



# Welcome

We'll be getting started promptly at the top of the hour.

In the meantime, feel free to share where you're joining from in the chat panel!

Get comfortable  
and ready to learn!





# Fundraising During Uncertain Times

June 21, 2023



# Presenters



**Dave Holmes**

Network Engagement Manager  
he/him/his



**Lori Guidry**

Network Engagement Manager  
she/her/hers

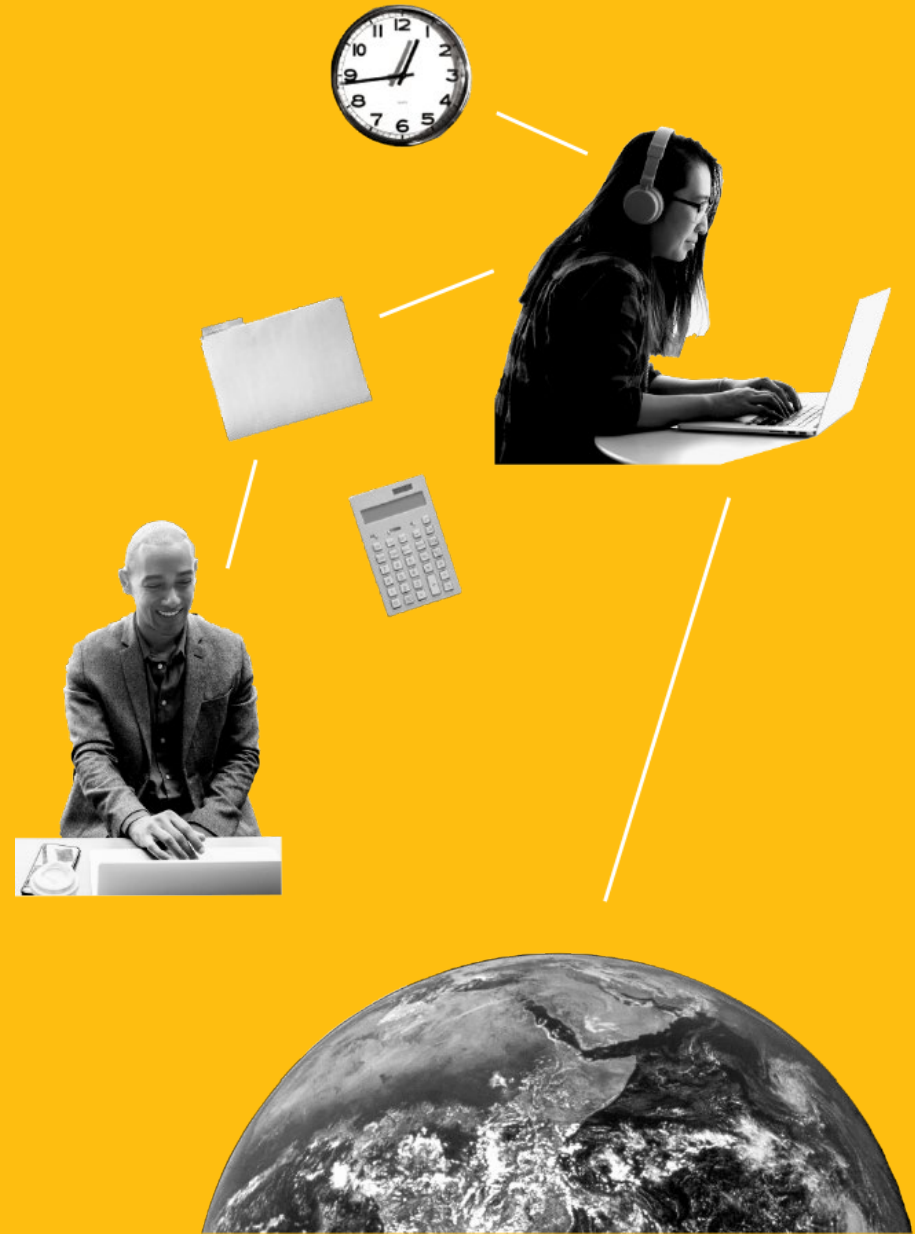


**Erin Ruszaj**

Network Engagement Assistant  
she/her/hers

# Candid.

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid gets you the information you need to do good.





**Thank you!**

Thanks to Border Philanthropy Partnership!



**Yes, we are recording today's presentation.**

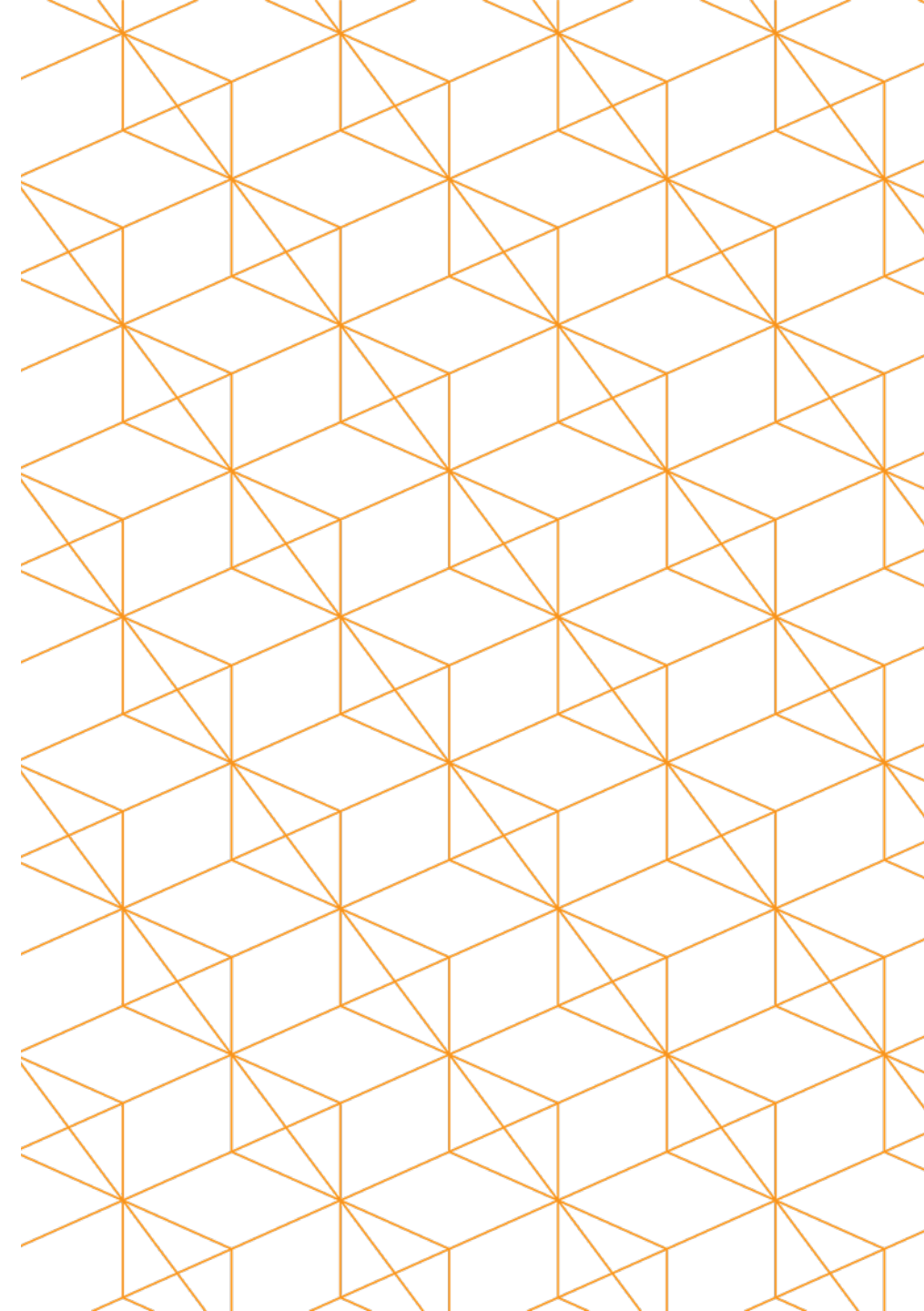
You will receive a link to the recording via email in the next 48 hours.





# Grounding exercise

With everything going on in the world today, what gives you hope?





# Upon completion of this training, you should be able to:

- Identify free and fee-based tools for discovering potential funding opportunities that align with your mission
- Summarize best practices in building relationships with funders and writing grant proposals during a crisis
- Understand the latest trends in the funding world for nonprofits in 2023.





# Poll. Select all that are true:

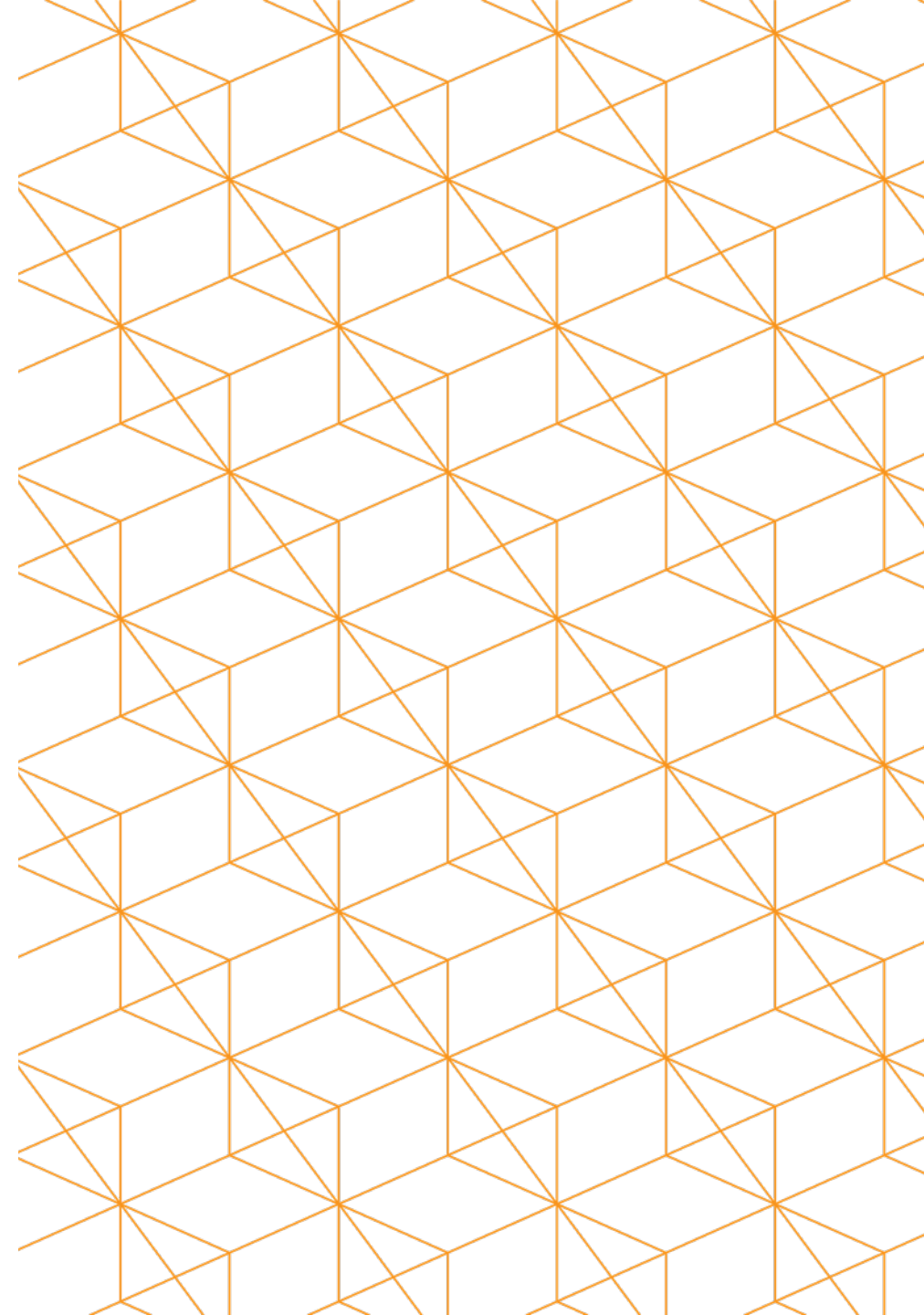
Since March 2020...

- Nothing has changed
- We have had to reduce services
- We have had to increase services to meet the demand
- We have had to reduce staff
- We have had a loss in income
- We have had to fundraise more
- We have had leadership change



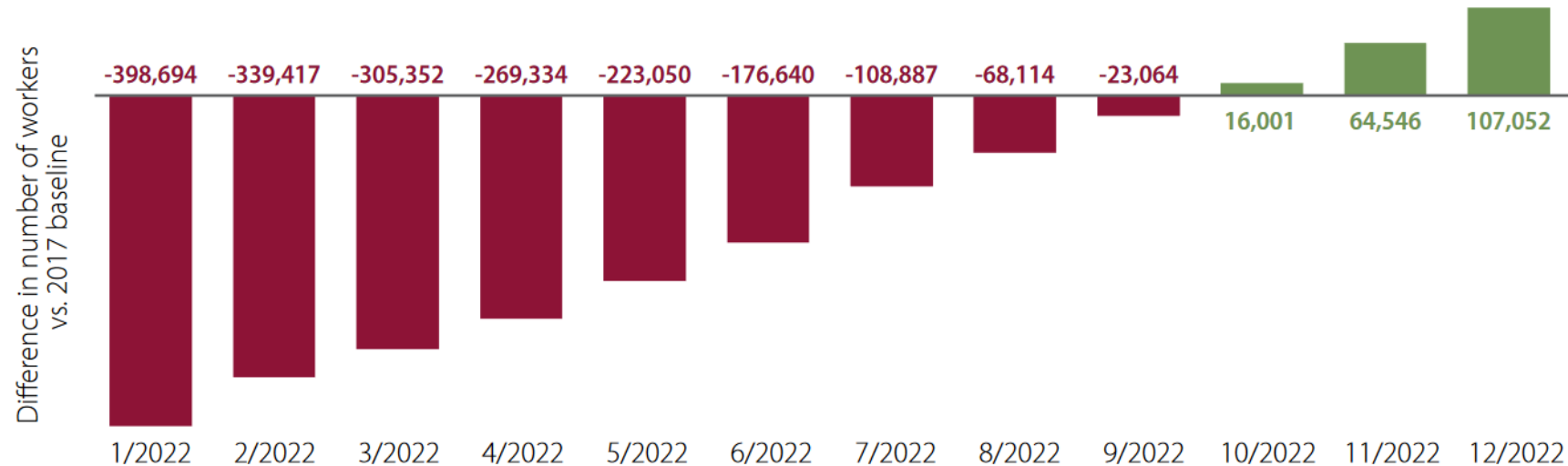
# **Most Notable Trends in 2023:**

## **1. Staffing Issues**



# Job Losses Due to COVID

**FIGURE 3: Nonprofit workers vs. 2017 baseline, all fields, January – December 2022**



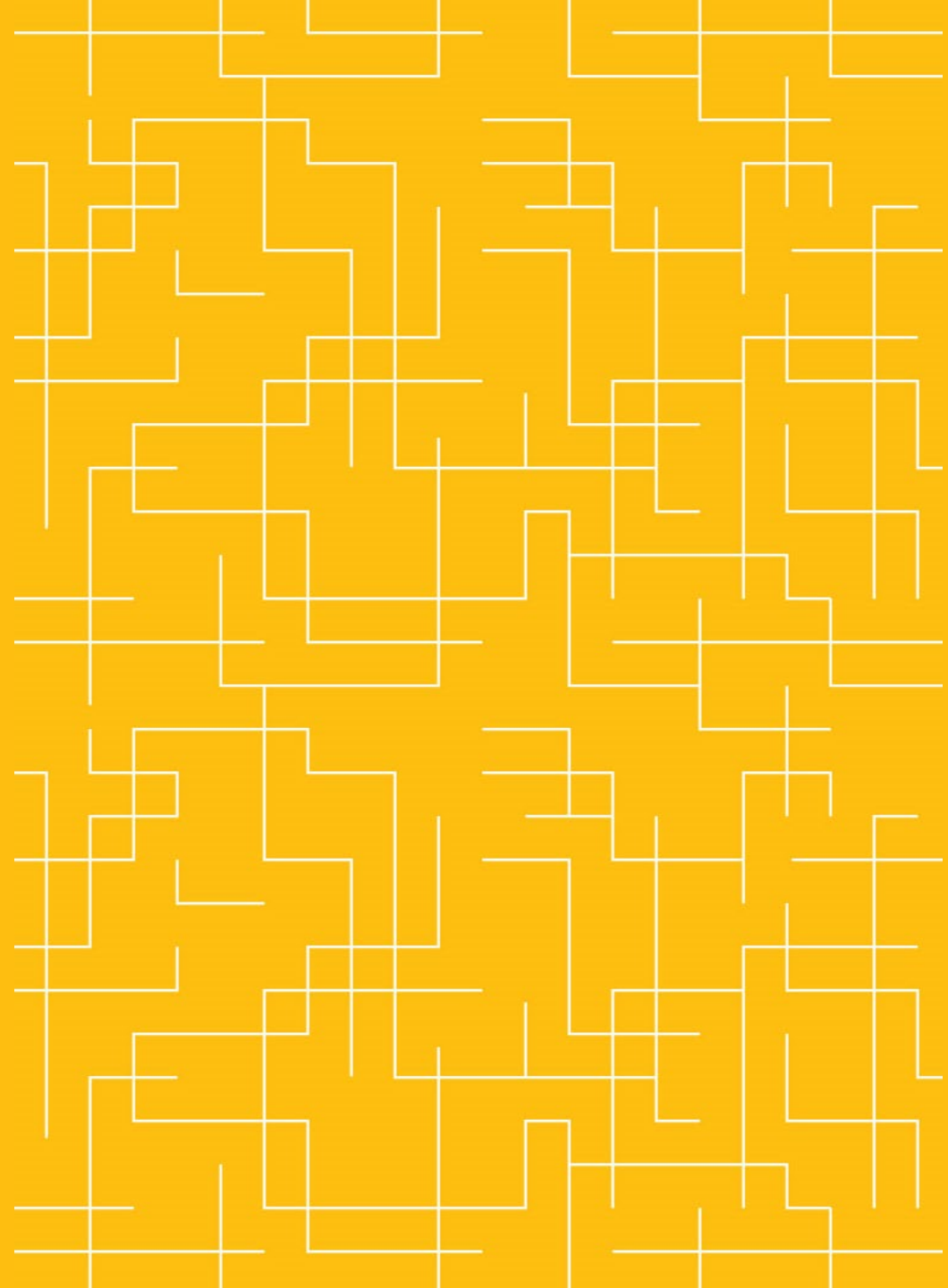
After losing at least 1.6 million jobs, or 13.2 percent of its work force in 2020, nonprofits now employ 107,000 more people than they did pre-pandemic in 2017, the most recent year for which comprehensive data exists. The study found that the nation’s nonprofits likely first recovered from pandemic job losses in October 2022 and have added jobs since December.

Source: George Mason University

# The “Great Resignation”

In the United States, the so-called Great Resignation involved **a record 4 million Americans quitting their jobs in April 2021**, followed by an approximate 3.9 million in June 2021. By August, according to a PricewaterhouseCoopers survey, 65 percent of employees said they were looking for a new job, and by November, the country’s “quit rate reached a 20-year high.”

Source: Blue Avocado/Bureau of Labor Statistics





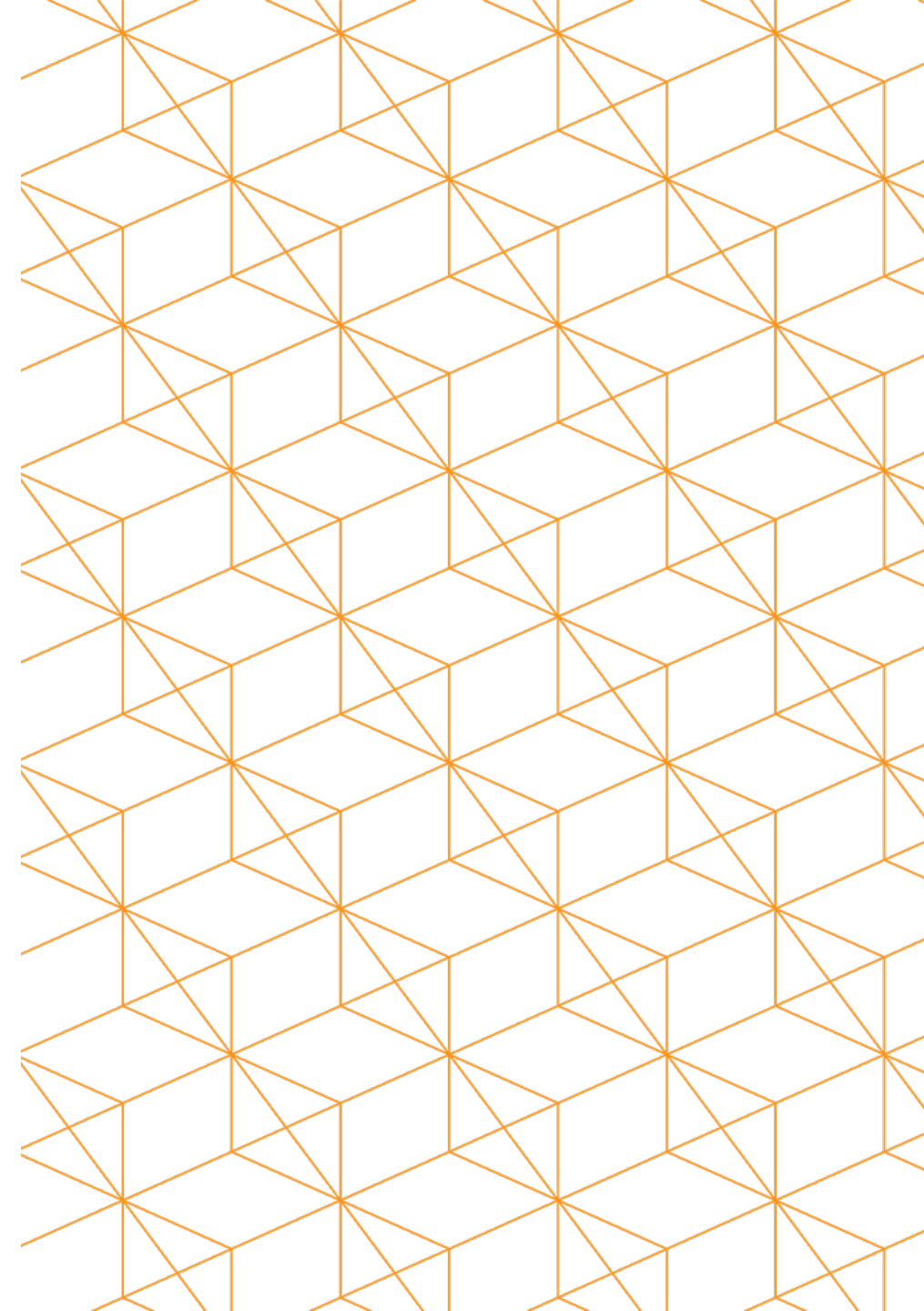
# New Expectations

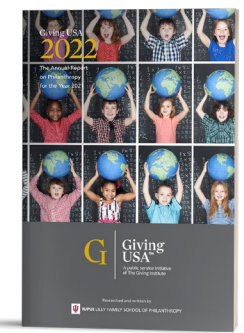
- Better compensation
- Clearer job descriptions
- Creating a culture of belonging and equity
- Re-evaluating hiring practices

Source: "Re-evaluating the Great Resignation" by Victoria Silverman, Blue Avocado

# **Most Notable Trends in 2023:**

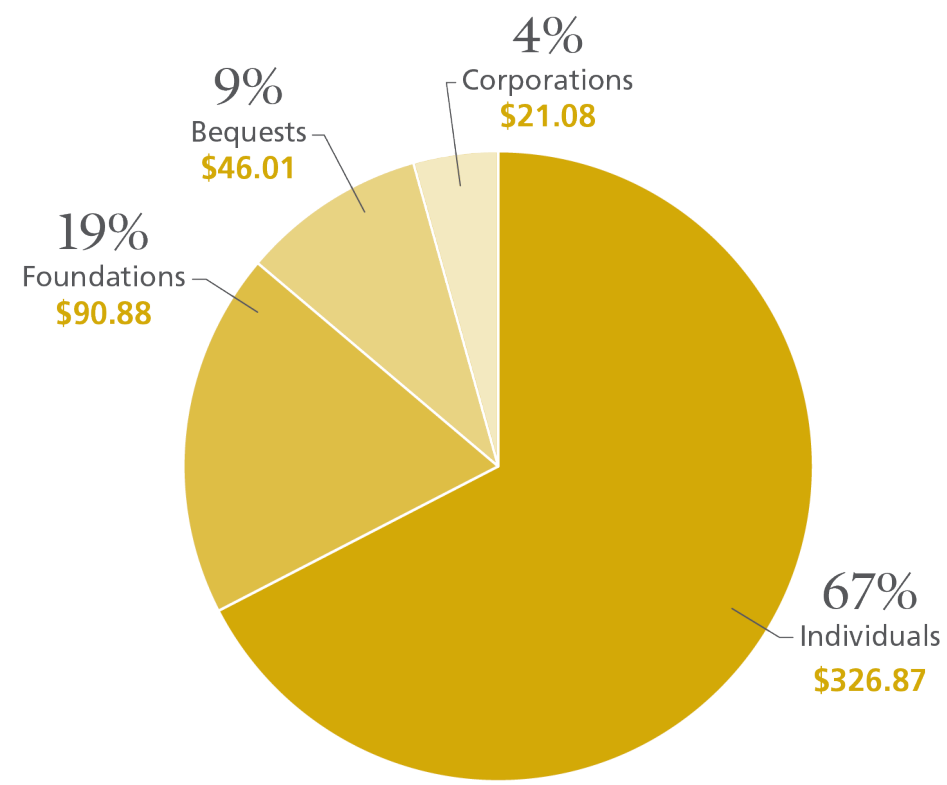
- 1. Staffing Issues**
- 2. Donor Retention**





# 2021 contributions: \$484.85 billion by source of contributions

(in billions for dollars – all figures are rounded)



# More money, fewer donors?

“We saw a tremendous level of giving in 2020 because of the pandemic, people giving to social issues and other factors,” said Mike Geiger, MBA, CPA, president and CEO of the Association of Fundraising Professionals. “That strong level of giving continued into the first quarter of 2021, and then started to level off.”

**Latest Report (Q3 2022):** Donors Down (-7.1%) But Dollars Up (4.7%) Yet Again

## Key Insights

- Total dollars fundraised are up 4.7%
- Smaller donors are contributing fewer dollars in 2022 than they did in 2021
- Donors are down -7.1% from 2022 compared to 2021.
- Donors being down in the third quarter is a pattern that continues from 2021.
- There are large decreases in overall donor counts
- Decreases in overall donor counts are driven by weaker acquisition rates as well as lower retention of new donors.



DONORS

-7.1%

(+/- 2.0%)

YOY change



DOLLARS

4.7%

(+/- 2.0%)

YOY change



RETENTION

-3.1%

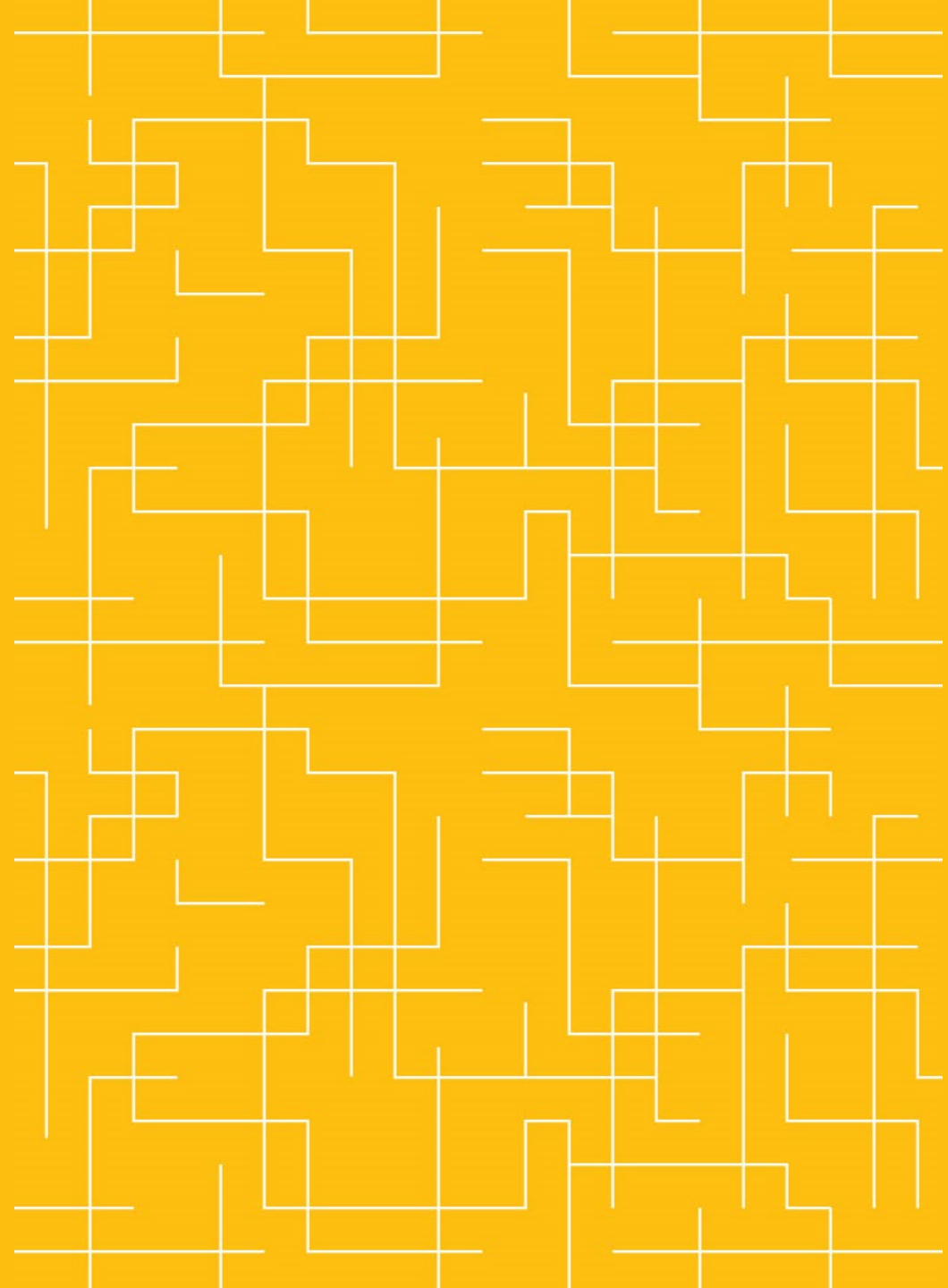
(+/- 1.0%)

YOY change

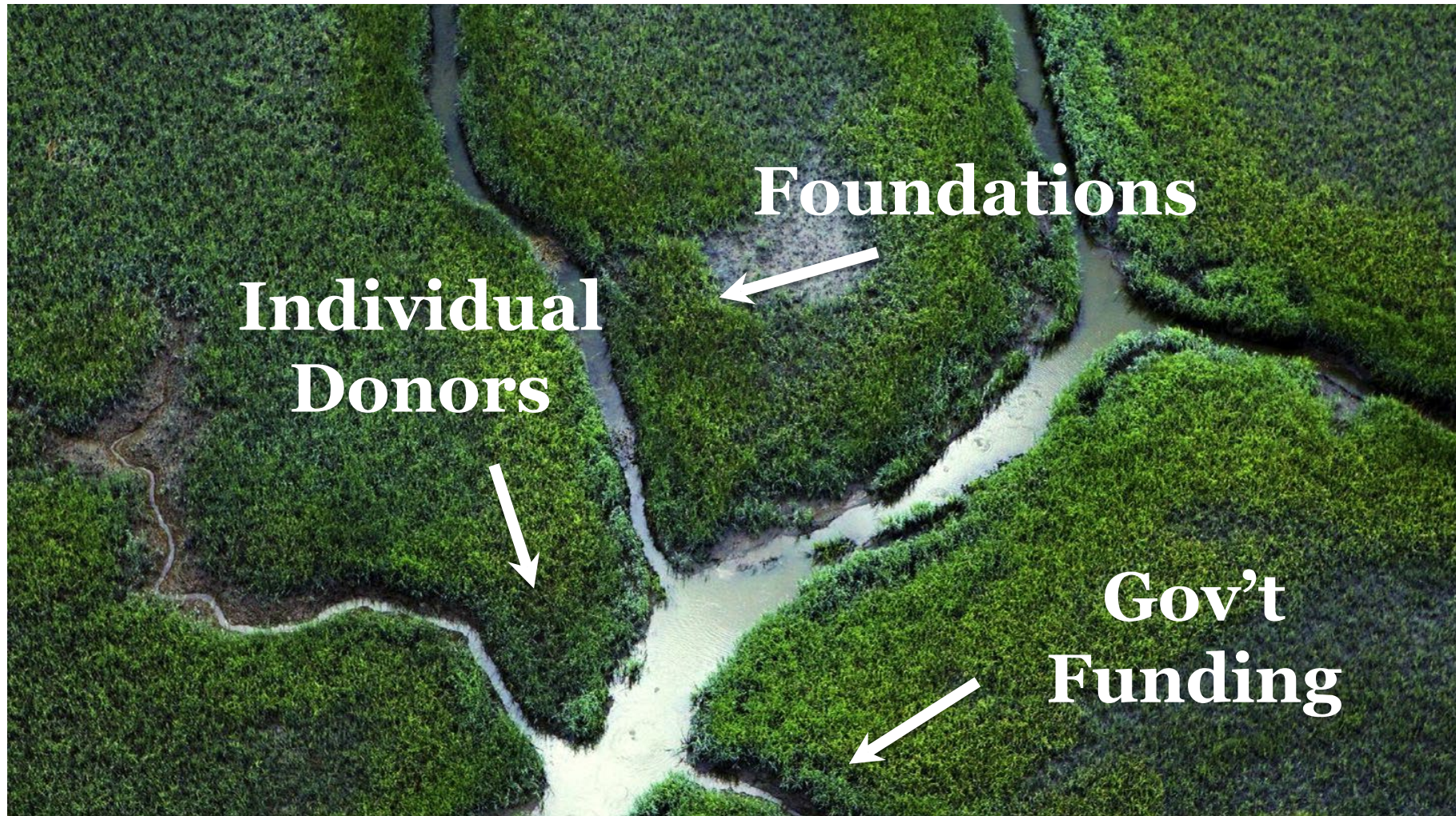
Source: [Fundraising Effectiveness Project](#)



“There will always be ups and downs in the market,” says **Woodrow Rosenbaum, Chief Data Officer at Giving Tuesday**, “which is why resilience is what it’s all about. The decline in donor retention is a wake-up call but also a call-to-action. We need to focus on effective tools and tactics that will help individual organizations flip this script, so they can build sustainable futures by more effectively attracting and retaining all donors, not only focusing on large donor stewardship. That’s something we should all be focused on in 2023.”

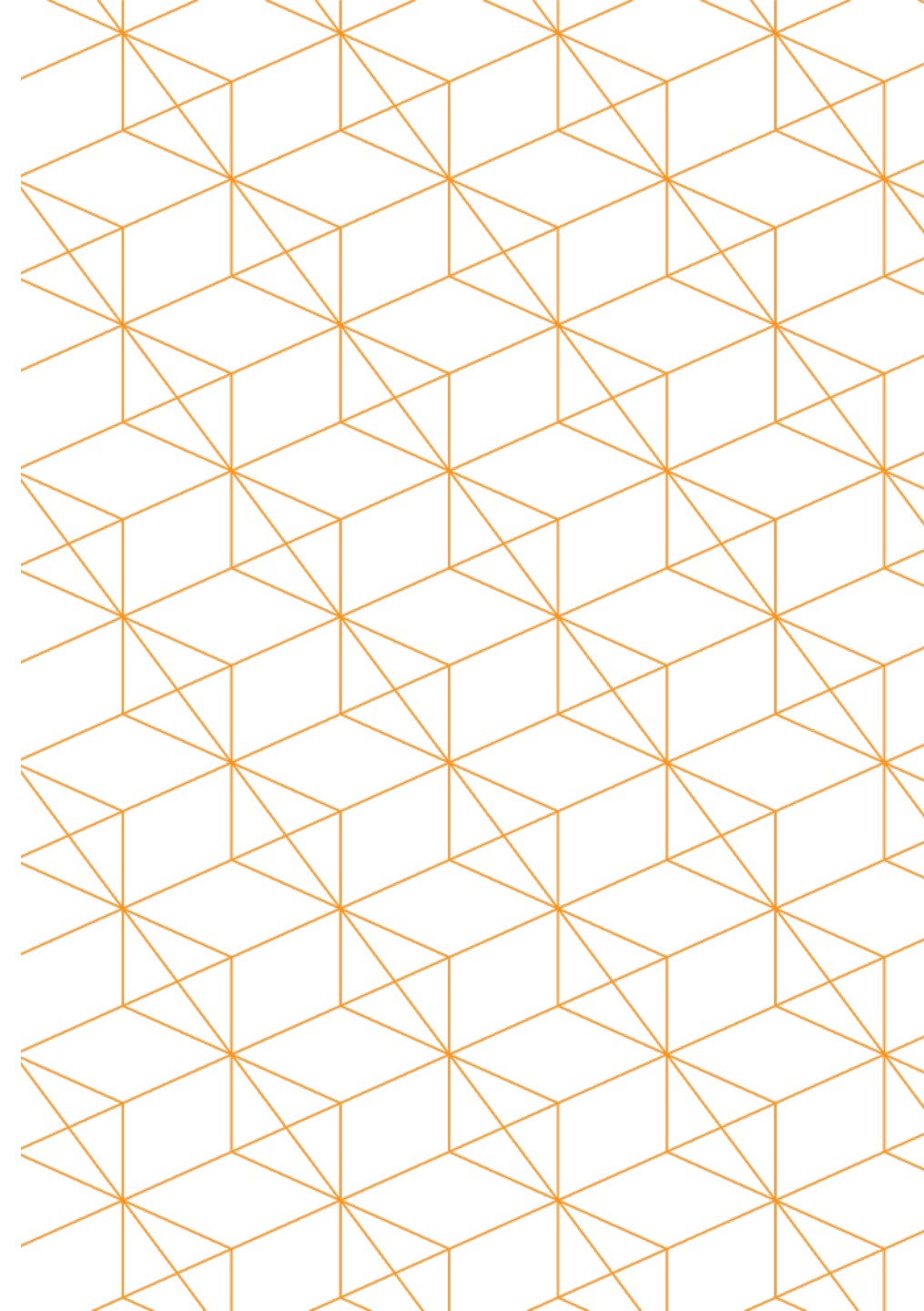


# Key: to create stability through diversifying funding streams



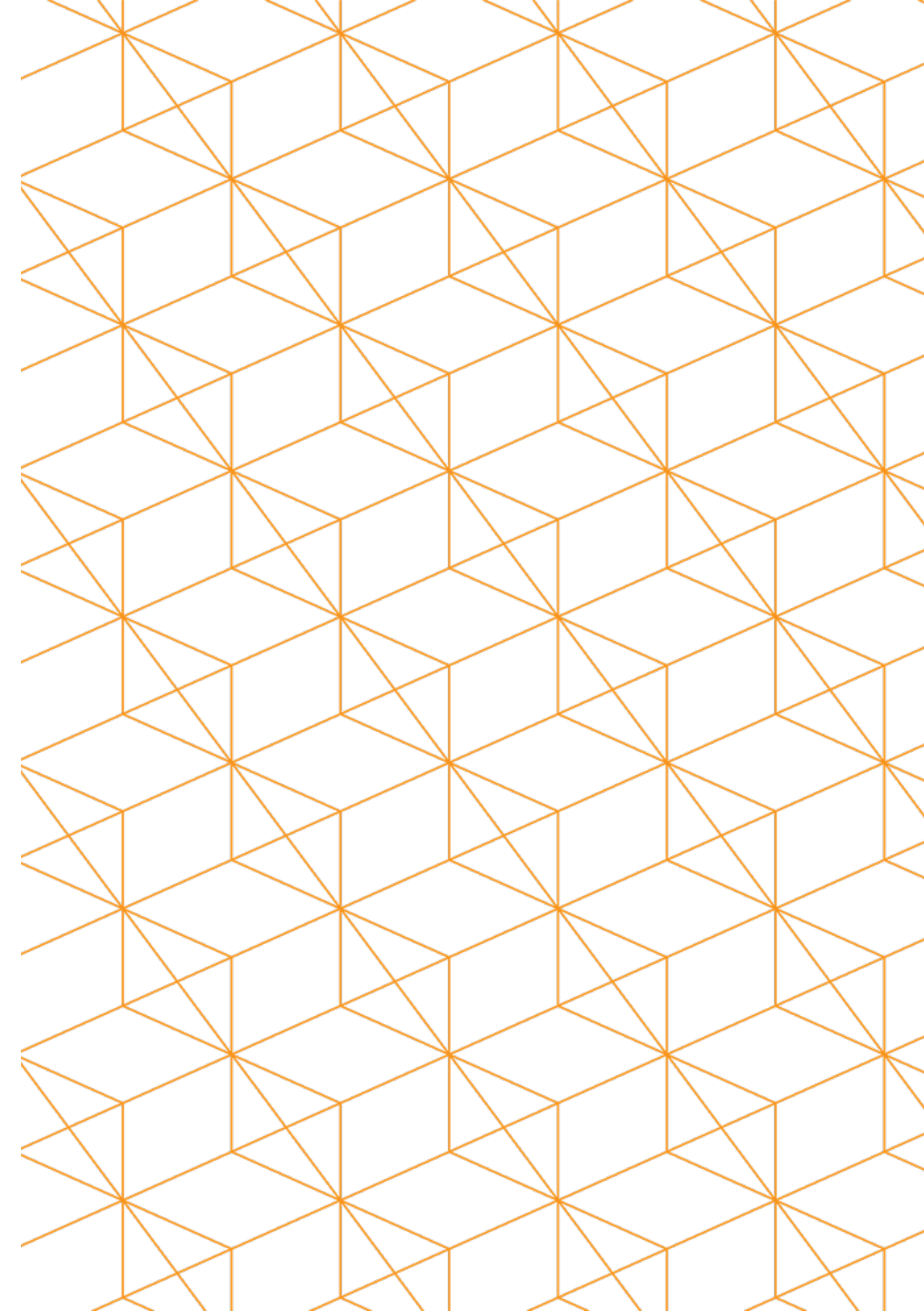
# **Most Notable Trends in 2023:**

- 1. Staffing Issues**
- 2. Donor Retention**
- 3. Focus on Equity  
and Diversity**



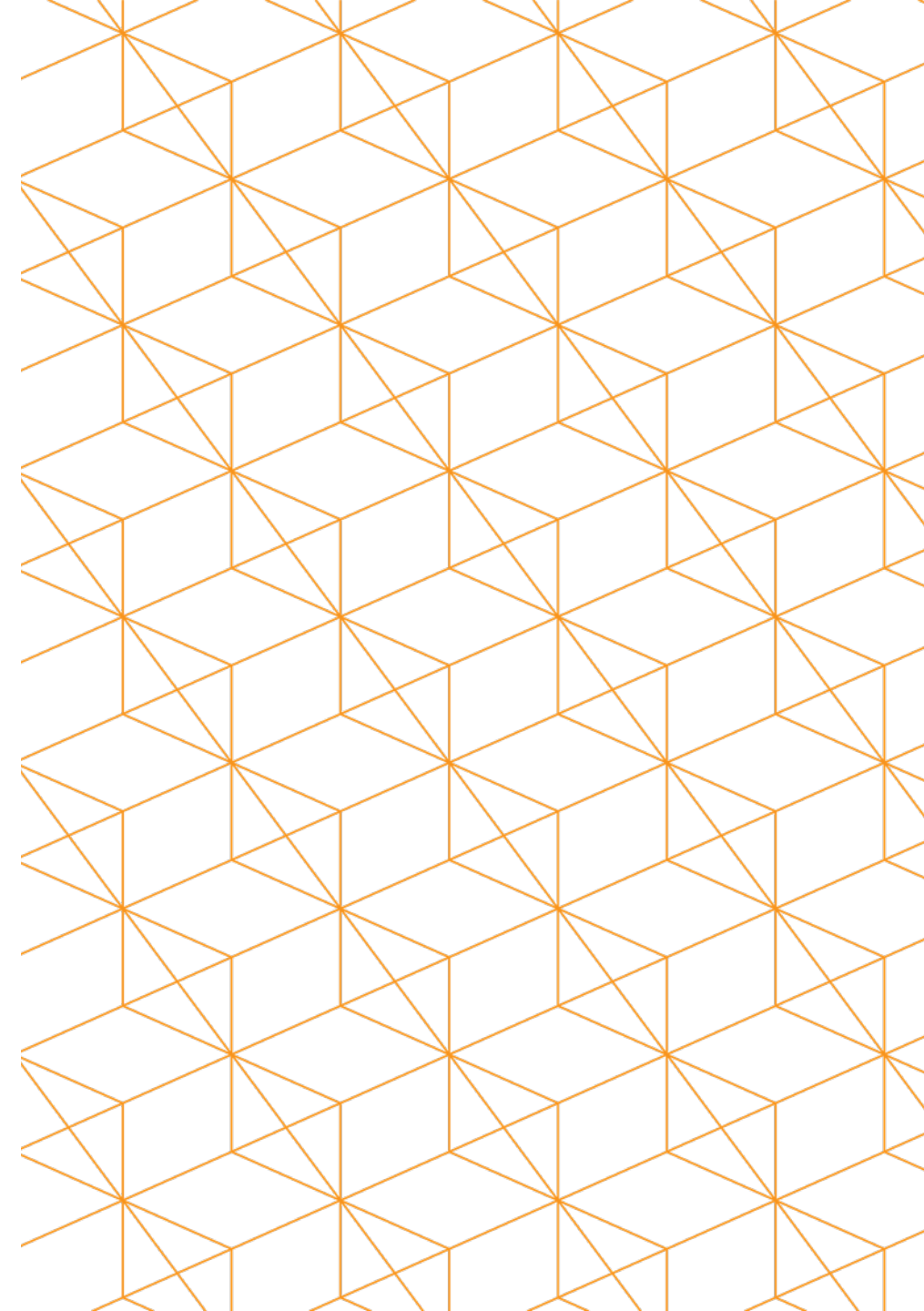
# **Funder Equity Efforts:**

1. Trust-Based Philanthropy
2. Philanthropic Initiative for Racial Equity (PRE)
3. Demographics via Candid



# **Most Notable Trends in 2023:**

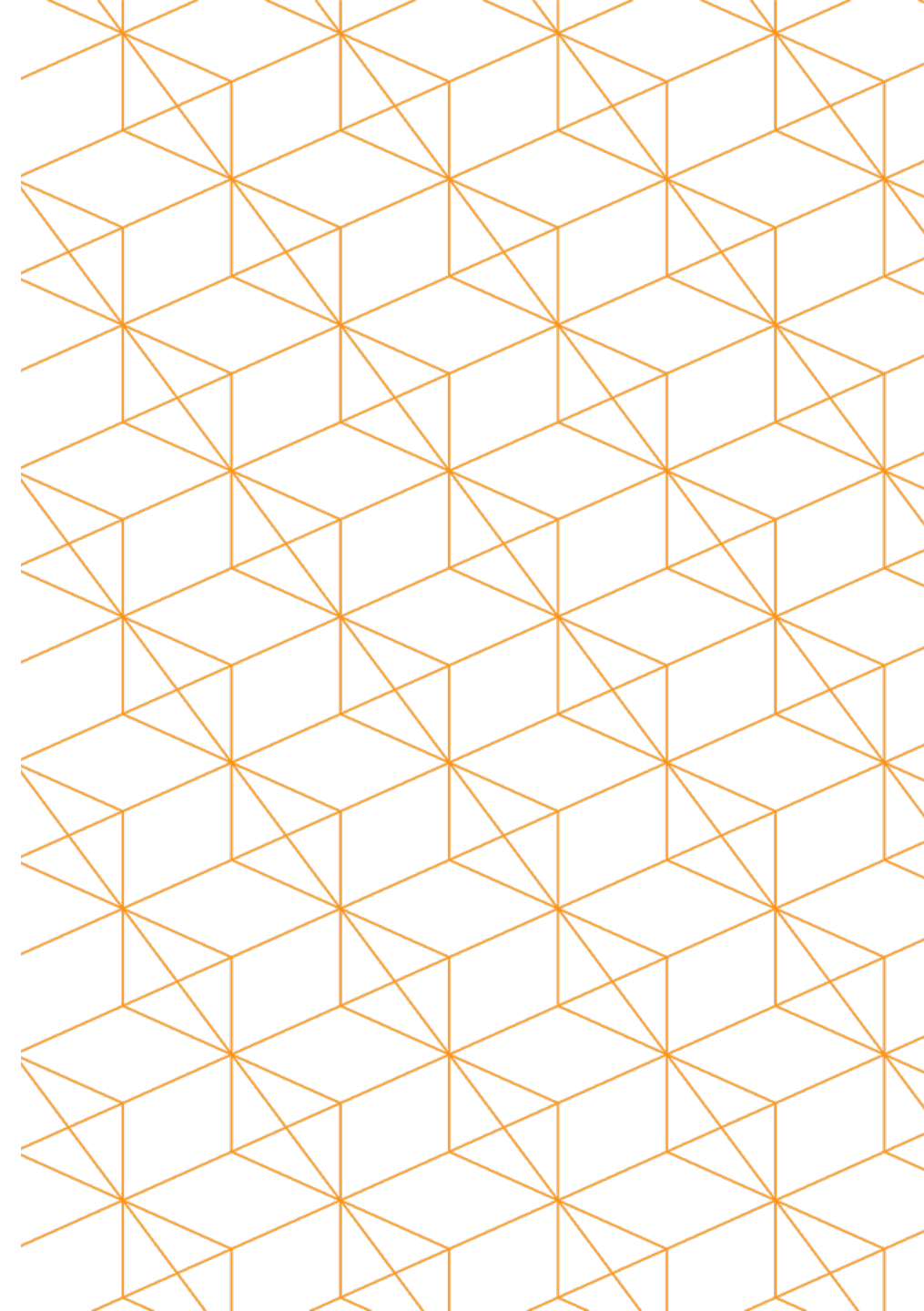
- 1. Staffing Issues**
- 2. Donor Retention**
- 3. Focus on Equity  
and Diversity**
- 4. Next Generation  
Donors**



# Next Gen:

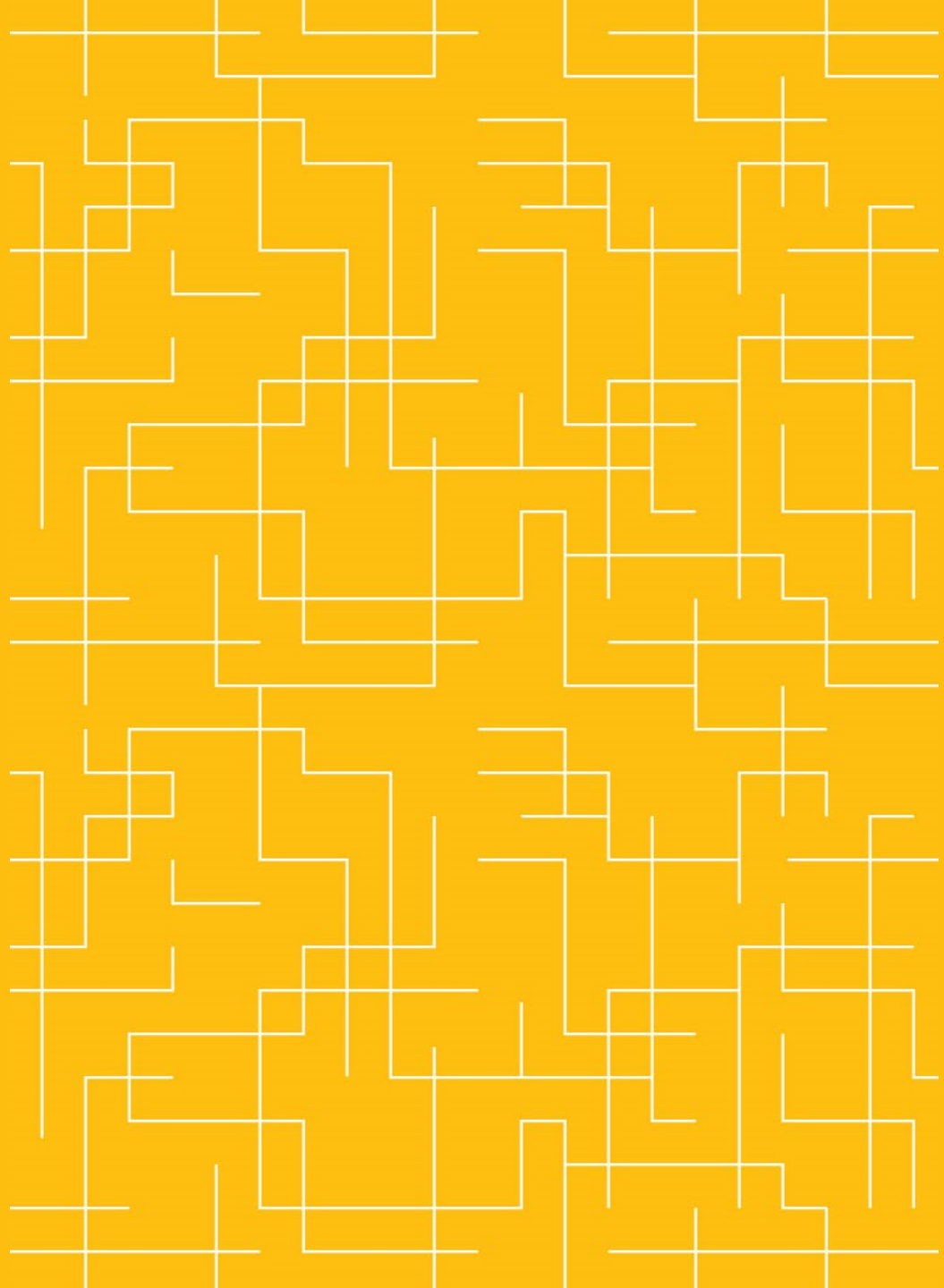
1. Largely self-directed
2. Most generous during crises/COVID
3. Most likely to give through a structured vehicle
4. Invest sustainably
5. Love data

Source: National Philanthropic Trust/Bank of America



# **Other Notable Nonprofit Issues**

- **New work environment**
- **The economy**
- **Political polarization**
- **New technological possibilities (ChatGPT and more!)**





# What can you do this year?





# Tips for 2023

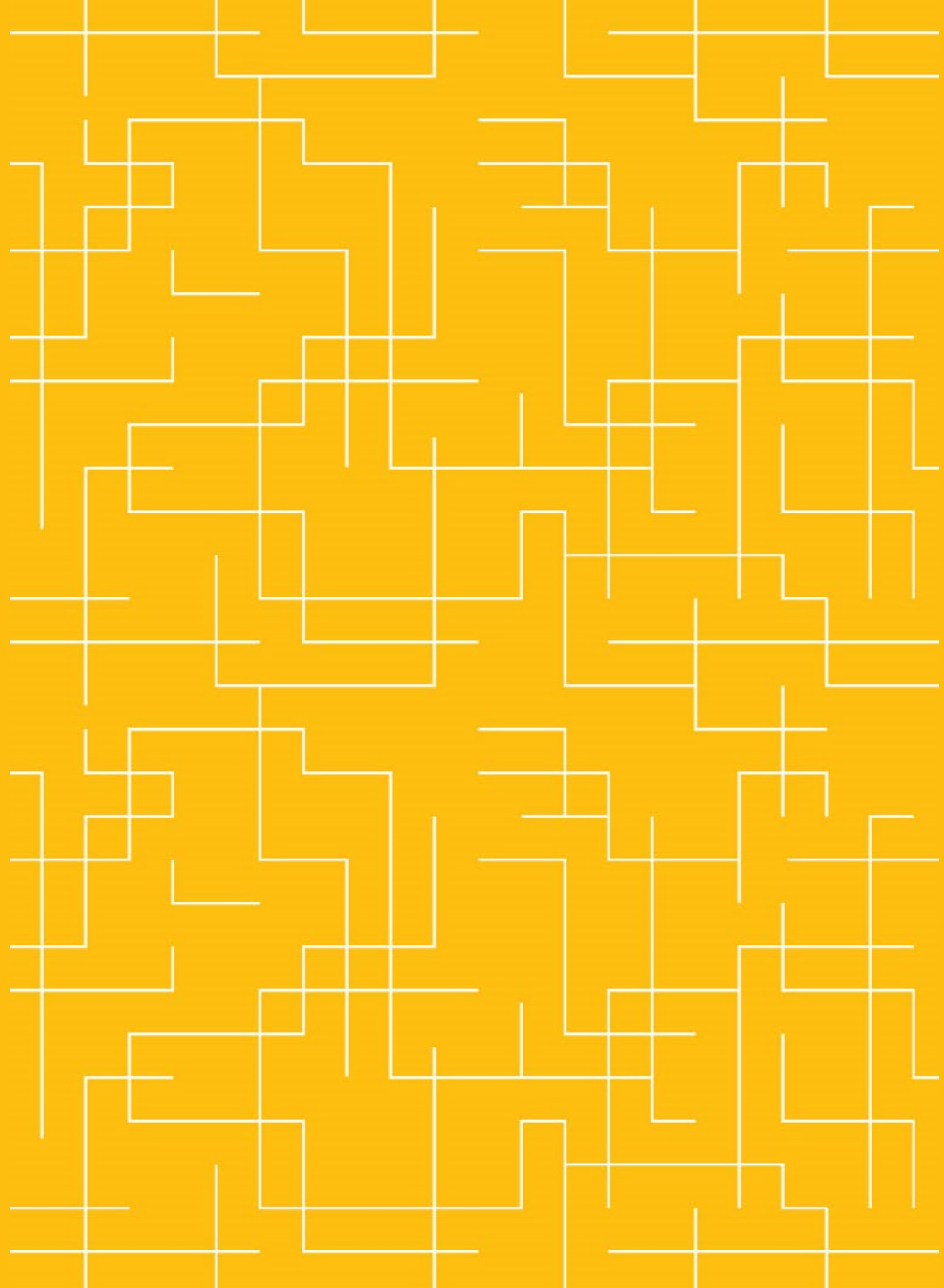
- Tell your CURRENT story
- Communicate with donors—Avoid generic/mass email solicitations
- Check-in /extend gratitude
- Share what you're learning, ***what you're doing to manage change*** and serve the mission
- *How has everything changed—or not--since 2020?*



## **Exercise:**

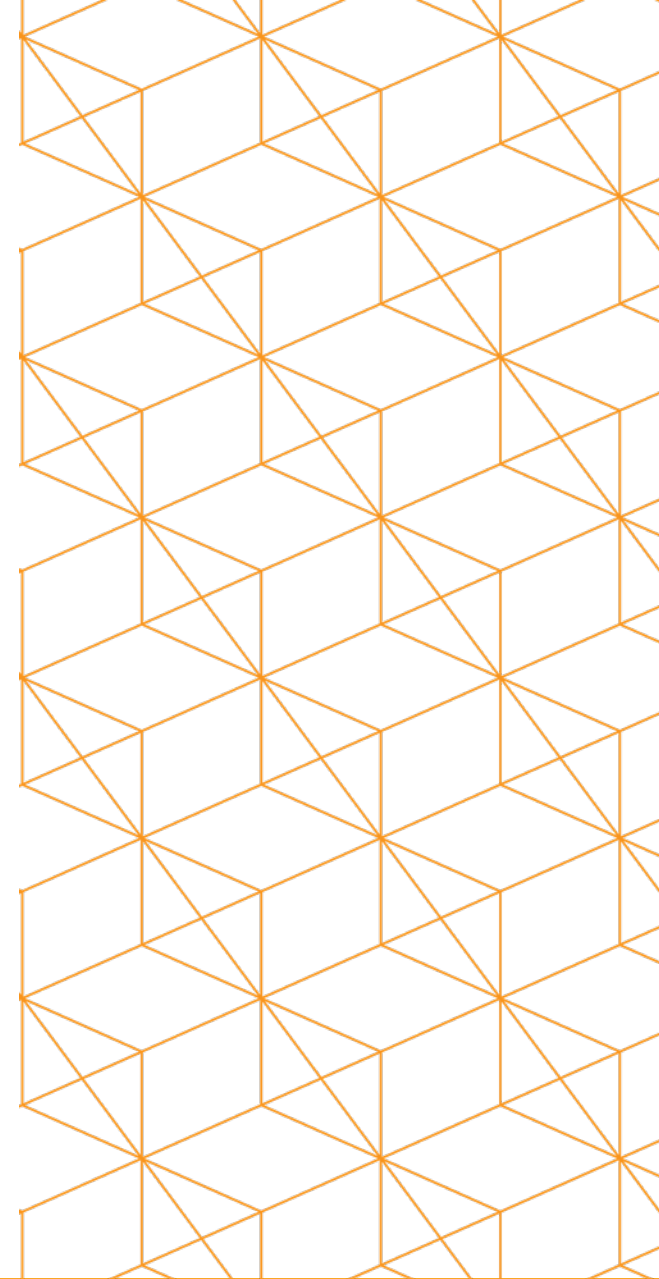
*What is your current story?*

1. Think/Write
2. Share with Small Group
3. Group Share Out





# How to build the funder relationship and find grants





# Do your homework first





# To get the grant, you have to find the right match

- Who funds in my area of interest and the population I serve?
- Who funds in my geographic region?
- Who will provide the support I need?



# Ask for the right amount



# You don't need to know someone to get a grant, but it can help you get your foot in the door

## Where to find a connection

- ✓ Your board members or donors
- ✓ Organizational partners
- ✓ Your current funders
- ✓ Check your LinkedIn network





# Grantseeking questions to ask:

- Have the funder's priorities changed?
- When did I last communicate with them?
- How has my organization changed since the last communication?
- How are we addressing the current trends?





# Prospect research through 990s is time consuming

## Save time and win funding with Foundation Directory

- Build and refine prospect lists by knowing how much a funder supports your mission
- Find connections with key decision-makers
- Influence prospecting strategies with Recipient profiles

Get valuable insights you need to succeed.

Learn more: [fdo.org/guide](https://fdo.org/guide)



# *Foundation Directory*

Unsurpassed in:

- Scope: 200K+ funders, 2M+ recipients, 4M+ grants added yearly
- Depth: Detailed profiles of funders, grants, recipients, companies
- Currency: Updated daily

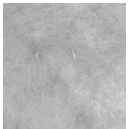


# Where can you access Foundation Directory?

500+  
Funding Information  
Network partners



By subscription:  
[fdo.org](http://fdo.org)





# Where to freely access *Foundation Directory*

Visit/contact our Funding  
Information Network Partners:  
[learning.candid.org/find-us/](https://learning.candid.org/find-us/)



# Questions?

# Thank you.

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