



# Recession-Proofing Your Mission to Attract, Retain, and Grow Donors

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# Agenda



2023 Nonprofit challenges & technology opportunities



Innovation in action



Closing thoughts and calls to action



# 2023 Nonprofit challenges & technology opportunities

## Recession-Proofing

Secure donors long term to respond to reduction in total donors but increase in avg gift size in recessionary times<sup>1</sup>



## Expectations of multigenerational donors

60% of Gen Z and Millennials want personalized content versus 12% of Baby Boomers<sup>2</sup>



## Visibility & reach

32% of consumers report feeling digital fatigue<sup>3</sup>



## Building trust in brands

57% of Gen Z Americans say giving directly to individuals and causes is more impactful than giving to nonprofits<sup>4</sup>



## Real-time impact

66% of millennials track results for nonprofits they support<sup>5</sup>



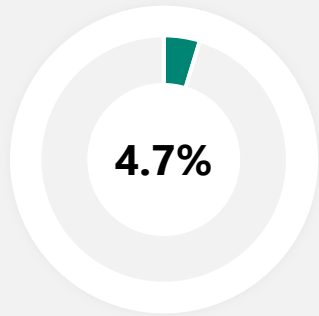
## Staffing

33% of nonprofits report having job vacancies of 20% or more<sup>6</sup>



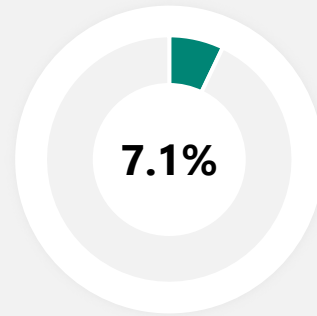
# Nonprofit Recession Resilience

Donation  
revenue goes up



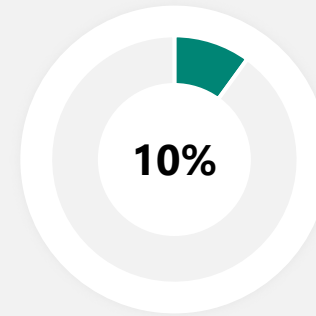
YOY increase in dollars  
donated<sup>1</sup>

Volume of giving  
goes down



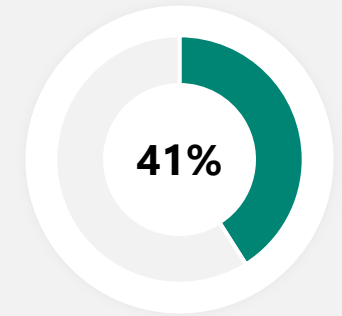
YOY decrease in donor  
numbers<sup>1</sup>

Individual gift  
size goes up



Increase in average  
donation amount from  
2020 to 2021<sup>2</sup>

Major gifts and  
grants increase



Increase in grant  
amounts from  
pre-pandemic giving<sup>3</sup>

*"The best news is that, looking at a 40-year period, the researchers found that when the stock market drops a lot, nonprofit revenue drops a little. When the market rises again, revenue goes up more than it went down. In a nutshell, fundraising gains in an upmarket beat fundraising losses in a down market by a three-to-one margin."*

– *State of Giving Report, 2019*

# 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



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# Generational differences

## Millennial Donors Worldwide

Prefer to give





 Online (Credit/Debit Card)	<b>55%</b>
 Cash	14%
 Bank/Wire Transfer	11%
 PayPal	9%

Most Inspire to give by


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

## Gen X Donors Worldwide

Prefer to give





 Online (Credit/Debit Card)	<b>55%</b>
 Bank/Wire Transfer	12%
 Cash	10%
 PayPal	10%

Most Inspire to give by

 Social Media	<b>33%</b>
 Email	26%
 Website	19%
 Direct Mail/Post	9%

## Baby Boomer Donors Worldwide

Prefer to give

 Online (Credit/Debit Card)	<b>54%</b>
 Direct Mail/Post	19%
 Bank/Wire Transfer	10%
 PayPal	8%

Most Inspire to give by

 Email	<b>33%</b>
 Social Media	19%
 Direct Mail/Post	18%
 Website	16%



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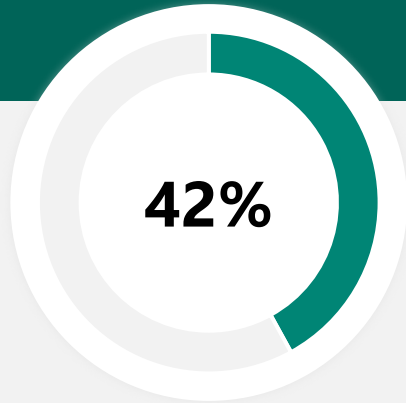


## Staffing

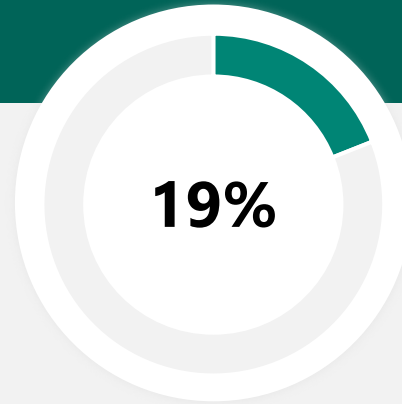
33% of nonprofits report having job vacancies of 20% or more<sup>6</sup>



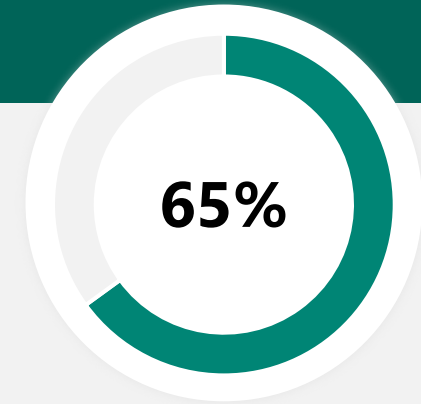
# Digital engagement on the rise



increase in online giving  
over the last three  
years<sup>1</sup>



increase in digital  
advertising investment  
by nonprofits<sup>2</sup>

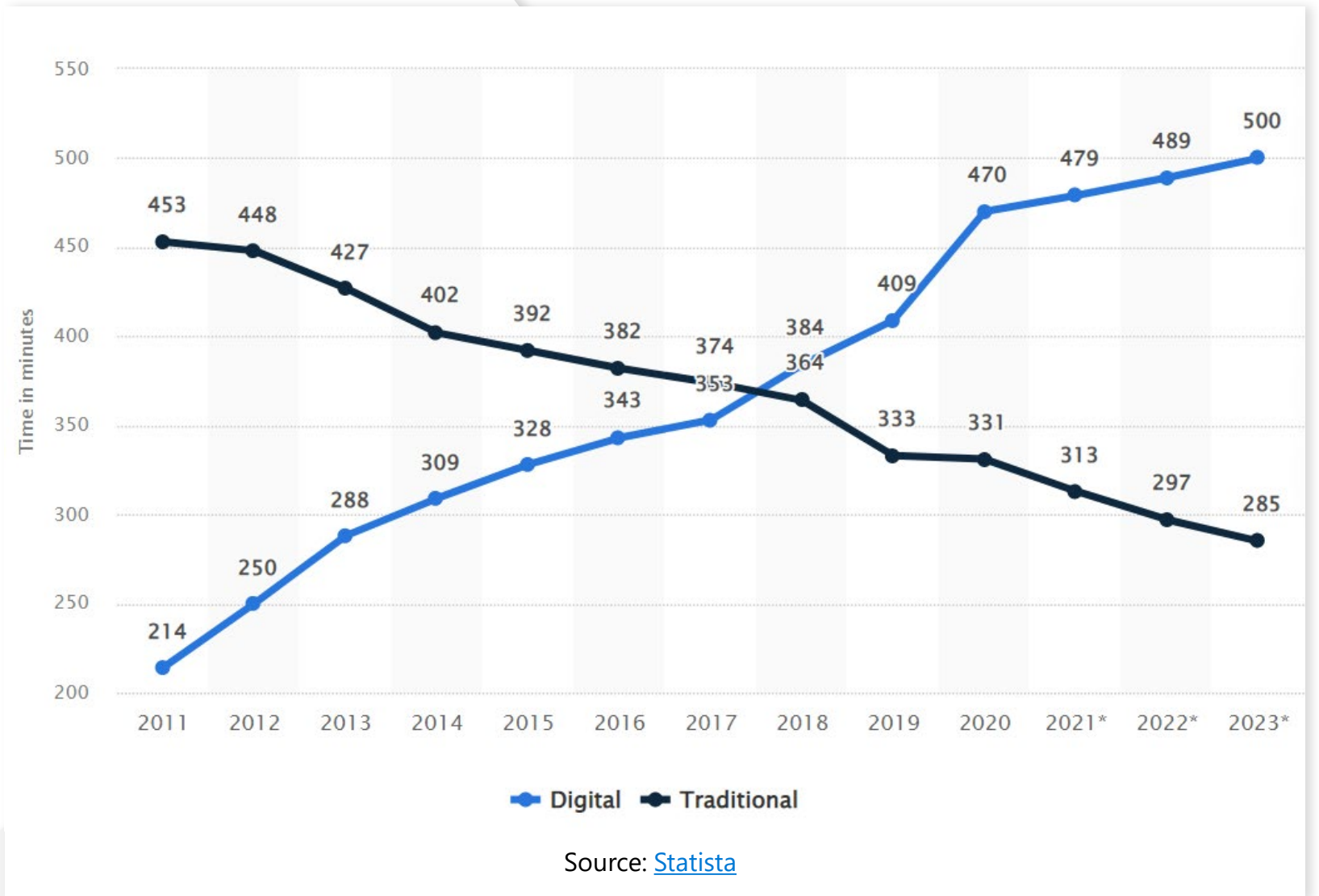


of nonprofits'  
engagement with their  
program participants  
is digital<sup>3</sup>

# Digital fatigue

**32%**


of consumers report feeling digital fatigue<sup>1</sup>  
([Deloitte](#))



<sup>1</sup> [Deloitte](#)

# Audience personas

Hidden ways in which

**YOUR**  
  
**DONORS**  
**ARE ENTIRELY DIFFERENT**

Source: Venengage

## MORE COMMITTED DONORS



*I already love you.  
Why are you selling me?*



decrease  
in retention

## LESS COMMITTED DONORS



*I think you do good work but  
remind me what you do again?*



Increase in  
retention

## DIRECT SERVICE DONORS

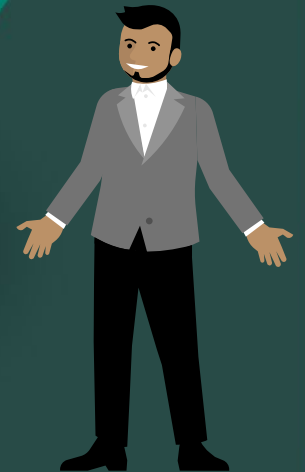


60%

of giving was  
to support  
direct services

Lifetime  
value of **\$500**

## NON-DIRECT SERVICE DONORS



40%

didn't care  
about direct  
services at all

**\$250** of lifetime  
value

# Cut through the noise with personalization

From



To



Transactional interactions



Individual constituents



Single engagement



Relationship building



Groups and communities of supporters



Ambassador loyalty

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# Trust



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

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

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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.

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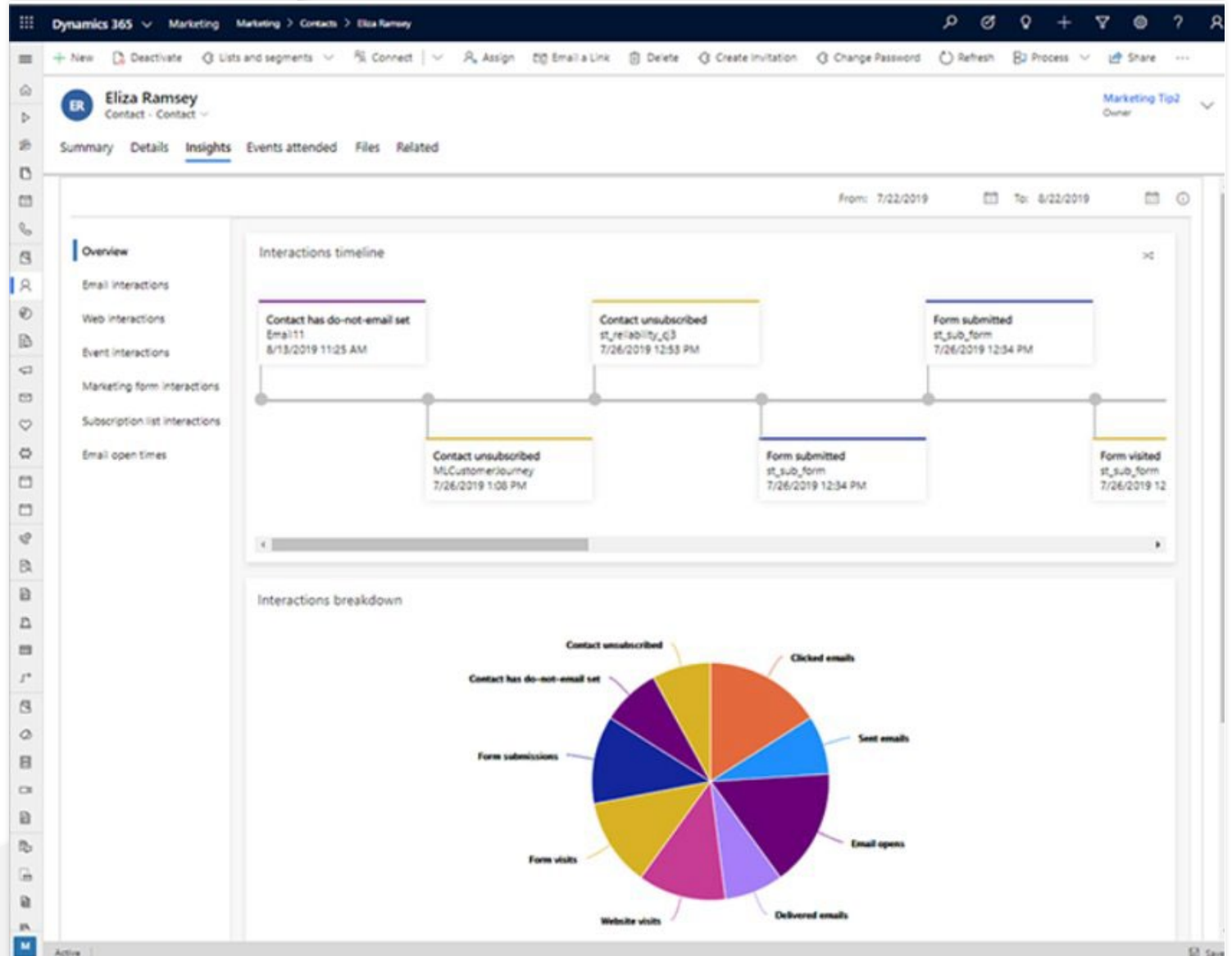
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# Marketing insights

- 1 360-degree profiles help staff understand how donors interact with the organization across channels
- 2 Deeper constituent knowledge
- 3 Enhanced collaboration between development and marketing departments
- 4 Provide fundraisers with marketing results
- 5 End-to-end integration of data and processes between fundraising and marketing teams



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# Why it matters

Nonprofits represent the  
3<sup>rd</sup> largest employer in the U.S.  
and 5<sup>th</sup> largest in the world



# Staff Productivity with Practical AI Use Cases



AI for recommended marketing content



ML/AI for donor propensity and engagement forecasting



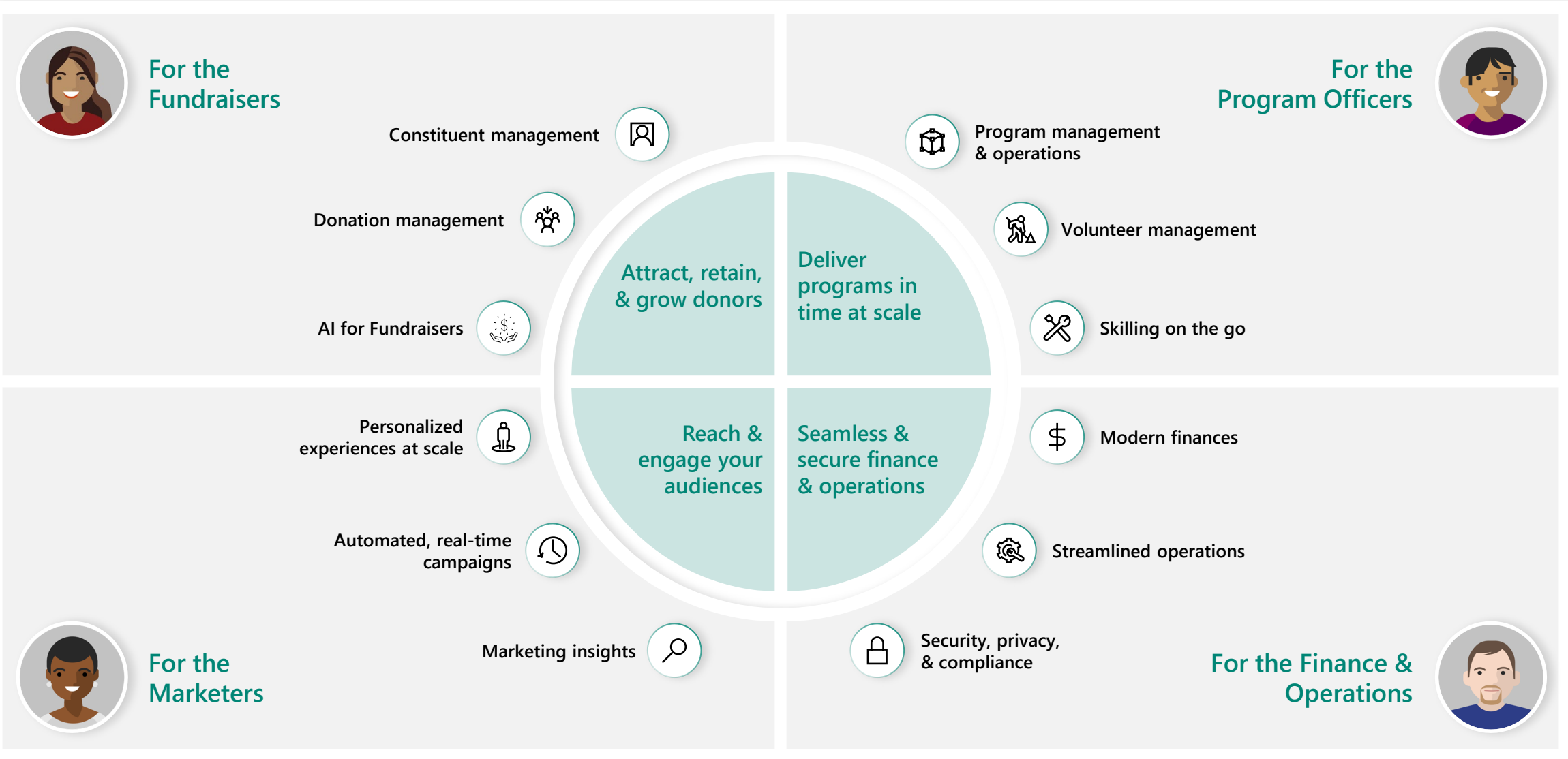
ChatGPT for personalized fundraising and marketing



Leverage AI in practical ways with nonprofit staff providing the authenticity and humanity



# Solutions for Nonprofits





# Nicole Bechard

Senior Technology Advisor

Microsoft Tech for Social Impact

# Personalized Fundraising with ChatGPT

The image shows a split-screen view of an email client. On the left, an email from Jivtesh Singh is open. The email content is as follows:

**Thanks**

Jivtesh Singh <jivtesh@gmail.com>

To: Jivtesh Singh Mon 2/20/2023 13:50

Hi Joe,

Thanks for the warm session last week. I would like some details around your programs in Africa, and the how your work in linked to our foundation's objectives around women's education in developing countries .

Jivtesh

← Reply → Forward

On the right, the Viva Sales interface shows a draft reply generated by AI:

**Viva Sales**

Describe the kind of email you want

draft reply, talk about UN goal 4, we can personalise for their foundation

⚠ Suggested content is AI generated—please make sure it's accurate and appropriate. [Learn more](#)

Hi Jivtesh,

Thanks for your email. Our work in Africa is linked to UN goal 4, which is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. We believe that education is a key driver of development, and that by supporting women's education in developing countries, we can help empower them to achieve their full potential.

We would be happy to discuss our work in more detail with you and your foundation, and how we can best support your objectives. Please let us know if you would like to set up a meeting.

Regards,

Jivtesh Singh

# Personalized Fundraising with ChatGPT

The screenshot displays the Microsoft Dynamics 365 interface for Fundraising and Engagement. The main view is a 'Donation - E1A326' record, which is a 'Single Donation Form'. The record is saved and has a status of 'Completed' as of 2/27/2023. The donation amount is \$2,500.00, and it is linked to the '2022 Legacy Giving' campaign. The donor is Jivtesh Singh, with an email address of jivtesh@mc4ndemo1.onmicrosoft.com. The interface is divided into three main sections: Gift Entry, Donor Details, and Gift Details.

Field	Value
Gift Type	Donation
Donor	Jivtesh Singh
Amount	\$2,500.00
Book Date	2/27/2023
Deposit Date	2/28/2023
Originating Campaign	2022 Legacy Giving
Primary Designation	General Restricted for Education
Organization Name	---
First Name	Jivtesh
Last Name	Singh
Email	jivtesh@mc4ndemo1.onmicrosoft.com
Currency	US Dollar
Amount (Non-Tax Deductible)	\$0.00
Amount (Membership)	---
Amount (Tax)	---
Receipt Preference	---
Receipt #	---
Donate Anonymously	No

The screenshot shows a chatbot interface titled 'Generate acknowledgement'. The chatbot explains that it will look into the donor's preferences, giving history, and organization to generate a personalized thank you email draft. It asks if the user wants to add any additional context. An example context is provided: 'For example, type "mention the temporary housing project we recently started in Turkey"'. A blue button labeled 'Generate email draft' is visible at the bottom right of the chat window.

**Generate acknowledgement**

Your Ai co-pilot will look into this donor's preferences, giving, and history with your organization and generate a personalized thank you email draft. You can review and edit it before sending it.

Do you want to add any additional context?

For example, type "mention the temporary housing project we recently started in Turkey"

[Generate email draft](#)



# Personalized Fundraising with ChatGPT

The screenshot displays the Microsoft Dynamics 365 Fundraising and Engagement interface. The main window shows a 'Donation - E1A326' transaction form. The form is divided into three main sections: Gift Entry, Donor Details, and Fundraising Attributes. A notification box is overlaid on the right side of the form, indicating that an acknowledgement draft has been generated.

**Notification:** Acknowledgement draft generated. You can review and send it now or later in Activities. [Review](#)

**Gift Entry:**

- Type: Donation
- Gift Type: ---
- Donor\*: [Jivtesh Singh](#)
- Amount\*: \$2,500.00
- Channel: ---
- Book Date\*: 2/27/2023
- Deposit Date: 2/28/2023
- Originating Campaign\*: [2022 Legacy Giving](#)
- Primary Designation: [General Restricted for Education](#)

**Donor Details:**

- Organization Name: ---
- First Name\*: Jivtesh
- Last Name\*: Singh
- Phone: ---
- Alt. Phone: ---
- Mobile: ---
- Email: jivtesh@mc4ndemo1.onmicrosoft.com
- Street 1: ---
- Street 2: ---

**Fundraising Attributes:**

- Amount (Non-Tax Deductible): \$0.00
- Amount (Membership): ---
- Amount (Tax): ---
- Receipt Preference: ---
- Receipt #: ---
- Donate Anonymous: No
- Appeal: ---

# Personalized Fundraising with ChatGPT

**Dynamics 365** Fundraising and Engagement Search

Send Save Save & Close Refresh Check Access Collaborate Attach File Share

### Thank you - Jivtesh Singh- DRAFT

Email · Email

Normal Priority Draft Status Reason Jivtesh Singh Owner

Email Related

#### Additional context

Mention the work our organization just started doing in Vietnam for children education [Generate again](#)

#### Draft

Dear Jivtesh Singh,

On behalf of the Red Cross and our non-profit organization, I would like to extend my sincerest gratitude for your **generous donation of \$2,500 for the support of children**. Your commitment to helping us make a difference in the lives of those who need it most is commendable.

Your donation will be designated as General Restricted for Education, meaning the funds will be used to give children access to an education. With the Red Cross's work, **children from Vietnam and Cambodia are given the opportunity to attend school and gain the skills and knowledge they need to thrive**.

Your gift is an invaluable contribution to our mission and allows us to keep working to ensure that all children have access to a quality education. Your support will make a tangible difference in the lives of these children, and we thank you for that. We are deeply grateful for your generous and ongoing support.

Sincerely,  
[Name]  
Fundraising Executive, Red Cross

#### Attachment

No data available

0 - 0 of 0 Page 1

#### Email Engagement

- Recipient Activity will be followed [Do Not Follow](#)
- Schedule email to be sent at a later time. [Send Later](#)
- Set a reminder to follow up on this email. [Set a Reminder](#)

**G Gifts**

# Personalized Fundraising with ChatGPT

The screenshot displays the Microsoft Dynamics 365 interface for Fundraising and Engagement. The top navigation bar includes the Dynamics 365 logo, the current page title 'Fundraising and Engagement', a search bar, and various utility icons. A left-hand navigation pane lists various sections: Home, Recent, Pinned, Workplace, Dashboards, Activities (highlighted), Relationships, Contacts, Organizations, Households, Tribute or Memori..., Gift Processing, Transactions, Donor Commitme..., Payment Schedules, Gift Batches, Bank Runs, Donation Import, Import Donations, and Track Imports. The main content area shows a list of activities under the heading 'All Activities\*'. Above the list are filters for 'Due' (set to 'All') and 'Activity Type' (set to 'All'). A table lists activities with columns for Subject, Regarding, Activity Type, Activity Status, Owner, and Priority. A notification bubble in the top right corner states 'Acknowledgement sent!'. The bottom of the screen shows '1 - 50 of 294' and 'Page 1'.

Subject	Regarding	Activity Type	Activity Status	Owner	Priority
Thank you for your donation to children education!	Jivtesh Singh	Email	Completed	Jivtesh Singh	Normal
Thank you - Jim James Ballou- DRAFT	James Ballou	Email	Open	Jivtesh Singh	Normal
Thank you - Gabriella Morales- DRAFT	Gabriella Morales	Email	Open	Jivtesh Singh	Normal
Thank you for volunteering!	Medical Volunteers	Message	Completed	SYSTEM	Normal
Thank you - Denise Moore- DRAFT	Denise Moore	Email	Open	Jivtesh Singh	Normal
Thank you - Denise Moore- DRAFT	Denise Moore	Email	Open	Jivtesh Singh	Normal
Thank you - Kenneth Cisneros- DRAFT	Kenneth Cisneros	Email	Open	Jivtesh Singh	Normal
Thank you - Denise Moore- DRAFT	Denise Moore	Email	Open	Jivtesh Singh	Normal
Thank you - Ronald Ellis- DRAFT	Ronald Ellis	Email	Open	Jivtesh Singh	Normal
Thank you - Matthew Clow- DRAFT	Matthew Clow	Email	Open	Jivtesh Singh	Normal
Thank you - Betty Rusko- DRAFT	Betty Rusko	Email	Open	Jivtesh Singh	Normal
Thank you - Israel Runyon- DRAFT	Israel Runyon	Email	Open	Jivtesh Singh	Normal
Thank you - Pam Bethke- DRAFT	Pam Bethke	Email	Open	Jivtesh Singh	Normal
Thank you - Jivtesh Singh- DRAFT	Jivtesh Singh	Email	Open	Jivtesh Singh	Normal

# AI for Analysis and Prediction

The screenshot displays the Microsoft Dynamics 365 interface. At the top left, there is a navigation bar with a back arrow, the text "Majors", and a "Draft" status indicator. On the top right, there are icons for "Undo", "Redo", "Save", and a blue "Ready to use" button.

The main workspace is divided into two sections. The left section, titled "Group 1", contains a filter bar with the text "Life Time Giving Is more than 5000". Below this, there are two options: "+ Add a subgroup" and "+ Add a new group".

The right section is the "Query Assist" sidebar. It features a title "Query Assist" and a brief description: "Describe who you wish to target. Query assist will also use this to help create a segment. [Learn more](#)". Below the description is a search input field labeled "Find contacts who..." with a dropdown arrow and a search icon. Underneath the input field, there are two sections: "Recent" and "Suggestions".

The "Recent" section lists the following queries:

- Life time giving sum over 10000
- Life time giving over 5000
- time giving over 10000
- live in NY
- live in SC


The "Suggestions" section lists the following queries:

- Contacts who live in USA who were born between 1970 and 2000
- Contacts who aren't in Canada
- Contacts whose last name is Smith
- Women born in July
- Contacts who were born between 1970 and 2000 and make more than \$50K
- Contacts who prefer to get emails
- Contacts who prefer Monday meetings
- Contacts working for Microsoft company and living in Czech Republic
- Contacts who in financial industry in Iowa
- Contacts who are created today in account Microsoft

# AI for Analysis and Prediction

← Majors Draft

Undo Redo Save Ready to use



Search and add attributes from the right pane

### Query Assist

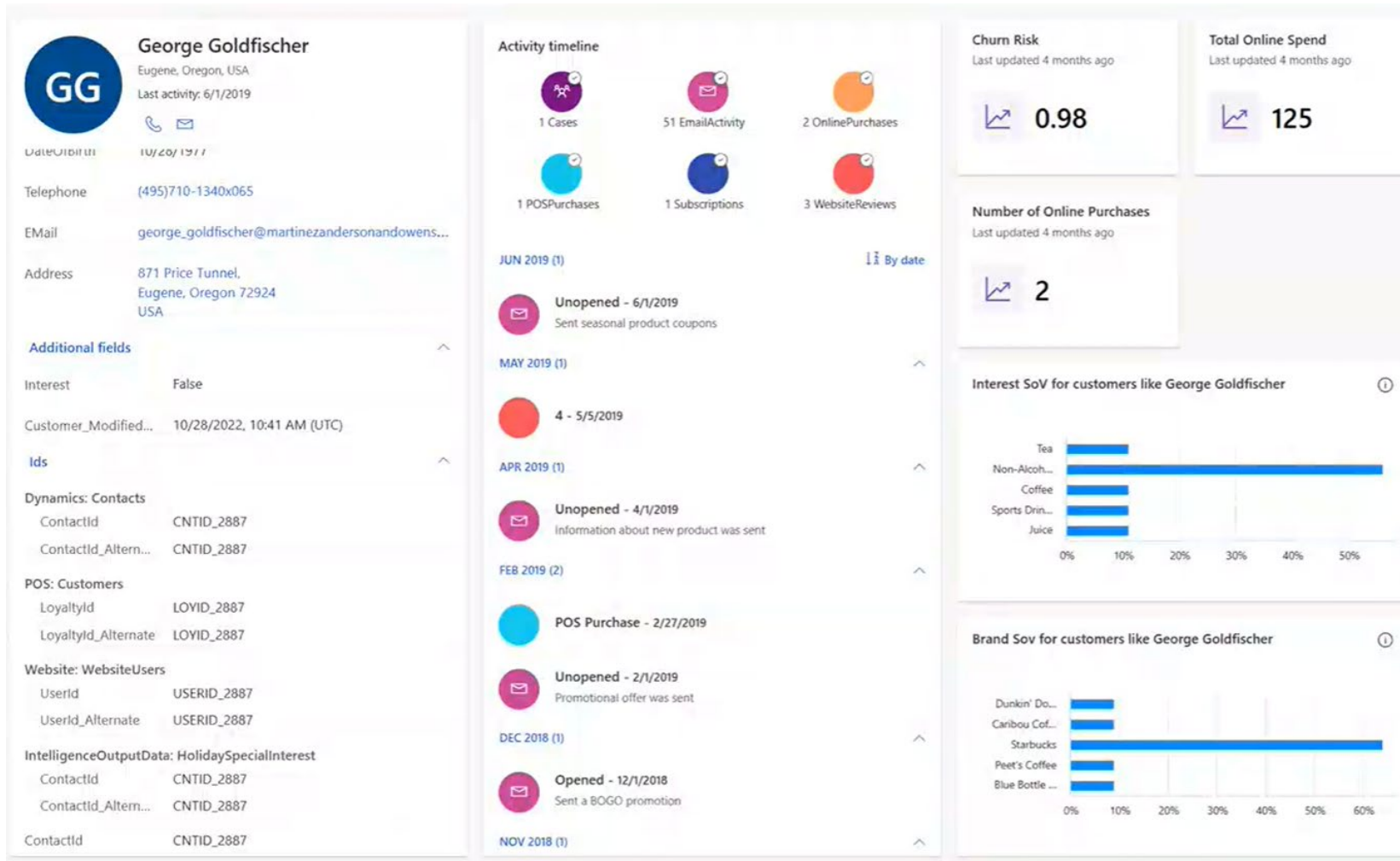
Describe who you wish to target. Query assist will also use this to help create a segment. [Learn more](#)

Find contacts who... ⓘ

Life time giving over 500

The image shows a software interface for creating a query. The main area is a light gray workspace with a central blue circular icon representing a document stack and a plus sign. Below the icon is the text "Search and add attributes from the right pane". On the right side, there is a "Query Assist" panel. At the top of this panel are icons for adding, toggling, and deleting. Below these is a text prompt: "Describe who you wish to target. Query assist will also use this to help create a segment. Learn more". Underneath is a section titled "Find contacts who..." with a help icon. A text input field contains the text "Life time giving over 500". At the top of the interface, there is a breadcrumb "← Majors Draft" and a toolbar with "Undo", "Redo", "Save", and a blue "Ready to use" button.

# AI for Analysis and Prediction



# Marketing Content Generation

The screenshot displays a marketing content generation tool interface. The main workspace shows a draft email for 'contoso' with a header image and a call to action. Below the draft, a text box provides instructions: 'Keep headline short and relevant', 'Customize your email with fonts and colors that reflect your brand and add personalized content for better engagement.', and 'Keep it short and have a clear action for your audience to act on.' To the right, a 'Browse ideas' panel lists generated text suggestions, including 'do this without you!', 'Sincerely, {{CompanyName}}', 'Dear Friend,', and several paragraphs of body text.

**contoso**

**CONTOSO** ❤️  
Helping communities  
one child and mother at a time  
Volunteer today

**Keep headline short and relevant**

Customize your email with fonts and colors that reflect your brand and add personalized content for better engagement.

Keep it short and have a clear action for your audience to act on.

**Browse ideas**

do this without you!

Sincerely,  
{{CompanyName}}

...

Dear Friend,

Add to my draft

We're writing to you today because we need your help. We know your time is valuable and that there are a lot of things vying for your attention, but we hope you can take the time to listen.

We're a community that wants to make a real difference in the world, and right now we're focusing on maternal health. We need volunteers to join us in our mission to provide better care to women during childbirth. Our goal is to reduce maternal mortality rates and provide quality healthcare to all mothers.

We're asking for your help in this fight. Whether it's donating money, volunteering your time or spreading awareness, anything you can do will be greatly appreciated. We believe that together, we can make a positive impact on the world.

Thank you for taking the time to read this message and for considering supporting us in our mission. We look forward to hearing from you soon.

# Marketing Content Generation

The image shows a screenshot of an email design tool interface. The main workspace displays a draft email with the following content:

**Keep headline short and relevant**

Customize your email with fonts and colors that reflect your brand and add personalized content for better engagement.

Keep it short and have a clear action for your audience to act on.

Dear Friend,

We're writing to you today because we need your help. We know your time is valuable and that there are a lot of things vying for your attention, but we hope you can take the time to listen.

We're a community that wants to make a real difference in the world, and right now we're focusing on maternal health. We need volunteers to join us in our mission to provide better care to women during childbirth. Our goal is to reduce maternal mortality rates and provide quality healthcare to all mothers.

We're asking for your help in this fight. Whether it's donating money, volunteering your time or spreading awareness, anything you can do will be greatly appreciated. We believe that together we can make a positive

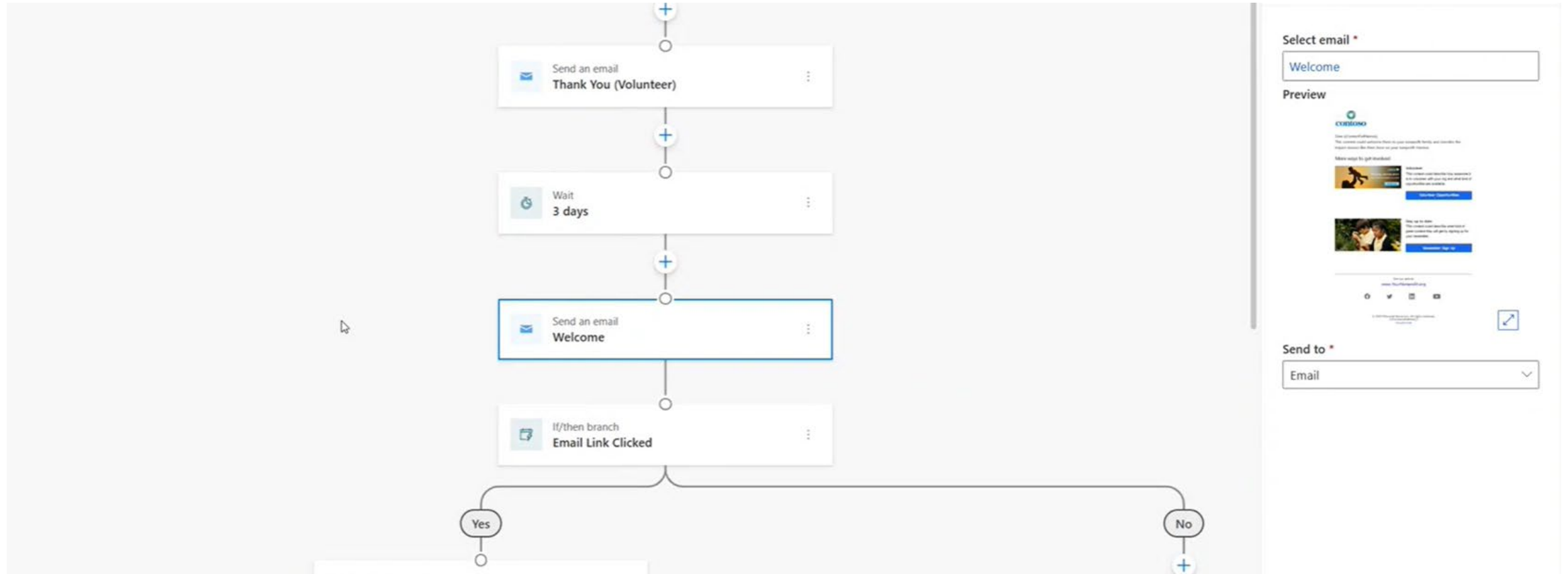
The right-hand sidebar contains the following elements:

- Section > Column > Text
- Close button (X)
- Edit text
- Outer spacing
  - Set equal for all sides
  - 0px
- Kickstart your content creation (with X)
- Content ideas helps you discover new ways to express your thoughts - so you can move from email concept to completion faster.
- Use Content ideas button

The top navigation bar includes options like 'Save', 'Check content', 'Test send', and 'Ready to send'. The bottom toolbar includes 'Paragraph', 'Font', 'Size', 'B', 'I', 'U', 'A', and 'Personalization'.



# Marketing Content Generation



# Marketing Content Generation

The screenshot displays the Dynamics 365 Volunteer Management interface. The main window shows an engagement opportunity titled "Soup Kitchen near Frankfurt HBF" with a status of "Draft". The "Description" tab is active, showing a "Detailed Description" field with the text: "Are you looking to make a difference in your city? According to a recent survey, nearly 6 million people in Germany suffer from food insecurity, including those in need. As a volunteer, you will play a critical role in helping us feed the hungry. Plus, you'll have a chance to make a difference! Join us and be a part of the fight against hunger and Gen Z, this is your chance to take action and make a difference!"

A dialog box titled "Generate High Quality Description" is open in the foreground. It contains the following information:

- Run flow**
- Generate High Quality Description**
- Owner: Microsoft CDX
- Create one or more actions to happen when records in the Microsoft Dataverse portal are selected. To use this flow from Microsoft Dataverse, select th ...
- See more
- Additional Guidance \***
- Make it relevant for GenZ and Millenials, add lots of details, and also create a list of action items to carry
- This flow uses Microsoft Dataverse (legacy), and Microsoft Dataverse.
- [Review connections and actions](#)



# Next Steps

1

Sign up to stay informed:  
[aka.ms/AFPIcon2023](https://aka.ms/AFPIcon2023)



2

Get started with offers from  
TSI: [aka.ms/TSIOffers](https://aka.ms/TSIOffers)



3

Read how nonprofits are  
driving impact with Microsoft  
Cloud for Nonprofit  
[aka.ms/TSIStories](https://aka.ms/TSIStories)

