



NONPROFIT MARKETING TRENDS

+ S O C I A L M E D I A T I P S

funds**2**orgs™

YOUR HOST

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CMO | Sneakers4Good

FUN FACTS:

- I grew up in the AIM, dial-up era
- I keep a Google sheet of all of Orlando's top spots
- I've been in marketing for 14 years
- I prefer dogs over cats
- I will turn any occasion into a party



OVERVIEW



THE TOP 6 TRENDS FOR THIS YEAR



1. Generational shifts in digital engagement
2. Frictionless giving and donor trust
3. Smarter personalization, not louder messaging
4. Retention over acquisition
5. Purpose-driven and tribute giving
6. Video as education, not entertainment

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GEN Z AND SOCIAL MEDIA

GENERATIONAL SHIFTS

UNDERSTANDING THE SHIFT

Generational labels matter less than behaviors.

Donors of all ages expect:

- Clear value
- Easy digital experiences
- Transparency and impact follow up



WHAT THE DATA SHOWS

- GivingTuesday reports younger supporters are more likely to share causes socially even if they give smaller amounts.
- Pew Research shows Gen Z & Millennials prioritize transparency and ethics over brand recognition. (Great news for newer nonprofits)

Nonprofit marketing leaders need to take a close look at their channels and continue optimizing their budgets and efforts for the next generation.

CONTRIBUTIONS BY GENERATION

WHAT THE DATA SHOWS



- **Baby Boomers (born 1946–1964)**
 - Boomers gave about \$3,256 per household on average, largest share at 41% and a strong retention rate of 54%.
- **Generation X (born 1965–1980)**
 - Gen X households gave an average of about \$1,371, from 2019 doubled their median gift size to \$100, and hold 25% of the share.
- **Millennials (born 1981–1996)**
 - Average household giving grew now up 40 percent from 2016, and according to NonProfit PRO Millennials made up roughly 18 percent of first-time donors on GivingTuesday 2025.
- **Generation Z (born 1997–2012)**
 - On GivingTuesday 2025, Gen Z represented around 7 percent of first-time donors. Broader research shows that 84 percent of Gen Zers support nonprofit causes in some way (including volunteering and advocacy).

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THE DIGITAL GIVING EXPERIENCE

THE 2026 LANDSCAPE

THE TRENDS

- **Community-centered Fundraising:** Nonprofits are experiencing pressure from economic uncertainty, tight budgets, and burnout. Building community around mission goals is a key way to sustain long-term support.
- **AI and Technology Remain Central:** Nearly half of fundraisers view AI as the top digital opportunity, using it for segmentation, donor insights, and streamlined engagement.

WHAT THE DATA SHOWS

- **Larger Gifts and Donor Retention:** 2025 shows that larger individual gifts are driving growth while donor retention efforts are critical to driving growth.
- **Monthly Giving Has Grown:** Across the sector, monthly giving now represents a significant portion of the online share. According to Nonprofit Tech for Good, this represents about 31 percent of all online revenue.

2026 Digital Takeaways

NEW BASELINE EXPECTATIONS

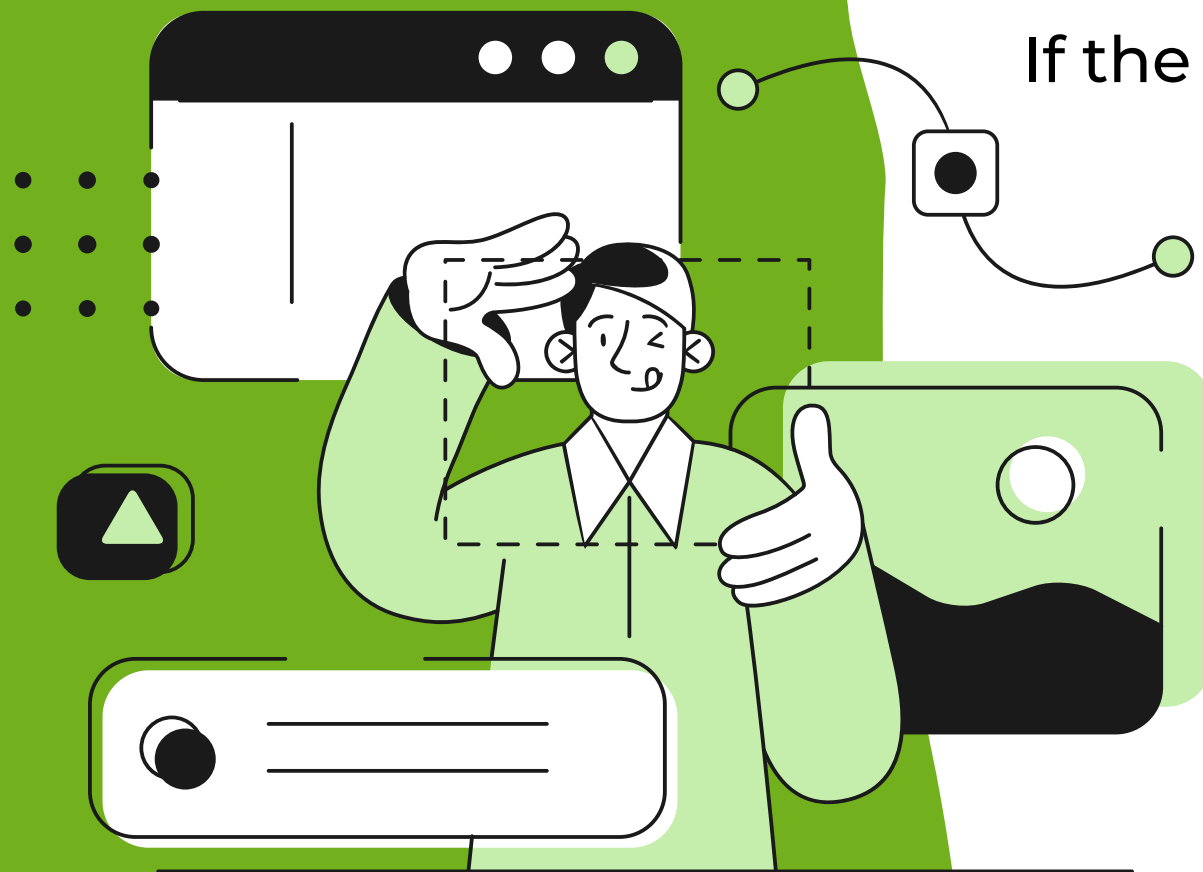
Donors now compare nonprofit experiences to:

- Online shopping
- Mobile banking
- Subscription services

If the experience feels confusing or outdated, trust declines.

MOBILE GIVING IS A CRITICAL GAP

- Digital fundraising is not an add-on activity but a core part of how nonprofits operate today.
- 57% of nonprofit website visitors access sites on mobile, and that number doesn't include tablet usage.
- The average gift by mobile users is \$79.



FRICTIONLESS GIVING & SECURING TRUST

- Modern Payment Options Increase Donation Conversions
 - Most giving platforms that accept digital wallets such as PayPal, Apple Pay, and Google Pay see meaningful increases in donation conversions and mobile performance. PayPal acceptance alone is linked to over 32 percent higher donation conversion rates.
- Digital Wallets Are “Popular”
 - Enough said.



- Prioritize Cybersecurity
 - 1 in 3 organizations has already experienced a cyber attack.
 - Invest in premium hosting, security plugins, use two-factor authentication, and require double opt-in and captcha on all email lists.
 - Phishing remains a common threat.

UNDERSTANDING & UTILIZING AI



AGENTIC AI

- For chatbots for service
 - Practical tools for everyday tasks
 - Beam
 - UiPath
 - Perplexity AI
 - CrewAI



GENERATIVE AI

- For content
 - ChatGPT
 - Gemini
 - KlingAI
 - Sora
 - Veed.io
 - MidJourney



PREDICTIVE AI

- For donor insights & forecasting
 - Kindsight
 - DonorSearch
 - Fundraise Up

ONLINE GIVING

DONORS NOTICE HOW THEY'RE TREATED AFTER THEY GIVE

Modern donors expect:

- Confirmation that their gift was received
- Clear explanation of what it supports
- Follow-up that feels human, not automated

Retention begins the moment someone donates.



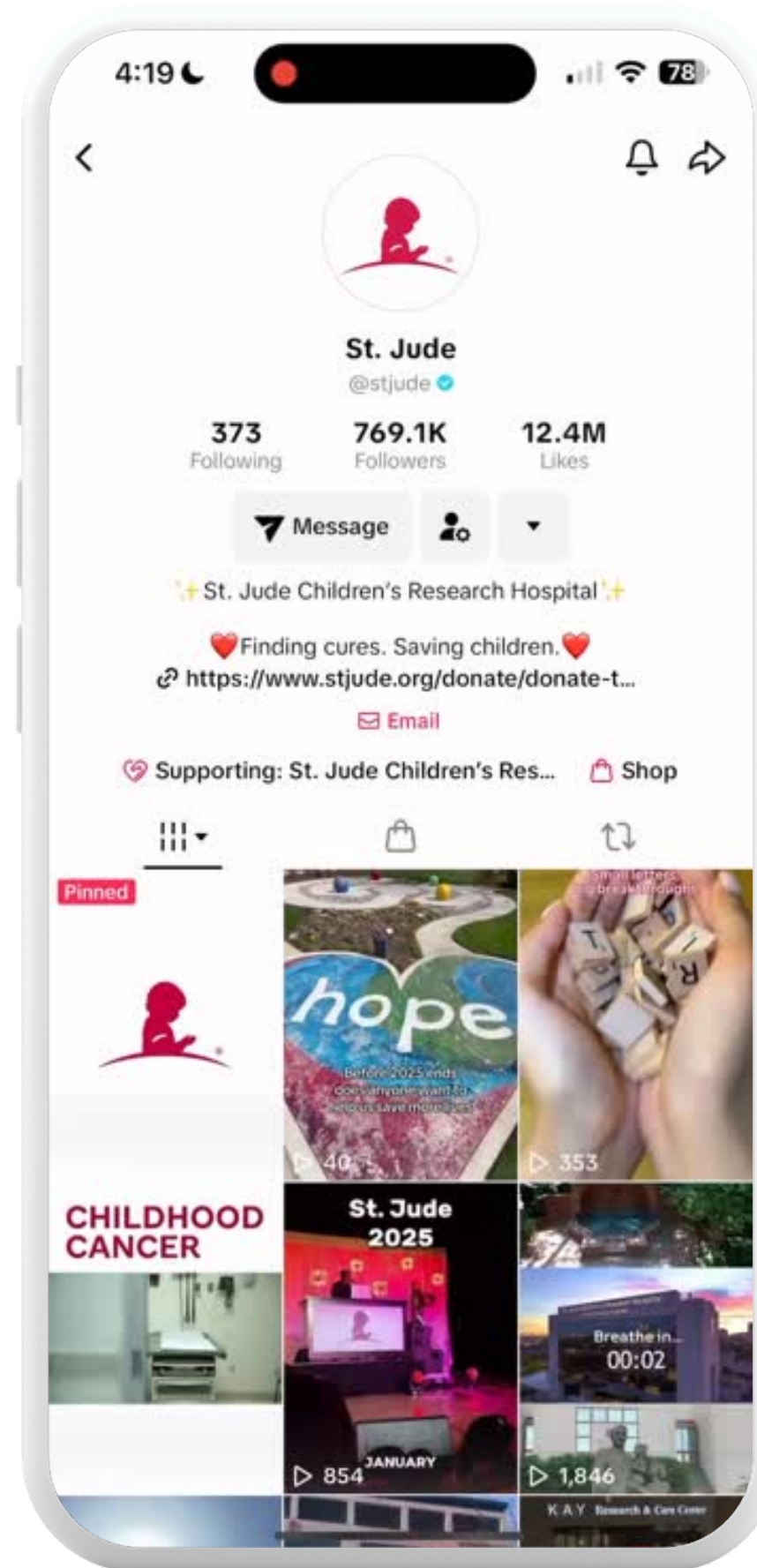
E-COMMERCIFICATION OF DONATIONS:

- Flag abandoned cart donation and follow-up with the donor
- Upgrade one-time donors to recurring by communicating what their gift supported
- Use location-based AI to pinpoint donor position
- Get on LinkedIn to connect with potential donors, businesses, and other nonprofit leaders

INNOVATE GIVING WITHOUT GIMMICKS

UPGRADE THE GIVING EXPERIENCE:

- Have personalized relationship-building conversations
- Offer VIP experiences or limited edition swag
- Provide regular updates on programs through video, email, and text
- Make monthly donations exciting for donors

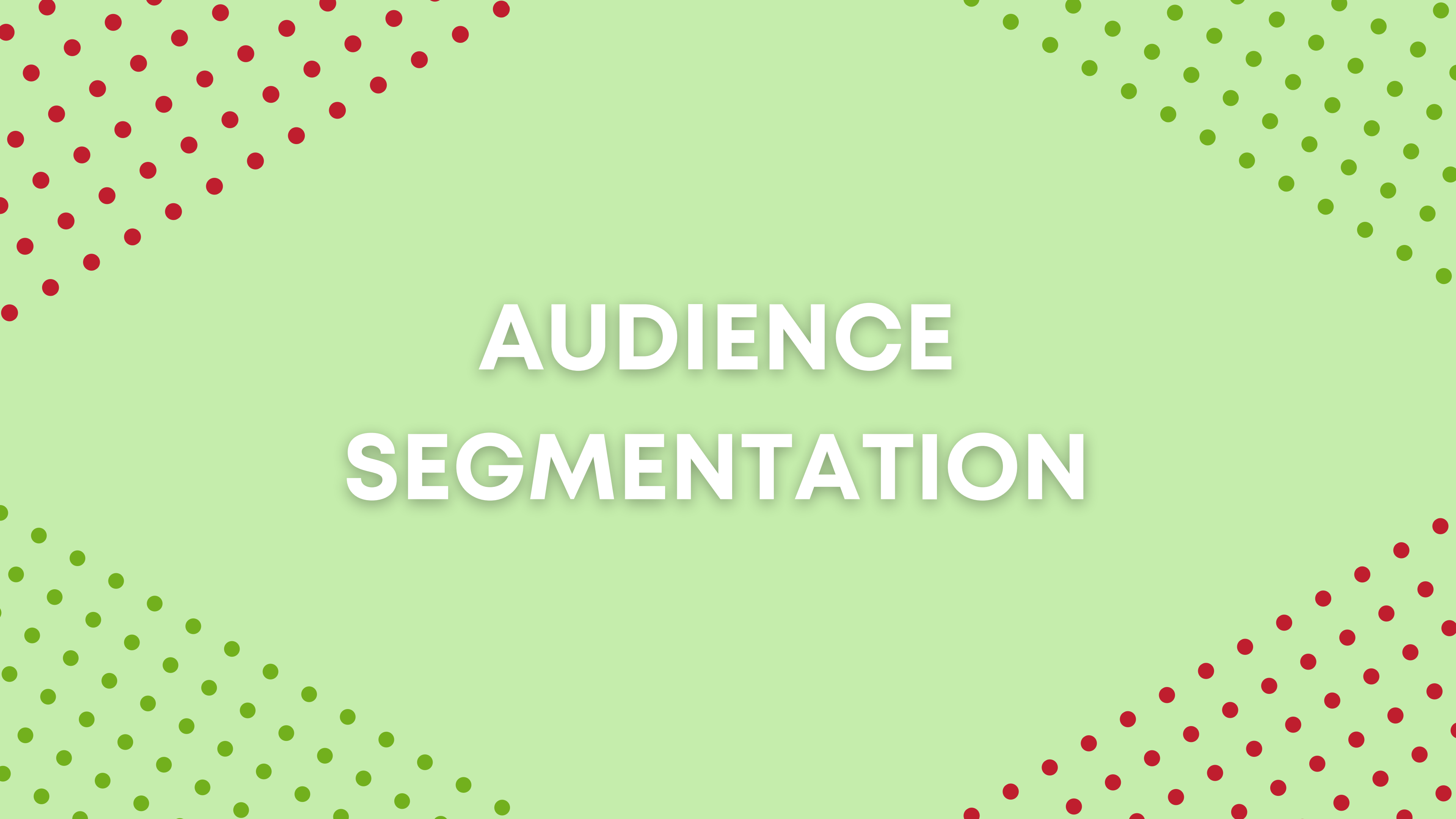


Today's modern donors have higher expectations for their giving experience.

What to avoid:

- Overuse of reminders
- Pressure-based language
- One-size-fits-all “asks”



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AUDIENCE SEGMENTATION

PERSONALIZE TO INCREASE DONATIONS

HIGH-PERFORMING EMAIL MARKETING



- Simply sending push emails to your entire database no longer yields results.
- Three-quarters of consumers now feel frustrated if their website experience isn't personalized with 72% of them only engaging with messaging personalized to them.
- Each email you send should be personally relevant to the people receiving it.
- Review your database, and begin to split up your audience. Use this to re-engage lapsed donors.
- Invest in systems that allow you to build customized messaging for your audience, regardless of channels



AGE



**LOCATION
RANGE**



**DONOR TYPE/
BEHAVIOR**



JOB TYPE



**EDUCATIONAL
LEVEL**



**HOW THEY HEARD
ABOUT YOU**



**COMMUNICATION
PREFERECE**



**PERSONA- NEEDS &
VALUE PROPOSITION**



**EVENT VS DIGITAL
ACQUISITION**

The background features several large, overlapping, curved shapes in various shades of green, creating a dynamic and organic pattern. The text is centered over this background.

PURPOSE-DRIVEN GIVING AND COMMUNICATIONS

LAUNCH A TRIBUTE GIVING PROGRAM

Like clockwork, everything that was in 20 years ago is back and more popular than ever. Tribute giving is no **exception**. Facebook and technology has made this easier and more widely accepted.

- 33% of donors give tribute gifts to family and friends
- Add a tribute giving option to your primary donation page
- Create a dedicated tribute giving landing page
- Top tribute gifts:
 - Memorials (43%)
 - Birthday gifts (25%)
 - Holidays (10%)

Tribute Giving

Honor a lost loved one, recognize someone special on their birthday, or celebrate the holidays by making a tribute gift in their name that will help [Your Nonprofit] make a difference.



Memorials



Birthdays



Holidays

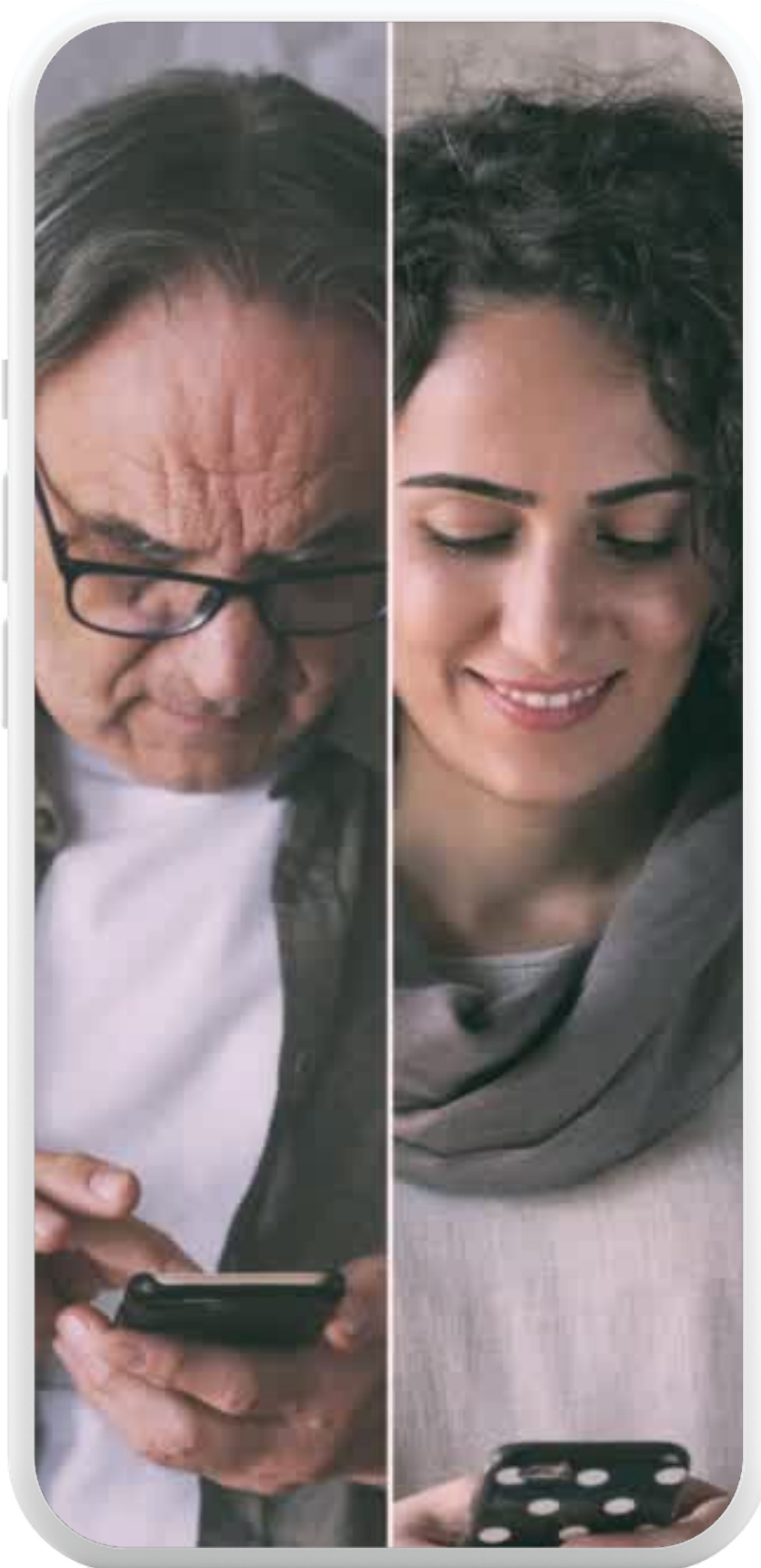
The Impact of Your Tribute Gift

\$25 provides five warm meals delivered to home-bound seniors.

\$50 pays the annual school fees for a girl child in Zimbabwe.

\$100 feeds an elephant under care in a sanctuary for one day.

SMS TEXTING & COMMUNICATIONS



WHY YOU NEED A STRATEGY:

- **Multi-purpose** - Texting isn't about making an ask, it's a great channel for relationship building. Utilize for updates, reminders and gratitude.
- **Highly effective** - Texting has the best open rate at 98% compared to email at 18-20% or organic social at 4-6%. Be careful though, trust declines when messages feel intrusive.
- **Huge potential** - Send personalized messages, survey links, share a behind-the-scenes photo and send voice memos.



CONTENT AND DIGITAL ADS

Tips For Creating Engaging Content

- Always keep your audience in mind when building content. Use content pillars and objectives for each post.
- Follow trends, sounds and use brand guidelines
- Objectives = Mix and match what you post
 - Try to keep a purpose when building a post:
 - Are you trying to educate, entertain, celebrate or inspire your supporters?
- Include user-generated content (UGC) when you can
 - People like to see real people. Show your supporters how they are making a difference.
- Share behind-the-scenes content, events, volunteers, team and facility tours.



**REEL
(EDUCATE/ENTERTAIN)**

**INSPIRE
(ENCOURAGING
DONATIONS)**

EDUCATE

BTS

@UNITEDWAY

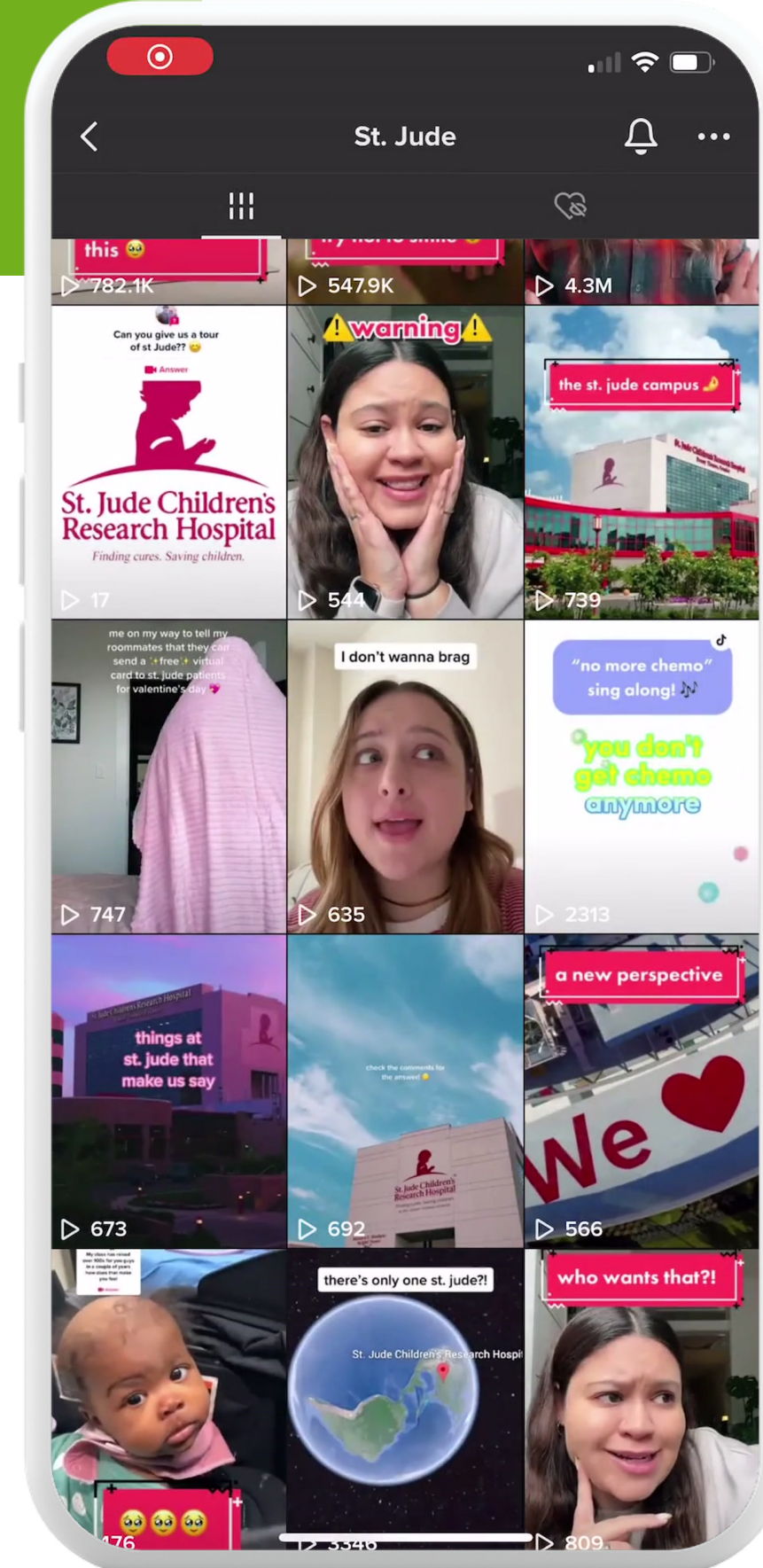


VIDEO CONTENT

VIDEO MARKETING IS NO LONGER OPTIONAL IN 2026

- Videos have a great potential to gain more engagements and donations than any other content type on social media
- It's essential to introduce your nonprofit organization to video platforms such as TikTok and include video content in all others. (Instagram Reels, Facebook videos and YouTube)

Remember authenticity matters more than production quality here.



Wow!

IDEAS FOR VIDEOS:

- FAQs
- Behind the scenes
- Facility tours
- Success stories
- Event summaries
- Adapt fun trends to your cause!

PLATFORMS TO WATCH



Canva: Free templates for graphics, decks, flyers, and much more!



LinkedIn: Great place for corporate partnerships and credibility



CapCut: It offers tons of useful and fun features for video creation including transitions, sounds, text, and other animations



Reddit: Great place to connect in real-time with communities about your cause



Pinterest: Utilize weekly for evergreen educational content, lifestyle tips or even merch sales

Keep in mind:

Many social media platforms such as TikTok and Instagram offer great editing tools for video content at no charge

WHO IS FUNDS2ORGS?

We are a social enterprise with headquarters in Florida, with micro-enterprise partners in the reuse economy in 24 countries worldwide, and marketing specialists located in the U.S and Europe.



funds2orgs™

Who we serve:

- Schools and education groups
- Nonprofits and civic groups
- Animal rescues and service animal groups
- Faith-Based organizations, churches, and mission travel groups
- Adoptions, families, and individuals

What we do:

- Offer an alternative to traditional fundraising that doesn't require buying or selling
- We ease donor fatigue by offering a way to raise funds without asking others to open their wallets

WHAT IS A SHOE DRIVE FUNDRAISER?

- A creative, non-traditional fundraiser in which your group or organization can raise funds **without** asking your supporters to open their wallets.
- What you get:
 - A fundraiser with no out-of-pocket costs
 - Collection materials, flyer templates, social media posts, and more!
 - A fundraising coach to help you with every step of the way.
 - A check within 2 days of receipt and processing at our warehouse.
 - A sustainable, feel-good fundraiser that supports your group, local community, and communities all over the world. It's a **WIN-WIN!**





Q&A



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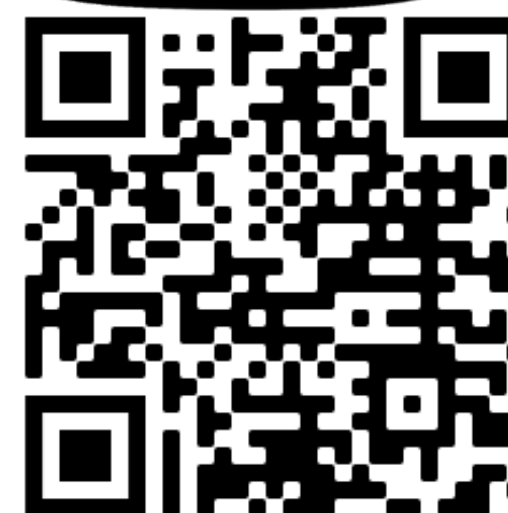


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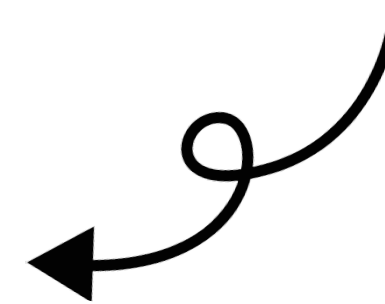


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out-of-pocket costs!

Thank you