

# How to Share Your Vision in 2025: 5 Fundraising Trends

A How-to Guide prepared for you by Donor Bliss International

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## 1. Social sharing

This goes both ways as nonprofit organizations and their supporters use social media to share their interests. People are thoughtful about their digital presence. Younger generations especially consider their sharing to be a form of self-expression. Your organization benefits from not only increasing donor engagement with your mission, but also to strengthen a sense of community with your cause.

What you can do to partner more successfully:

- Have easy-to-use social sharing tools.
- Give them something to share so that they can reshare:
  - Photos still speak a thousand words.
  - 15 second videos are easy to create and share. And they get the best results!
  - Three times a week – it doesn't have to be big or fancy.

- Don't hesitate to request that they share.
- Consider taking your marketing to another level by creating a content calendar to keep your social sharing consistent.
- Be sure you can easily state your mission and your vision for the future of your organization.

## 2. Volunteering

Volunteer hours have increased. At the same time, the number of volunteers has decreased. Those desiring to be involved are looking for creative, non-philanthropic, ways to support neighbors and communities. Some of the ways they prefer to contribute:

- Giving blood
- Advocating policy
- Giving to a specific cause

What you can do to successfully partner with your volunteers:

- Have a list of hands-on tasks for volunteers to do. Be sure to have both scheduled ahead tasks and those that can be assigned at a moment's notice.
- Don't hesitate to ask what they would like to do for you. You may be surprised at the thoughtful responses that can be especially helpful. That said, don't hesitate to say no to suggestions that don't support your vision or mission.
- Be selective about the skills you add to your Board of Directors. Find those volunteers who would like to share their talents in support of your vision.
- Say thank you. Acknowledgement of effort is greatly appreciated!

## 3. Confidence in nonprofits

While there is a decline in trust in government agencies, media outlets and businesses, the good news is that there is an increase in trust in nonprofit organizations. Being viewed as an ethical institution is the foundation for strong donor relationships and higher donor retention rates.

You can use this foundation to enhance your mission by:

- Set and communicate a clear mission and fundraising goals.
- Keep supporters informed about how you use donations.
- Maintain a transparent culture of philanthropy within your organization.
- Utilize secure payment solution and fraud prevention strategies.
- Employ secure Customer Relationship Management (CRM) software.

## 4. Artificial Intelligence

As the tools improve, the uses increase for nonprofits to better cultivate donors in partnership. AI can be employed to drive more giving through:

- Crafting campaign titles.
- Writing compelling stories.
- Setting fundraising goals.
- Making campaigns and workflows more effective.
- Predicting donor behavior.
- Prescribing smarter fundraising activities.

We always recommend a “sense check” for everything AI as you are responsible for how it is used and its accuracy in reporting.

## 5. Giving Tuesday

Since individual giving is the foundation for most nonprofits, Giving Tuesday is an opportunity to engage current donors and corporate matching funds.

How can you prepare for a successful Giving Tuesday?

- Have a pre-planned strategy.
- Secure major donor partnerships for matching gifts.
- Craft compelling messages.
- Make it easy for donors to make their contributions.
- Be prepared to capture information and follow up.

## In conclusion

The joy of giving continues. Confidence in nonprofit organizations is strong. Tools are helping us to better serve those who benefit from our mission. We can plan for the future with a vision that changes the world.

**Do you have questions about fundraising trends?**

**Do you want to develop a compelling vision for your organization?**

**Do you need a fundraising strategy designed to increase the impact your organization?**

**Contact us!**

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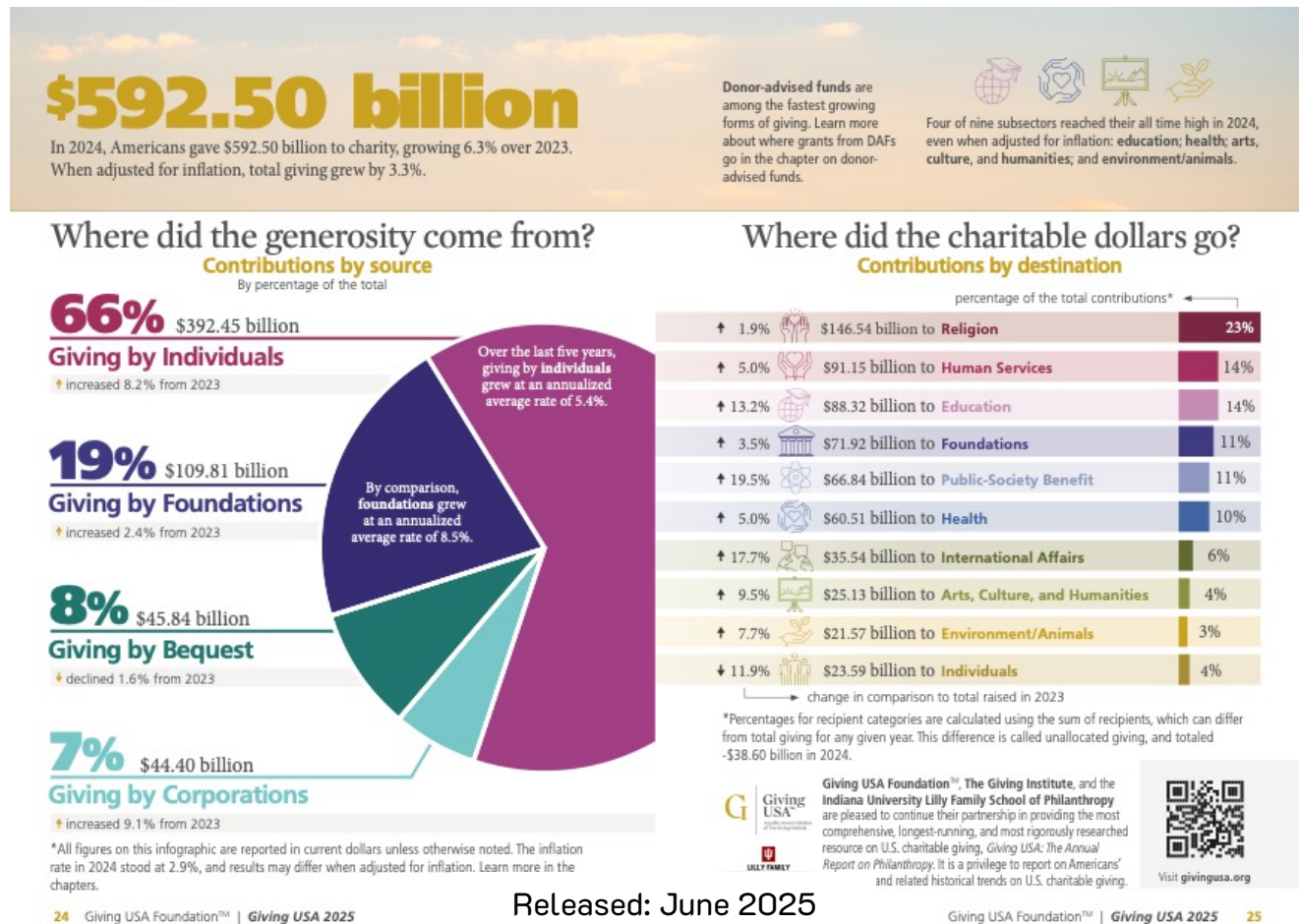
**[linkedin.com/in/billmaneric](https://www.linkedin.com/in/billmaneric)**



**I invite you to explore Two Bonuses in the following pages:**

- *Giving Trends in 2024 the June 2025 update from Giving USA*
- *The Four Types of Philanthropic Fundraising*

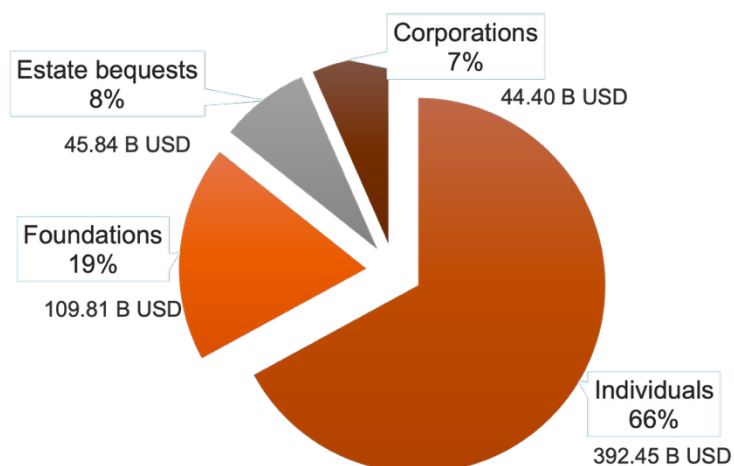
# Update: Giving Trends in 2024



## Trends to consider

- 77 million Americans are 60 years of age or older
- In the next 20 to 25 years, an estimated \$70 to \$84 trillion will be transferred
- 15% of the dollars transferred will be to nonprofits
- We are experiencing greater generational shifts in nonprofit support with younger generations no longer interested in supporting the same organizations their parents supported.

## FOUR TYPES OF PHILANTHROPIC FUNDRAISING IN THE USA



2024 Trends in Giving

### Individual Giving

As illustrated in the graph above, individual giving is by far the major source of funding for nonprofits. For some nonprofits, this is a reachable, yet untapped resource.

Individual giving comes in a number of forms. Which of these are you utilizing now? And which should you consider adding this year?

- Crowd Funding
- Year-end Appeal (one-time gifts or, preferred, paid as monthly pledges)
- Major Gifts
- In-Kind Gifts
- Planned Giving
- Giving Tuesday and related appeals

## Foundation Giving

The second highest source for funding nonprofit organizations. Have you explored the opportunities that Foundation funding can provide? A good match with your organization's vision can reap ongoing collaboration.

- Foundations typically have excellent websites with areas they support and rules for submitting a proposal.
- Foundations are required by law to distribute a percentage (5%) of their income annually.
- Due to the number of nonprofits vying for funds, proposal reviewers are looking for reasons to reject. Don't give them one.
- Local Foundations, like community foundations, not only provide funding, but also advice and support.
- Follow-up is essential. Assure you know what reporting is expected to be provided to the Foundation. Lack of follow-up puts additional year funding at risk.

## Estate (Planned) Giving

Typically helpful for establishing long-term fundraising, funds from estate planning should be cultivated with an eye toward your organization's vision for the future. This nicely corresponds with the donor typically wanting to leave their legacy to make a difference in the future.

Some considerations as you explore what estate planning can do for you:

- Motivations for making an estate gift:
  - Importance of the cause
  - Belief that nonprofits make a significant impact
  - Ability to make a larger gift through estate than during lifetime
  - Retirees' RMD requirements
- Most estate donors have a long history of giving to the organization.
- Tax treatment and laws are changing.
- Access to experts in estate and tax planning is important. (Lawyers, Financial Planners and many Community Foundations can help.)

# Corporate Giving

Many people think of corporations as having an unending and ample flow of dollars from which they can liberally provide nonprofit funding. Unfortunately, they don't. Consider these points before expending energy on cultivating these funds.

- Corporations give in their own enlightened self-interest.
- They give from profits, not from revenue.
- Read the website and any publications carefully. Find areas of support and rules for applications before setting your sights on their funding.
- Ideally for your organization, have a board member who is an executive champion at the company.

## Bonus Consideration: Special Events as Fundraisers

Hopefully, due to publicity over the past several decades, you are aware that it is difficult to develop significant funds for your organization from hosting a special event. This is especially true for Galas and Golf Tournaments:

- It is rare events (or similar) financially break even when staff costs are included.
- Consider the ROI (return on your investment) of time and resources. Compare spent time and resources to other ways you could utilize them for delivering on your mission or fundraising.
- On the positive, the right event can be useful to raise awareness of your organization.
- Events can also be used to engage those most interested. Consider also that most donors would prefer you use the funds to advance your mission.

Before jumping into event planning, ask yourself the following:

- What is the purpose of the event?
- What, specifically, do I want to gain from the event, considering that it most likely won't result in significant funding for my organization?
- How much time will the event preparation and follow-up take away from my daily responsibilities?
- What could I do instead?