



2025 NONPROFIT TRENDS REPORT

Weathering Federal Uncertainty: Nonprofit Operational Trends

How Top-Performing Nonprofits Grow Revenue Through Optimism, Flexibility, and Futureproofing



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Survey conducted by:

Edge Research

Foreword

Professionals in the nonprofit sector continue to face extraordinary challenges and opportunities. As we navigate through political and economic uncertainties, technological shifts, and changing donor behaviors, the need for data-driven insights has never been more critical.

This 2025 Nonprofit Trends Report, commissioned by Momentive Software and conducted by Edge Research, offers a comprehensive look at the current state of the nonprofit sector. By surveying nonprofit professionals across the United States, we've gathered valuable insights into the priorities, concerns, and strategies that are shaping nonprofit organizations today.

What makes this study particularly valuable is its focus on the intersection of technology adoption and organizational success. In an era where digital transformation is no longer optional, understanding how technology impacts fundraising outcomes, donor engagement, and operational efficiency can provide nonprofit leaders with the roadmap they need to thrive.

We're proud to share these findings with you and hope that the insights presented in this report will help your organization navigate the challenges ahead, embrace innovative approaches, and ultimately further your mission in more effective ways.

Carol O'Kelley

Chief Marketing Officer
Momentive Software



Slice and dice the data to gain deeper insights into the **2025 Nonprofit Trends Report**.

Uncover actionable analyses and gain a universal view of the data by comparing your survey responses to those of your peers. Turn insights into action and achieve success with data-driven decision-making. Nucleus aggregates peer data and displays the results in a dynamic, filterable dashboard.

Why care about this report?

Learn important industry insights:	Discover important steps to success:
✓ Trends in the outlooks, priorities, and concerns of nonprofit professionals	Navigate federal funding challenges. Based on the research, nonprofits are facing significant changes in federal funding, requiring introspective conversations about resilience and funding diversity.
✓ How nonprofit professionals are using technology to improve key aspects of funding	Build a strong donor engagement strategy. Organizations with dedicated donor retention strategies report higher retention rates and revenue growth.
✓ The evolving strategies of revenue streams for nonprofits	Diversify revenue streams. This study indicates that organizations with multiple revenue sources demonstrate greater financial resilience.
✓ Tips for how to use the information in this study to strengthen your organization	Evolve your use of technology. Respondents who say their organizations are early adopters of technology report stronger growth.

Methodology

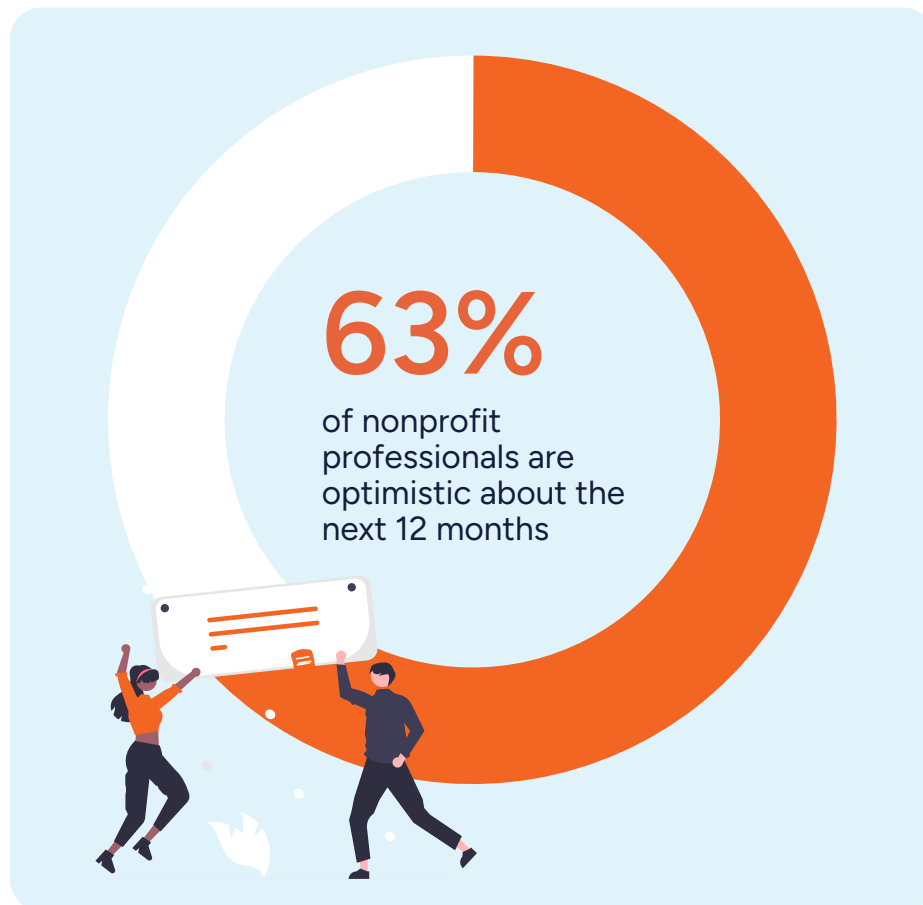
A few notes about this study.

Commissioned by Momentive Software, Edge Research conducted an online survey of 306 adults in the United States who work at nonprofit organizations at a Director/Manager level or higher, using sector lists. The online survey took place between February 25, 2025 and March 10, 2025. Due to rounding, not all percentage totals in this report equal 100 percent.

Key findings

1. Uncertain federal funding, high nonprofit optimism

Even with widespread concerns about the current administration's impacts on funding—with nonprofits anticipating net negative effects in areas like federal funding, direct services, and overall fundraising revenue—a surprising 63% of nonprofit professionals remain optimistic about their organizations' futures and almost half (48%) expect revenue growth in the next 12 months.



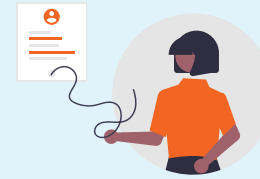
2. Increasing revenue is the #1 priority

Sixty percent (60%) of nonprofit professionals identify increasing revenue as their top priority for the next 12 months. The good news is that twice as many organizations reported revenue increases (44%) versus decreases (22%) in the last year, and they remain optimistic about future growth. Organizations that experienced revenue growth saw upticks across multiple funding channels and were significantly more likely to have diversified their revenue streams.



3. Donor retention strategy correlates with success

Only 39% of organizations have a donor retention strategy in place, while 46% report having no strategy at all. Organizations with a donor retention strategy were more likely to experience revenue growth and report higher donor retention rates. For the coming year, 31% of organizations expect donor retention to increase, compared to only 7% projecting a decrease.



46%
don't have a donor
retention strategy

4. Technology adoption predicts success

About a third (32%) of nonprofit professionals describe their organizations as early technology adopters, while a similar number (34%) consider themselves technology laggards. Early tech adopters are more optimistic, flexible, and report feeling more prepared for the future.

	Early Adopters	Tech Laggards
Optimistic for the future	35%	20%
Flexible on technology purchases	32%	16%
Feel prepared for the future	20%	4%

5. AI adoption remains in early stages

Nonprofit professionals are slowly embracing other technologies, especially artificial intelligence (AI)—which is not surprising given the rise and growth of generative AI over the past two years.



Only
21%
of organizations
currently use AI

PART I

Nonprofit professionals' shifting outlooks, priorities, and concerns

Amid the persistent instability across the nonprofit sector, understanding both the recent experiences and forward-looking perspectives of industry leaders provides invaluable insight into organizational trajectories. This section examines the striking contrast between nonprofit professionals' assessments of the past year and their projections for the coming months.

The data reveals a nonprofit world in transition, with performance metrics from the past 12 months showing mixed results that inform cautiously optimistic future projections.



Nonprofit professionals' sentiments about 2024 performance vs. 2025 predictions

When asked about revenue performance among sources of organizational income over the past 12 months, nonprofit professionals overall reported increased revenue and predict another increase in the next 12 months. They also appear optimistic about increasing donations over the next year through various sources. Unsurprisingly, they are less hopeful about growth from government grants or the ability to increase staff size.

	Last 12 Months	Next 12 Months	Trend
	Increased	Will Increase	
Overall revenue	44%	48%	+4%
Small-dollar donations	28%	41%	+13%
Major giving	18%	27%	+9%
Mid-level giving	23%	31%	+8%
Monthly giving program	17%	25%	+8%
Government grants	24%	19%	-5%
Investment in technology	39%	34%	-5%
Staff size	34%	28%	-6%

Figure 1. Questions asked: Thinking about the last 12 months at your organization, have each of the following increased, remained the same, or decreased? | And thinking about your organization over the next 12 months, do you think each of the following will increase, remain the same, or decrease?

Predictors of revenue growth

While almost half of respondents experienced revenue growth in the past 12 months and even more expect revenue to continue growing, it's important to understand what contributed to overall growth. Over the last year, nonprofits that experienced revenue growth were more likely to invest in technology, see increases in event and foundation revenue, and grow their number of revenue streams.

Top 5 predictors of revenue growth:

(Of those who said revenue increased)



1. Foundations' grants increased



2. Number of revenue streams increased



3. Membership dues increased

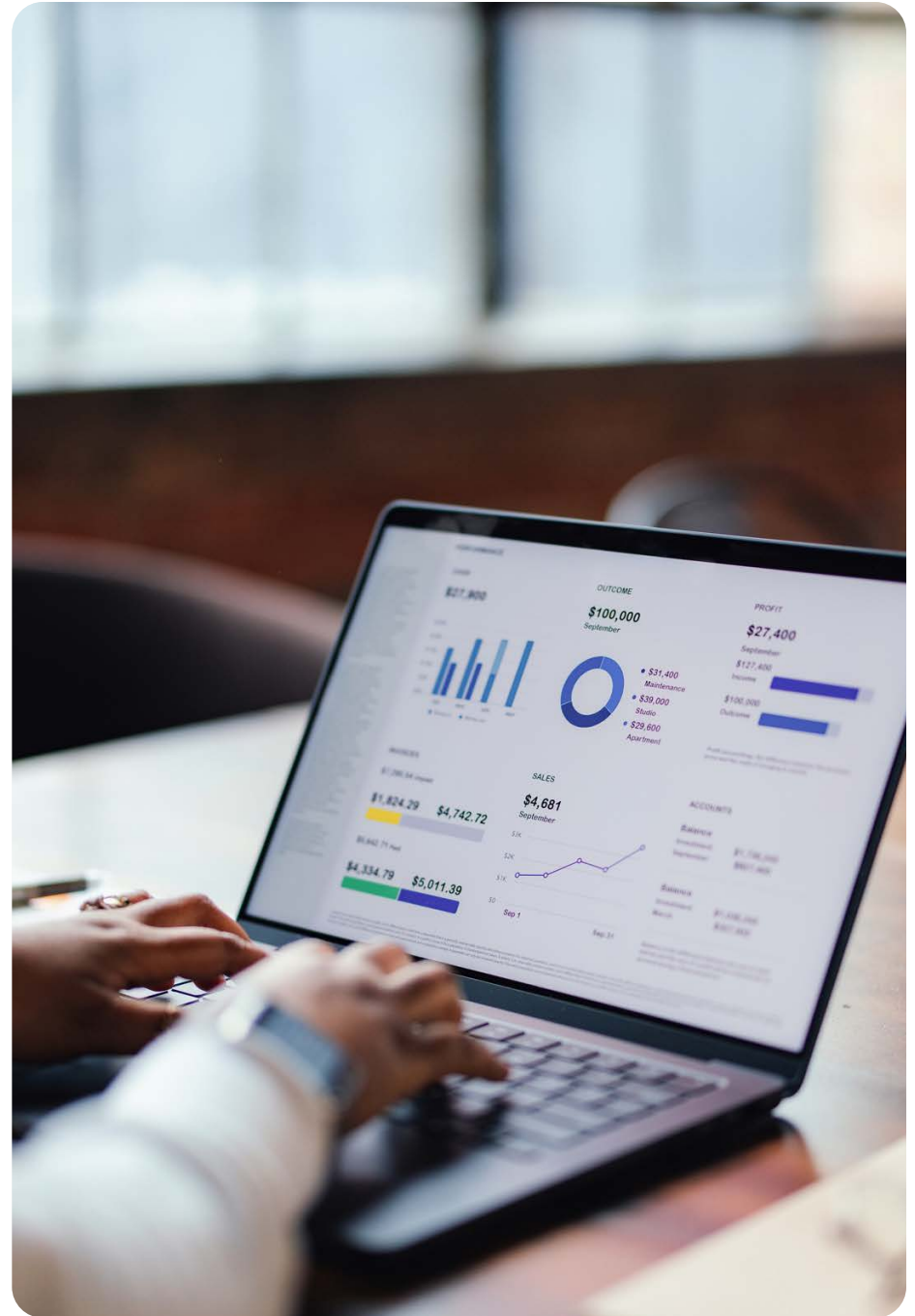


4. Gov't grants/funding increased



5. Mid-level giving increased

Figure 2. Question asked: Thinking about the last 12 months at your organization, have each of the following increased, remained the same, or decreased?



Previous predictors of growth may be impacted by federal funding cuts

Unfortunately, previous predictors of revenue growth may not be as applicable in the new economic and political environments. Nonprofit professionals expressed significant concerns about the current administration's impact on their operations when the survey was in the field from late February to March.

The research reveals widespread anticipation of net negative effects across critical organizational areas, with federal funding showing the most severe outlook (-45% net negative). Other areas expected to face challenges include direct services to constituents, types or number of revenue streams utilized, overall fundraising revenue, and programmatic goals.

Impact of the Current Administration/Congress

	Positive	Neutral	Negative	Not Sure/NA	Net Negative
Federal funding	12%	14%	57%	17%	-45%
Overall fundraising revenue	16%	26%	44%	14%	-28%
Types or number of revenue streams utilized	12%	37%	38%	13%	-26%
Direct services to constituents or broader community	16%	32%	41%	12%	-25%
Programmatic goals	16%	38%	36%	11%	-20%
Staffing (hiring, retention)	14%	43%	32%	11%	-18%
Advocacy agenda	18%	29%	33%	20%	-15%
Corporate engagement	16%	32%	31%	21%	-15%
Mission and vision	19%	49%	24%	9%	-5%
Individual donor engagement	20%	38%	24%	19%	-4%

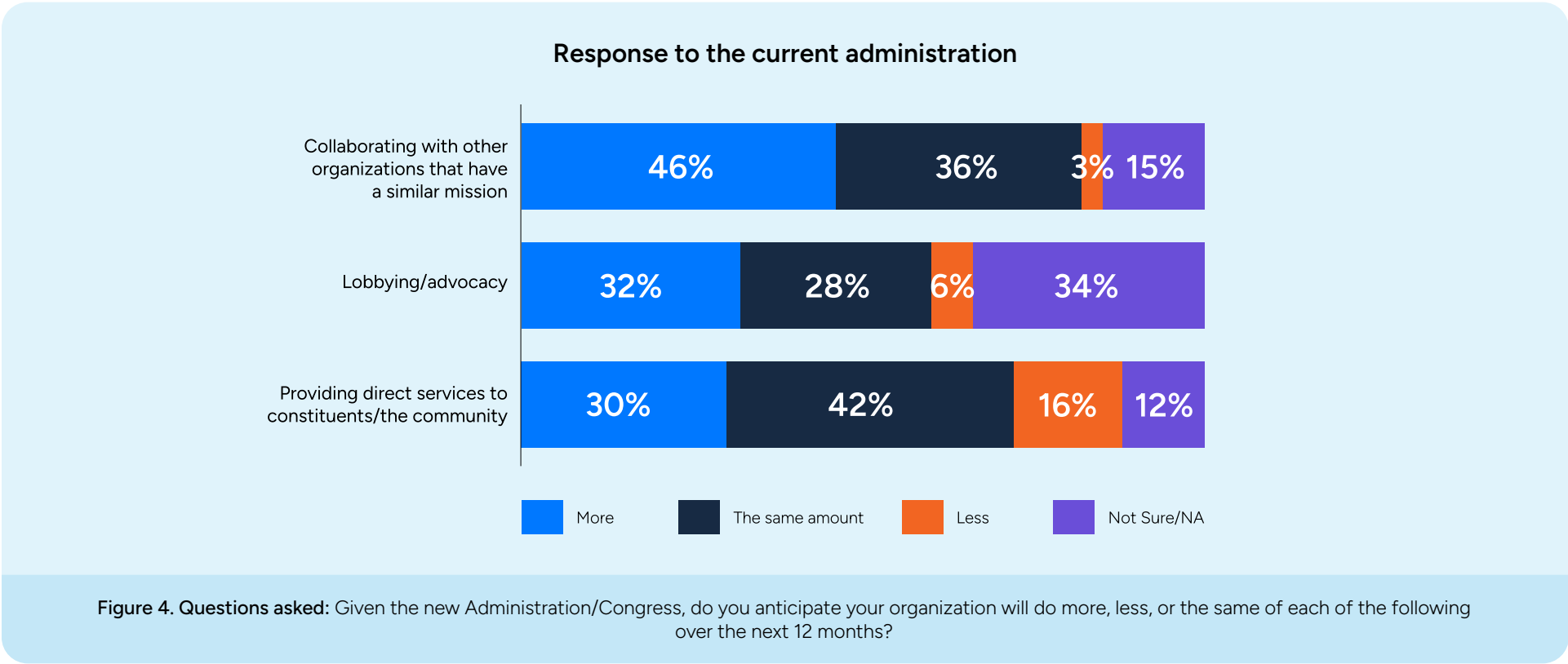
Figure 3. Questions asked: What impact, if any, do you think the current Administration/Congress will have on each of the following at your organization over the next 12 months?

Pivoting organizational strategies amid funding changes

Many organizations are actively pivoting their current strategies. Collaboration emerges as a key adaptation strategy, with 82% of nonprofits planning to maintain or increase partnerships with similar-mission organizations, and 46% specifically planning to increase these collaborative efforts—particularly among human services organizations, health organizations, and current government grant recipients.

Top collaborators with other like-minded organizations over the next year:

- 1. Human services organizations
- 2. Health organizations
- 3. Organizations that receive government grants



Despite funding concerns, optimism abounds

Even with widespread concerns about political impacts on funding—with nonprofits anticipating net negative effects in areas like federal funding, direct services, and overall fundraising revenue—a surprising 63% of nonprofit professionals remain optimistic about their organizations' future, with technological preparedness emerging as the strongest predictor of this confidence.



More likely to feel optimistic...

- ✓ Excellent/very good tech use
- ✓ Flexible on tech purchases
- ✓ Donor retention strategy
- ✓ Use AI
- ✓ Technologically prepared for future

Figure 5. As you think about the next 12 months at your organization, are you feeling ...

Priorities emphasize revenue, but minimize the importance of technology

Nonprofit professionals’ overall top priorities are mostly focused on increasing revenue (60% top priority), developing new revenue streams (41%), and building trust with donors and the community (40%).

Despite the connection in the data between technological capability and organizational success, technology initiatives rank much lower on priority lists. While 39% of organizations invested more in tech last year and a third plan to increase investments this year, technology-focused priorities rank in the bottom tier—using technology to improve efficiency (22% top priority), upgrading/ integrating new technology (17%), and using technology to raise more money (13%).



Nonprofits top priorities:

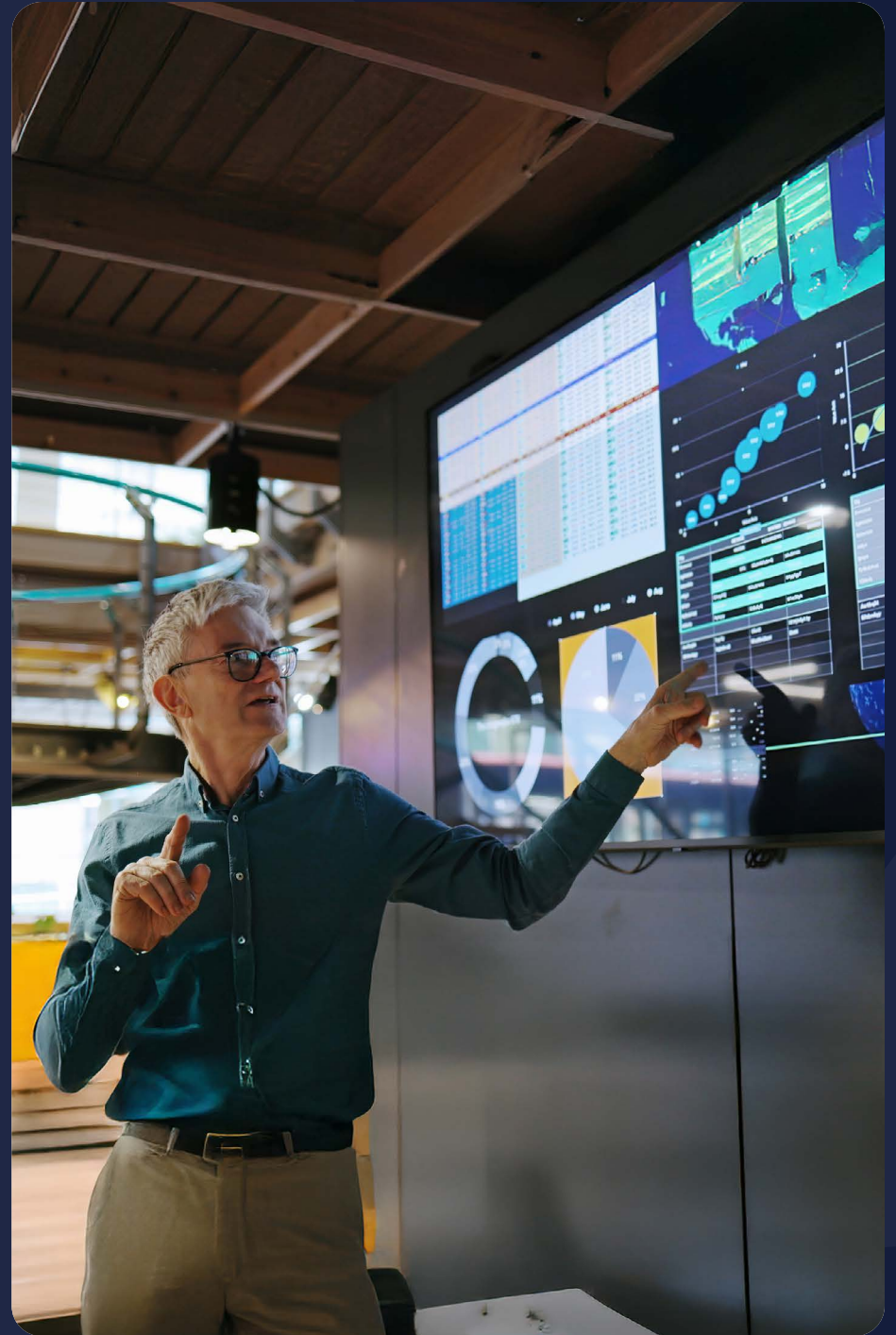
	Top Priority
Increasing revenue	60%
Developing new revenue streams	41%
Building trust with donors and the community	40%
Donor retention	32%
Improving donor engagement	32%
Raising brand awareness	30%
Donor acquisition	29%
Enabling greater staff productivity	27%
Reducing expenses	25%
Using technology to improve efficiency	22%
Developing/offering new programs and services	19%
Upgrading and/or integrating new technology	17%
Passing key legislation or other advocacy efforts	17%
Increasing security in technology and donor data	14%
Using technology to raise more money	13%
Improving governance	10%
Integrating AI into your processes	6%

Figure 6. Questions asked: How important are each of the following for your organization over the next year?

The technology mindset of nonprofit professionals

In this study, technology emerges as a defining factor in nonprofit organizational success, yet adoption patterns remain dramatically uneven across the sector. This section examines the complex relationship between professionals and technology—revealing how technological mindsets correlate with organizational outcomes and future readiness.

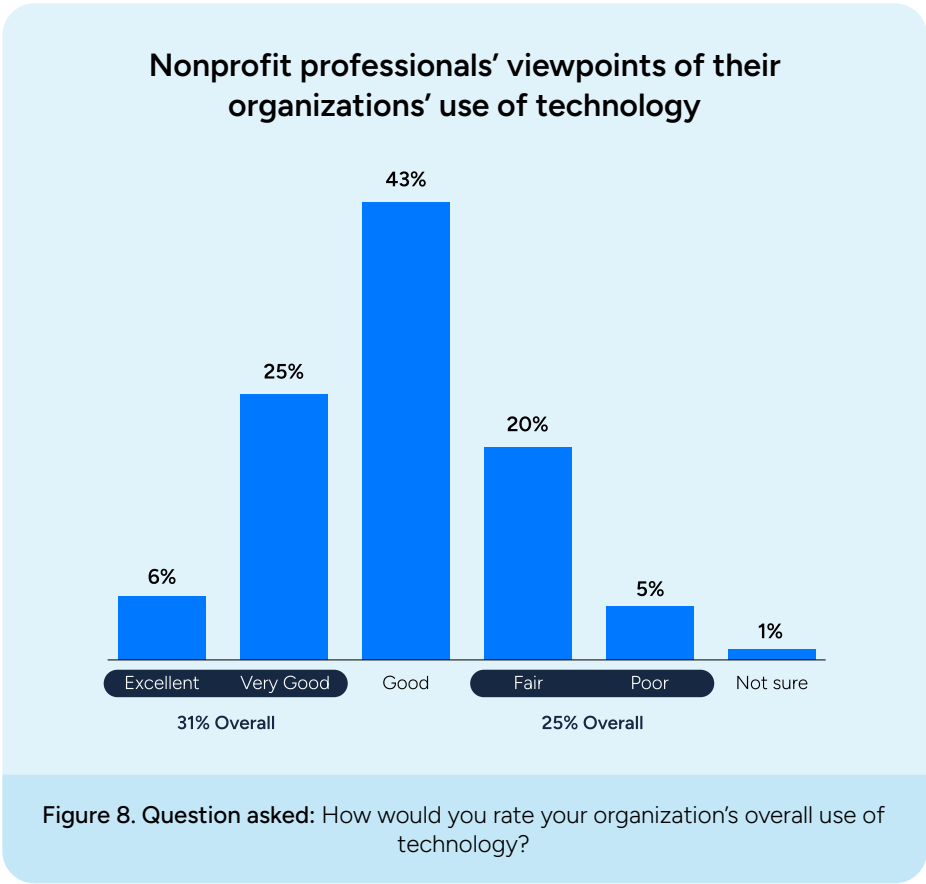
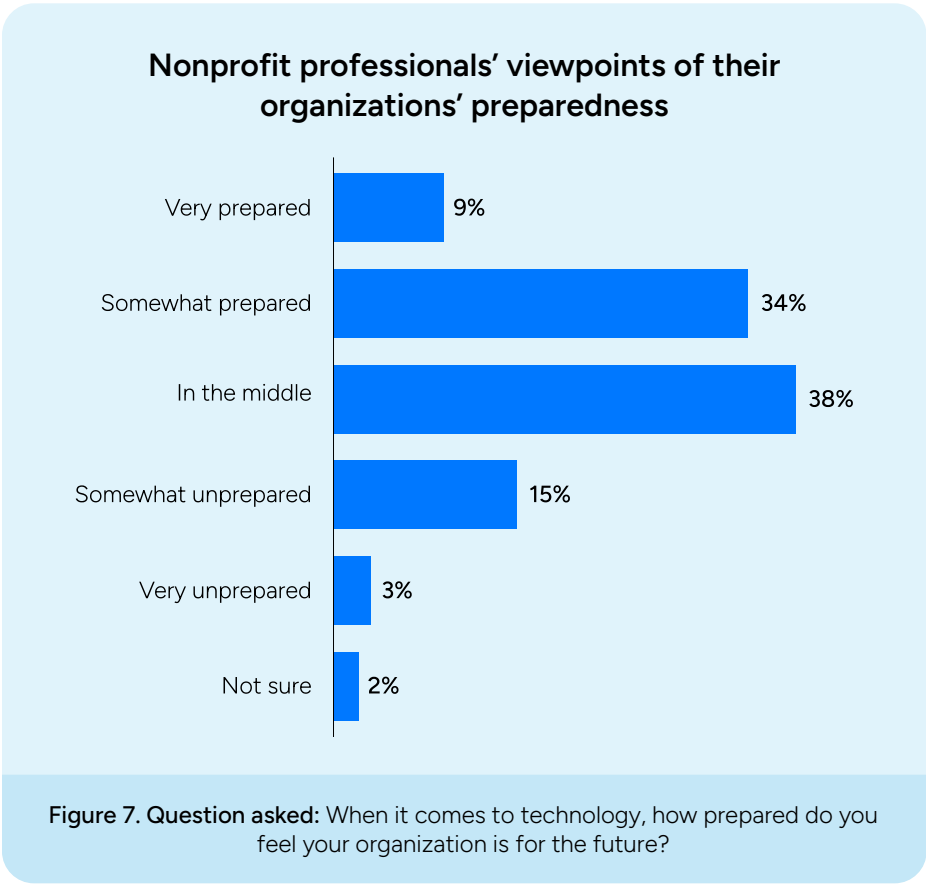
The findings illuminate a critical disconnect between understanding and action. This section explores this paradox and the various technology applications—from core accounting systems to emerging AI solutions—that are reshaping nonprofit operations, donor engagement, and mission delivery capabilities. Understanding these technology adoption patterns provides crucial context for organizations seeking to strengthen their positions in an increasingly digital nonprofit landscape.



Tech adoption and usage varies across the nonprofit sector

The nonprofit industry shows a striking three-way split in technology orientation, with nearly equal proportions of organizations positioning themselves across the adoption spectrum between early adopters, average adopters, and late adopters. This balanced distribution reflects in organizations’ self-assessment of their technology usage, where only 31% rate their usage as “excellent” or “very good,” while the largest segment (43%) considers their technology usage just “good,” and a concerning 25% rate their implementation as subpar.

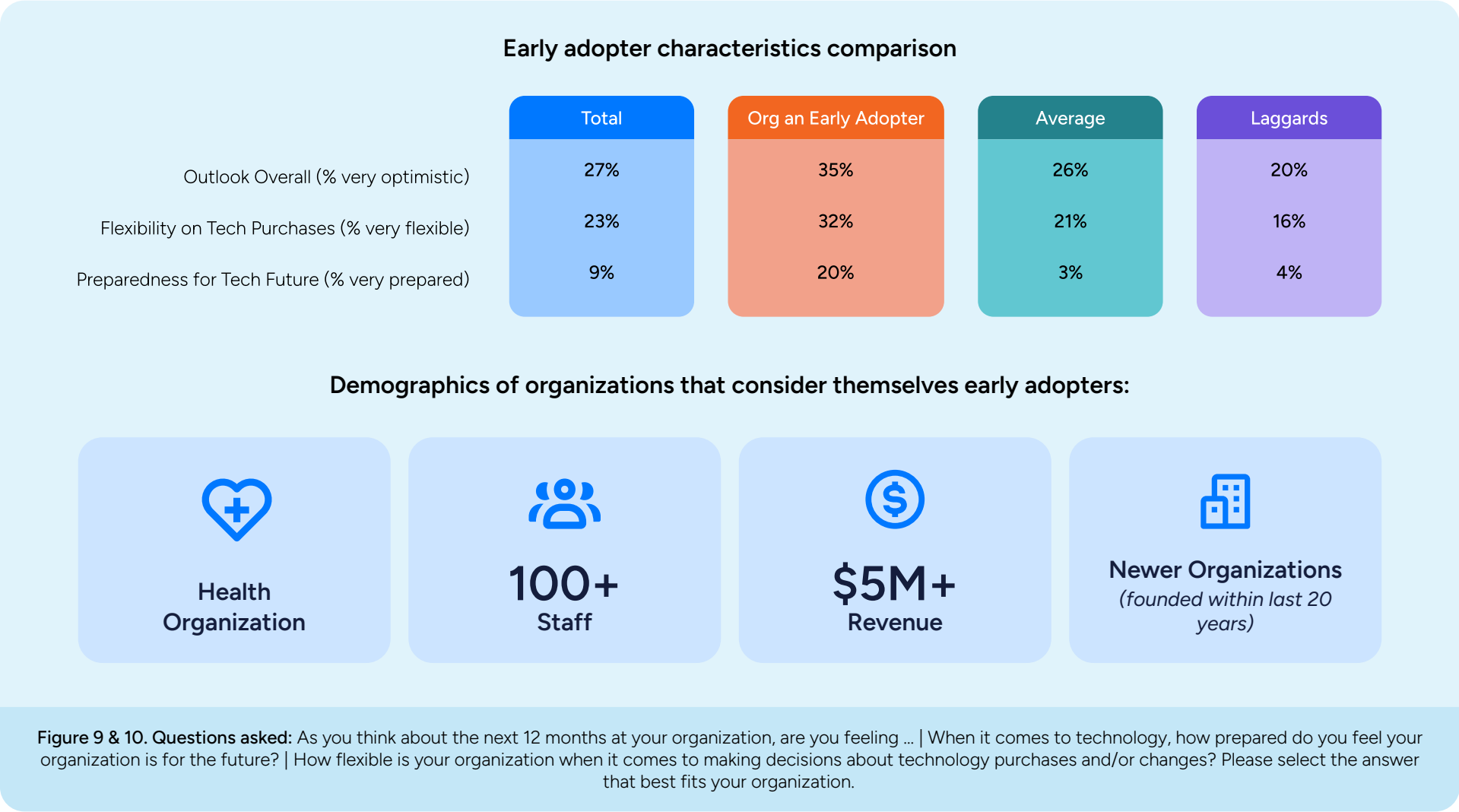
These parallel distributions suggest while a significant portion of the sector recognizes the value of technological innovation, many users struggle with implementation and optimization with a clear divide existing between digitally sophisticated organizations and tech laggards.



Early tech adopters feel more prepared for the future

Nonprofit professionals who rate their organizations as an early adopter of technology are more likely to be optimistic, flexible, and prepared for the future. They are also more likely to invest heavily in new technology. Early adopters tend to agree that to agree that

“technology is transforming my organization for the better” (60% overall) and that “nonprofits that don’t transform technologically within the next few years won’t survive” (53% overall).



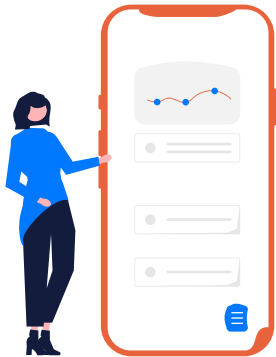
Early tech adopters know technology is key to nonprofit survival

Early adopters are also more likely to prioritize tech improvements and use technology to increase efficiency. Technology adoption isn't merely about operational efficiency; it's becoming a fundamental strategic differentiator that may determine which organizations thrive and which struggle to remain relevant in an increasingly digital nonprofit landscape.



Top priorities for all nonprofit professionals compared to early adopters for the next 12 months

	Total	Early Adopters
Using technology to improve efficiency	22%	30%
Upgrading and/or integrating new technology	17%	22%



53%

of all nonprofits agree, "nonprofits that don't transform technology within the next few years won't survive."

Figure 11. Question asked: How important are each of the following for your organization over the next year?

Accounting and finance needs top the list for technology usage

Nonprofit organizations are leveraging technology most extensively for their financial operations, with high adoption rates for payroll processing (71%), accounting systems (67%), and CRM/donor databases (49%).



Current technologies/solutions/systems in use:

	Technologies Used
Payroll processing	71%
Fund accounting or accounting system	67%
CRM or donor database	49%
Human resource management system	43%
Online fundraising platform	43%
Event fundraising platform	32%
Expense management system	27%
Artificial intelligence	21%
Fundraising auction management platform	21%
Volunteer management platform	21%
Grant management platform	20%
Learning management	19%
Event planning tool	18%
Workflow management system	16%
Analytics/business intelligence tools	15%
Inventory management system	10%
Advocacy system	5%
None of the above	3%

Figure 12. Question asked: Which of the following technologies/solutions/systems does your organization use? Select all that apply.

Accounting software usage

However, a concerning usage gap emerges when examining effectiveness ratings—even in these popular technology areas, less than half of organizations rate their usage as “excellent” or

“very good” (48% for payroll, 47% for accounting), highlighting that while nonprofits recognize the necessity of technological tools, many still struggle with optimizing their use for maximum impact.

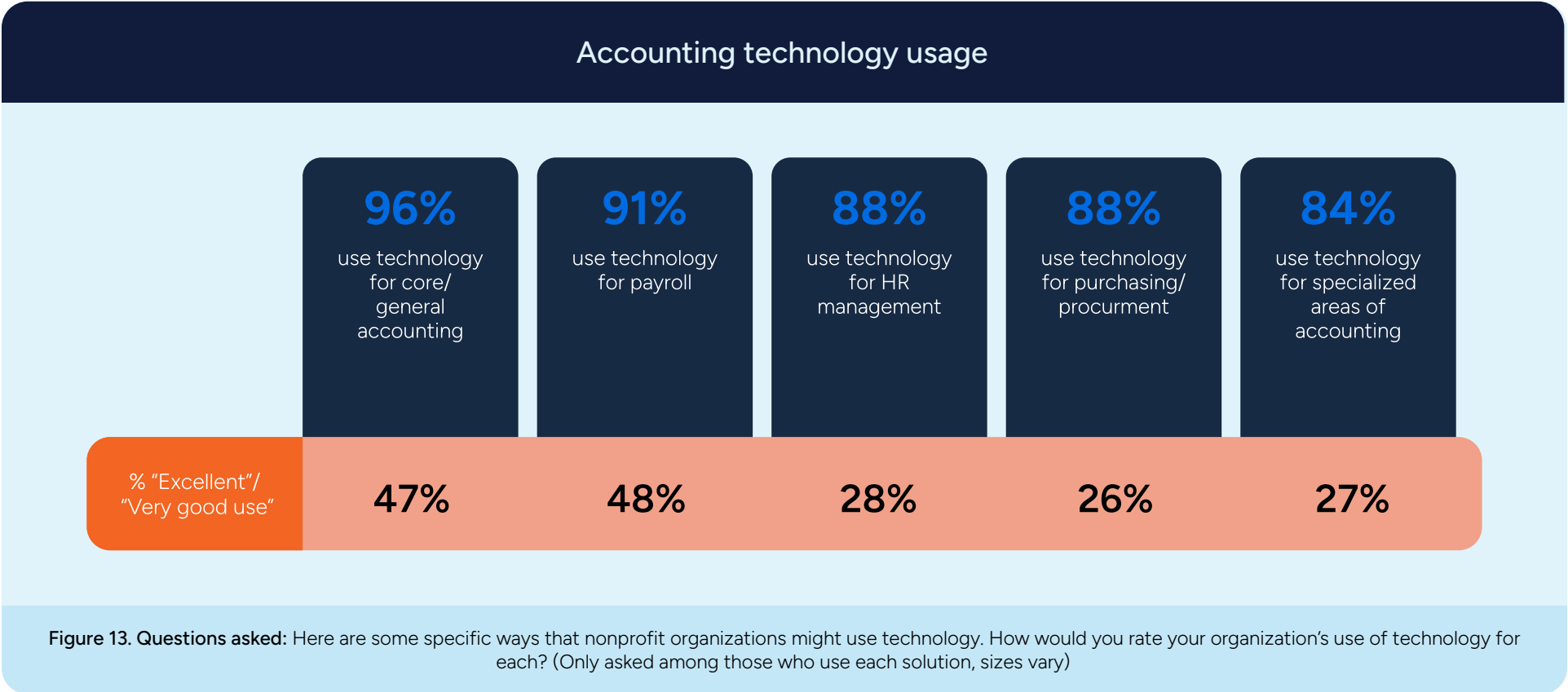
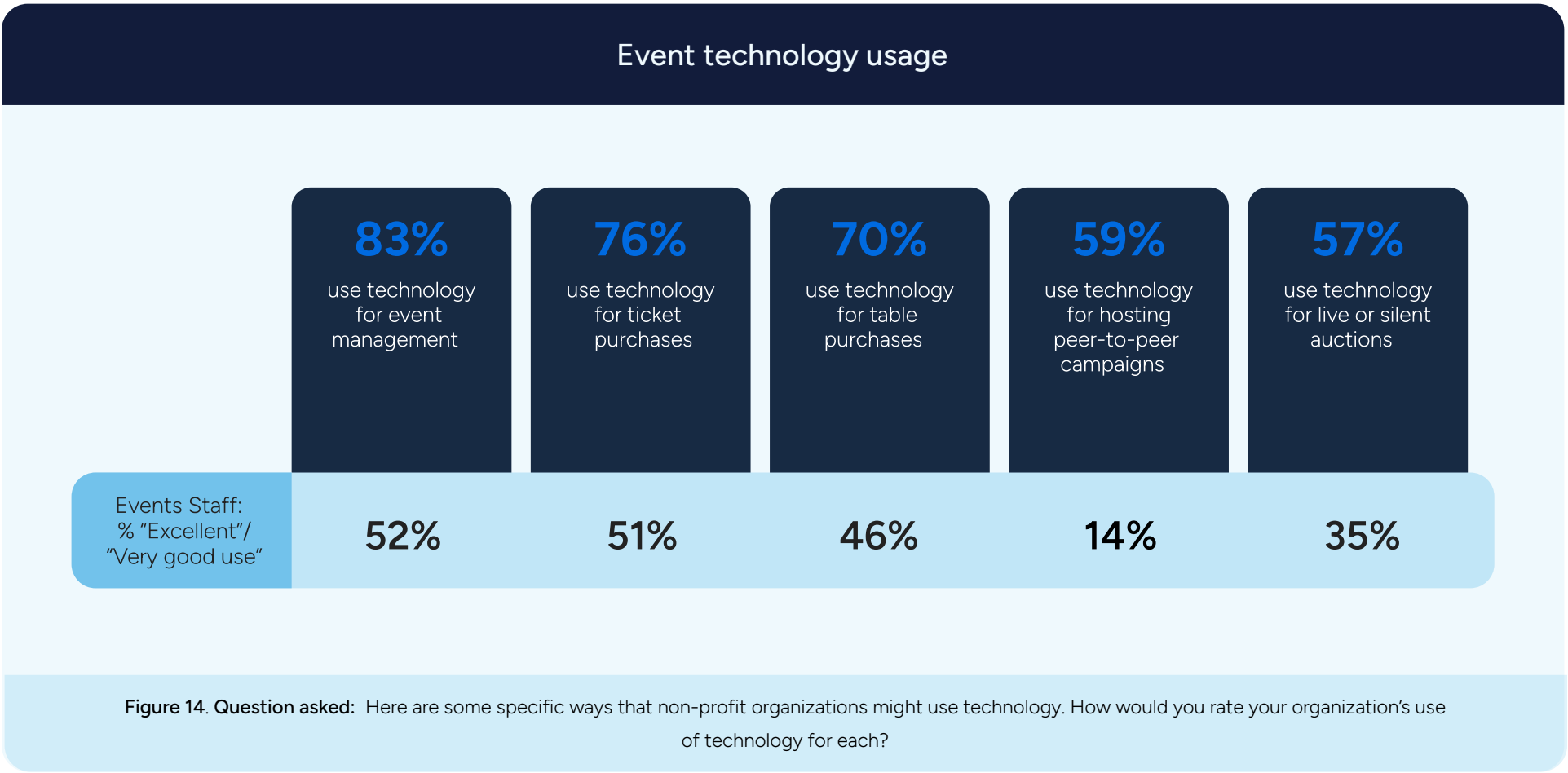


Figure 13. Questions asked: Here are some specific ways that nonprofit organizations might use technology. How would you rate your organization’s use of technology for each? (Only asked among those who use each solution, sizes vary)

Event technology usage

Nonprofit organizations regularly use event technology, with high adoption rates for event management (83%), ticketing (76%), and table purchases (70%). Despite high utilization rates, few nonprofit event staff rate their use of peer-to-peer campaign technology as “excellent” or “very good” (17%).

The common refrain holds: while event technology is widely utilized, there’s room for many organizations to improve their usage ratings. The days of having technology to have it are behind us. Organizations that are properly leveraging technology are seeing success, while “stragglers” are struggling to keep up.



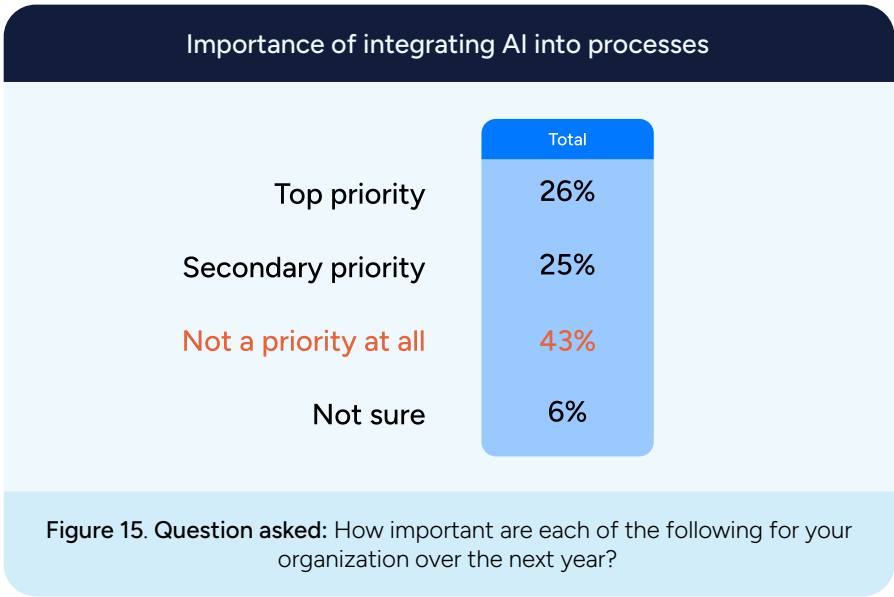
Nonprofit artificial intelligence use low, but growing

Despite artificial intelligence rippling through industries, just 1 in 5 nonprofit pros say their organizations use it (21%). Of those that do, nonprofit professionals use an average of 2.43 solutions, 31% use AI daily, and 74% use it at least once a week.

Organizations using AI recognized the value of it with 40% of those organizations planning to spend more on AI this year.

“I anticipate significant advancements in how AI understands and generates human language, ... this could revolutionize how we interact with technology and access information.”

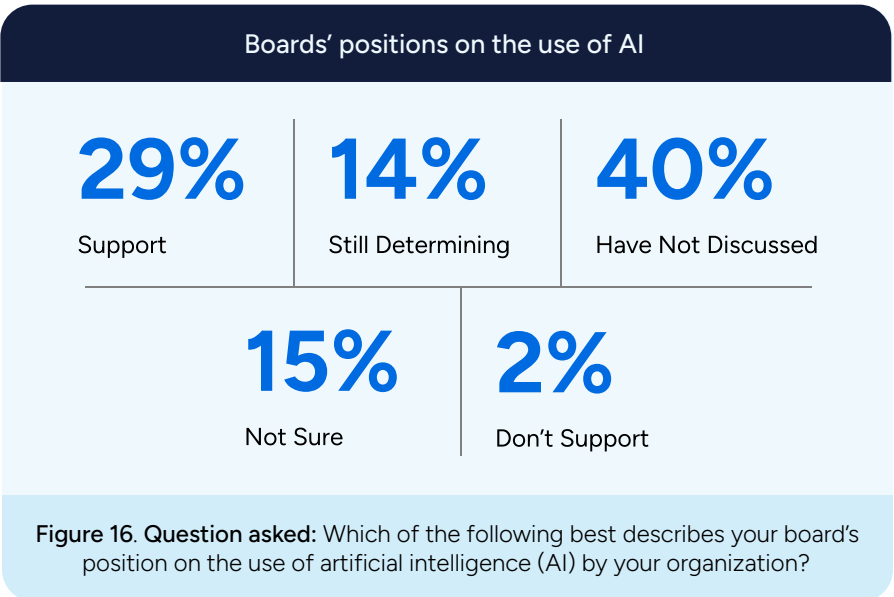
In an era when nonprofits are looking to increase efficiency, it’s clear AI is a tool organizations can leverage to do that.



Exploring nonprofit hesitancy

One element that is holding back AI adoption is board policies. Only a third of organizational boards support AI use today, with 54% not discussing AI use or still determining a policy around it.

This governance gap represents a critical missed opportunity, as board-level strategic direction is essential for successfully integrating emerging technologies like AI. Without clear board-level support and understanding, organizations struggle to align AI initiatives with mission objectives, establish appropriate ethical guidelines, and allocate necessary resources for meaningful implementation.



How Nonprofit professionals are using AI

Nonprofits largely use AI to create donor-facing materials like newsletters, emails, social media posts, and other marketing collateral. Twenty-five percent of respondents said generating newsletters, emails, or posts is their organizations' most important use of AI.

How nonprofit AI use increases during the year will be an interesting driver of operational efficiency. Now is the time to develop an AI strategy, if one isn't already in place. AI has plenty of potential for nonprofits. It's not too late to get in on the ground floor and leverage the technology to boost operational efficiencies.

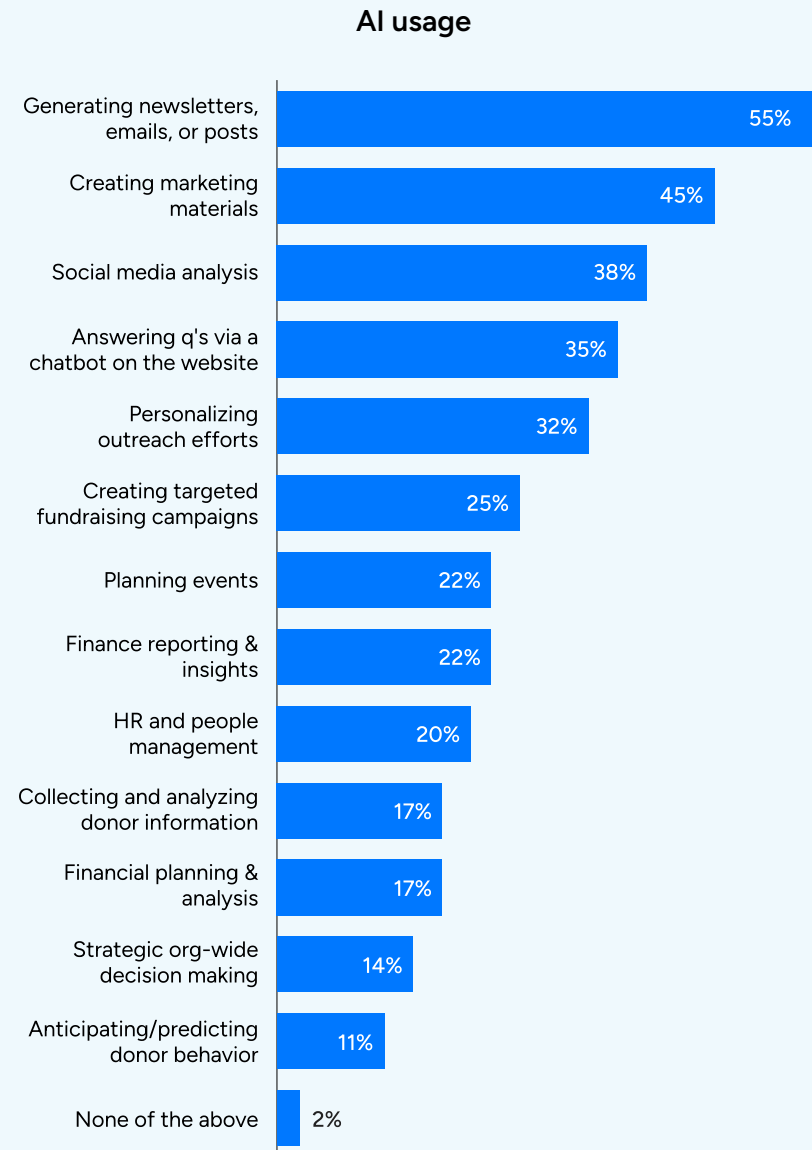
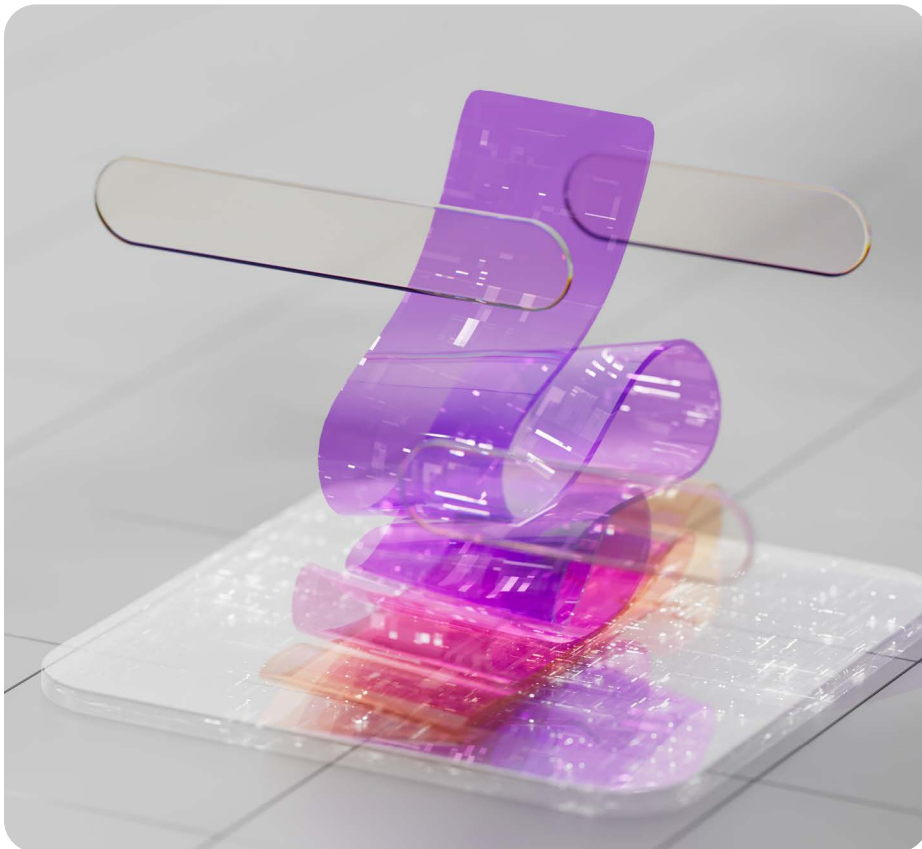
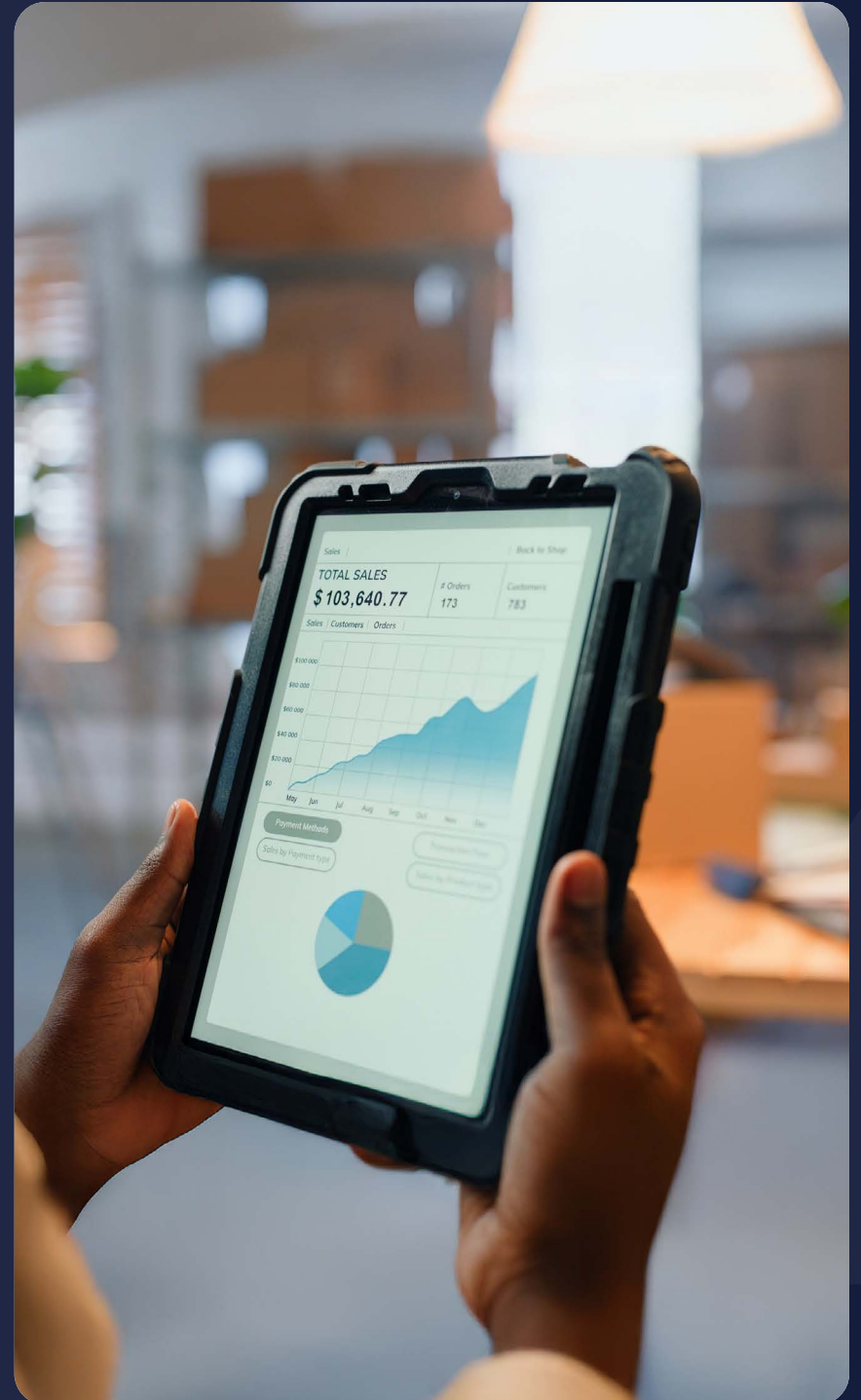


Figure 17. Question asked: In which of the following ways is your organization using artificial intelligence?
Select all that apply. (Only asked of those using AI)

PART III

Revenue streams and donor engagement strategies



Diving into revenue streams

Four-in-ten nonprofits view creating new revenue streams as a top priority. On average, organizations have 4.47 revenue streams. Here, early tech adopters realize an advantage with an average of

5.14 revenue streams. Individual donations (67%), grants (66%), corporate sponsors (59%), and events (54%) are the most common revenue streams.

Number of revenue streams

2 or more streams:	82%
3 or more streams:	73%
4 or more streams:	62%
5 or more streams:	48%
6 or more streams:	38%
7 or more streams:	25%
8 or more streams:	17%

4.47

Average number of revenue streams

5.14

Average number of revenue streams for early adopters

Figure 18. Question asked: Thinking about the last fiscal year, approximately what percent of your organization's revenue came from each of the following sources? If you do not raise money from that source, just type in "0." Your best estimate is fine.

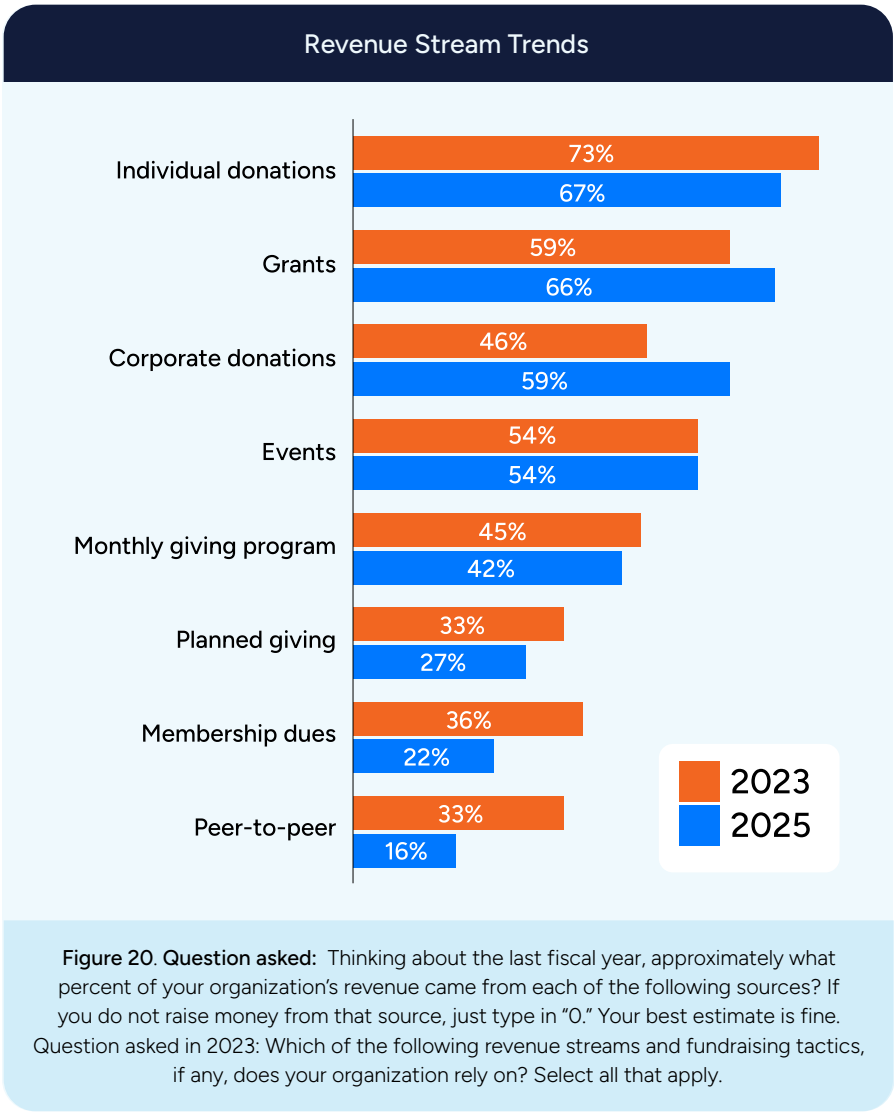
Revenue sources

	Total
Grants	30%
Individual donations	14%
Direct services	13%
Events	11%
Corporate donations/sponsorships	9%
Membership dues	6%
Monthly giving program	4%
Planned giving/DAFs/Stocks/etc.	2%
Giving Tuesday	2%
Peer-to-peer	1%
Other	8%

Figure 19. Question asked: Thinking about the last fiscal year, approximately what percent of your organization's revenue came from each of the following sources? If you do not raise money from that source, just type in "0." Your best estimate is fine.

How nonprofit professionals are developing new revenue streams

As nonprofits pivot in response to the current economy, we examined grants, events, and individual donors and how organizations rely on those three revenue streams. Nonprofits



develop new revenue streams in varying ways. Organizations worried about the future or affected by government cuts were more likely to prioritize creating new revenue streams this year.

Organizations relied more on grants (52%), corporations (49%), and individuals (48%) over the last fiscal year, and early tech adopters were more likely to diversify beyond these traditional sources.

What revenue streams are you developing in 2025?

“ Grants, fundraising & events, private donations, other foundation contributions.

“ We are also approaching and building a corporate donor and recognition program.

“ We are relying on corporate sponsorships, which are new. We are also planning a couple of events, which are new.

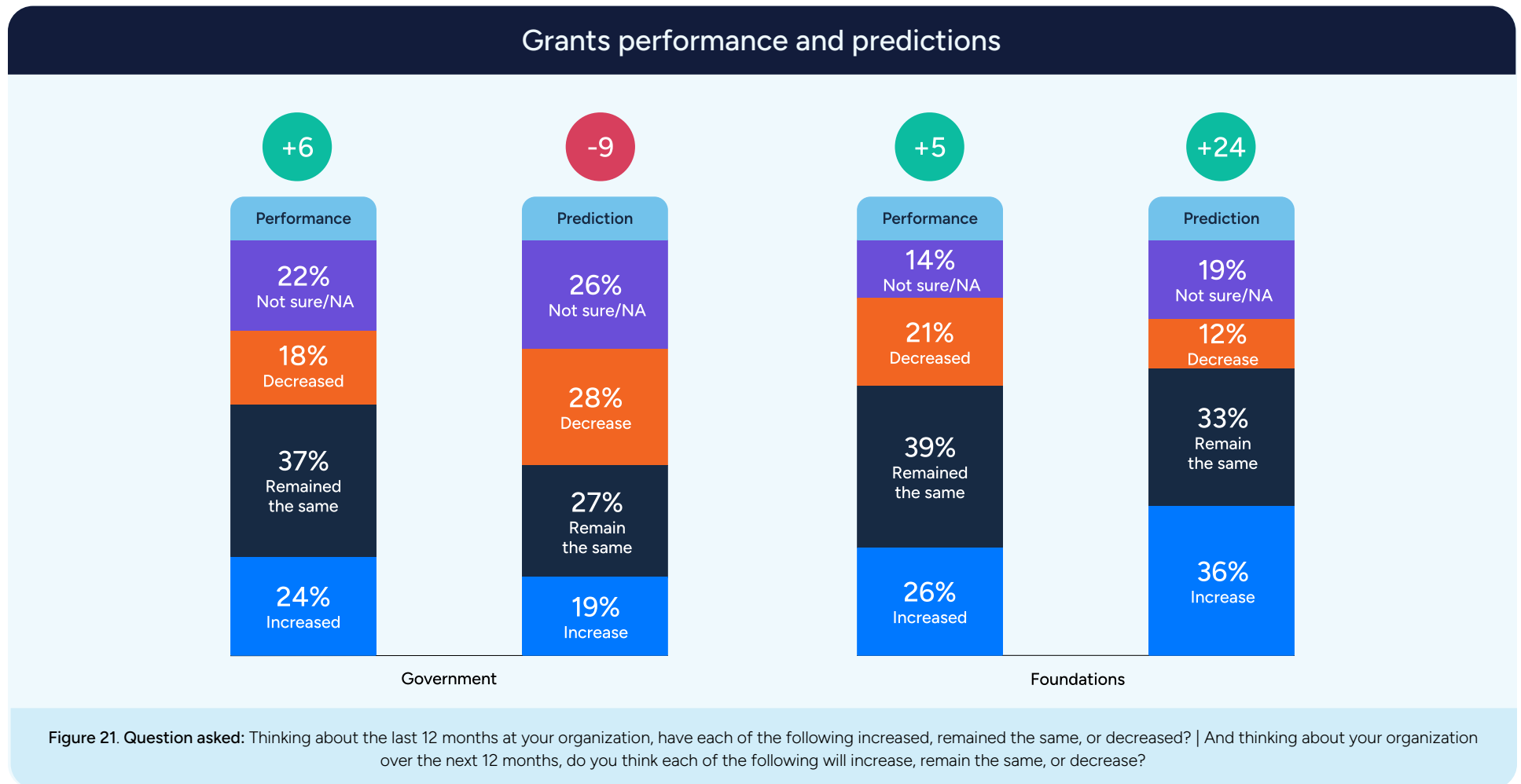
“ Charging for information and data that we have typically provided free.

“ Creating and selling industry research reports.

Uncertainty around grants

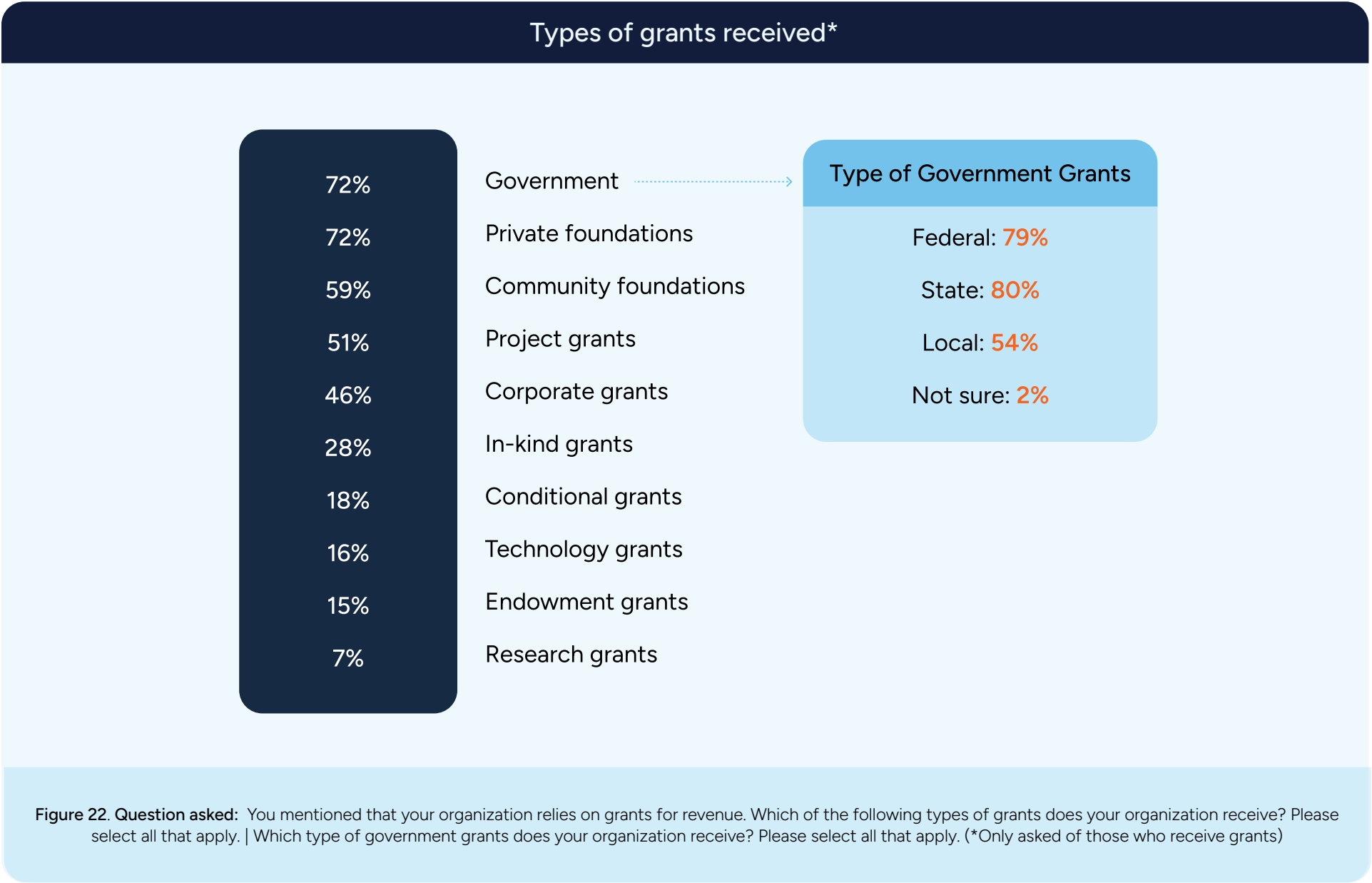
Grants are still a significant source of funding for the surveyed nonprofits. Most organizations receive grant funding, and grant revenues made up 30 percent of their revenue last year. Among those who receive grants, government (72%) and private foundation (72%) grants are the most common types received. The current administration has drastically changed the funding landscape, with federal funding decreased and, in some cases, eliminated.

Despite these changes, five-in-ten nonprofits are relying more on grants this year to generate revenue. Organizations expect foundation funding to increase to make up for government cuts, yet private foundations would need to [increase grantmaking](#) by 282% to offset anticipated government funding reductions—a worrying development in this economic climate.



Smaller organizations (staff of less than 100 employees and revenue under \$5M) are more likely to receive private foundation and project grants than their larger counterparts.

Organizations must focus on diversifying revenue streams to mitigate lost grant funding to succeed in this climate.



Growing events and spotlighting donor retention

While grants are one big piece of the funding puzzle, events are another. Half of organizations receive some funding from events, but events contributed just 11% to organizations’ revenue last year.

Four-in-ten organizations (41%) are relying more on events this year to generate revenue. Nonprofit professionals predict the number of events and revenue earned will increase in 2025.

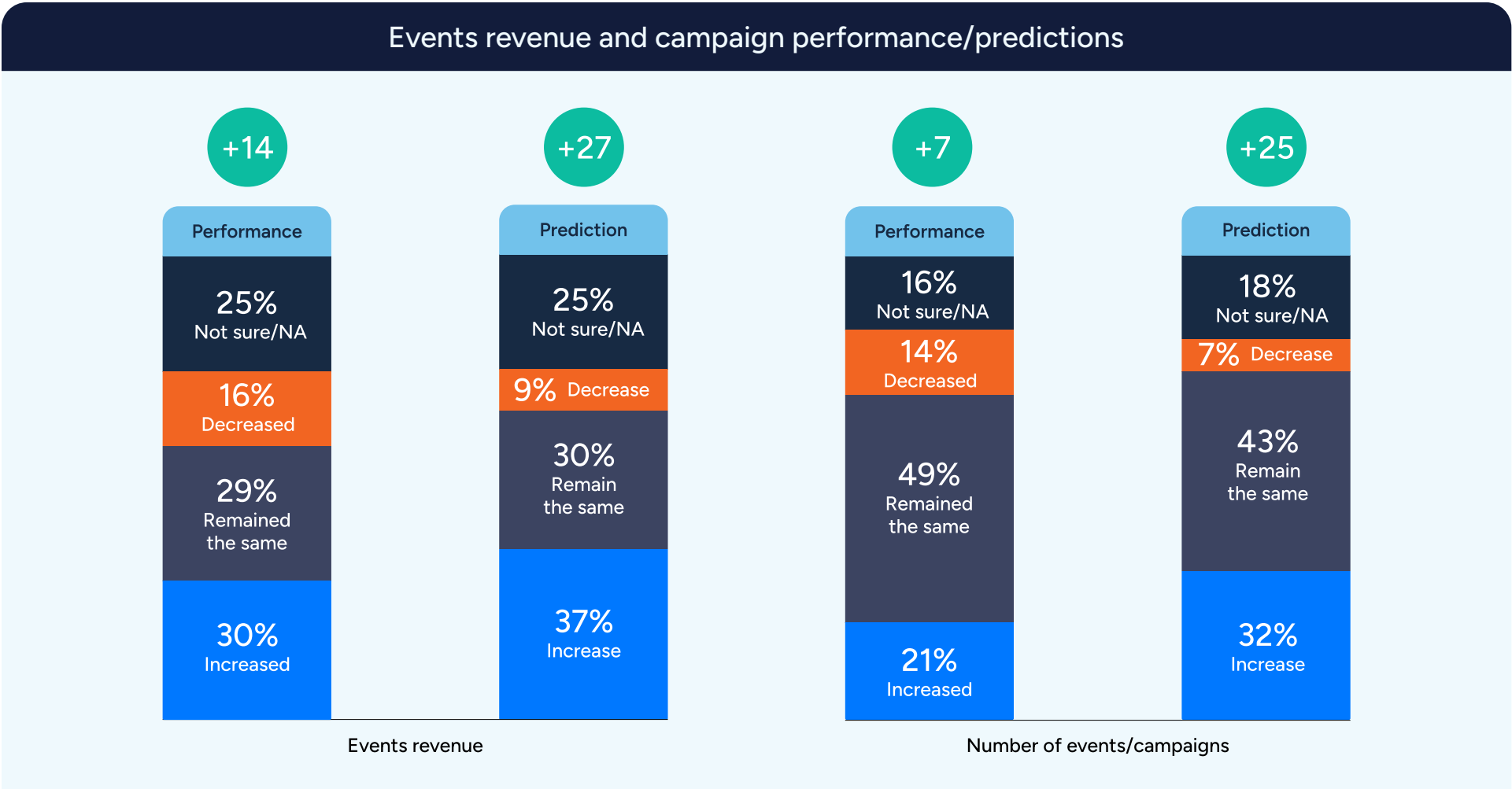


Figure 23. Question asked: Thinking about the last 12 months at your organization, have each of the following increased, remained the same, or decreased? | And thinking about your organization over the next 12 months, do you think each of the following will increase, remain the same, or decrease?

Nonprofits remain hopeful for donor acquisition and retention

Individual donors are the final piece of the fundraising puzzle. Managing donor stewardship is critical to sustaining an organization's health. When asked to think about donor retention and acquisition, just as many organizations say this increased as decreased in the last year (14% increased vs. 15% decreased for retention, 27% increased vs. 15% decreased for acquisition).

More nonprofits believe this year will be better (31% project increased retention vs. 7% projecting decreases), and nonprofit professionals are bullish on donor acquisition (39% project increases).

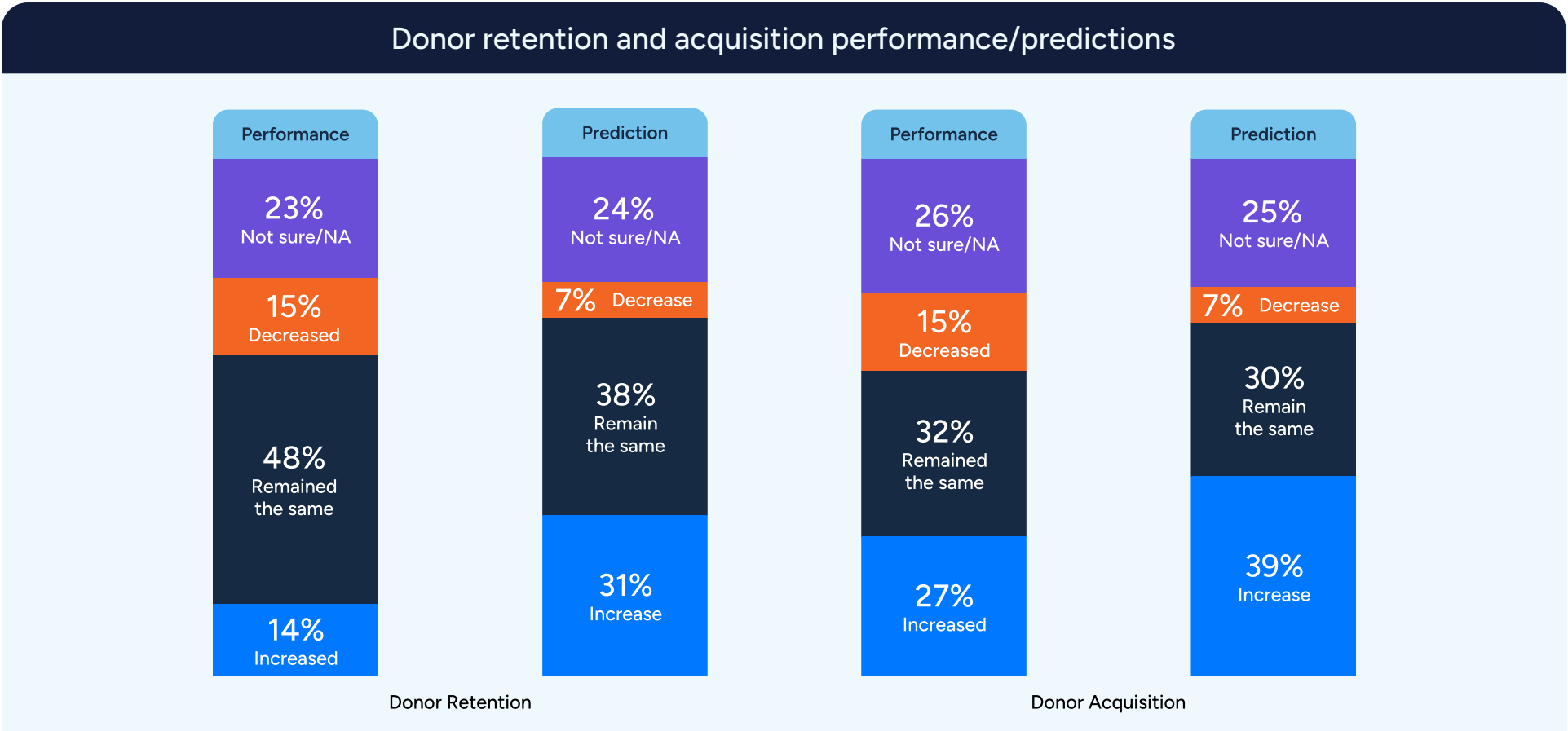
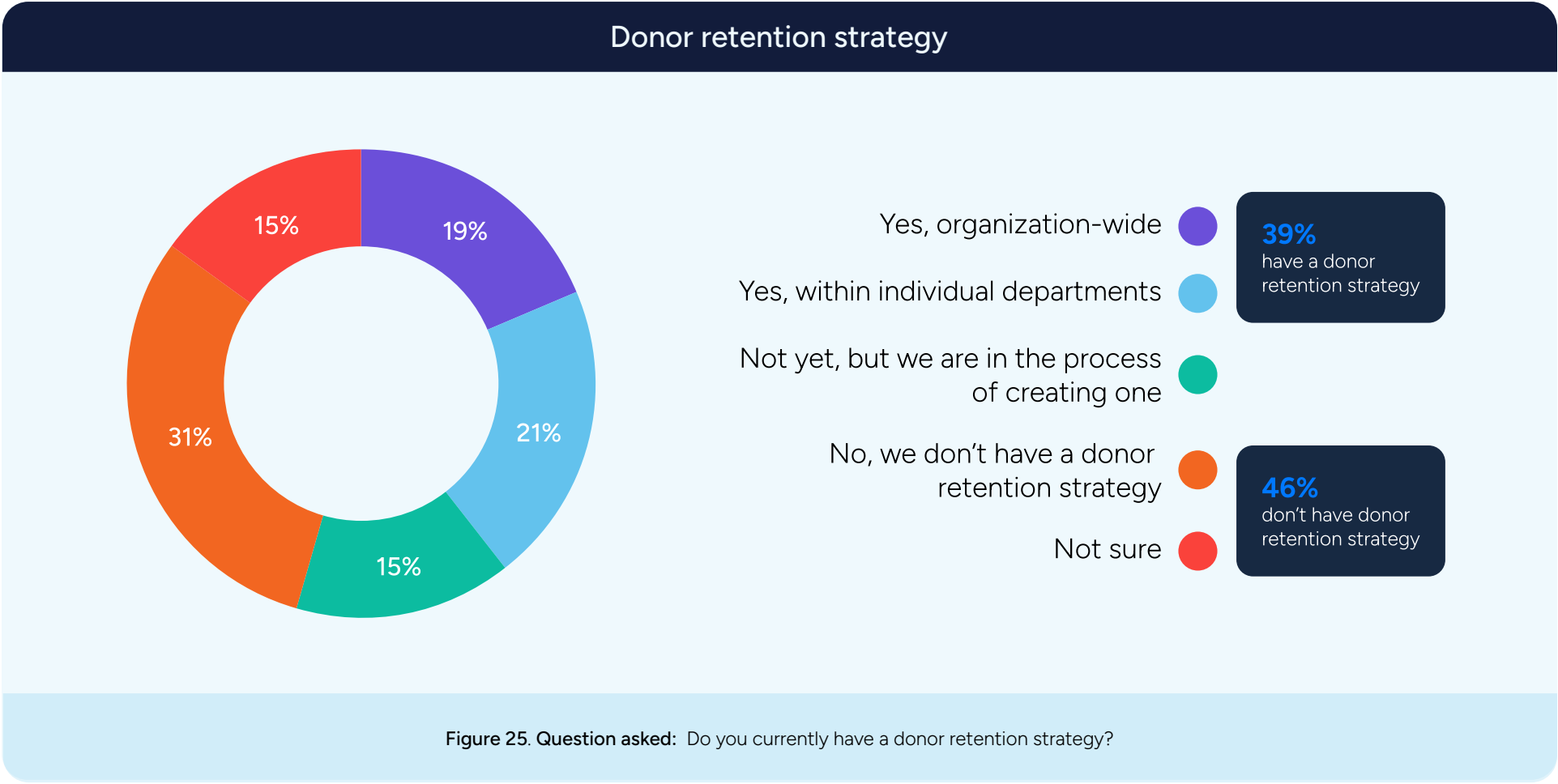


Figure 24. Question asked: Thinking about the last 12 months at your organization, have each of the following increased, remained the same, or decreased? | And thinking about your organization over the next 12 months, do you think each of the following will increase, remain the same, or decrease?

Yet almost half of nonprofits lack a donor retention strategy

Despite expected increases, there's an alarming trend with donor retention. Only four in ten nonprofits (39%) have a donor retention strategy (19% organization-wide, 21% within departments), with 46% of organizations having no donor retention strategy in place.

Because acquiring a new donor costs five times more than retaining an existing one, developing a donor retention strategy is essential to ensure the long-term success of any organization's mission.



Where to go from here

Findings in this study indicate that successful nonprofit organizations are embracing technological transformation, diversifying revenue streams, and building stronger donor relationships—all while navigating significant political and economic uncertainties. The organizations showing the strongest performance



combine strategic adaptability with technological readiness, creating a foundation for sustainable growth even amid funding challenges.

Now it's time to use the information in this study to take your organization to the next level.

These five findings from this study can transform your organization:

1. Overcome uncertainty through collaboration

With 82% of nonprofits planning to maintain or increase collaboration with similar-mission organizations and 46% specifically planning to increase collaborative efforts, strategic partnerships are emerging as a critical adaptation strategy. Organizations facing funding challenges—particularly those in human services, healthcare, and government grant recipients—are finding strength in collective impact approaches.

Consider developing formal partnership frameworks that:

- ✓ **Create joint programming that appeals to broader donor bases**
- ✓ **Build collective advocacy efforts to address policy concerns**
- ✓ **Pool resources for technology investments that benefit multiple organizations**
- ✓ **Collaborate to show impact when pursuing foundation grants**

“What excites me most is the opportunity to strengthen our partnerships with other organizations and collaborators. Together, we can create even greater change and address our society’s most pressing challenges.”

2. Build a resilient funding ecosystem

The research reveals a concerning disconnect between expectations and reality. While 66% of nonprofits receive grant funding and many are expecting foundation giving to compensate for decreased federal grants, this may be unrealistic; private foundations would need to increase grantmaking by [282% to offset](#) anticipated government funding reductions.

To strengthen your financial foundation, create a comprehensive diversification strategy that emphasizes:

- ✓ **Giving Tuesday campaigns:** Strategically leverage this global day of giving (only 29% of organizations currently participate) by creating compelling, technology-enabled campaigns that combine storytelling with easy digital giving options.
- ✓ **Peer-to-peer fundraising:** Foster donor communities and donor referrals as a powerful tool to increase engagement. (Only 16% of organizations currently use this approach, representing a significant growth opportunity).
- ✓ **Mid-level giving programs:** Focus on this critical donor segment, which showed a 23% increase in revenue last year, with 31% of organizations projecting continued growth. It is also a top-five predictor of revenue growth. Create specific cultivation strategies for donors who fall between small-dollar and major gift thresholds.
- ✓ **Monthly giving programs:** Build predictable revenue streams through recurring gifts (17% reported increases last year with 25% projecting growth), while fostering donor loyalty through exclusive benefits like giving circles or special recognition for monthly supporters.
- ✓ **Digital-first payment options:** Ensure you're meeting donors where they are by accepting multiple payment methods (83% accept credit/debit cards, but only 58% accept digital wallets like Apple Pay).

- ✓ **Event-based fundraising:** Incorporate mission-focused events with unique engagement opportunities (41% of organizations planning to increase reliance on events in the coming year).
- ✓ **Corporate partnerships:** Explore innovative corporate engagement beyond traditional sponsorships, such as matching gift programs (49% plan to increase corporate revenue).

Organizations that experienced revenue growth last year were significantly more likely to have increased their number of revenue streams (40% vs. 26% overall), demonstrating that diversification itself serves as a critical success factor in today's uncertain funding environment.



3. Build a strong donor retention strategy

This study's findings clearly demonstrate that organizations with formal donor retention strategies not only report higher retention rates but also experience greater overall revenue growth. Yet only 39% have implemented such strategies, creating a significant opportunity for competitive differentiation.

To strengthen donor relationships, develop a comprehensive retention strategy that:

- ✓ **Involves all departments in retention efforts, not just development**
- ✓ **Emphasizes personalized communication based on donor preferences and history**
- ✓ **Leverages technology to create consistent, multichannel engagement experiences**
- ✓ **Adapts approaches for different generational cohorts (organizations with more Gen Z/Millennial staff report higher optimism)**
- ✓ **Includes specific metrics for measuring engagement beyond transaction history**

4. Move forward with AI

While only 21% of organizations currently use AI, those that do are finding significant value in content generation, marketing, and analytics. With 40% of current AI users planning to increase their investment, now is the time to develop your organization's AI strategy.

Begin by:

- ✓ **Documenting specific use cases where AI can enhance efficiency and effectiveness, such as:**
 - Generating personalized donor communications (55% of AI users generate newsletters/emails)
 - Creating engaging marketing materials at scale (45% of AI users)
 - Analyzing social media engagement patterns (38% of AI users)
 - Supporting website visitor interactions through chatbots (35% of AI users)
- ✓ **Initiating board-level AI discussions—40% of boards haven't discussed AI yet, creating a governance gap.**
- ✓ **Developing a comprehensive AI policy aligned with your organization's values and existing technology governance that addresses:**
 - Acceptable uses and ethical boundaries
 - Data privacy and security considerations
 - Staff training and implementation guidelines
 - Approved tools and vendor relationships

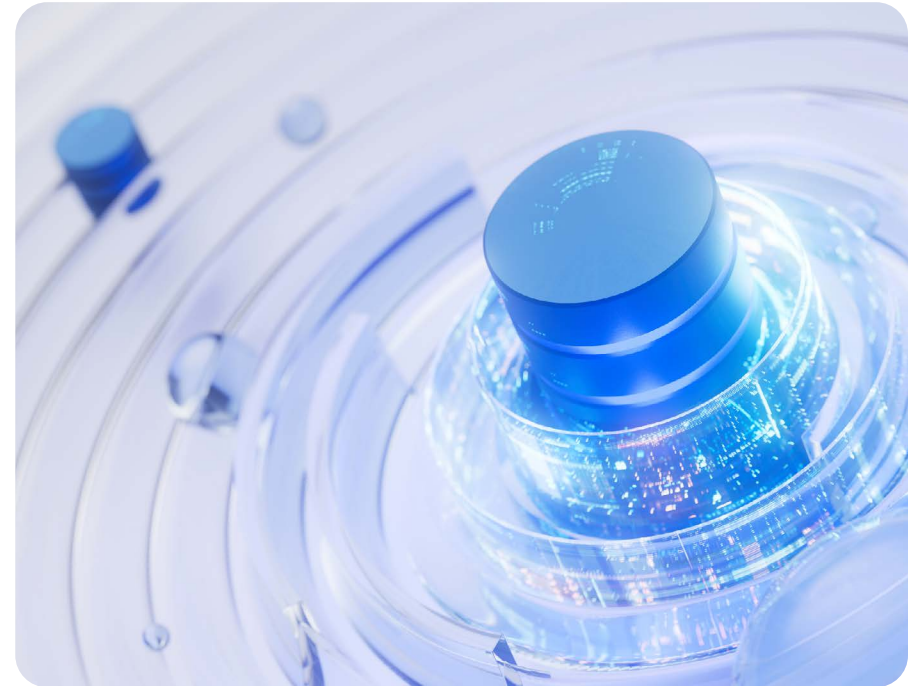
5. Embrace technology today as a competitive advantage

The data clearly shows that early technology adopters enjoy significant advantages across multiple performance metrics. These organizations are more likely to be very optimistic about their future and report stronger revenue growth, donor engagement, and operational efficiency. To choose the right technology for your needs, be sure to focus not only on the technology itself, but also on the support you receive from the technology provider. Work with a technology partner that offers multiple product options to meet your specific needs, as well as strong customer support and assistance at your events.

To strengthen your technology position:

- ✓ **Conduct a comprehensive technology readiness assessment (only 43% feel technologically prepared)**
- ✓ **Prioritize investments in donor-facing technologies (only 20% rate donor engagement technology as excellent/very good)**
- ✓ **Develop a technology roadmap with clear ROI measures for each investment**
- ✓ **Consider a comprehensive technology suite rather than disparate solutions**
- ✓ **Build technology competency across your entire organization, not just in IT roles**

The organizations that will thrive in the coming years aren't necessarily those with the largest budgets or longest histories, but rather those that strategically leverage technology, diversify funding, strengthen donor relationships, embrace innovation, and build collaborative networks. By implementing these five strategies, your organization can position itself for sustainable growth and increased impact regardless of the external funding environment.



Put the insights from the 2025 Nonprofit Trends Study into practice.

How Mmentive Software can help

Momentive Software empowers nonprofits and associations with an ecosystem of tools that make it simple to engage donors and members, streamline financial processes, and unlock new revenue streams so you can focus on creating meaningful impact for your community.

From simplifying accounting to enhancing fundraising, events, and donor experiences, Momentive is here to help your organization succeed every step of the way.

Let's chat



About Momentive Software, formerly Community Brands

Momentive Software (formerly Community Brands) amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on the company's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Built with reliability at the core and strategically focused on events, careers, fundraising, financials, and operations, our solutions suite is bound by a common purpose to serve the organizations that make our communities a better place to live.

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