

Live webinar

Insiders reveal top fundraising trends to watch for in 2025



Meet your speakers



Anne Murphy

Founder and CEO
Empowered Fundraiser
Consulting and Coaching



Kat McCarron

Director of Customer Success
Gravyty



Janelle Simms

Director of Annual Giving
Seattle University

What is Gravyty?

An end-to-end engagement and fundraising platform trusted by 2,000+ institutions and organizations worldwide.

- Alumni & community engagement
- Giving days & crowdfunding
- Donor engagement
- Frontline fundraiser AI enablement
- Peer-to-peer texting
- Personalized video messaging

- ✓ Gave \$1,000 on giving day
- ✓ Recommend: Qualification Outreach
- ✓ Given 5 consecutive years
- ✓ Donation method: Donor Advised Fund



Agenda

- ☑ What we've learned in 2024
- ☑ Shifts in donor expectations
- ☑ The community factor
- ☑ AI in philanthropy
- ☑ The next generation of generosity

A new era of giving

Prime opportunity for more personalized, multi-channel giving experiences



33% of alumni donors

Gave from a giving day or crowdfunding campaign



14% of total sector giving

Education and Human Services sectors, both growing over last year



65% of donors

Say they would gift a larger gift in the next appeal if thanked properly and personally

Hyper-personalized donor experiences

- Donors in 2025 will expect curated, personal communication from the organizations they support.
- To adapt to this shift and strengthen donor pipelines, fundraisers need to tap into AI and data analytics to tailor journeys based on interests, behaviors, giving history, and sentiment.

**93% of
donors**

say they would definitely or probably give again to a charity that gave a prompt and personal thank you.

Donor-Centered Fundraising
Penelope Burk



*97% of donors cite
the **impact of their
gift** as their main
reason for giving*

2024 Philanthropic Landscape, CCS

Community & relationships as a foundation

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Crisis & impact giving

"Donors, especially Millennials and Gen Z, are increasingly expecting transparency from nonprofits regarding how their donations are used. They want to see **clear, measurable outcomes and evidence** that their contributions are making a real impact."

Erik Tomalis

Virtuous



"The challenge is retention—nonprofits must quickly pivot from donor acquisition to building lasting relationships, especially as '**rage giving**' becomes more prevalent in response to political and social upheaval."

Anne Murphy

Empowered Fundraiser
Consulting & Coaching



"Younger generations **want to own part of the impact** – not just be a transactional vehicle to get it accomplished."

Tasha Van Vlack

The Nonprofit Hive





The evolution of **AI** and **data** **hygiene**

To see a meaningful impact of AI at scale, organizations must prioritize data hygiene and operational processes.

- Reinforce data hygiene process with team
- Create data hygiene policies
- Capture as much data as possible



The expectations of the next generation



Give thanks promptly

Make sure your “thank you” is timely – regardless of gift amount.



Notice motivations

Pay special attention to fund designation and include those interests in your asks.



Analyze giving behavior

Does the donor always give at the same level?

Are they consistent with the amount they give?

Did anything out of the ordinary happen?



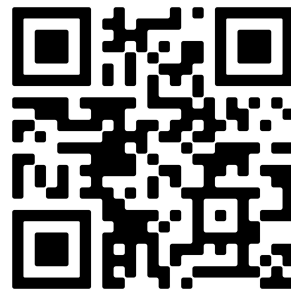
Get personal

Use personal stewardship to get a meeting, set up a call, or have a virtual visit.

The 2025 fundraising trends report



Insights from fundraising trailblazers on the future of giving



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