

Future-proof fundraising

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Microsoft Philanthropies



Challenges & opportunities



Staffing

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Why it matters



Nonprofits represent the 3rd largest employer in the U.S. and 5th largest in the world

Nonprofit challenges & opportunities



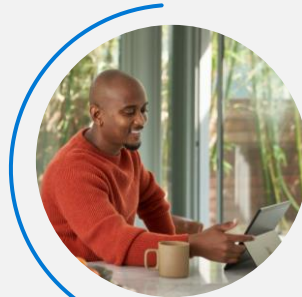
Staffing



Recession-
proofing



Why it matters



Volume of giving is declining



Amount of the individual gift increases

Recurring giving

- 75% of donors will keep their plan in place across the first six months, and many continue to give for years
- Within one year of signing up, recurring donors make additional one-time gifts 75% more often than one-time donors
- The average one-time donation size is higher for donors with recurring plans

Nonprofit challenges & opportunities



Staffing



**Recession-
proofing**



**Expectations of
multigenerational
donors**



Generational differences in giving



MILLENNIAL DONORS WORLDWIDE

PREFER TO GIVE

Online (credit/debit card) 55%
Cash 14%
Bank/Wire Transfer 11%
PayPal 9%

GEN X DONORS WORLDWIDE

PREFER TO GIVE

Online (credit/debit card) 55%
Bank/Wire Transfer 12%
Cash 10%
PayPal 10%

BABY BOOMER DONORS WORLDWIDE

PREFER TO GIVE

Online (credit/debit card) 54%
Direct Mail/Post 19%
Bank/Wire Transfer 10%
PayPal 8%

MOST INSPIRED TO GIVE BY

Social Media 39%
Email 23%
Website 20%
Direct Mail/Post 6%

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Direct Mail/Post 18%
Website 16%

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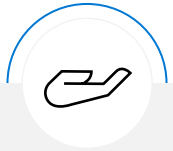
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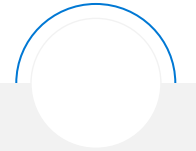
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**Expectations of
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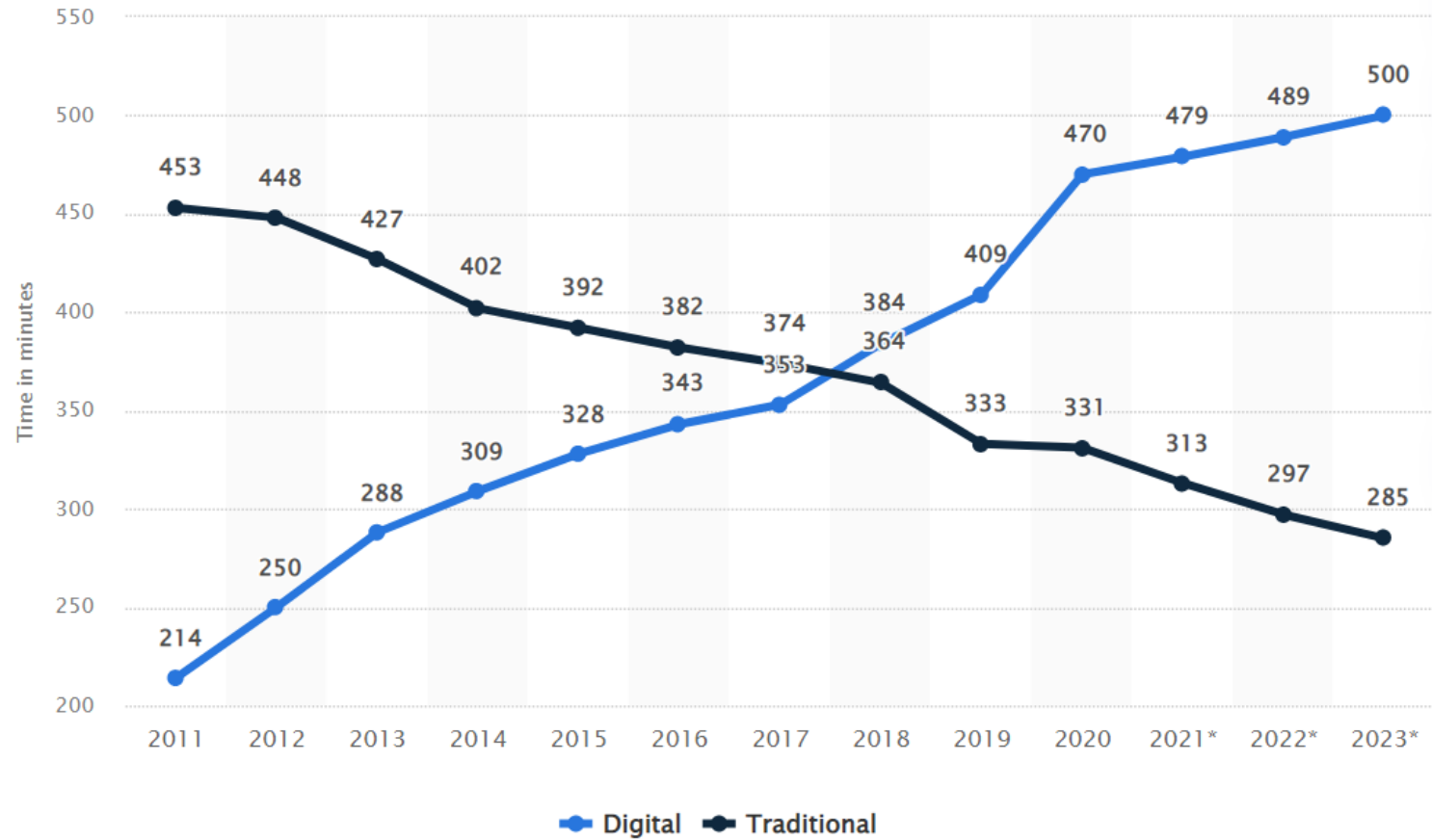


**Visibility and
reach**



Digital fatigue

32% of consumers report feeling digital fatigue¹ ([Deloitte](#))



Source: [Statista](#)

¹ [Deloitte](#)

Digital engagement on the rise



42%

increase in online giving
over the last three
years¹



19%

increase in digital
advertising investment
by nonprofits²



65%

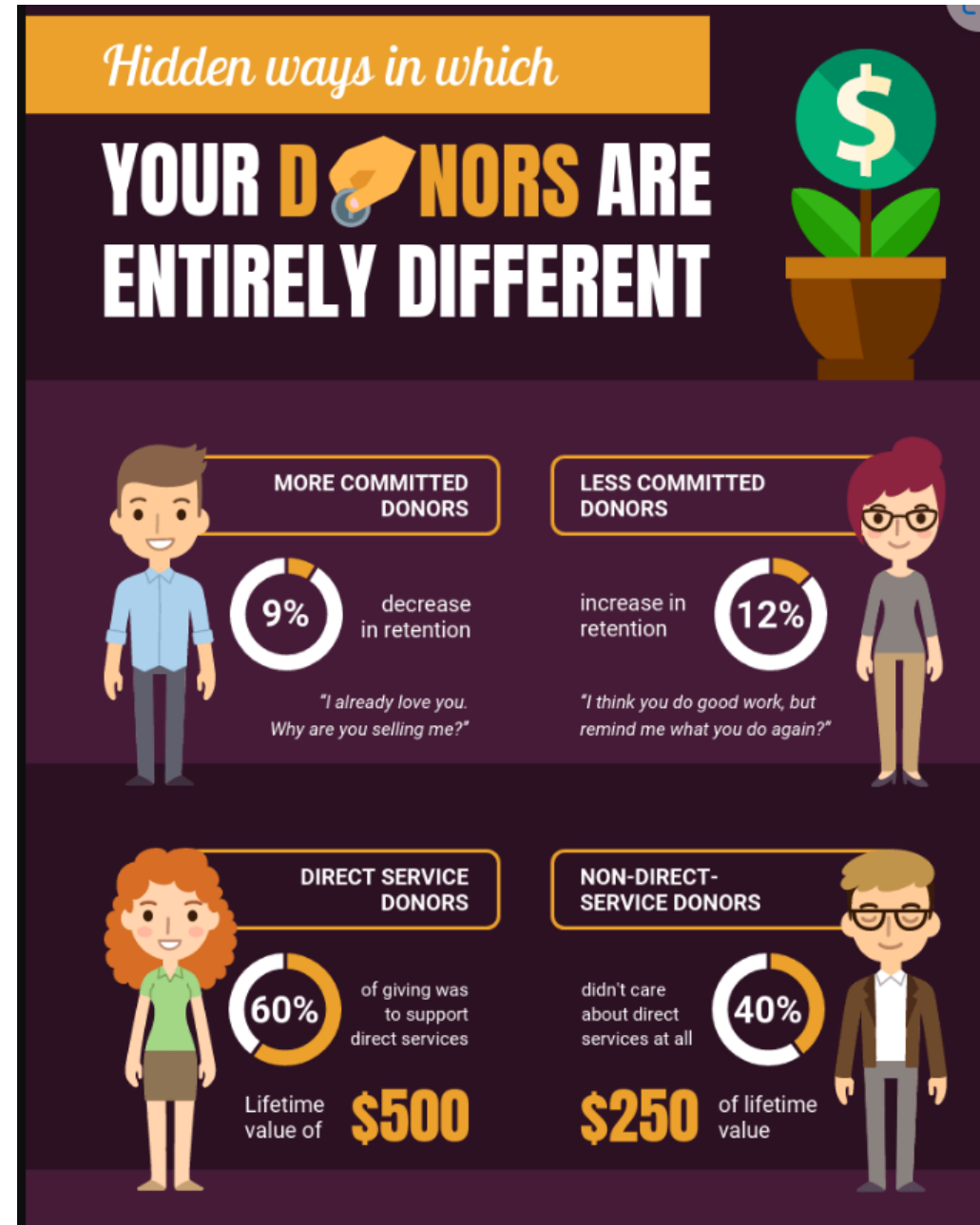
of nonprofits'
engagement with their
program participants
is digital³

¹ [Blackbaud](#)

² [M+R](#)


³ [Twilio](#)

Donor personas



Source: Venengage

Cut through the noise with personalization

From		To
Transactional interactions		Relationship building
Individual constituents		Groups and communities of supporters
Single gift		Donor loyalty

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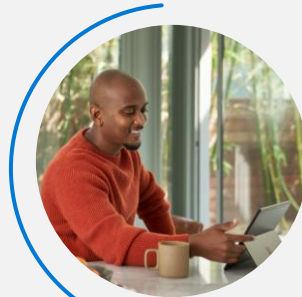
**Visibility and
reach**



**Building
trust in their
brands**



Why it matters



Trust in charities and nonprofits is declining



Trust is tied to ethics, accountability, fund management and data security

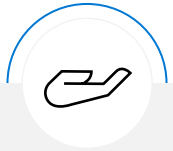
Trust

Today, 56% of Americans say they trust nonprofits, down a statistically significant 3-points from 2020 (59%).

Gen Z trust is lower than average for nonprofits and philanthropy.

Distrusters of nonprofits and philanthropy point to perceived fund mismanagement and cases of corruption and scandals. Neutral trusters say financial transparency and proof of impact are necessary.

Nonprofit challenges & opportunities



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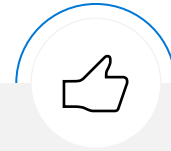
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multigenerational
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**Visibility and
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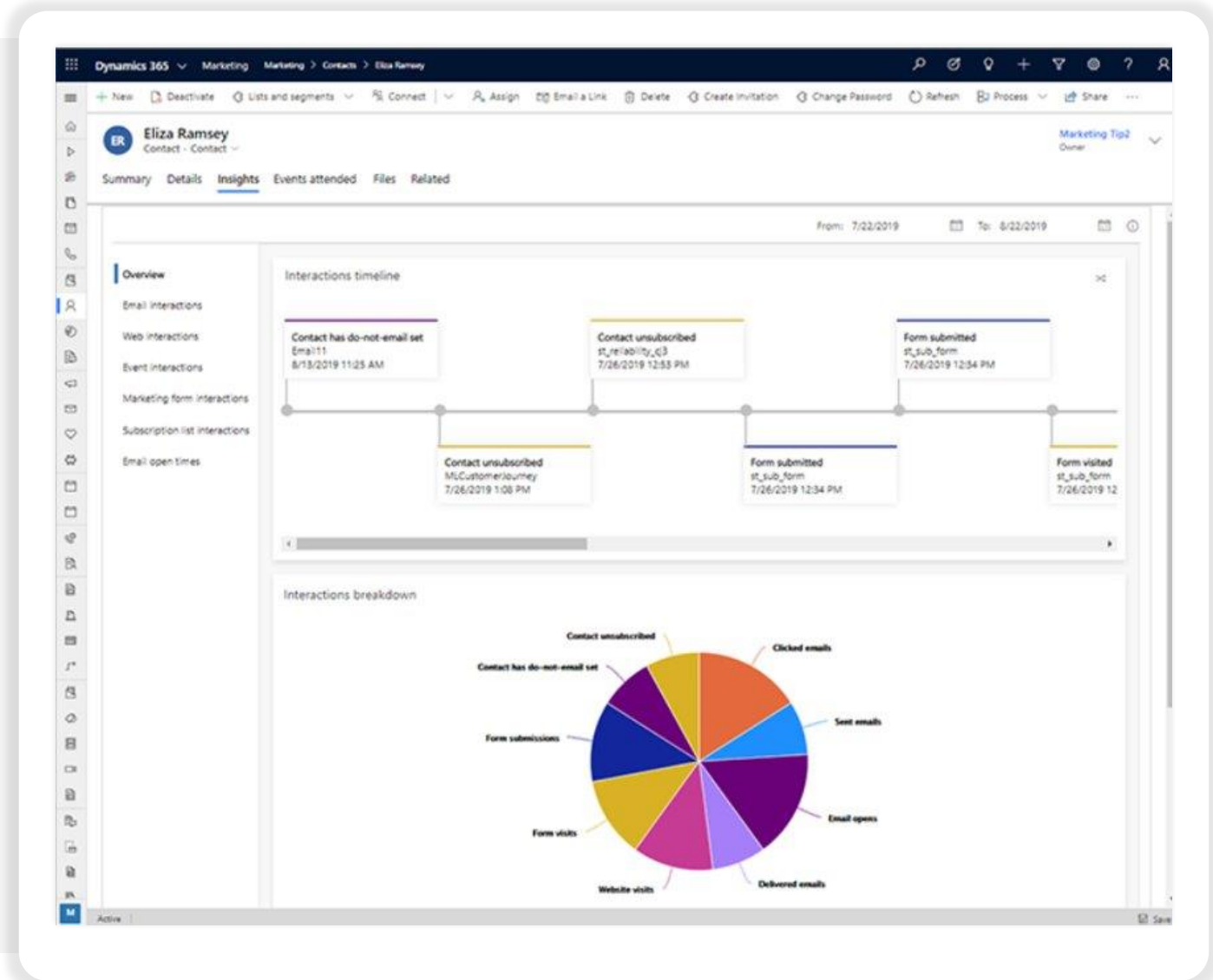
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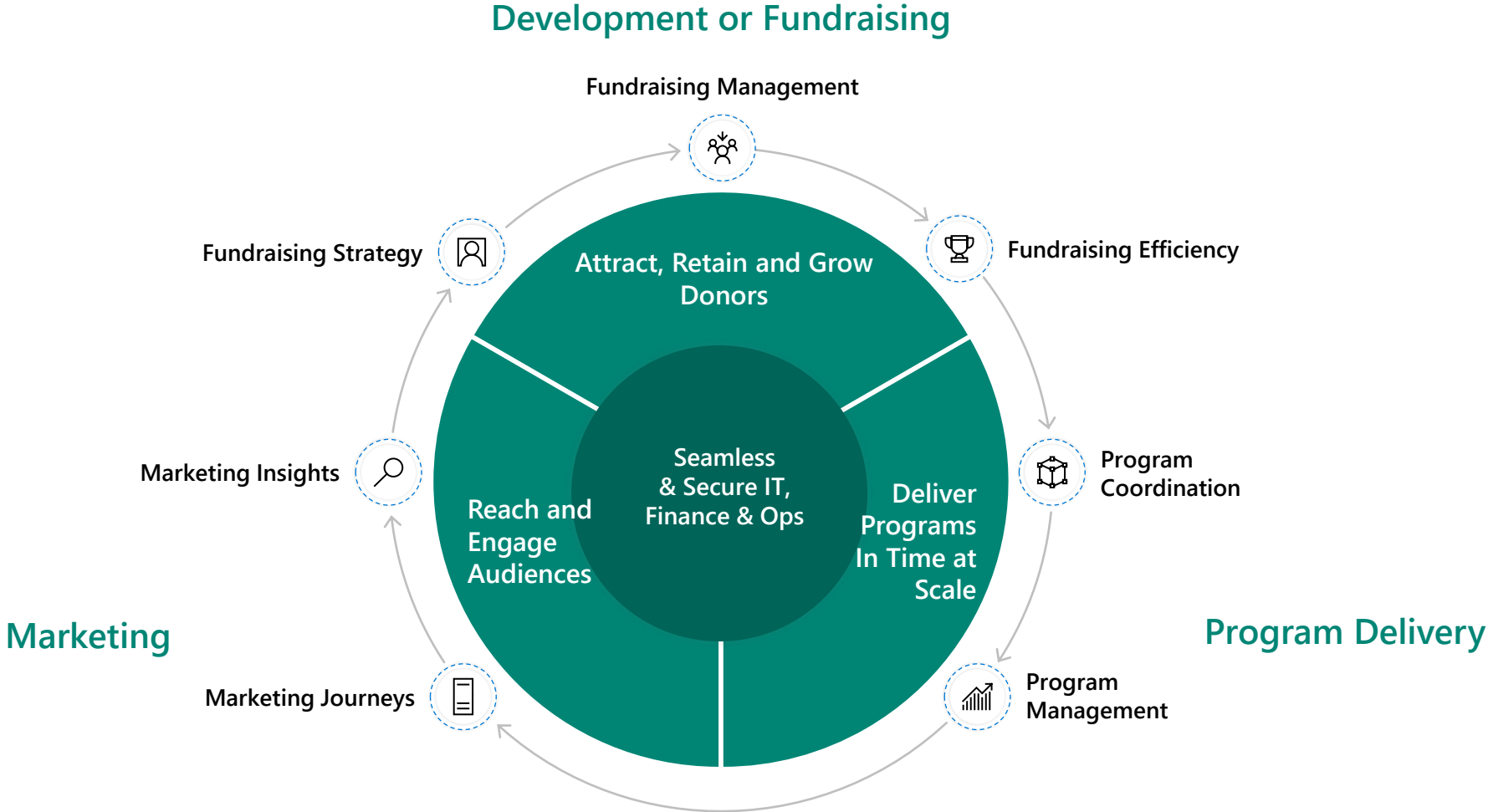
**Real-time
impact**

Marketing insights

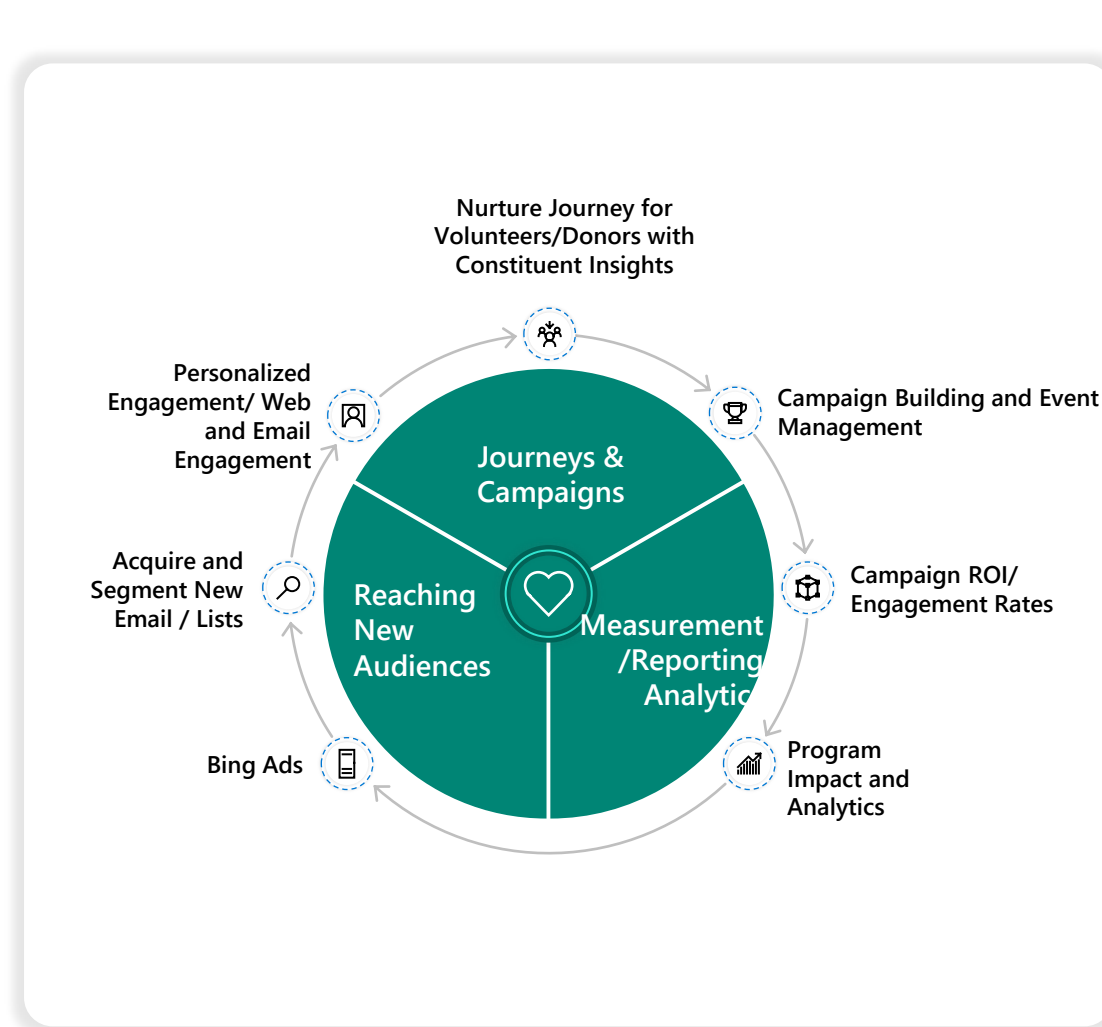
- ❑ 360-degree profiles help staff understand how donors interact with the organization across channels
- ❑ Deeper constituent knowledge
- ❑ Enhanced collaboration between development and marketing departments
- ❑ Provide fundraisers with marketing results
- ❑ End-to-end integration of data and processes between fundraising and marketing teams



Understanding nonprofit success



Fundraising and Marketing center of excellence



Companies that can do more, should do more

“

At a time when many are calling attention to the role technology plays in society, our mission remains constant.

It grounds us in the enormous opportunity and responsibility we have to ensure that the technology we create **benefits everyone on the planet, including the planet itself.**

– Satya Nadella, CEO, Microsoft

”



Technology that builds capacity and trust



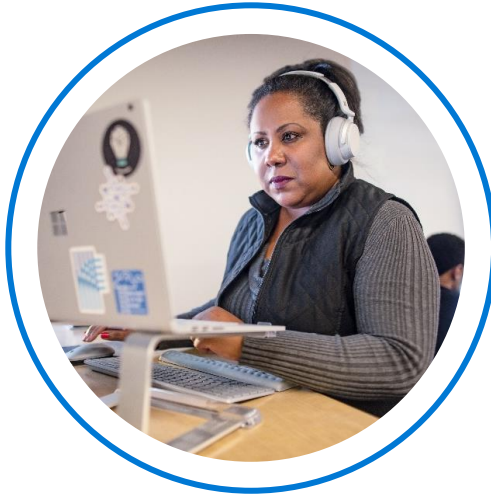
Ensures uninterrupted missions



Builds constituent equity



Protects your brand



Earns trust of your donors



Thank You

Get nonprofit offers from Microsoft
aka.ms/nonprofits