



2024 NFP Industry Outlook



Governance / Operating

- Generational leadership shifts
- Resonant storytelling
- Reduction in pandemic infused funding
- Budgetary management
- One constant is change
- Board expansion and diversity



Fundraising

- Major Gift Fundraising continues – Gifts greater than $< \$5k = 73\%$ of all contributions
- Economic uncertainty could be a factor
- Diversified strategies for engaging multiple generations
- Continued increase in donor advised funds and campaign giving
- Increased digital marketing/alternative payment methods



Technology

- Increased presence and usage of Artificial Intelligence in the NFP sector
- Utilize tools for virtual collaboration, data analytics and decision making
- Cybersecurity protections



Workforce

- Exhaustion and Burnout are real
- Increased pressure to provide more services could translate in greater collaboration
- Staffing alternatives – Outsourcing, staff sharing or fractional staffing
- Mental health support
- Remote work flexibility