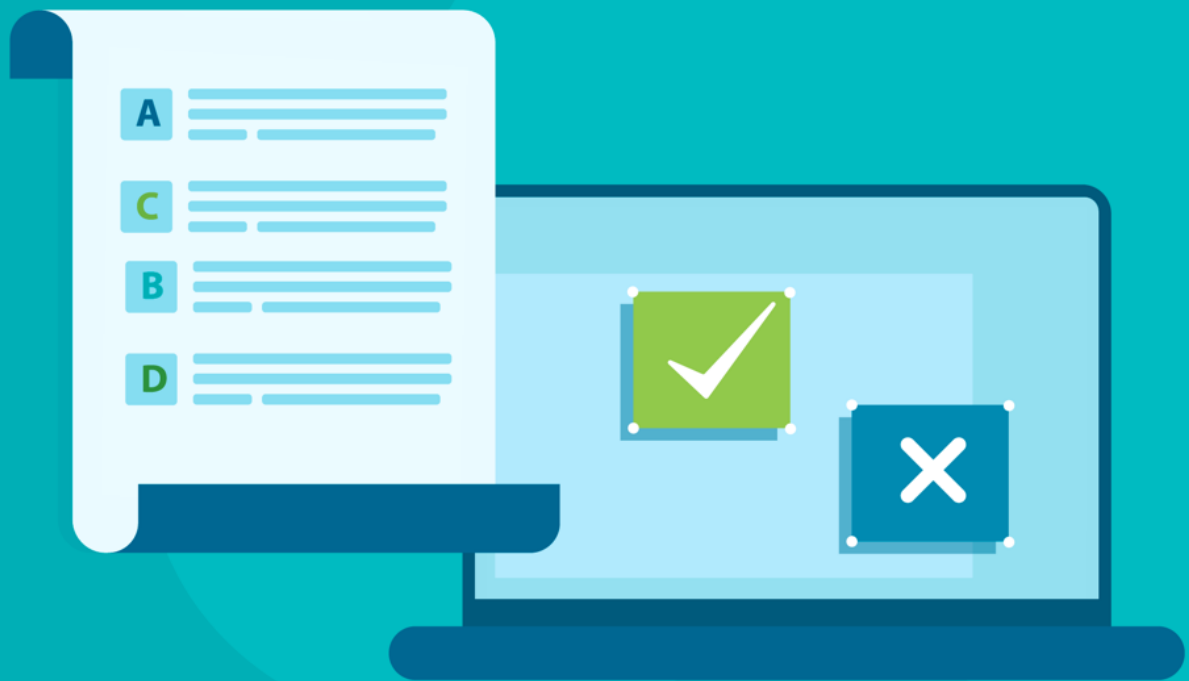


KidGlov



Nonprofit Fundraising Performance Survey

2023

The 2023 Nonprofit Fundraising Performance Survey provides detailed insights into multiple nonprofit organizations' end-of-year campaigns, focusing on what worked well, the hurdles they faced, and the smart strategies they used to reach their goals.

Discoveries

1 Factors Influencing Increased Success

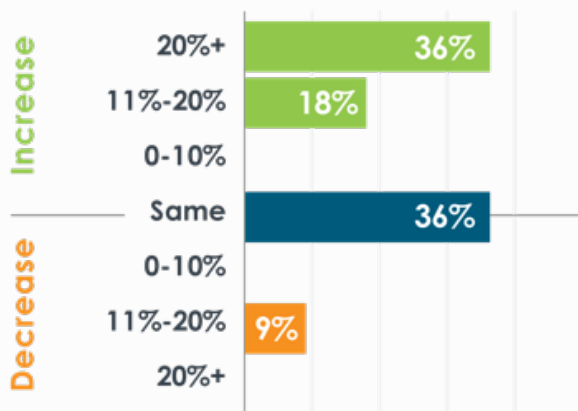
Organizations that saw the most significant increases in donations (over 20% more than in 2022) often cited a few critical factors for their success. They highlighted the power of compelling storytelling, the impact of personalized communication, and the timing of their campaigns, such as tying them to events like yearly galas.

A standout strategy we came across was leveraging matching sponsorships. For example, one organization secured enough matching funds to more than double the previous year—showing how effective this approach can be.

2 Factors Contributing to Declines

For those who experienced a decline in fundraising, common issues included a need for brand awareness, insufficient engagement strategies, and residual impacts from a shaky economy, including donor fatigue.

How did 2023 end-of-year fundraising results compare to 2022?



Comparison



Increases

- Multiple communication channels
- Clear, emotionally engaging stories



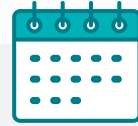
Decreases

- Shaky economic conditions
- Lower donor engagement



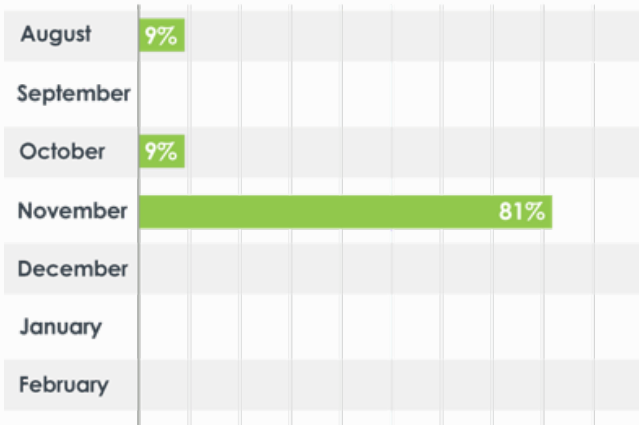
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Campaign Start and End Times

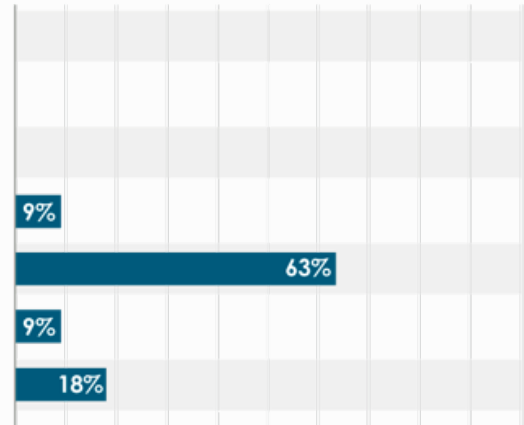


The earliest reported campaign start was in August, while the latest campaign end was extended into February. Most respondents started their campaigns in November and concluded in December, highlighting a concentrated effort during the festive end-of-year season.

Campaign Start



Campaign End



4

Outreach Frequency Statistics



On average, most campaigns performed a median of about 7 outreaches. The highest number of outreaches was 10 during the campaign period.

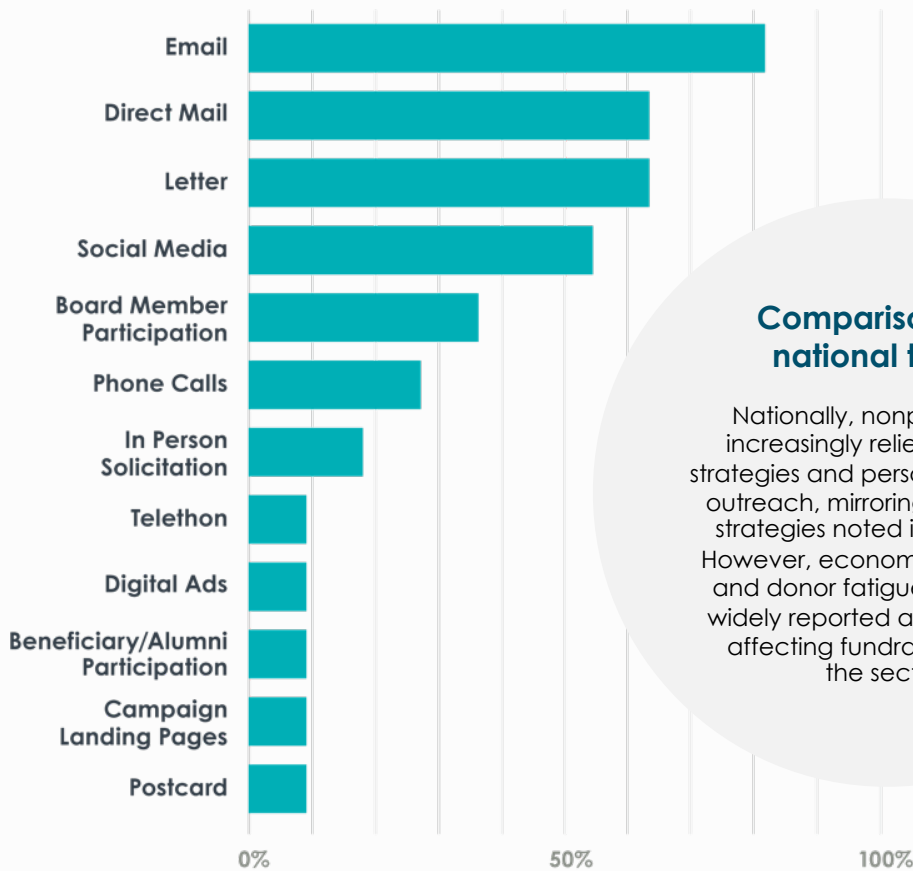


5 Summarized Pain Points



The main challenges nonprofits faced included difficulties telling their stories, especially when raising funds for general operations. They also struggled with time constraints for planning and running campaigns, needing more staff, and low board member involvement. Additionally, many found it hard to segment and target their communications to different groups of donors.

6 Channels Used



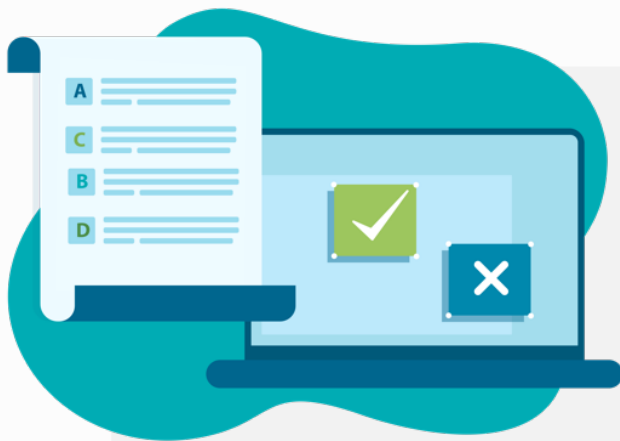
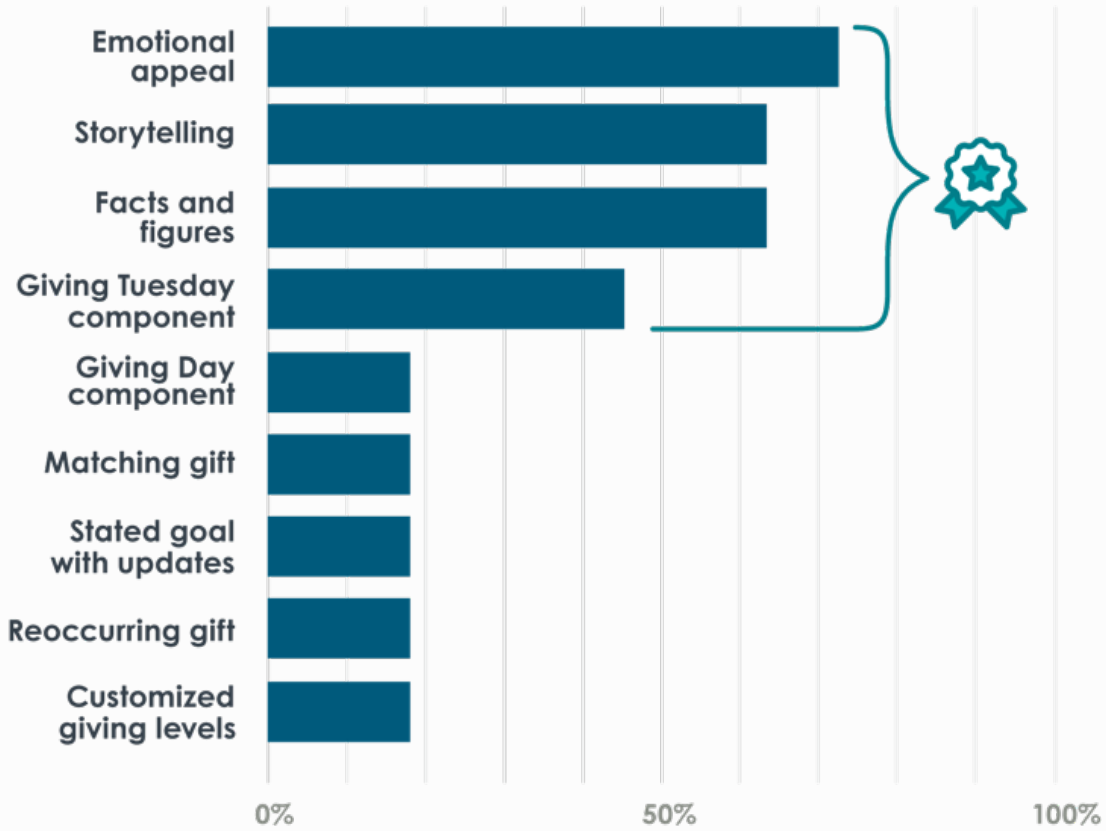
Comparison with national trends

Nationally, nonprofits have increasingly relied on digital strategies and personalized donor outreach, mirroring the winning strategies noted in this survey. However, economic challenges and donor fatigue have been widely reported as major issues affecting fundraising across the sector.

Reports from sources like the National Council of Nonprofits and the Association of Fundraising Professionals highlight similar trends in technology use and donor retention challenges.



7) Approaches Used



This detailed analysis of the 2023 Nonprofit Fundraising Performance Survey highlights not only the diverse strategies employed by nonprofits in their end-of-year campaigns but also the significant impact of economic factors and organizational strategies on fundraising outcomes. By aligning with broader national trends, nonprofits can better prepare and improve their future campaigns through strategic planning and targeted communication efforts.



Recommendations

Based on the insights from the 2023 Nonprofit Fundraising Performance Survey, here are some targeted recommendations for nonprofits aiming to enhance their end-of-year fundraising campaigns in 2024:



Leverage Compelling Storytelling

Focus on creating compelling and emotional stories that clearly communicate the impact of donations. Personalized stories that resonate with your donor base can significantly enhance engagement.



Diversify Communication Channels

Employ a mix of digital and traditional communication methods, including email, direct mail, and social media. Tailor the messaging to fit the channel and the audience for maximum impact.



Plan Early

Begin campaign planning well in advance to ensure adequate preparation and implementation time. Early planning allows for more strategic messaging and a better use of resources.



Increase Personalized Outreach

Personalize communications as much as possible, especially through direct mail and email. Personal connections can drive higher engagement and donor loyalty.



Utilize Matching Funds

Seek partnerships with sponsors for matching funds. This strategy incentivizes donors by doubling their impact and encourages more engagement during the campaign period.



Optimize Timing

Consider starting campaigns as early as August and extending them into the new year if appropriate. This extends the giving window and aligns with various donor schedules and preferences.



Recommendations (continued)



Invest in Digital Strategies

Expand your digital presence with targeted digital ads, social media campaigns, and interactive online content to reach a broader audience.



Enhance Board Involvement

Encourage active participation from board members, not only in governance but also in fundraising efforts. Their networks and influence can significantly boost the campaign's reach and effectiveness.



Regular Donor Engagement

Engage with your donors throughout the year, not just during the campaign season. Regular updates on your organization's work and its impact help keep donors connected and informed.



Focus on Donor Retention

Implement strategies for retaining donors, such as offering recurring donation options and recognizing long-term supporters to encourage ongoing contributions.



Address Donor Fatigue

Be mindful of donor fatigue, particularly in challenging economic times. Ensure your messaging acknowledges the current economic climate but focuses on the positivity and necessity of ongoing support.



Utilize Data and Feedback

Analyze data from previous campaigns to understand what worked and what didn't. Also, gather feedback from donors to improve future initiatives.

