

**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** Шейкон


Sienvenue **vitany** **welkom** добрый ранок
Yin Dee 歡迎される **Huānyíng** добры ранок
terotulnud **ΕΥΠΡΟΘΕΚΤΟC** **willkommen** **Wóshdǎqé**

Swaagatam Kolipaio **BIENVENIDO** **keskhiLoloma**
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binevenit **disambut baik** **tervetüljesd**
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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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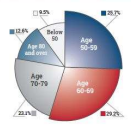
PRE COVID - LEADERSHIP GIVING

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



Corporate GIVING

Age Distribution of UHNW Philanthropists



↓ CORPORATIONS DONATIONS

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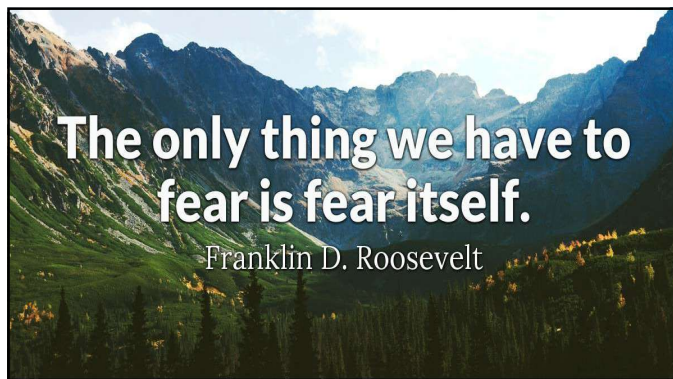
...AND THEN CAME COVID-19
Everything has changed...or has it?

COVID-19 fundraising briefing: Corporate, philanthropy and trusts

COVID-19: Four Ways to Regenerate Fundraising Momentum
Putting in work now is vital to your nonprofit's long-term success

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

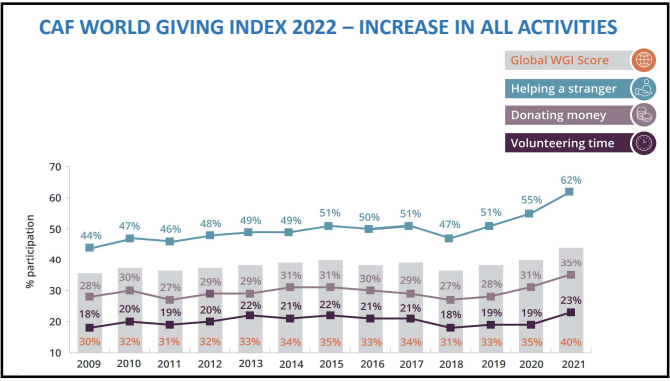
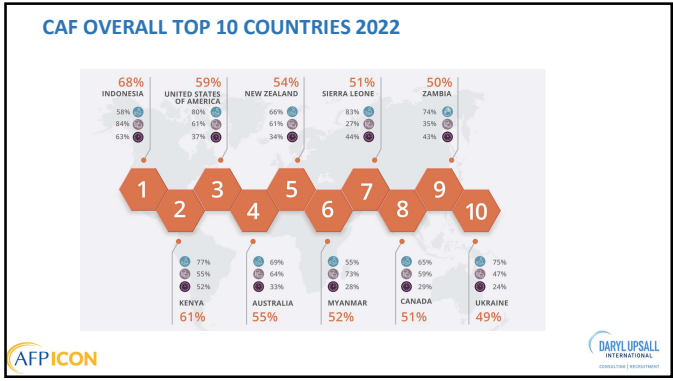
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CAF WORLD GIVING INDEX 2022 – KEY FINDINGS



- 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

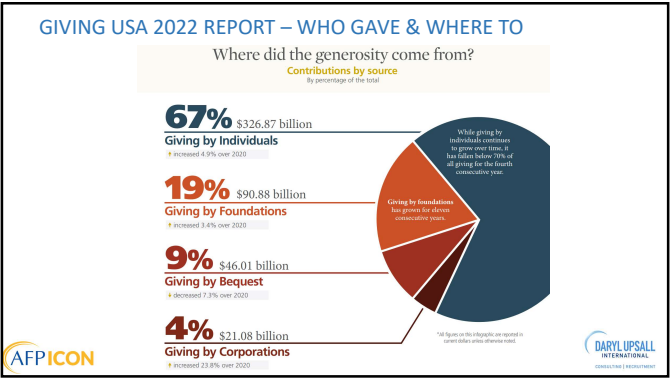
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CAF WORLD GIVING INDEX 2022 – TOP 10 IN VOLUNTEERING AND DONATING MONEY

Country and Ranking	Volunteered Time (%)	Donating Money (%)
Indonesia (1)	63%	84%
Kenya (2)	52%	73%
Sierra Leone (3)	44%	68%
Zambia (4)	43%	67%
Tajikistan (5)	43%	65%
Philippines (6)	39%	64%
United States of America (7)	37%	64%
Sri Lanka (8)	37%	62%
Jamaica (9)	36%	61%
Dominican Republic (10)	36%	61%

USA PHILANTHROPY & FUNDRAISING TRENDS





USA PEER TO PEER FUNDRAISING TRENDS

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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

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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.

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- ### 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
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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	\$49,848,011	\$65,602,423	(\$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

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



2022 Digital-First Peer-to-Peer Study

- “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

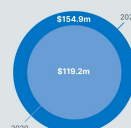
DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

- 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

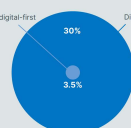
Key Findings

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 Growth 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.

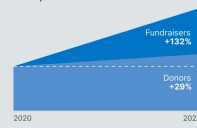
DIGITAL-FIRST PEER-TO-PEER FUNDRAISING” STUDY REVEALS EXPLOSIVE GROWTH

Digital-first Programs by Amount Raised



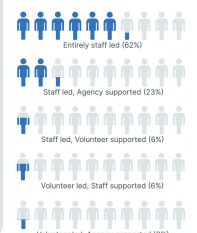
Sixteen programs reported raising \$1,000,000 or more from digital-first peer-to-peer fundraising; seven reported \$500,000 to \$999,999; 15 reported \$100,000 to \$499,999, and six reported under \$100,000 in revenue.

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

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

What When ? ? Who

ANY QUESTIONS?

How ? ? Where Why

FUNDRAISING INNOVATION & TRENDS

TRENDS 2023

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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

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ISLAMIC PHILANTHROPY AND FINANCE

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

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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

AFPICON <https://yieldgiving.com/> DARYL UPSALL INTERNATIONAL CONSULTING & MANAGEMENT

WHO IS FUNDING YOUR FUNDRAISING ?

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

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PEER TO PEER FUNDRAISING – DIRECT ACTION BY THE PUBLIC

Ideas to get you started

There are lots of ways to make good things happen

- Help people in need**
Provide direct support to an individual, family or community by paying medical expenses or offering financial aid.
[Start fundraising](#)
- Take action in an emergency**
Raise funds in response to a natural disaster or humanitarian crisis. Make a difference in minutes.
[Start fundraising](#)
- Take part in a charity event**
Choose from hundreds of official events including marathons, bike rides, triathlons and bake offs...
[Start fundraising](#)
- Celebrate an occasion**
Mark a special event like a birthday, wedding or final exam by asking friends for donations rather than gifts.
[Start fundraising](#)

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DONATING TO PEER TO PEER FUNDRAISING

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FACEBOOK FUNDRAISING

Collect donations | Inspire others | Fees and eligibility | Resources and next steps

Charitable giving

Raise money and awareness for your cause on Facebook.

To make it easier for you and your community to raise money on Facebook, we've built free tools to help you collect donations and enable supporters to fundraise for your charity.

Charities using Facebook's payment platform to process donations pay no fee – 100% of the donations go to the charity.

[Sign up for charitable giving tools](#)

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FACEBOOK PERSONAL FUNDRAISERS

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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	185%
HEALTH	383%
HOSPICE	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%

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

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

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%

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

So many people today use WhatsApp to communicate with their friends, family, colleagues etc. Did you know that you can quickly and easily send a link to your fundraising project on The Good Exchange to WhatsApp groups and contacts with just a few taps on your 'phone'?

The quick 'how to' video (and short instructions) if you prefer a written version, show just how easy it is for anyone to create and send a WhatsApp message directly to their WhatsApp contacts and groups.

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	1,824
Barcelona	1,198
Seville	423
Valencia	385
Bilbao	341
Zaragoza	267
Palma	144
Malaga	139
Valencia	138
Alcala	135

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

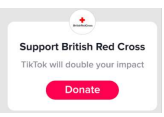


DIGITAL FUNDRAISING HUB 2021

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

- 80% would rather watch live video from a brand than read a blog
- 82% prefer live video from a brand to social posts
- 67% of audiences who watched a livestream purchased a ticket to a similar event
- 81% watched more live video in 2020 than in 2019
- 87% would prefer to watch video online if it meant more behind-the-scenes content
- 56% of most watched live content is breaking news, with conferences and concerts tied in second place with 45%
- 67% of viewers say quality is the most important factor when watching a livestream
- 45% of audiences would pay for live video from a favorite team, speaker or performer




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WHO IS FUNDRAISING VIA TV STREAMING CHANNELS?

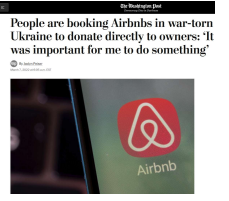


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AIRBNB – FUNDRAISING FOR UKRAINE



KGWS.



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airbnb.org

Participa Quiénes somos Haz un donativo

Ayuda a ofrecer alojamiento a 100 000 personas que huyen de Ucrania

Comparte tu alojamiento gratuito con un descuento a través de Airbnb.org, o haz un donativo para que nuestra ayuda llegue un más lejos.

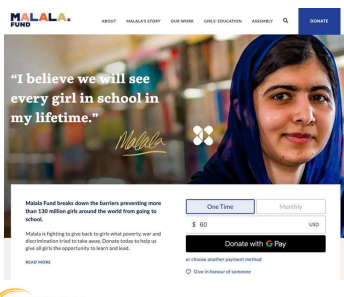
[Hospeda a refugiados](#)



Es una anfitriona en Roma que acogió a un joven refugiado a través de Airbnb.org.

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DIGITAL WALLETS TAP OFFER MORE WAYS TO DONATE



MALALA FUND

"I believe we will see every girl in school in my lifetime."

Malala Fund breaks down the barriers preventing more than 120 million girls around the world from going to school.


Malala is fighting to give back to girls who courage, fear and discrimination that is like hers. Donate today to help a girl of girls the opportunity to learn and lead.

One Time Monthly

\$ 50 USD

Donate with **Gi Pay**

Malala Fund is a 501(c)(3) nonprofit organization. © Good to know of Malala Fund



Apple Pay Google Pay Samsung pay Venmo PayPal WeChat Pay Visa Checkout Allpay Klarna

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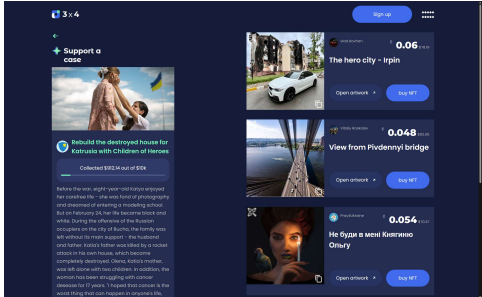
NON FUNGIBLE TOKENS...READY FOR THIS YET?



- ✓ 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

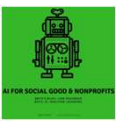
- ✓ Digital Wallets
- ✓ Crypto
- ✓ Non Fungible Tokens (NFT)
- ✓ Peer Driven Giving
- ✓ More Media Apps for Donations
- ✓ Live Stream Events
- ✓ Embedded Video Content
- ✓ Gaming



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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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And what can we do about them?







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ARE THESE OUR BIGGEST FUTURE CHALLENGES?

And what can we do about them?

Here's why the Silicon Valley Bank crash has made a recession much more likely in 2023

- The Silicon Valley Bank collapse has created the seeds for a full recession.
- Most investors have a 30-year horizon. The Fed has its goal of keeping inflation...
- "It isn't only one year through the next 12 months without getting a recession."

Silicon Valley Bank was fastest collapse in nearly 30 years, says Andrew Bailey - but Bank of England Governor insists recent turmoil is 'not like' the 2008 financial crash

- Andrew Bailey says UK banking system 'is a strong position' amid turmoil
- Bank of England Governor speaks to MPs about SVB and Credit Suisse

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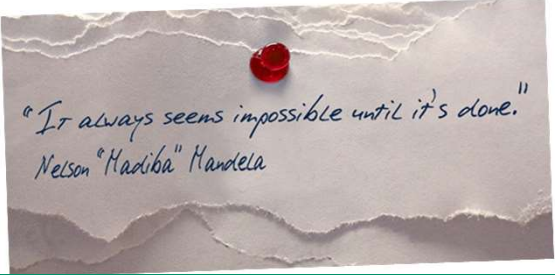
THE FUTURE DEPENDS ON WHAT YOU DO TODAY.

- MAHATMA GANDHI



ANY QUESTIONS?

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

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thank you

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