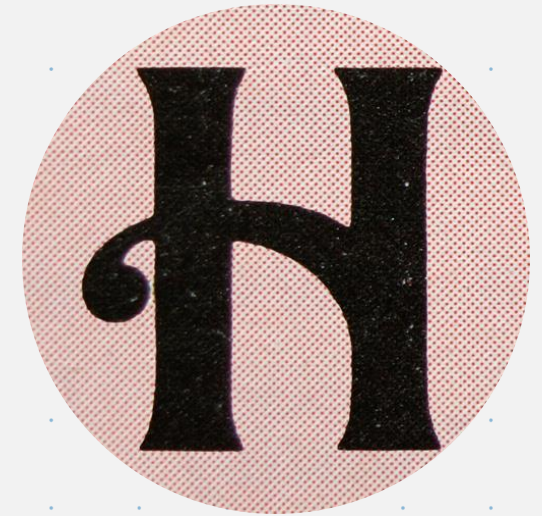
Portion your database into usable loyalty segments.



Understand the attributes that make each segment unique.



Sharpen your focus on each segment by aligning to their unique attributes.



HUSTLE! Put what you've learned into action.

Build a Resilient Funding Ecosystem



**Orgs participate
in Giving
Tuesday**



**Orgs use peer-to-
peer fundraising**

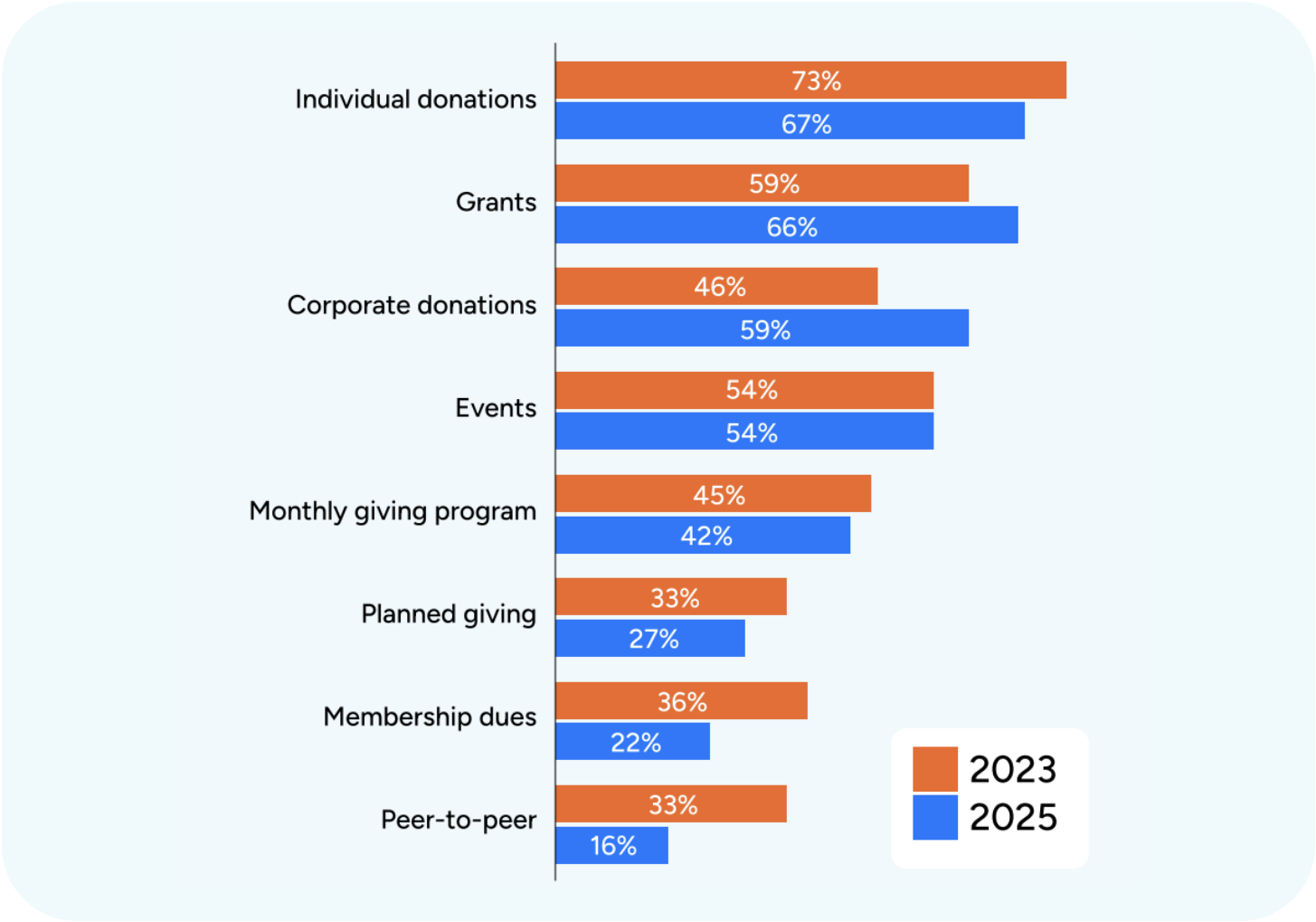


**Orgs accept
digital wallets**



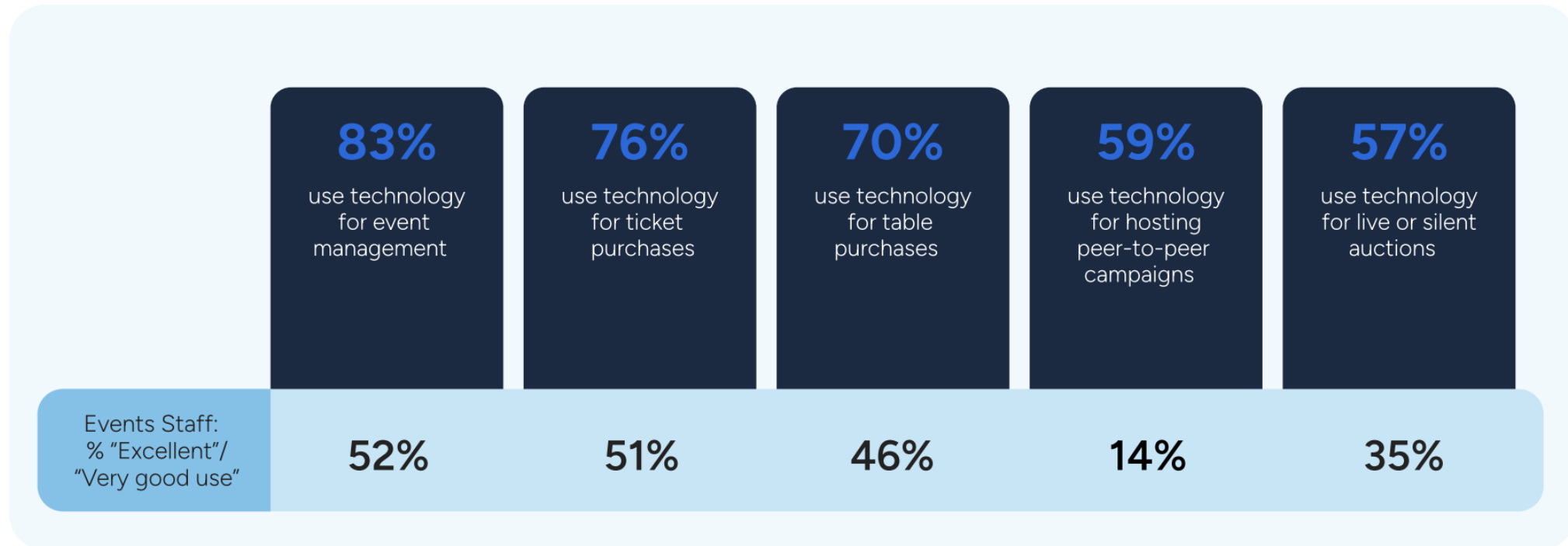
**Orgs planning
to increase
events**

Peer-to-Peer Revenue Insights



Optimize Event Technology for Events

- Increase tech usage for events
- Utilize peer-to-peer fundraising features
- Raise up to 30% more via auctions with event tech



Opportunities to Optimize Online & Offline Experiences

Leverage Online Channels to Support Offline Events

Expand in-person galas and auctions through online auctions with mobile bidding and text-to-give.

Use Offline Engagement to Strengthen Digital Efforts

Collect donor stories, photos, and testimonials from in-person events to enhance digital marketing.

Coordinate Messaging Across Platforms

Ensure consistent branding and storytelling across digital and face-to-face outreach.

Measure and Adjust

Track donor behavior across both online and offline campaigns to refine and improve future fundraising efforts.

Donors Trust Digital Wallets



- 24% of donors are opting to pay with a digital payment option vs. a credit card
- 40% use a digital payment options on peer-to-peer forms
- 16% on standard donation forms
- ApplePay is the most popular choice, representing 74% of digital payments

Embrace Tech

TO STRENGTHEN YOUR TECH POSITION:



Conduct a comprehensive technology readiness assessment



Prioritize investments in donor-facing technologies



Develop a technology roadmap with clear ROI measures for each solution



Consider a comprehensive technology suite rather than disparate systems

Strategic, Future-Focused Decision Making

Takeaway Checklist:

- Create a culture of innovation & early adoption
- Use tech for greater success
- Embrace change under the political & economic climate
- Build resilient revenue streams for financial security
- Stay in tune with what YOUR donors expect
- Build relationships through data & storytelling
- Partner with local businesses & community groups
- Adopt the duty of foresight with your team & your board



Questions?



Thank You