



The Trends Shaping the Nonprofit Sector

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Presenter Introduction



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FOURTH EDITION

Nonprofit Trends Report

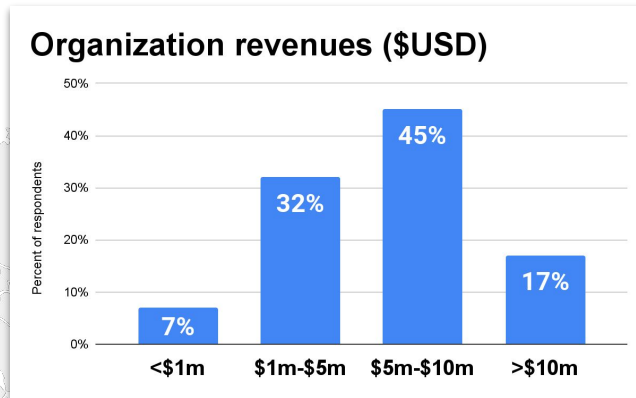
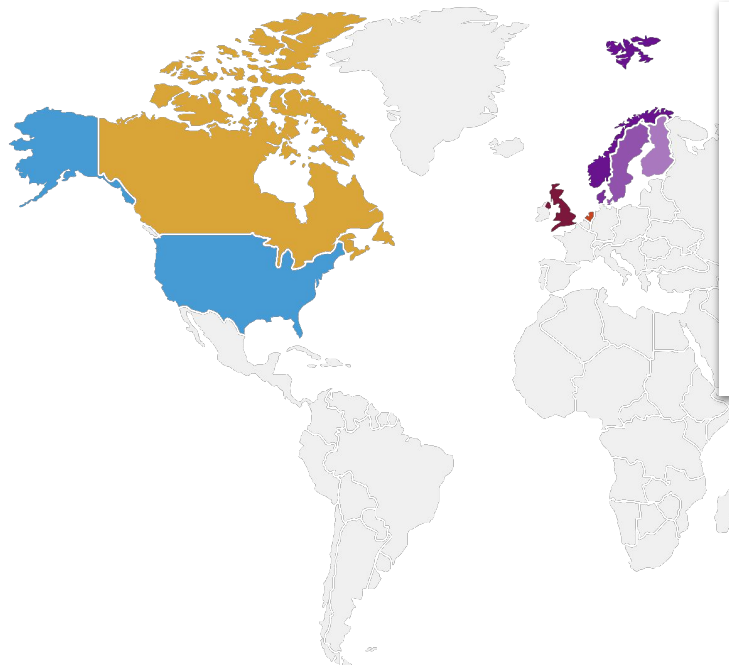
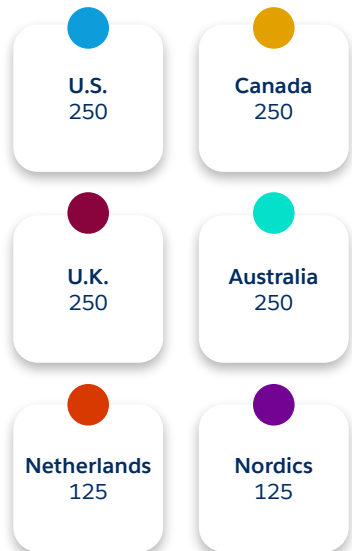
Nonprofit employees worldwide share their
greatest challenges and opportunities ahead



Countries Surveyed in 2021

U.S., U.K., Canada, Netherlands, Australia, and Nordics

All respondents were nonprofit employees with a role of manager or higher



Australia

Organization Sizes, Causes, & Department Details

Cause Area	Base	Percent
Arts, culture, and humanities	2	1%
Education and youth development	22	9%
Environment and animals	46	18%
Food service/free food distribution	20	8%
Religion related	27	11%
Foundations	20	8%
Health	31	12%
Human services	40	16%
International development	9	4%
Humanitarian aid	14	6%
Public and societal benefit	19	8%
Other	0	0%

Department	Base	Percent*
Programs	149	60%
Fundraising	185	74%
Grants Management	148	59%
Technology	113	45%
HR/Office	113	45%
Marketing	146	58%
Other	2	1%

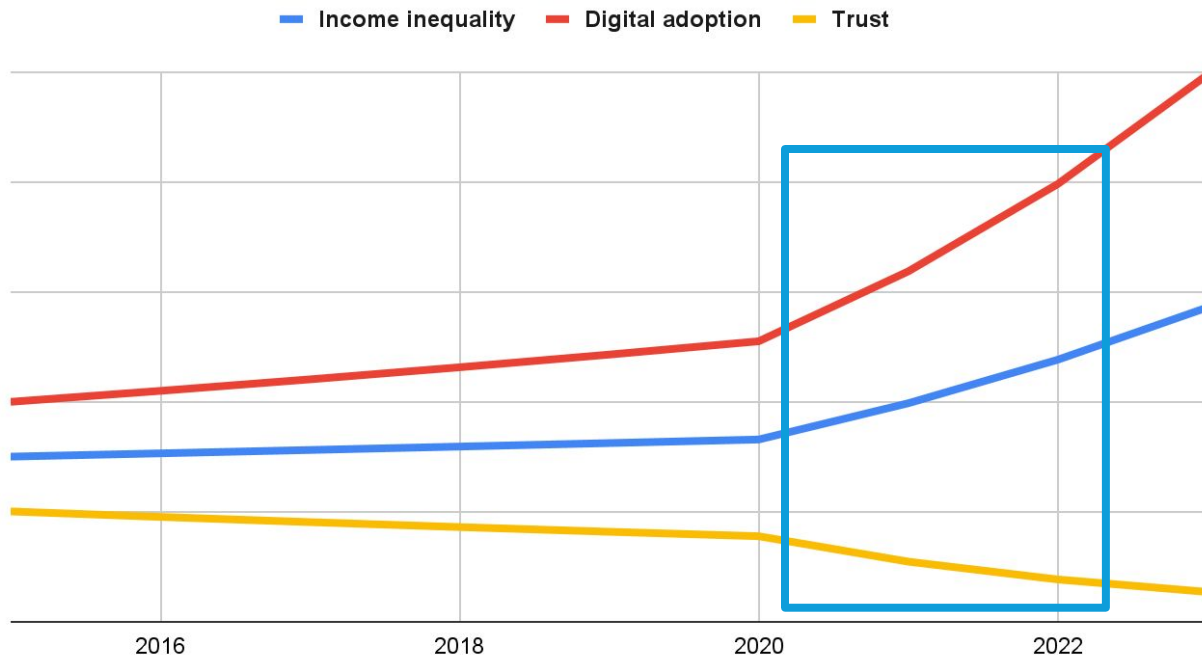
Organization Revenues (U.S. Dollars)	Base	Percent*
Less than 1M	5	2%
1M–5M	117	47%
5.1M–10M	100	40%
More than 10M	28	11%

Years in Operation	Base	Percent
Less than 5 years	0	0%
5–15 years	140	56%
16–25 years	94	38%
More than 25 years	16	6%

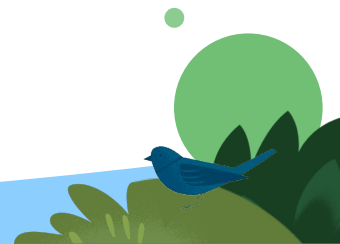
*Percents do not sum to 100 since respondents had multiple job responsibilities.

Three trends, one accelerator

Increasing Income Inequality and Digital adoption; Declining Trust



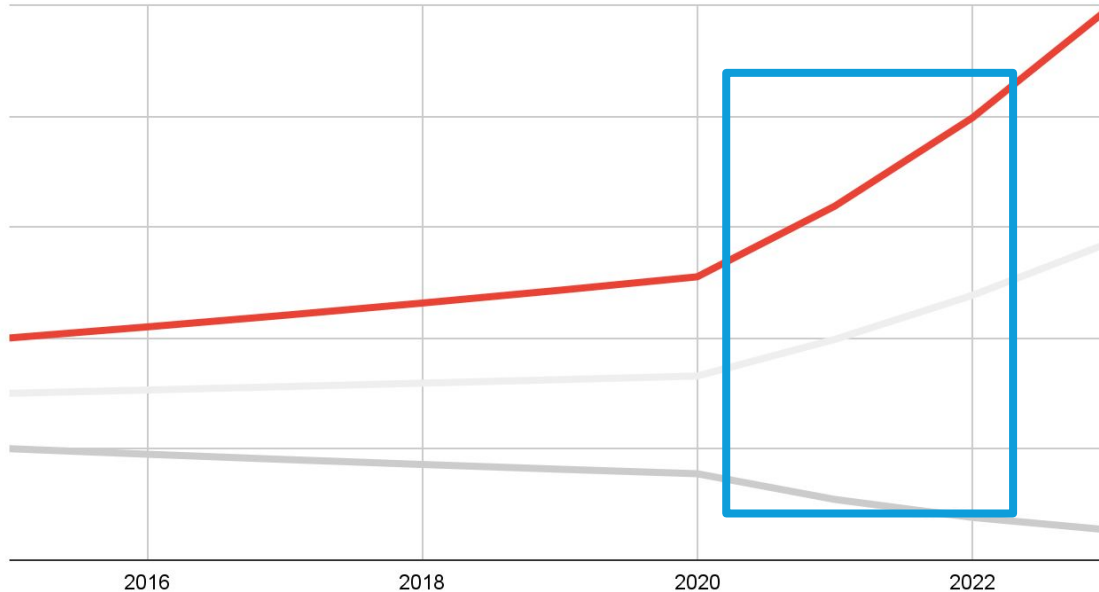
The pandemic greatly accelerated three long-standing developed world trends, each with profound implications for nonprofits



Digital adoption

Implications for nonprofits

Digital adoption



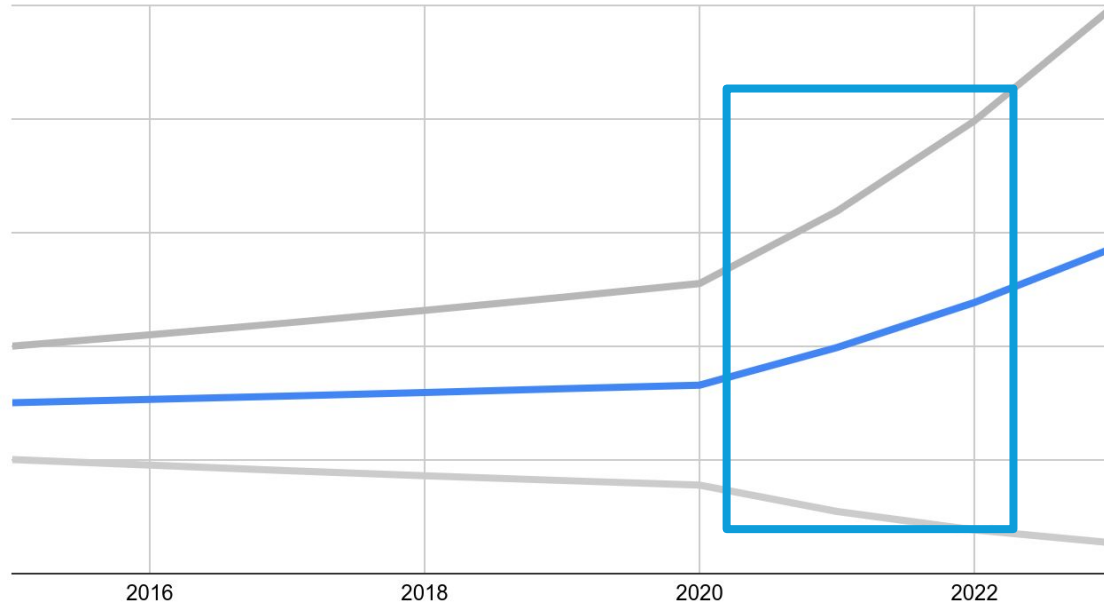
- Expectations from donors
- Difficulties creating and maintaining donor relationships
- Distributed employees and volunteers
- Employee training for process and tool changes
- Much greater reach possible
- Much easier to create a nonprofit



Increased income inequality

Implications for nonprofits

Income inequality



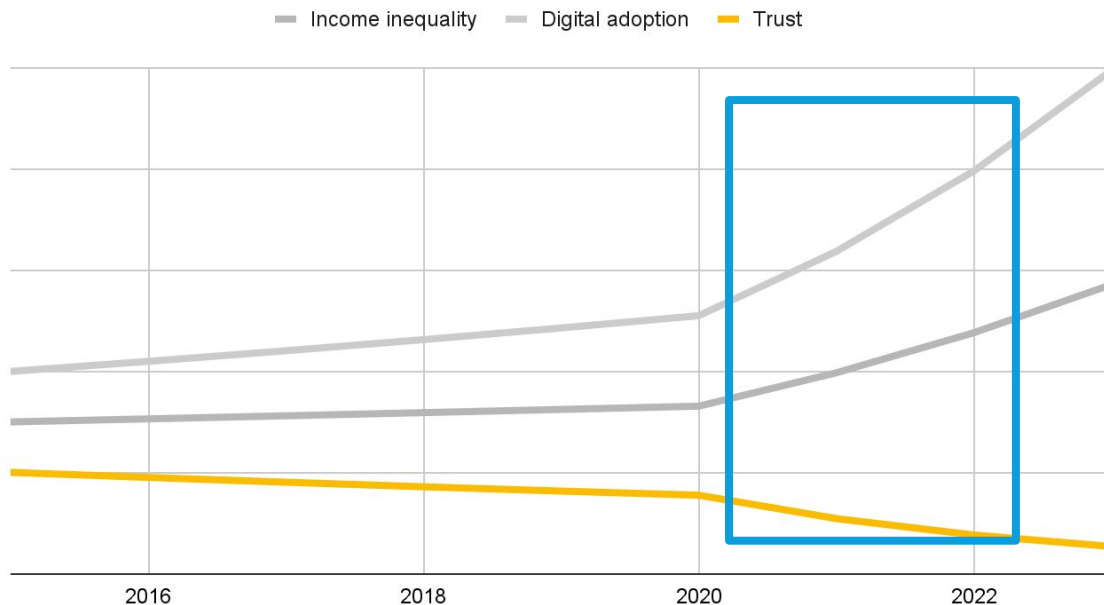
- Increased demand for nonprofit services
- Larger cultural distance between donors and recipients
- Fewer but wealthier donors
- “Casualisation” of small donors



Declining trust

Implications for nonprofits

Declining trust



- Relationship-building more difficult
- Expectations for greater D+I representation in nonprofit leadership
- Increased demands for impact measurement and transparency
- Nascent politicisation of the nonprofit sector



Key Findings

1

Despite Challenges, Many Nonprofits Exceeded Their Goals

2

Nonprofits Outperformed in Fundraising, but are Concerned about Expenses

3

Nonprofit Fundraising and Marketing has Changed Permanently

4

How Work Gets Done Has Changed

5

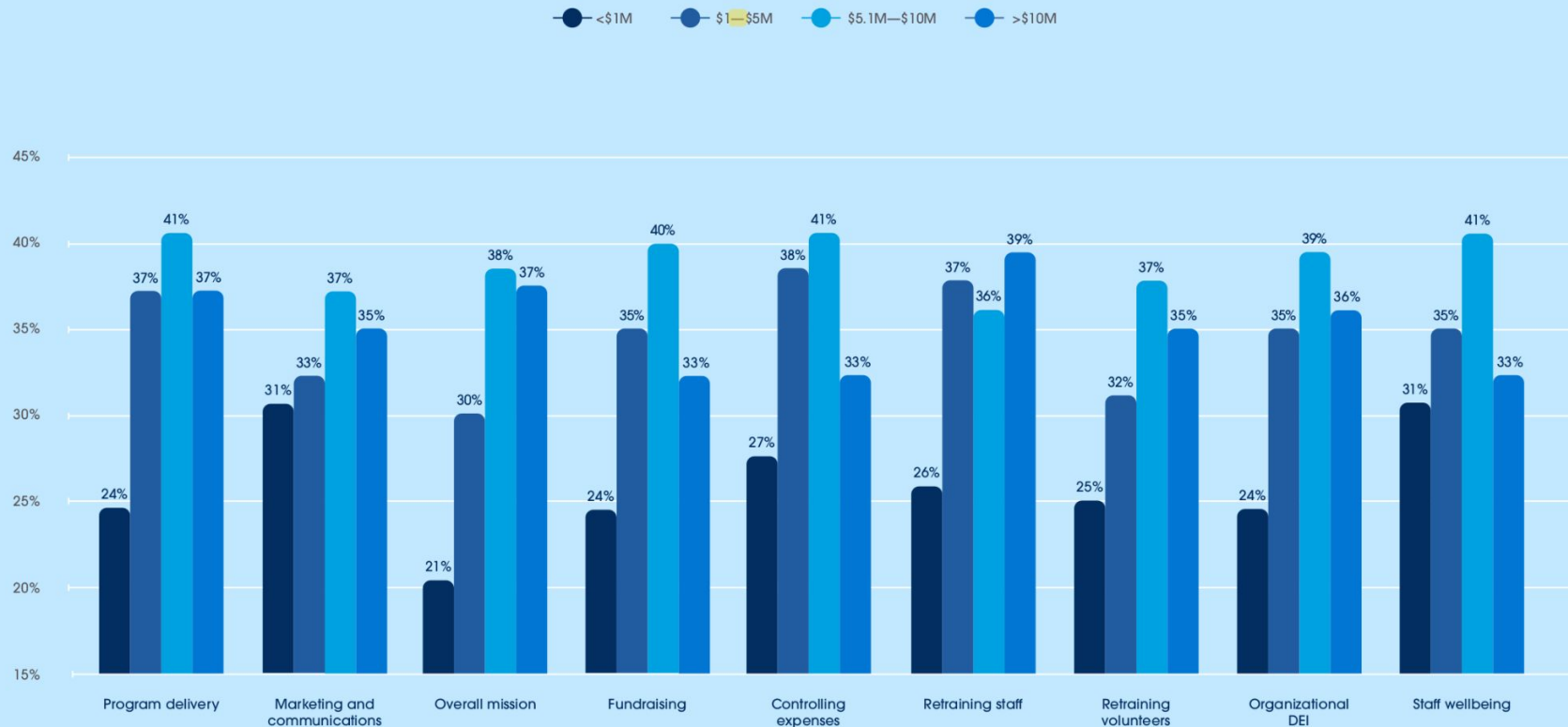
Nonprofit Staff Face Increased Mental Health Challenges

6

Focus and Progress on Diversity, Equity and Inclusion

Despite challenges, many nonprofits exceeded goals

Nonprofits Who Reported Exceeding Their Goals on Various Aspects of Their Mission



Top challenges facing nonprofits



Nonprofit Fundraising and Marketing is Changing Permanently



36%




of respondents report they've invested in new technology* in the past 12 months





38%

of marketers said they've adjusted their social media strategy with new platforms like TikTok and changes in content strategy



87%

of respondents who invested in new tech such as a CRM, collaboration/productivity tools, analytics, AI, and automation reported it as impactful




*Tech was defined as a CRM, collaboration/productivity tools, analytics, AI, and automation

The Workforce Is Facing a Historic Shift in How Work Gets Done




78%

said in the next three years, it was likely that their organisation would only operate/exist virtually




85%

say their staff retention will continue to or increasingly become a challenge

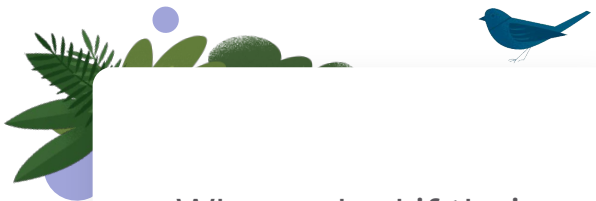


79%


of respondents said it was likely their organisation would outsource jobs in the next three years



Nonprofit Staff Faced Increased Mental Health Challenges



When asked if their approach to employee wellbeing had changed during the previous year, **54%** of respondents acknowledged a change



35%
of nonprofits anticipate it will be increasingly challenging in the coming year



76%
of respondents said their organisation offers support services to help with mental health and wellbeing

Diversity, Equity and Inclusion



61%

said that their organisation has made commitments to advance DEI




78%

of Australian respondents described their organisation's Board of Directors as diverse



43%

are working to actively increase organisation/ leadership diversity



Q&A

Please submit your questions in the Q&A section.



Resources



Download:
Nonprofit Trends
Report, 4th ed.

sfdc.co/nonprofit-trends-4

[DOWNLOAD](#)



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Nonprofit Summit
18 May 2022

sfdc.co/npsummit22

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Blog: 4 benefits of a
CRM Integration for
Nonprofits

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