


**CHALLENGES AND OPPORTUNITIES:
TRENDS AND INNOVATIONS IMPACTING
FUNDRAISING WORLDWIDE**

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April 2023
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AFPICON NEW ORLEANS 2023 APRIL 16-18
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dobré ráno *Buenas días* **vitajte** **BON JOUR**
szívesen látott bem-vindo 환영받는 인기 있는 **Welcome** She:kon
Sienvenue vitany welkom добрый ранок
Vin Dec 歡迎される **Huānyíng** добрый ранок
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Chào mung benvenuto

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DARYL UPSALL INTERNATIONAL
CONSULTING | RECRUITMENT

We have worked with non-profits across more than 80 markets and in all stages of fundraising programme development and undertaken 742 successful searches, for more than 260 organizations, across 129 locations worldwide!
Our clients include:



Fundraising Strategy • Market Intelligence • Fundraising Readiness • Mentoring & Facilitation • Recruitment

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PRE COVID - INDIVIDUAL GIVING GROWING IN MOST MARKETS
Main channels

- ✓ FACE TO FACE
- ✓ DIGITAL
- ✓ DRTV
- ✓ LEGACY/BEQUEST
- ✓ PEER TO PEER/COMMUNITY





→ MIDDLE DONORS
↓ DIRECT MAIL

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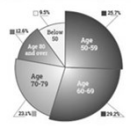
PRE COVID - LEADERSHIP GIVING

- ✓ FOUNDATIONS
- ✓ MAJOR DONORS/HNW
- ✓ DONOR ADVISED FUNDS




Corporate GIVING

Age Distribution of UHNW Philanthropists



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...AND THEN CAME COVID-19
Everything has changed...or has it?



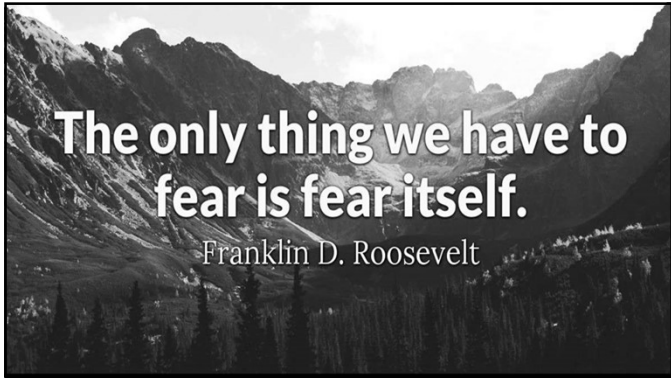
COVID-19 fundraising briefing: Corporate, philanthropy and trusts

COVID-19 Fundraising Update

COVID-19: Four Ways to Regenerate Fundraising Momentum

COVID-19 Response Series: FUNDRAISING IN YOUR NEW NORMAL

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**EVERY CHALLENGE PRESENTS
NEW OPPORTUNITIES FOR INNOVATION**

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COVID-19 AND THE ART OF "PIVOTING"

PIVOT

"A change in strategy without a change in vision." - Eric Ries

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COVID-19 TRENDS
Challenging for many = an opportunity for others:

- Pivot/switch investment from face to face to digital, telephone, DRTV
- Spotlight on the unrestricted and operational reserves policies for non-profits
- Flexibility to invest in growth.
- Opportunity to scale via mergers and acquisitions

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COVID-19 TRENDS
Many major international non-profit organisations (INPOs) grew income over 20% in 2020 -2021 as a consequence of COVID-19

They have ramped up fundraising, especially in:

- Digital/social media;
- DRTV, donor loyalty and conversion of one-off to monthly gifts
- Upgrading monthly donors
- Investing heavily in legacy marketing...at last
- Flipping in-person fundraising events to virtual/online

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BE PREPARED

IT'S NOT JUST FOR SCOUTS

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KEY FINDINGS FOR THE FUTURE:
Pivoting through COVID-19 and future crisis


- Do not hide from the problem
- Act fast and decisively – starting with the Board
- Stick to your mission
- Business continuity – systems ready in the cloud
- Flexible fundraising
- Trial and Test



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KEY FINDINGS FOR THE FUTURE:
Regular, committed, sustainer giving more important than ever in a crisis...ramp it up now!

- Donors First - recognise and listen to your donors, give supporter choice
- Focus on your committed donors...build loyalty more than ever
- Supporter Choice
- Communicate your IMPACT!
- Digital - Ramp up all forms of social/digital



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What When ? ? Who
ANY QUESTIONS?
How ? ? Where Why

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GLOBAL GIVING TRENDS

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CAF WORLD GIVING INDEX 2022



World Giving Index 2022
A global view of giving trends

Provides insight into the scope and nature of giving around the world by examining three aspects of giving behaviour. The questions at the heart of the report are:

- Have you done any of the following in the past month?
- Helped a stranger, or someone you didn't know who needed help?
- Donated money to a charity?
- Volunteered your time to an organisation

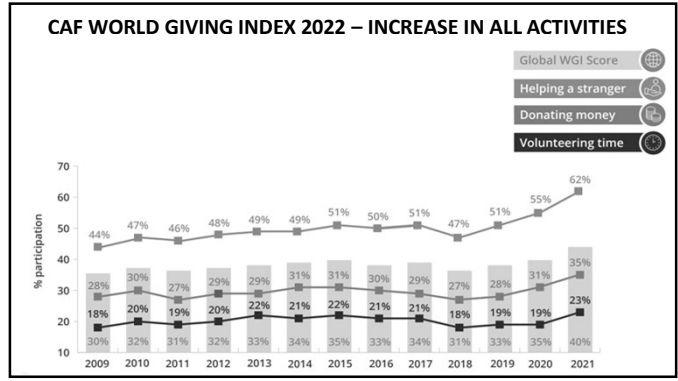
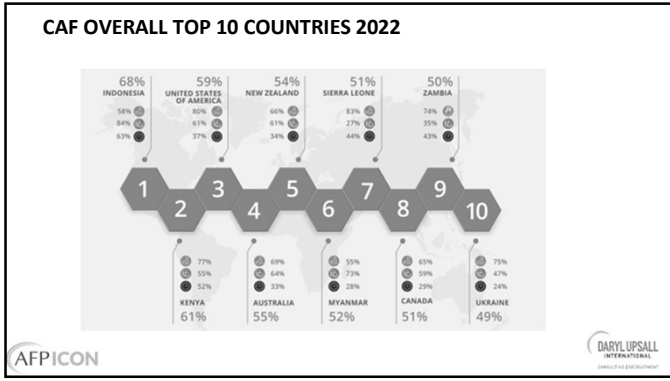
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CAF WORLD GIVING INDEX 2022 – KEY FINDINGS



- More than three billion people (63%) helped someone they didn't know in 2021
- More people than ever donated money in 2021
- Participation and giving in high income countries have bounced back to historic levels
- Indonesia is the most generous country in the world for the fifth year in a row

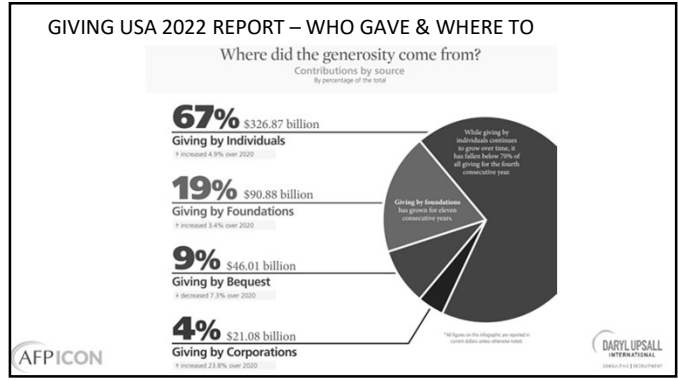
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CAF WORLD GIVING INDEX 2022 – TOP 10 IN VOLUNTEERING AND DONATING MONEY

VOLUNTEERED TIME COUNTRY AND RANKING		PEOPLE (%)	DONATING MONEY COUNTRY AND RANKING		PEOPLE (%)
Indonesia	1	63%	Indonesia	1	84%
Kenya	2	52%	Myanmar	2	73%
Sierra Leone	3	44%	Netherlands	3	68%
Zambia	4	43%	Iceland	4	67%
Tajikistan	5	43%	United Kingdom	5	65%
Philippines	6	39%	Australia	6	64%
United States of America	7	37%	Malta	7	64%
Sri Lanka	8	37%	Thailand	8	62%
Jamaica	9	36%	United States of America	9	61%
Dominican Republic	10	36%	New Zealand	10	61%

USA PHILANTHROPY & FUNDRAISING TRENDS





USA PEER TO PEER FUNDRAISING TRENDS

REVENUE GREW 3.5% AMONG TOP THIRTY USA PEER-TO-PEER FUNDRAISING PROGRAMS IN 2021

First time study shows collective increase among top campaigns since 2008

2023 P2P Professional Forum Conference
February 22 - 24, 2023
Marriott Marquis - Washington, DC
REGISTER TODAY

REVENUE GREW 3.5% AMONG TOP THIRTY USA PEER-TO-PEER FUNDRAISING PROGRAMS IN 2021

First time study shows collective increase among top campaigns since 2008

- The \$922 million dollar revenue figure reflected growth from the previous year's efforts for the first time since 2008 (when it hit a high of \$1.76 billion.)
- That was a particularly welcome contrast to 2020 when the pandemic wreaked such havoc on the field that it resulted in a collective 33.5% revenue drop compared to pre-COVID-19 levels.

- ### THE TOP TEN US PROGRAMS BY GROSS REVENUE IN 2021 WERE
- Heart Walk, American Heart Association: down 4.2%
 - Walk to End Alzheimer's, Alzheimer's Association: up 29.7%
 - Light The Night Walk, The Leukemia & Lymphoma Society: up 16.7%
 - Pan-Mass Challenge, Pan-Mass Challenge; up 38%
 - Relay for Life, American Cancer Society: down 10%
 - Kids Heart Challenge, American Heart Association: down 24%
 - Bike MS, National MS Society: up 24%
 - Making Strides Against Breast Cancer, American Cancer Society up 36.2%
 - JDRF One Walk, JDRF, down 44.5%
 - Dance Marathon, Children's Miracle Network Hospitals, down 19.5%
- Source: Peer-to-Peer Professional Forum www.peertopeerforum.com

2021 USA PEER-TO-PEER FUNDRAISING TOP 10 BY INCOME

Source: Peer-to-Peer Professional Forum www.peertopeerforum.com

Organization Name	Event Name	Founded	2021 Gross	2020 Gross	Absolute Change
American Heart Association	Heart Walk	1993	\$97,616,588	\$101,883,066	(\$4,266,478)
Alzheimer's Association	Walk to End Alzheimer's	1989	\$87,483,024	\$67,464,118	\$20,018,906
The Leukemia & Lymphoma Society	Light The Night	1999	\$70,000,000	\$60,000,000	\$10,000,000
Pan-Mass Challenge	Pan-Mass Challenge	1980	\$68,000,000	\$50,000,000	\$18,000,000
American Cancer Society	Relay for Life	1985	\$60,000,000	\$66,700,000	(\$6,700,000)
American Heart Association	Kids Heart Challenge	1979	\$49,844,011	\$65,603,423	(\$15,759,412)
National MS Society	Bike MS	1988	\$44,218,461	\$35,673,035	\$8,545,426
American Cancer Society	Making Strides Against Breast Cancer	1993	\$35,400,000	\$26,000,000	\$9,400,000

Source: Peer-to-Peer Professional Forum www.peertopeerforum.com

USA DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH



- “Digital-First Peer-to-Peer Fundraising Study” focused on programs whose efforts were not grounded in traditional, physical peer-to-peer fundraising efforts such as walks and rides.
- “Digital-first” efforts leverage tools such as social media and livestream video to inspire donations from people connected with program participants.

Source: Peer-to-Peer Professional Forum www.peertopeerforum.com


DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

- Over \$154 million was generated for charity in 2021 by “digital-centric” peer-to-peer fundraising,
- A 30% increase in income over 2020, according to data from 44 nonprofits
- Participation in these programs grew 132% from 2020 to 2021 (note: some programs launched in 2021 and not all participants raised money.)
- The number of donors to digital-first efforts grew 29% (among the 86% of organizations who provided this data.)

USA 2022 DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH


Key Findings

Digital-first Program Revenue YoY



44 nonprofits generated \$154.9 million from digital-first peer-to-peer fundraising programs in 2021, up 30% from \$119.2 million in 2020.

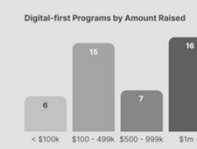
Digital-first vs Non-digital-first YoY



That 30% revenue increase is nearly 6x the collective rate registered by the primarily physical and hybrid programs maintained by this year's separate Peer-to-Peer Fundraising Thirty study which showed a 3.5% rise from 2020 to 2021.

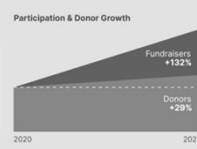
DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

Digital-first Programs by Amount Raised



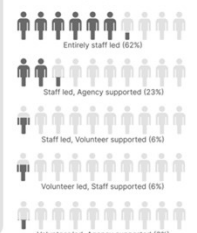
Sixteen programs reported raising \$1,000,000 or more from digital-first peer-to-peer fundraising; seven reported \$500,000 to \$999,999; 15 reported \$100,000 to \$499,999, and six reported under \$100,000 in revenue.

Participation & Donor Growth



Participation in these programs grew 132% from 2020 to 2021 (note: some programs launched in 2021 and not all participants raised money). The number of donors to digital-first efforts grew 29% (among the 86% of organizations who provided this data).

Staff vs Agency vs Volunteers



RESOURCES - P2P FUNDRAISING GUIDES & RESEARCH



Building an Innovative P2P Fundraising Program

Successful peer-to-peer fundraising campaigns consistently evolve and take risks. Learn what takes to build a culture of innovation within your organization and explore real-life examples groundbreaking approaches to peer-to-peer.



Do-It-Yourself Fundraising: Its Promise and Perils

DIP fundraising offers nonprofits amazing opportunities to empower their supporters to raise money on their behalf. But DIP campaigns also come with a number of potential pitfalls that can limit their success. This free whitepaper provides a roadmap for avoiding these critical and sharing a course to DIP fundraising success.



The Essential Guide to Peer-to-Peer Fundraising

Learn the critical strategies and tactics you'll need to unlock the secrets to successful peer-to-peer fundraising. This e-book distills a decade's worth of lessons and insights from the Peer-to-Peer Professional Forum, the field's preeminent source of information about and for peer-to-peer fundraisers. Don't wait to gain the knowledge you need to raise more money and build stronger connections with your supporters.



The Big List of Peer-to-Peer Fundraising

It's amazing what people will do to raise money for their favorite charities. Check out our list of nearly 120 ideas that can help your charity build its next peer-to-peer fundraising campaign. It's likely you will find something that will inspire your supporters to raise money on your charity's behalf.

Source: Peer-to-Peer Professional Forum www.peertopeerforum.com

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FUNDRAISING INNOVATION & TRENDS

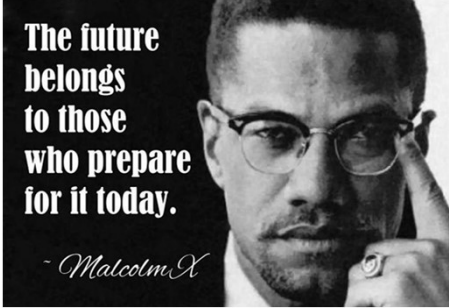


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DONOR ENGAGEMENT

THE FUTURE IS NOW


The future belongs to those who prepare for it today.

- Malcolm X




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ISLAMIC PHILANTHROPY AND FINANCE



ISLAMIC FUNDRAISING




ISLAMIC PHILANTHROPY

UNHCR 2020 Annual Report

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ISLAMIC PHILANTHROPY AND FINANCE

UNHCR Refugee Zakat Fund – Raised \$43 million in 2020



Partnerships continue to be UNHCR's focus to realize the Refugee Zakat Fund capacity and to assist 2.2 million beneficiaries in 2020

COME PILLARS OF UNHCR'S REFUGEE ZAKAT FUND

- 1. Traditional Zakat donations
- 2. 10% of Zakat bank for digital donations
- 3. Ethical and social investments when long-term savings

Zakat funds raised

WHERE it came from

- Digital donations: \$3.67 million
- Institutional partners and Philanthropists: \$39.65 million

2.2 million beneficiaries

is the Fund's current capacity to assist and absorb \$482.7 million Zakat and Sadaqah funding

Next? Setting up a Waqf (Islamic endowment) fund for long-term sustained support of refugees

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RISE OF THE MEGA DONOR

Mackenzie Scott's Philanthropy is bigger and faster than all before her...\$14 Billion so far to over 16,000 nonprofits

Mackenzie Scott launches giving website, details charitable process

December 16, 2022



Philanthropist and Clinton Foundation signatory Mackenzie Scott has launched a philanthropy-related website and announced the name of her charitable giving organization: Yield Giving.

In launching the website, Scott has outlined for the first time her charitable giving process of over \$14 billion to over 16,000 nonprofits. Yield Giving reports. Each grantee organization can log in to her site with the amount she awarded. The site also features the essays that Scott has published in the past about her gifts. In addition, it notes that Scott plans to break her giving process in the future to offer an "open call process to introduce an additional pathway for information about organizations to reach us."

The organization name alludes to Scott's laid-back giving mentality—most of her donations are unrestricted grants. "Established by Mackenzie Scott to share a financial fortune created through the effort of countless people," the website states, "Yield is named after a belief in adding value by giving up oneself."


Additional details are provided here with the hope that they might further assist the search of these gifts.

<https://yieldgiving.com/>

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WHO IS FUNDING YOUR FUNDRAISING ?

You need BIG FUNDS to invest in fundraising growth...



unicef for every child

Executive Board

World Bank instrument to facilitate sustained investment in private sector fundraising

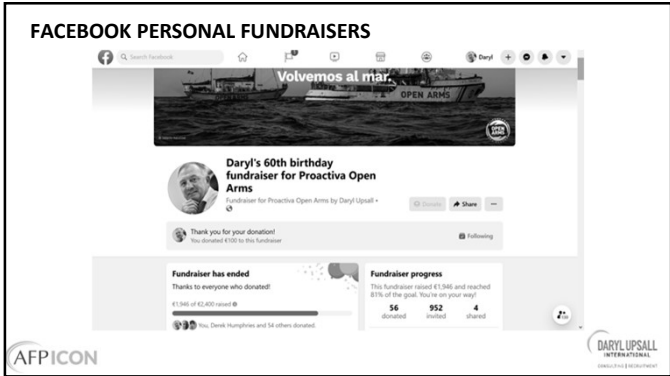
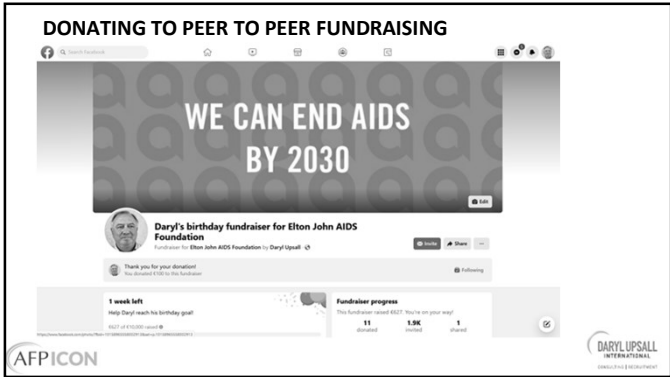
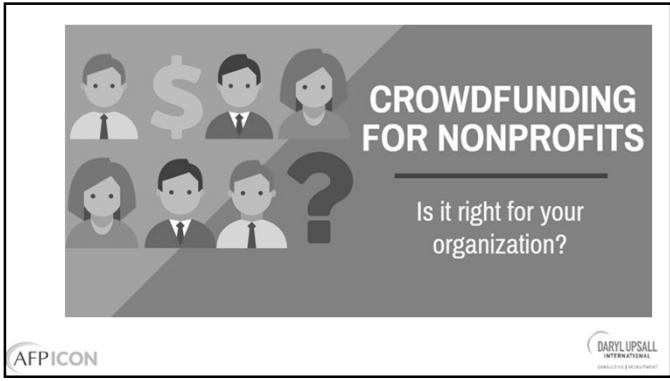
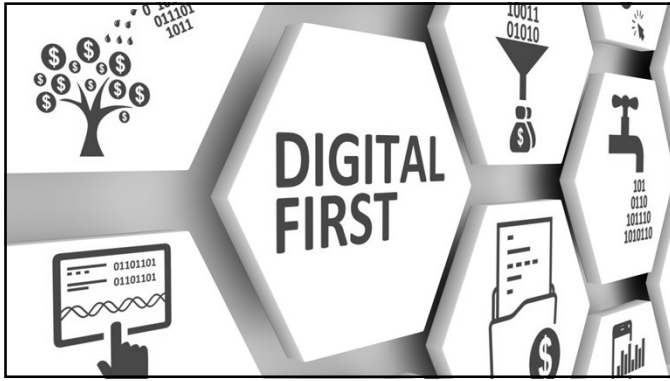
Download document

Available online

About

UNICEF is pleased to provide the Executive Board with this document that outlines a financial instrument being developed to facilitate a sustained level of investment in private sector fundraising. The financial instrument will entail an arrangement between the World Bank and UNICEF to raise additional financing for investment in private sector fundraising, leveraging the services and expertise of the World Bank in the financial markets. The instrument will also help UNICEF to respond to the impacts of the coronavirus disease 2019 (COVID-19) pandemic.

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FACEBOOK FUNDRAISING INCOME GREW BY OVER 50% IN 2021

Charity Type	Growth Rate
INTERNATIONAL	123%
ANIMAL	150%
CHILDREN & YOUNG PEOPLE	140%
CANCER	180%
HEALTH	203%
HOPES	79%
MENTAL HEALTH	97%

Overall, the total raised by the data set grew by 51% from 2020 to 2021. 15% of organizations had less income in 2021 compared to 2020, but overall average growth rates for each charity type.

Facebook Fundraising income grew by over 50%

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INSTAGRAM FUNDRAISING

Instagram just made it much easier for influencers to help drive charitable giving

Instagram launches donation stickers for charities

How to Host a Fundraiser on Instagram

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WHATSAPP FUNDRAISING

WhatsApp for Fundraising and Crowdfunding

WhatsApp used for:

- Supporter community building
- Channel for crowdfunding campaigns
- Major donor WhatsApp Affinity Groups
- Middle donor campaigns
- Channel for crowdfunding campaigns
- Digital storytelling

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WHATSAPP FUNDRAISING

Spain is one of the world's biggest WhatsApp users.

So where is the fundraising?

USA and Canada still slow to take up WhatsApp, but are you ready for it?

Country	Share of respondents
Brazil	98%
Spain	96%
Italy	96%
Switzerland	94%
Germany	92%
Russia	89%
UK	81%
France	62%
Sweden	42%
United States	25%

Based on surveys of 17,758 adults (18-64). Conducted in three waves between February 2020 and March 2021. Source: Statista Global Consumer Survey.

statista

HOW TO - USE WHATSAPP TO ASK PEOPLE TO DONATE TO A FUNDRAISING PROJECT ON THE GOOD EXCHANGE

platform mobile messaging with friends all over the world

Watch the Video

Download the instructions

FUNDRAISING ON TIKTOK

Reaching out to Gen Z - If you are looking to target the younger generation TikTok is for you

Leading cities with most TikTok users in Spain in 2021 (in 1,000s)

City	Number of users (in 1,000s)
Madrid	2,078
Barcelona	1,218
Seville	823
Valencia	685
Málaga	641
Zaragoza	597
Alicante	544
Bilbao	534
Barcelona	534
Barcelona	535

¿Cómo utilizar TikTok para crear nuevas audiencias y recaudar fondos?

DIGITAL FUNDRAISING HUB 2021

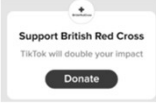


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FUNDRAISING WITH TIKTOK

Reaching out to Gen Z - If you are looking to target the younger generation TikTok is for you


TikTok launches donation feature and \$10m match funding for charities

- British Red Cross use TikTok donation stickers to engage young supporters during COVID-19 and grown its TikTok profile to more than 416,000 followers






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LIVE STREAM – THIS IS WHERE THE EYES ARE LOOKING



Streamlabs Charity Platform



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WHO IS FUNDRAISING VIA TV STREAMING CHANNELS?



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AIRBNB – FUNDRAISING FOR UKRAINE

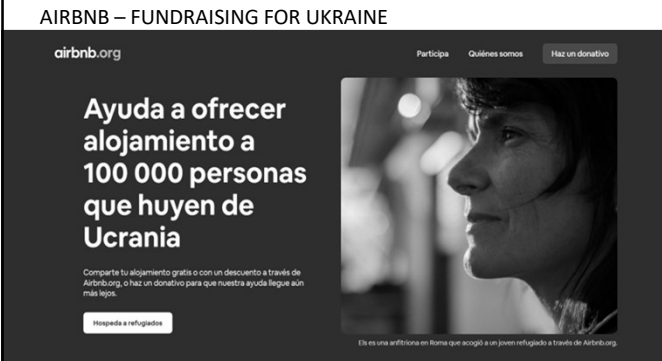


People are booking Airbnbs in war-torn Ukraine to donate directly to owners: 'It was important for me to do something'




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AIRBNB – FUNDRAISING FOR UKRAINE

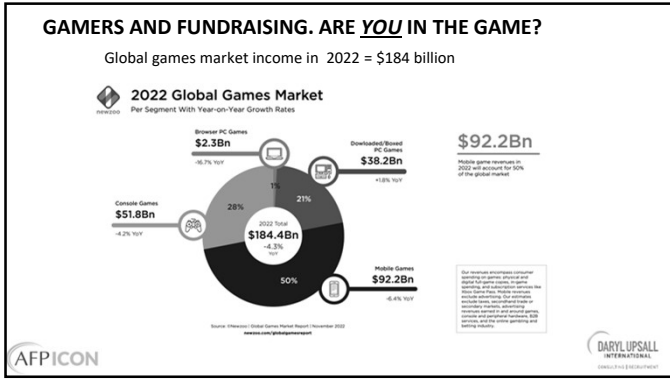


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DIGITAL WALLETS TAP OFFER MORE WAYS TO DONATE



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GAMERS AND FUNDRAISING. ARE YOU IN THE GAME?

- Percentage of gamers aged 55-64 grew by 32% in two years
- How many are potential donors?

What Are Gaming Fundraisers and How Can They Raise Donations for Your Nonprofit?

Thousands of charities. See their stories.

Amazon closing AmazonSmile to focus its philanthropic giving to programmes with greater impact

Be part of something bigger
£14.2 million donated to charity

AmazonSmile represents a very small portion of the total charitable contributions made through our other programmes, which we estimate at more than £100 million in 2021.

ARE YOU READY FOR CRYPTO DONATIONS?

Accept Crypto Donations

Donate Crypto

Featured Campaigns: CARING CRYPTO, UKRAINE EMERGENCY RESPONSE FUND

ARE YOU READY FOR CRYPTO DONATIONS?

CARING CRYPTO

Ukraine Emergency Response Fund

Make a crypto donation to the Ukraine Emergency Response Fund to support organizations that provide humanitarian aid in Ukraine.

ARE YOU READY FOR CRYPTO DONATIONS? SOME ARE ALREADY!

Save the Children.

Why Donate Bitcoin, Ethereum, NFTs and other Cryptocurrencies to Charity

#DonateCrypto, #HODLHOPE

DONATE CRYPTO NOW

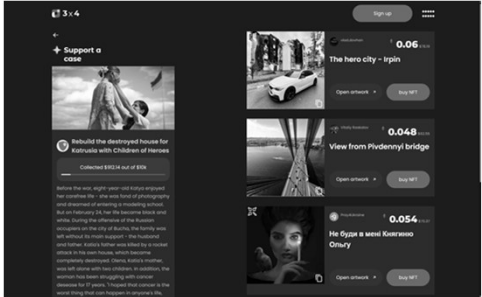
NON FUNGIBLE TOKENS...READY FOR THIS YET?



- ✓ Diversify your nonprofit's revenue streams by accepting donations in Bitcoin, Ethereum, and other cryptocurrencies
- ✓ Engage with a young, affluent donor base of crypto enthusiasts who tend to give more generously than cash donors
- ✓ Champion your cause using an innovative, cutting-edge technology that is becoming increasingly popular worldwide
- ✓ Collaborate with creators and major brands to elevate your organization's visibility and reach

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NON FUNGIBLE TOKENS – CHILDREN OF HEROES, UKRAINE



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INNOVATION IS NOT FREE....INVEST IN IT

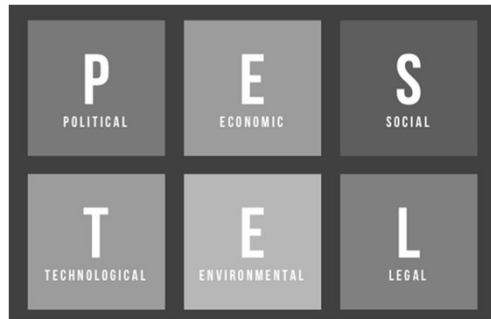
"All fundraising atrophies over time. The key is to invest not just in innovation but in inspiration. You can copy the innovators, but if you do it without genuine inspiration you'll fail."



Ken Burnett FCIOF, Fundraising guru



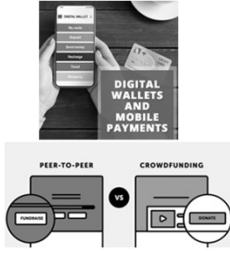
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FUNDRAISING TECH TRENDS



- ✓ Digital Wallets
- ✓ Crypto
- ✓ Non Fungible Tokens (NFT)
- ✓ Peer Driven Giving
- ✓ More Media Apps for Donations
- ✓ Live Stream Events
- ✓ Embedded Video Content
- ✓ Gaming



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FUNDRAISING TECH TRENDS

- ✓ Social Media Tools and Integration
- ✓ Next Generation Virtual Reality
- ✓ Behavioural Science Targeting
- ✓ Artificial Intelligence
- ✓ Marketing Automation
- ✓ Acquisition Intelligence
- ✓ Voice Intelligence Technology
- ✓ Chatbots
- ✓ Data/Behaviour Driven Donor Retention

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ARE THESE OUR BIGGEST FUTURE CHALLENGES?
And what can we do about them?





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ARE THESE OUR BIGGEST FUTURE CHALLENGES?
And what can we do about them?




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And what can we do about them?





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And what can we do about them?





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**THE FUTURE
DEPENDS ON WHAT
YOU DO TODAY.**

- MAHATMA GANDHI

What When ? ? Who
ANY QUESTIONS?
How ? ? Where Why

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"It always seems impossible until it's done."
Nelson "Madiba" Mandela

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Dakujem Muchas gracias!
danke 謝謝 tesekkür ederim
thank you gracias
obrigado sukriya kop khun krap go raibh maith agat
merci

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