

Five Fundraising Trends to Watch for in 2024

Wendy Mercurio, Content and Education Specialist at Qgiv



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FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



A little about me...

Wendy Mercurio

Content and Education Specialist | Qgiv

Former Director of Development

Served child welfare and food rescue organizations

📍 **Home base is in little Rhode Island!**





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Agenda

2024 Fundraising Trends

- + AI in fundraising
- + Recurring donors and giving flexibility
- + Peer-to-peer fundraising as an acquisition and donor pipeline tool
- + Unconventional donors
- + Digital wallets for easy payments and donations



slido



How are you feeling about 2024 planning?

ⓘ Start presenting to display the poll results on this slide.

AI in Fundraising



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Do you use AI tools to support your fundraising efforts?

ⓘ Start presenting to display the poll results on this slide.

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What first comes to mind when you hear AI in fundraising?

ⓘ Start presenting to display the poll results on this slide.

Artificial Intelligence

+ According to ChatGPT...



Artificial Intelligence (AI) is a broad and interdisciplinary field of computer science that focuses on creating computer systems and software programs capable of performing tasks that typically require human intelligence. These tasks can include things like problem-solving, learning, reasoning, understanding natural language, recognizing patterns, and making decisions. AI systems are designed to simulate or mimic various aspects of human cognitive functions, such as perception, reasoning, learning, and problem-solving.



Artificial Intelligence

+ According to ChatGPT...



In the context of fundraising, AI (Artificial Intelligence) refers to the use of AI technologies and techniques to optimize and improve various aspects of the fundraising process for nonprofit organizations and other entities seeking financial support. AI can be applied to fundraising in several ways, including:

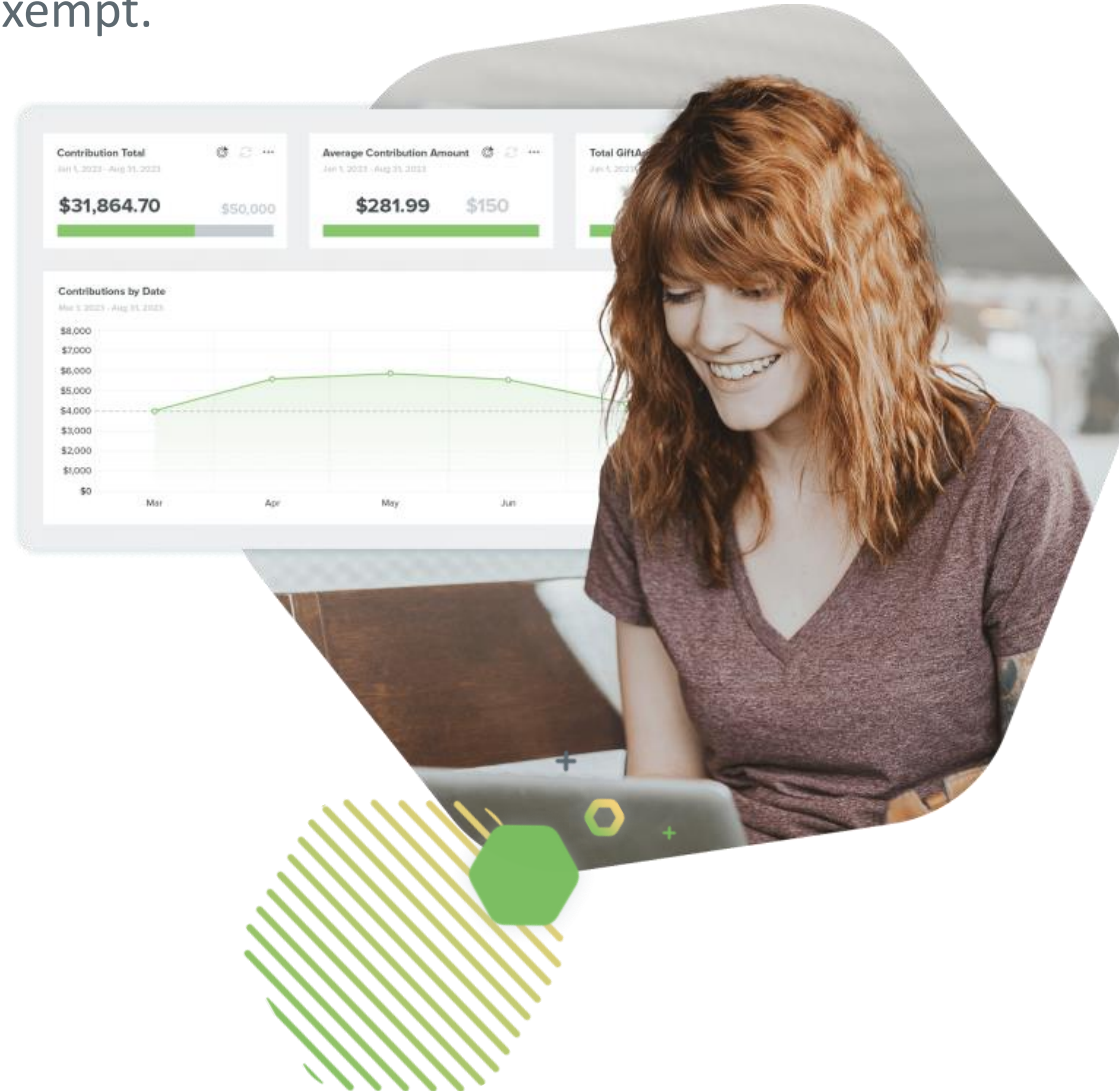


AI in Fundraising – It's all around us!



+ Firstly, AI is all around us, and fundraising efforts are not exempt.

- Automated thank-you emails
- Dynamic giving amounts
- Fraud protection
- Auction item bid recommendations
- Notifications for lapsed donors
- Notifications for a recurring donor's card expiring
- Overcoming writer's block



AI in Fundraising – Larger scale practices



+ Organizations are using AI in exciting ways!

- Chatbots for donor and program support
- Grant writing assistance
- Optimizing your organization's presence on social media
- Creating a more meaningful donor journey
- Donor segmentation and prioritization



AI in Fundraising

There are a lot of exciting things that AI can help you do!

- Free up your limited time and allow you to focus on other tasks
 - Make data-driven decisions
 - Increase efficiency and save money
- + Don't worry – AI won't take your job!





AI in Fundraising – Ethics are Important

- + It's so important to ensure real humans are making the decision behind all AI tools
 - Never underestimate the importance of donor relations
 - Oversight is crucial
 - Understand privacy risks



AI in Fundraising

+ A few final lighthearted words of advice from our friend ChatGPT



Get ready to sprinkle a dash of AI magic into your fundraising recipe for 2024! Think of AI as the sugar in your fundraising tea - it sweetens the deal and makes everything smoother. Just remember, AI may not know the difference between a virtual high-five and a real one, but it sure knows how to maximize those donations. Cheers to a year of tech-savvy fundraising fun!



Recurring Donors and Giving Flexibility



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Recurring Donors and Giving Flexibility

According to Qgiv's Sustainable Giving Report

- + Most organizations are supporting recurring gifts
- + Your donors are feeling the effects of inflation
- + 73% of fundraisers are hoping to gain additional recurring donors
- + 55% are hoping to retain their current recurring donors
- + Top strategies to obtain recurring donors
 - + are targeted asks (46%) and specific campaigns (41%).
- + 27% of donors have no strategies to obtain recurring donors



Download the Sustainable Giving Report



Recurring Donors and Giving Flexibility

Why focus on recurring donors and giving flexibility in 2024?

- + Giving plans and recurring donations are easy for donors!
- + “Subscription spending” is the norm
- + Cost of living crisis
- + Increased revenue
- + Fosters strong relationships with younger donors
- + Allows additional touchpoints with donors
- + Increase donor retention and donor engagement
- + Creates more sustainable fundraising practices
- + Recurring donors are more likely to give legacy gifts

My account • Sign out

Choose Your Membership

One Time Ongoing

Fan Membership Pay for your Fan Membership in Monthly Installments 📅 \$222 gifted over 12 installments	\$18.50/month
Friend Membership Pay for your Friend Membership in Monthly Installments over 1 year 📅 \$2,022 gifted over 12 installments	\$168.50/month
Champion Membership Pay for your Champion Membership in Monthly Installments over 1 year 📅 \$20,220 gifted over 12 installments	\$1,685/month
Founding Membership Pay for your Founding Membership in Monthly Installments over 1 year 📅 \$40,000.08 gifted over 12 installments	\$3,333.34/month

Create Your Own

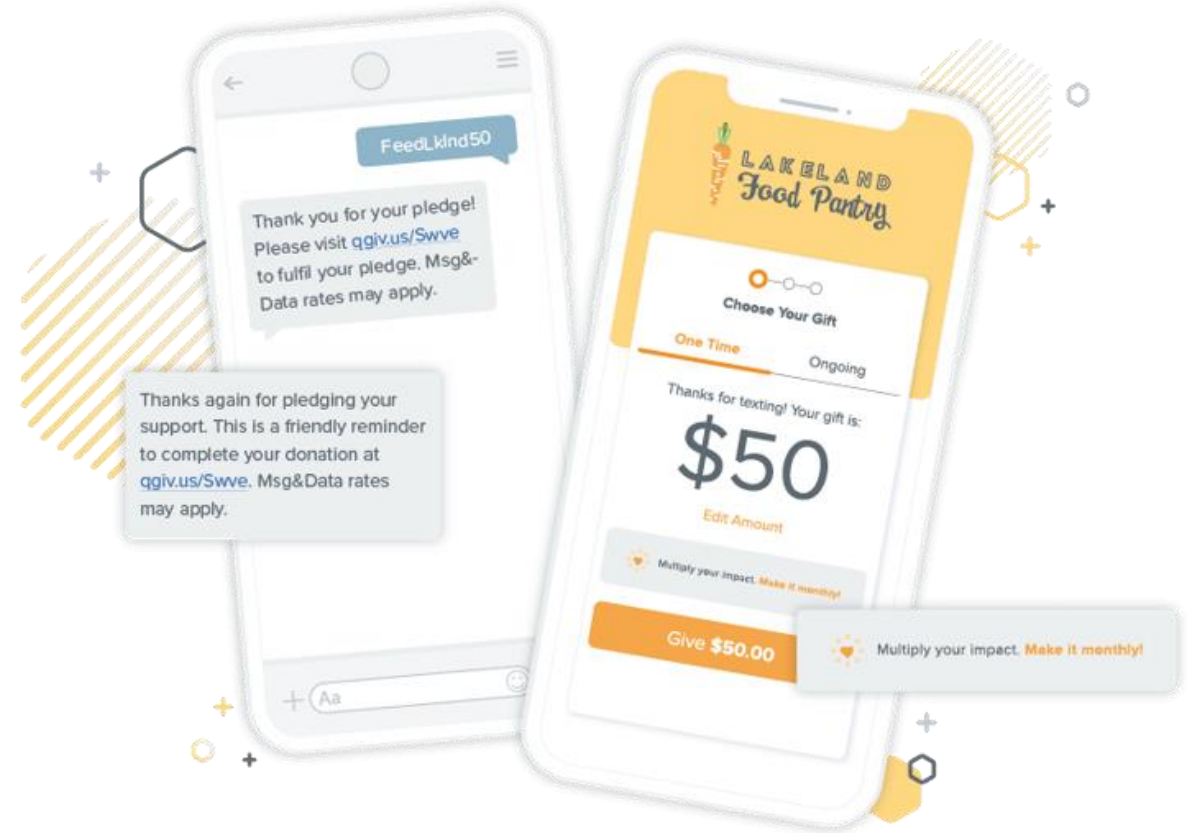
Add a little extra to help with fees (\$0.92) ⓘ



Recurring Donors and Giving Flexibility

Where to start?

- + What do you call them?
- + Ensure storytelling and tangible amounts
- + Make giving monthly easy
- + Consider a web page dedicated to recurring giving
- + Other ways to incorporate monthly giving could include your email signature, newsletter, appeals, etc.
- + Promote on social media and use text to reach your younger audiences
- + Ensure your recurring asks are mobile friendly.
- + Plan ahead for donor retention



Peer-to-peer fundraising as an acquisition and donor pipeline tool



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What is peer-to-peer fundraising?

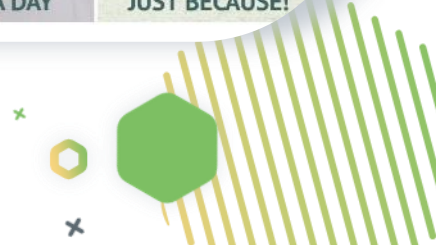
- + Peer-to-peer fundraising empowers your supporters to raise funds on your behalf.
 - Your organization provides the cause or fund.
 - Your supporters (either donors or volunteers) then raise money for your organization.
 - Your supporters will ask their friends, family, and more to give to their campaign!
- + Why use peer-to-peer and crowdfunding in 2024?
 - Expand your organization's outreach beyond the staff network
 - Boost marketing and showcase your organization's work
 - Attract new donors
- + But, why now?



Celebrate with the SPCA of Wake County

Celebrations saves lives! How? When you start a celebration fundraiser for the SPCA of Wake County, you are saving the lives of pets in need. This year, instead of getting a coffee mug you don't need or a throw pillow with the date of your anniversary on it, ask your friends and family to give a donation to your fundraiser. The money you raise will go directly to helping homeless and neglected pets in your community!

It's easy to start a celebration fundraiser... [Get Started Today!](#)



Scaling for Your Organization

- + Peer-to-peer is a great tool for nonprofits of every size.
- + Peer-to-peer is a great way to engage your supporters in a fun, creative, and competitive way.
- + DIY or network fundraising peer-to-peer are budget friendly and easy to implement.
- + Peer-to-peer allows donors at every technical skill (and comfort) level to participate.



Scaling for Your Organization

DIY + NETWORK FUNDRAISING

- + **Eliminate overhead** (like costs, resources, and time) associated with a traditional in-person events.
- + **Enables supporters to fundraise for your mission** regardless if they are local and without alienating supporters that may have limited availability or tight schedules.
- + **Already hosting an annual event? Great!** This can go hand in hand.

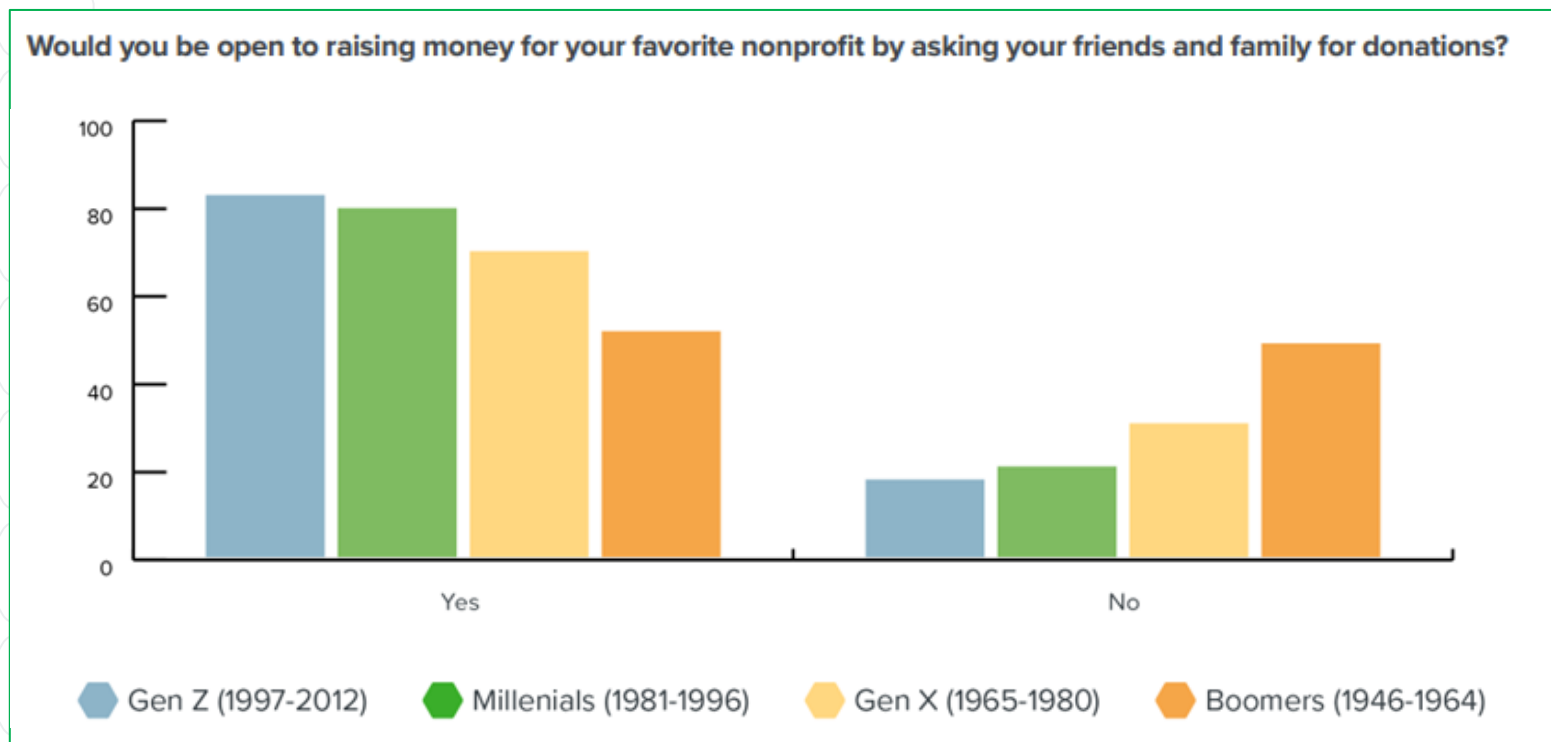


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Why is peer-to-peer a crucial tool right now?

GENERATIONAL ENGAGEMENT



- + 84% of Generation Z donors are willing to raise money for their favorite causes.
- + 79% of Millennials are willing to fundraise on your behalf!
- + Gen X is willing to help you with peer-to-peer fundraisers!



Help Them Help You - Millennials

Zachary and Chelsea: Millennials (1981-1996)



74% have given multiple gifts over long periods of time.

Most likely to give during the summer and winter months.

Most inspired by stories from people who benefit from nonprofits' services.

- + Invite these donors to participate in your peer-to-peer campaigns.
- + Send a thank-you email that shares additional ways to get involved.
- + Include a text-to-donate option.
- + Millennials want to know their impact.

Help Them Help You – Gen Z



- + Invite Gen Z donors to participate in peer-to-peer events and DIY fundraising campaigns.
- + Make it mobile.
- + Very aware of your social media presence.
- + Willing to offer ongoing support.

Help Them Help You – Gen Z

- + Madina Academy in Connecticut set a goal to raise **\$4,000** to support Islamic Relief USA and their efforts in Turkey in Syria after the devastating earth quakes this past February.
- + **They have fundraised over \$45,000 thus far!**
- + Young students made this possible! Madina Academy serves PreK-12th grade.
- + “A lot of students took it as a challenge, because they wanted to be in the top five...”

IRAISE

TURKIYE-SYRIA EARTHQUAKE EMERGENCY

SEND URGENT AID NOW

MA Turkiye \ Syria Earthquake Emergency 2023
Madina Academy
February 6, 2023 9:00am - June 1, 2023 12:00am

Our Team Fundraising Page

"Sadaqah extinguishes sin as water extinguishes fire." (Tirmidhi)

Please donate generously to help the survivors of the earthquakes in Turkiye and Syria.

100% **\$47,251.45** achieved
80% **\$50,000.00** goal
60%
40%
20%
0% **94%** of your goal reached

[Share on Facebook](#) [Share on Twitter](#)

Our Team Sort: Amount Raised ▾

	Zainah Khalik	\$3,247.17
	Aleeza Ehmadi	\$2,857.50
	Sarah Eleherbini	\$2,010.80
	Juman Tuffaha	\$1,564.41
	Tasneem Zoghbi	\$1,287.50

[View All Team Members](#)

[Donate Now](#)

[Join Our Team!](#)



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Unconventional Donors



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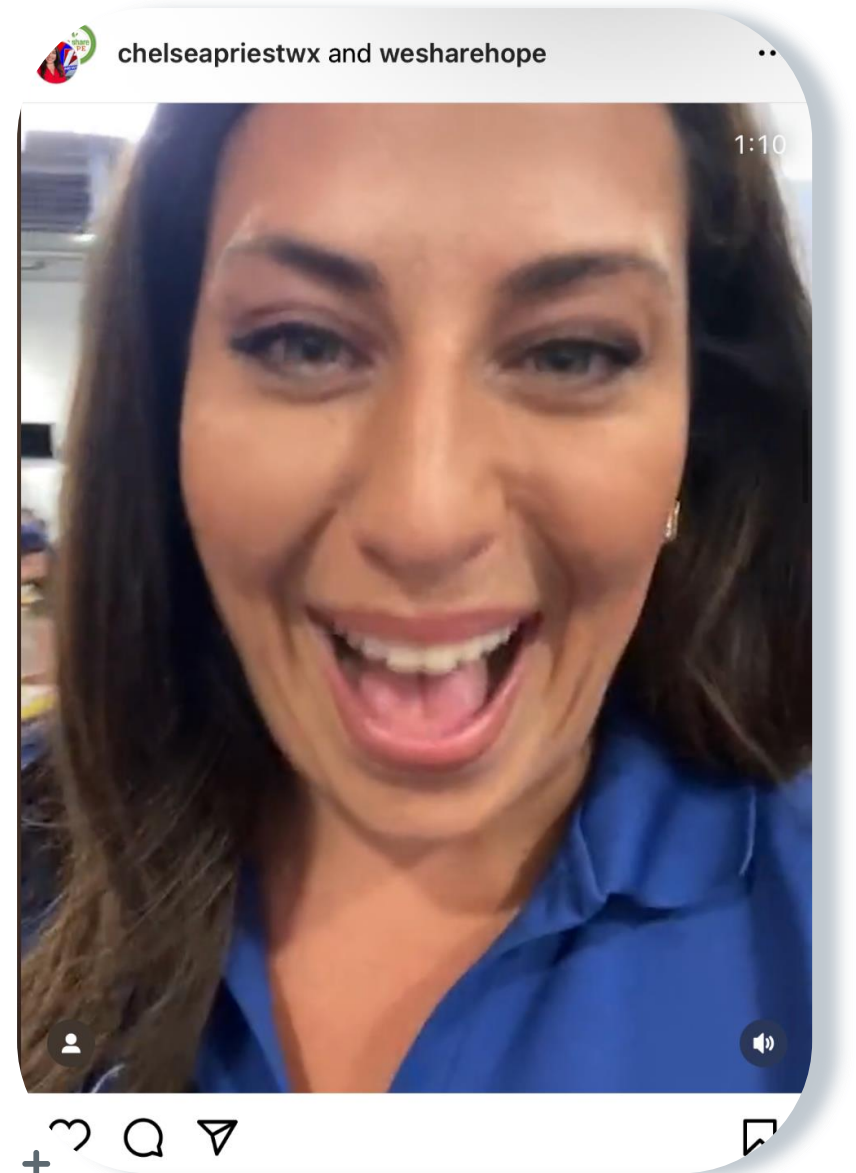
Unconventional Donors

- + Who are they? Hint – it's not Oprah!
- + Unconventional donor groups with fundraising impact
 - + Influencers and celebrities
 - + Gen Z
- + What impact can these donors have?
 - + Increase of brand awareness
 - + Great peer-to-peer participants
 - + Extend the reach of your fundraising events



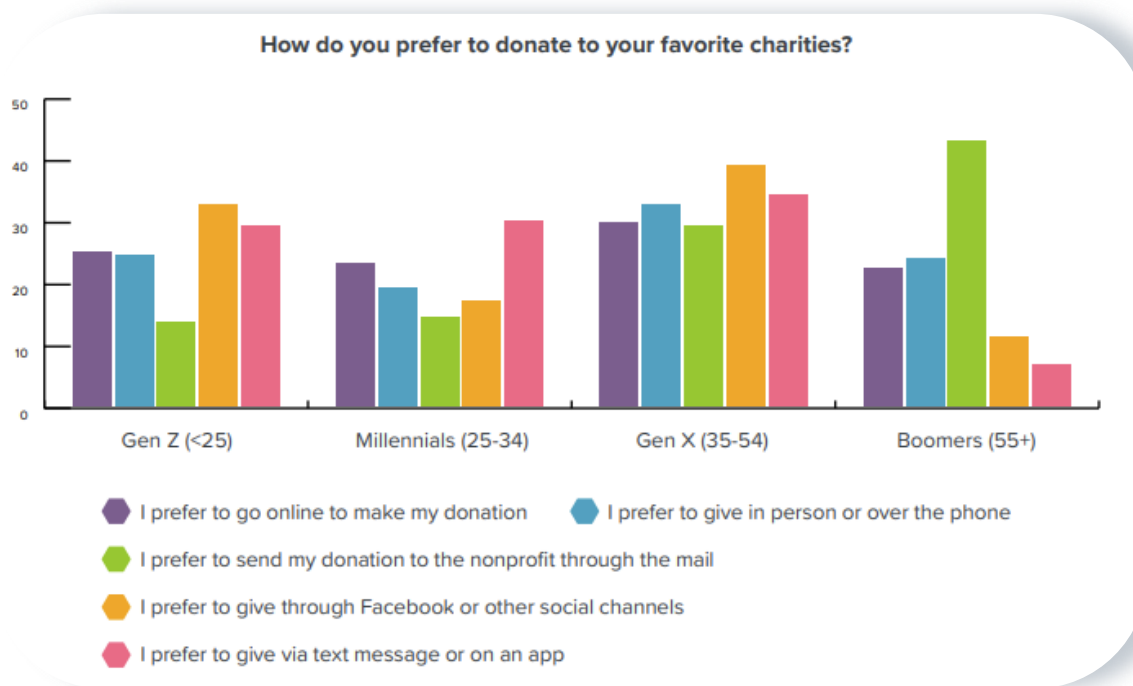
Unconventional Donors – Influencers and Celebrities

- + Influencers and local celebrities are more accessible and closer than you may think!
- + Knowing where to start can be tricky
 - + Ensure the personality is a good fit for you organization
 - + Lean on staff, board/committee members, and volunteers to see if relationships are already established
 - + Plan far in advance
 - + Make their participation easy



Unconventional Donors – Generation Z

- + Gen Z are highly motivated to support philanthropy causes
 - + 1/3 of respondents sees their philanthropic support as part of their legacy
 - + Gen Z are vetting the organizations they support by checking impact reports and the organization’s online presence.
 - + They prefer digital payments—29% prefer to give via text and 33% prefer to give in response to a social media call to action.

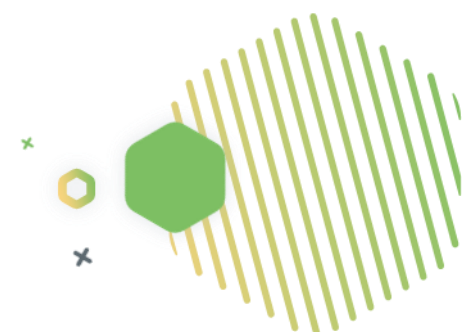
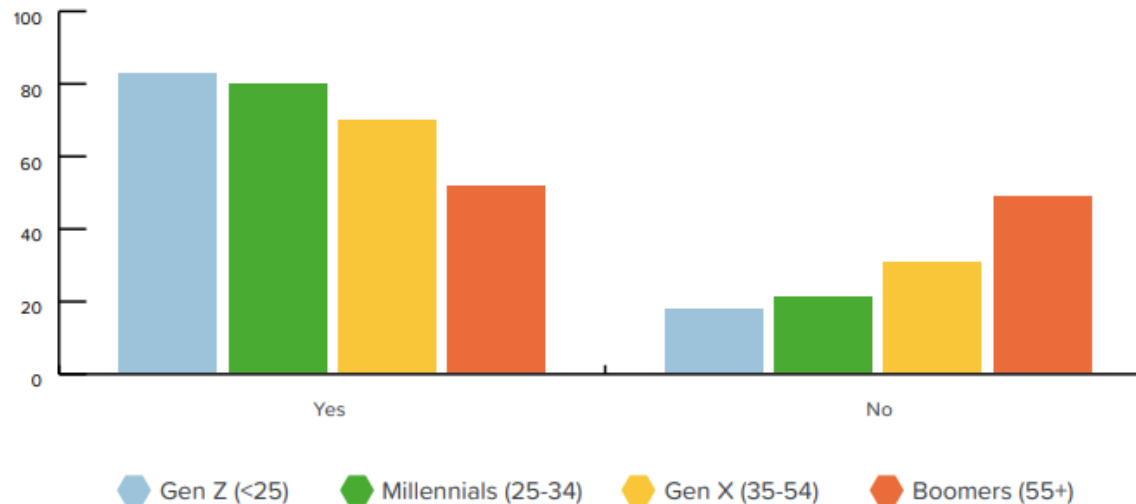


Unconventional Donors – Gen Z

+ How to attract and retain Gen Z donors

- + Get mobile. Ensure donation forms, website, and social media are up to date.
- + Keep them engaged. Gen Z are expecting more regular updates than other older generations.
- + Help them help you. Provide Gen Z the opportunity to participate in peer-to-peer fundraisers.
- + Don't ignore this group. View your relationships with “philanthro-kids” as a long-term investment.

Would you be open to raising money for your favorite nonprofit by asking your friends and family for donations?



Digital wallets for easy payments and donations



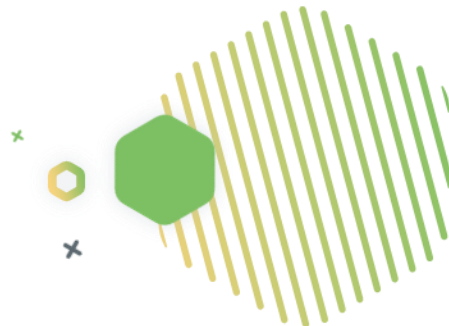
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Digital Wallets

Why will digital wallets be important in 2024?

According to Forbes:

- + 53% of Americans use digital wallets more than traditional payment methods.
- + 47% of Americans spend more when using digital wallets compared to traditional payment methods.
- + 51% of people say they would stop shopping with a merchant that doesn't accept payments from digital wallets.



Digital Wallets

Why will digital wallets be important in 2024?

- + Primarily used by younger & more tech-savvy consumers
- + Increase donor trust and safety
- + Ease of use and convenience is king
- + Easy and streamlined checkout experience
- + Decrease chances of donation abandonment
- + Quickly becoming an essential feature

The screenshot shows a mobile app interface for choosing a gift. At the top, there is a progress indicator with four circles, the first of which is filled. Below it, the text "Choose Your Gift" is displayed. There are two tabs: "One Time" (selected) and "Ongoing" (with a calendar icon). Below the tabs are four buttons for gift amounts: "\$50", "\$100", "\$250", and "\$500". The "\$50" button is highlighted with a blue border. Below these is a text input field labeled "Other". A grey button with a star icon says "Multiply your impact. Make it Monthly!". A checkbox is checked, with the text "A little bit goes a LONG way -- Help Wanderlust Foundation by adding a little extra to help offset our processing fees: (\$2.50) ?". Below this are four large buttons for payment methods: "Apple Pay" (black), "PayPal" (yellow), "venmo" (blue), and "Give \$52.50" (dark blue). The word "or" is centered between the Venmo and Give buttons.



Conclusion



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Conclusion

A few things to keep in mind as we begin preparing and planning for 2024

- + **To connect with the younger generation of upcoming donors, it's important to ensure your fundraising strategies are current and accessible.** Meet your donors where they are and embrace peer-to-peer fundraising and digital wallets.
- + **Fundraisers are stretched thin, and expectations are high.** Embracing AI in everyday work can free up time for priceless face-to-face donor interaction.
- + **Time spent on curating bonds with Gen Z donors is an investment in your organization's future.** These “philanthro-kids” can have great impact today and in the future.



Q&A



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