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Digital fundraising trends 2024

Please wait, the webinar will be starting shortly

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Digital fundraising trends 2024

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Vinita Srivastava

Hi. I am Director of Strategic Partnerships for PIR. My background is in technology product management and I love talking about how technology can help solve problems. (and sometimes create them :)

Public Interest Registry

Public Interest Registry (PIR) is a nonprofit that operates the .ORG top-level domain—one of the world's largest generic top-level domains with more than 10.8 million domain names registered worldwide.

The charity sector in 2024

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- Recovery
- Innovation
- Flexibility

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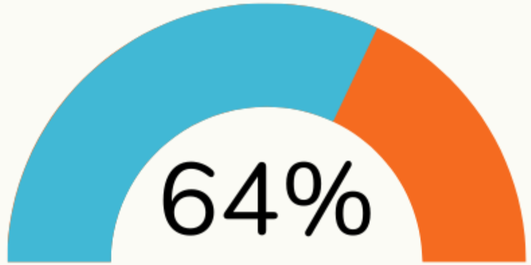
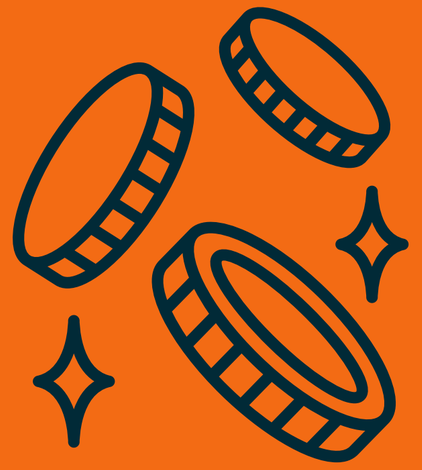
Flexible Giving

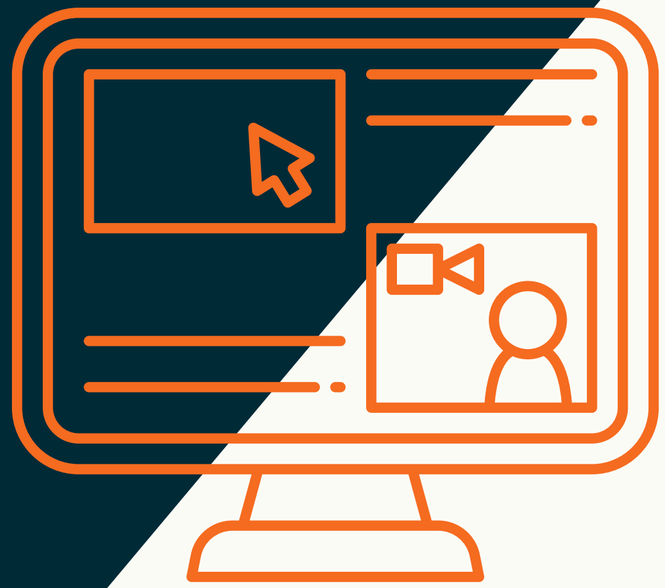




The percentage of regular donors would welcome the flexibility to change their donation amount and frequency of donation.

(Source: Paypoint)

Inverse giving



- When supporters donate to a particular cause due to negative headlines
- Increased giving during moments of fiscal uncertainty

“In times of economic recession and uncertainty, there is almost an inverse reaction by donors to be more generous in the beginning intensity of when you might see prices going up.”

Tim Sarrantonio, The Chronicle of Philanthropy

Inverse giving

The Observer
Immigration and asylum

This article is more than **2 years old**

After rightwing attacks on rescues, UK lifeboat charity has record fundraising year

The Royal National Lifeboat Institution has had 'significant' increase in annual donations after it went to the aid of asylum seekers

Mark Townsend

@townsendmark

Sun 2 Jan 2022 08.00 GMT

Motivations for giving

70% - support of a friend, family member, or colleague

28% - solidarity

27% - inverse giving

Source: [Enthuse Summer Donor Pulse report 2023]

Social media

- Referrals to new websites in decline on both Facebook and X (formerly Twitter)
- Rise of short-form video - but users don’t like too many ads
- Organisations are reducing their advertising spend

Social media

SLATE

News & Politics | Culture | Technology | Business | Human Interest | Podcast

GETTING LOST DOWN INTERNET RABBIT HOLES

future tense

I'm an Influencer, and I Think Social Media Is Toxic

BY LYDIA KEATING FEB 01, 2022 • 5:45 AM

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'It's not moral panic, it's reality': Todd Sampson documentary interrogates internet's toxic influence

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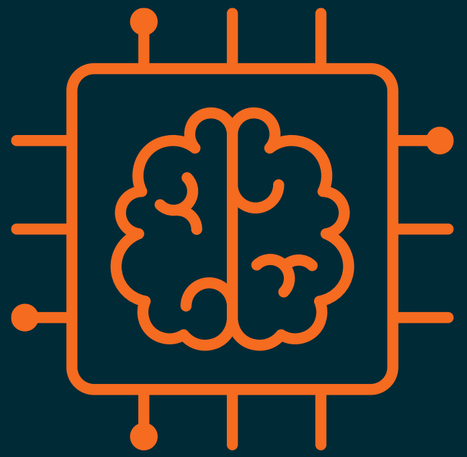
TECHNOLOGY

AI IS ABOUT TO MAKE SOCIAL MEDIA (MUCH) MORE TOXIC

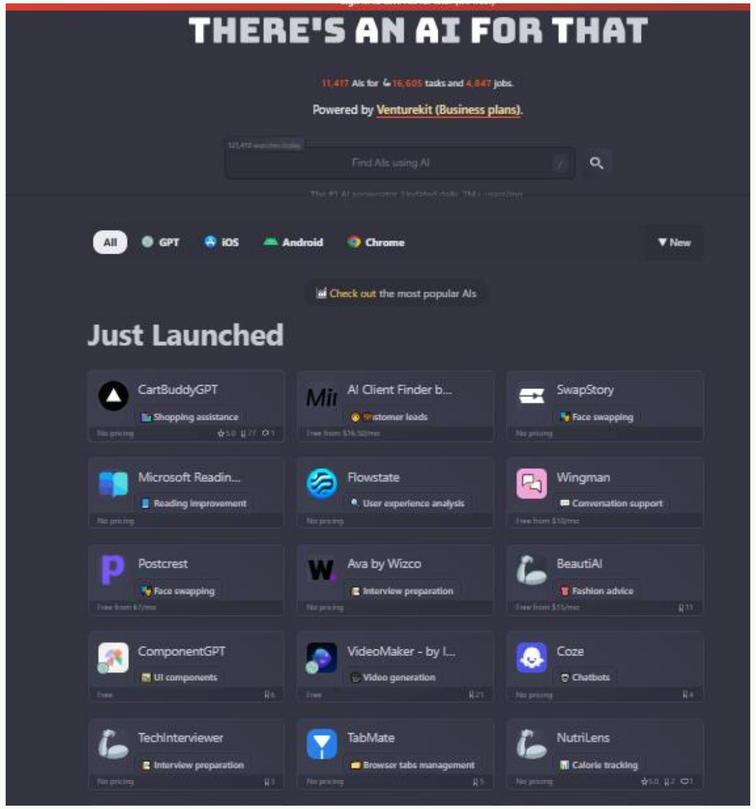
We must prepare now.

By Jonathan Haidt and Eric Schmidt

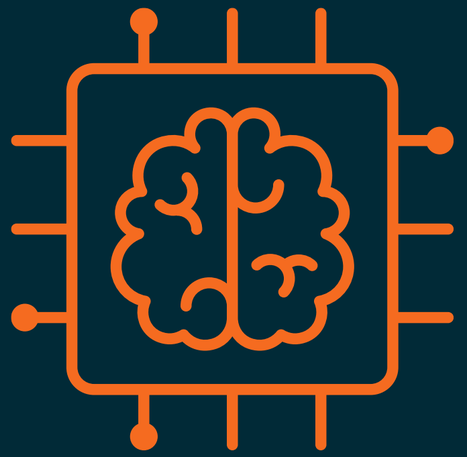
Fundraising with generative AI



- **Text -based tools** - e.g. ChatGPT, Jasper
- **Image tools** - e.g. DALL-E, DeepAI
- **Audio tools** - e.g. Soundraw, Jukebox
- **Video tools** - e.g. Synthesia, Pictory



Fundraising with generative AI



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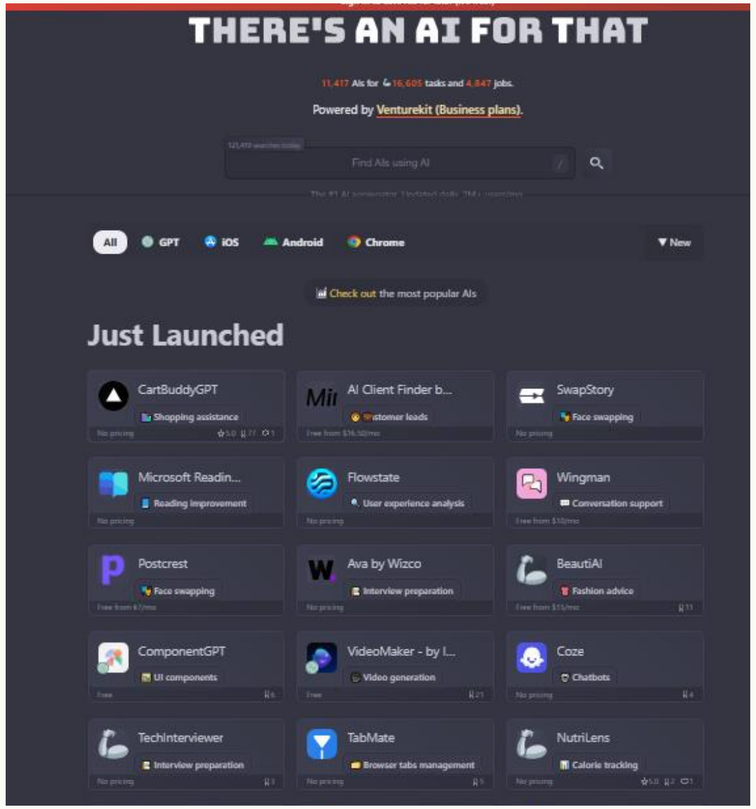

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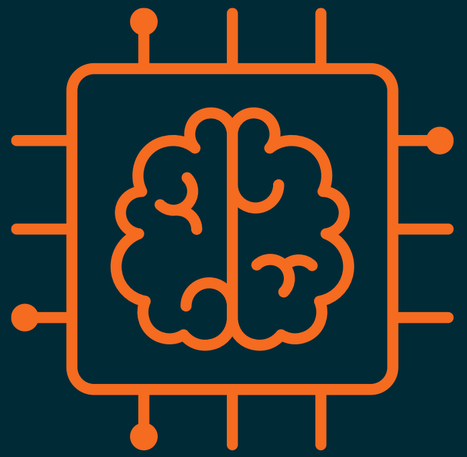

- Content inspiration
- Improve chatbots
- Enhance supporter experience
- Automating tasks e.g. managing donations

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Gaming for Good

- The gaming industry is worth £7 billion in the UK alone
- Tried and tested - time for more charities to get on board!
- Don’t forget the difference between gaming and streaming - streaming isn’t always gaming, it can be anything from watching films to hosting a quiz

What the future holds

- Tread cautiously around politics - donors are divided about charity campaigning
- Steady donations - 73% of donors plan to donate to charity in the next three months
- People are still feeling the effects of the cost-of-living crisis, particularly young people. Flexibility and sensitivity around fundraising is vital
- Donors want to know where their money is going - this has been particularly pronounced amid the Gaza/Israel conflict

Source: Enthuse Winter Pulse Report 2023

Resources

- **.ORG Learning Center** - advice on digital marketing and building a charity website
- Charity Digital **Fundraising Hub**
- **Webinar** - The Future of non-profit marketing - preparing for AI
- **Webinar** - How to build your fundraising strategy

Questions?

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Host & Presenter:

Vinita Srivastava, Head of Strategic Partnerships

vinita@pir.org

What's coming up

Securing your charity in the age of AI
8 Feb, 1pm

Preparing for prosperity - taking digital finance to the next level
15 Feb, 1pm