

# The Nonprofit Acceleration Report



# Introduction to the 2025 Nonprofit Acceleration Report



PREPARED BY

Community Boost

# "The measure of intelligence is the ability to change."

— ALBERT EINSTEIN

As we move into 2025, the pace of digital transformation is breaking new ground. The rapid evolution of online engagement and digital technology presents both challenges and opportunities for nonprofit professionals. Keeping up is no longer enough—standing out requires a proactive approach to understanding and embracing the trends shaping the sector.

#### So what does it take to accelerate your nonprofit's impact?

The 2025 Nonprofit Acceleration Report was created to answer this question. This year, we've analyzed data from 5,127 nonprofit professionals to uncover actionable insights that highlight what's driving growth today—and what trends hold the most promise for the future. This report is your guide to navigating the changing landscape of nonprofit marketing and engagement. It distills critical findings and emerging strategies that will empower your organization to seize new opportunities and drive greater impact.

Are you ready to lead your nonprofit into a future of growth and innovation? Dive into this year's report to discover the tools, trends, and strategies that will propel your nonprofit forward in 2025 and beyond. With insights from over 5,000 nonprofit leaders, this resource will help you stay ahead of the curve and achieve your mission with greater confidence and success.

# **Table of Contents**



<u>2</u>	Introduction to the 2025 Nonprofit Acceleration Report		<u>18</u>	Nonprofits Are Overall Increasing Their Investment Into Resourcing Digital Marketing
<u>4</u>	Survey Responses Give Key Insight Into the Nonprofit Sector		<u>21</u>	The Significance of Multi- Channel Marketing for Nonprofits Is on the Rise
<u>6</u>	Top Insights From the 2025 Nonprofit Acceleration Report		<u>29</u>	Social Media Trends For Nonprofits: Consistent Presence Across Multiple Channels in 2025
<u>8</u>	Nonprofit Revenue: Nonprofits Exhibiting Hope for Sustainable Growth in 2025		<u>31</u>	<u>Digital Advertising Budgets by</u> <u>Organization Size</u>
<u>10</u>	Online Fundraising Revenue Remains Steady with Growth Opportunities in 2025		<u>33</u>	Loyalty Program Trends: Building a Community of Supporters Increases Nonprofit's Likelihood to Meet + Exceed Fundraising Goals
<u>13</u>	<u>Digital Fundraising and Tracking</u> <u>Donor Data: The Not-So-Secret</u> <u>to Digital Advancement</u>	-	<u>37</u>	Emerging Trends: Future-Proof Your Nonprofit With These Strategies
<u>15</u>	Challenges Preventing Growth: Time + Budget Continue To Be #1 Challenge		<u>40</u>	The Path Forward: Navigating the Future of Nonprofits in 2025

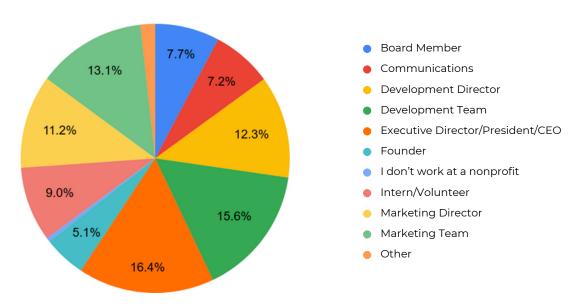
# Survey Responses Give Key Insight Into the Nonprofit Sector



This year's Nonprofit Acceleration Survey saw robust participation, with 5,127 nonprofit professionals sharing their insights and experiences. These responses continue to reflect critical trends and provide invaluable perspectives from professionals across a wide range of roles.

#### Here's an overview of the job titles represented among our survey respondents:

#### **Job Titles of Survey Respondents**

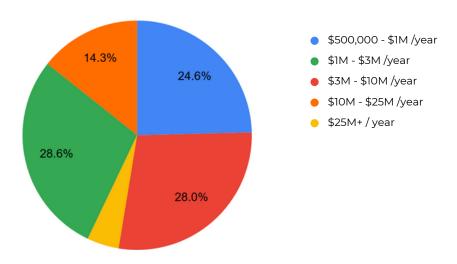


This report reflects a diverse array of insights from nonprofit professionals across various roles, ensuring a well-rounded perspective.

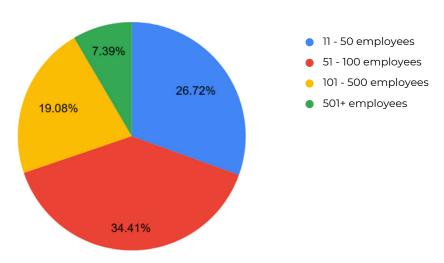
Leadership voices are prominently represented, with Executive Directors, Development Directors, Marketing Directors, Board Members, and Founders comprising 52.74% of the respondents. Additionally, nonprofit team members and interns make up a significant 45.00% of the contributors. The remaining 2.26% of respondents either identified their roles as outside the provided categories.

We've also gathered data from nonprofits of varying sizes and revenue levels, providing a more comprehensive and nuanced view of the sector:

#### **Revenue Distribution of Nonprofits**



#### **Employee Size Distribution of Nonprofits**



With this data set, we're able to ensure we have a distribution of organizations of various revenue and sizes that are reflective of the sector as a whole and enable benchmarking against industry standards, helping provide a holistic view into trends as well as the opportunity to segment data for deeper insights.

# Top Insights From the 2025 Nonprofit Acceleration Report



After analyzing 5,127 responses from nonprofit professionals, we've uncovered these key insights and trends impacting the nonprofit growth in 2025:

Nonprofits expect sustainable revenue growth in 2025, with 49.29% anticipating a moderate increase (4-14%), reflecting growing confidence compared to 45.03% in 2024.

The percentage of respondents anticipating a significant revenue increase (15% or higher) more than doubled from 13.64% in 2023 to 28.07% in 2024, and remained steady at 28% in 2025.

**Online fundraising remains steady**, with 34.93% of nonprofits raising over 50% of their revenue online, and a notable increase in organizations raising over 90% of their revenue online (1.83% in  $2024 \rightarrow 3.30\%$  in 2025).

This marks a significant shift from 2023, when only 13.9% of respondents reported the same, reflecting a 251% increase over two years.

The primary challenges encountered by nonprofits of all sizes were budgetary constraints (26.55%) and time (22.53%). This trend has remained consistent when compared to the previous year.

Secondary challenges included board constraints (15.66%) and staff turnover (15.16%), highlighting ongoing organizational hurdles.

Nonprofits that met or exceeded their fundraising goals were predominantly those that **implemented a loyalty program**, outperforming those that did not or lacked data.

**Email marketing remains the most important digital channel**, but its perceived importance declined from 70.37% in 2024 to 60.93% in 2025, signaling a shift toward multi-channel engagement.

**Social media strategies are evolving**, with Facebook (84.98%) and Instagram (65.50%) remaining dominant, while YouTube (60.31%) surpassed X (57.27%) as the third most-used nonprofit platform.

**Paid advertising is being reassessed**, with Meta Ads still the most likely to be used, but nonprofits are exploring new channels like TikTok Ads and digital audio ads.

**Nonprofits are most active on Facebook and Instagram**, with over 23% of respondents posting 6 or more times per week on these platforms. Conversely, platforms like Snapchat, Reddit, Pinterest, and Clubhouse see far less frequent use, with the majority of respondents posting less than once a week.

**Nonprofits are increasing investment in digital marketing expertise**, with 37.78% now working with agencies (up from 32.10% in 2024), and fewer organizations lacking dedicated marketing resources.

**Digital advertising budgets scale with organization size**, with 501+ employee nonprofits allocating over \$5,000 per month (42%), while smaller organizations rely more on organic strategies.

# Nonprofit Revenue: Nonprofits Exhibiting Hope for Sustainable Growth in 2025

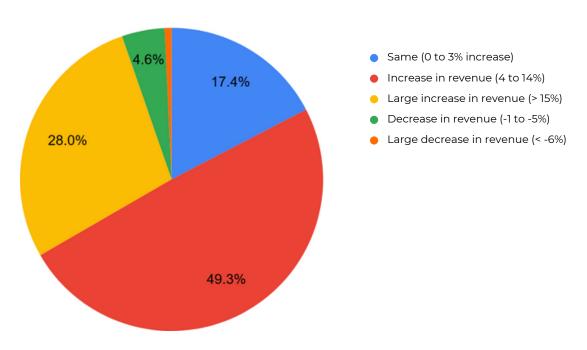


Nonprofit professionals are expecting 2025 to be a year of sustainable growth: 49.29% of nonprofits expect a moderate increase in revenue in 2025 (4 to 14%), as opposed to last year, where only 45.03% of nonprofits responded the same. This suggests a growing confidence among nonprofits in their ability to generate substantial yet attainable revenue growth.

"Our LinkedIn ads generated \$250,000 in a month."

Additionally, the percentage of respondents anticipating a large increase in revenue (15% or higher) remained nearly the same, at 28.03% in 2025 and 28.07% in 2024. This shows a stabilization in optimism around significant revenue growth, suggesting that nonprofits may be adjusting to steadier expectations following the rapid changes of previous years.

#### **Overall Revenue Expectations for 2025**



#### **Deeper Insights**

"Our LinkedIn ads generated \$250,000 in a month."

- The percentage of nonprofits expecting their revenue to remain the same (0 to 3% increase) continued to decline, dropping from 20.55% in 2024 to 17.4% in 2025. This sustained decrease reflects growing optimism within the sector, as more organizations anticipate revenue growth rather than stagnation.
- Nonprofits forecasting high revenue growth (15% or higher)
  held steady at 28.0% in 2025, almost identical to 28.07% in 2024.
  This stability suggests that nonprofits are maintaining a strong
  belief in their ability to achieve significant growth, particularly
  those investing in digital advertising.
- Conversely, nonprofits anticipating a revenue decline (4.56% predicting a modest decrease of 1 to 5%) remained relatively steady compared to previous years. These organizations were also less likely to explore new social media channels, in contrast to those expecting stable or increased growth.

#### **Takeaways**

The data for 2025 highlights a positive and sustainable growth trajectory for nonprofits, with nearly half (49.29%) anticipating a moderate revenue increase of 4 to 14%, up from 45.03% in 2024. This growing confidence reflects a sector-wide belief in the ability to achieve steady and attainable financial growth, even in an evolving economic landscape.

While the percentage of nonprofits expecting a large revenue increase (15% or higher) remained stable at 28.03%, this consistency signals a shift toward realistic and sustainable optimism, as organizations adapt to steadier expectations following the volatility of previous years.

The continued decline in nonprofits expecting stagnant revenue (0 to 3% increase) from 20.55% in 2024 to 17.4% in 2025 further reinforces this positive outlook. More organizations are looking beyond maintaining the status quo and are actively working toward growth.

For nonprofits not yet investing in innovation, such as exploring new marketing and fundraising channels, this may be the key to driving success in 2025. As the data shows, organizations that invest in strategies like digital advertising are more likely to report higher revenue growth expectations, underscoring the importance of staying adaptable and proactive in today's dynamic environment.

"We spent \$500 on Twitter ads and it helped generate \$50,000 for us in a week."

# Online Fundraising Revenue Remains Steady with Growth Opportunities in 2025



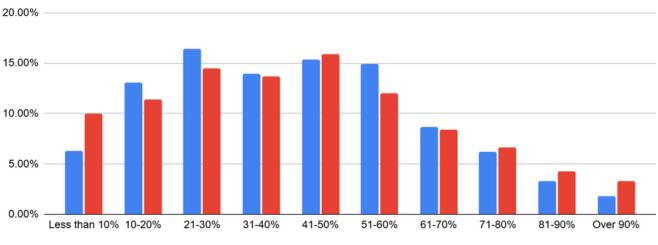
The percentage of nonprofits raising 50% or more of their revenue online has remained relatively consistent between 2024 and 2025, indicating a steady reliance on digital fundraising. In 2025, 34.93% of nonprofits reported raising over 50% of their revenue online, compared to 34.61% in 2024.

Notably, the percentage of nonprofits raising over 90% of their revenue online has increased from 1.83% in 2024 to 3.30% in 2025, showing that some organizations are successfully doubling down on digital strategies. However, the overall stability in nonprofits reporting a significant share of revenue driven online suggests that while digital fundraising remains vital, many organizations may have reached a plateau in their ability to expand online revenue further, possibly due to resource constraints or limits in donor reach through digital channels.

This consistency highlights an opportunity for nonprofits to reassess and optimize their digital strategies to unlock untapped potential in online fundraising.



"We used Facebook to promote an all-accessible horsemanship camp and it filled to capacity in 1 hour."



Percentage of Revenue Driven Online

#### **Deeper Insights**

- The bar graph illustrates notable shifts in the percentage of revenue generated online by nonprofits between 2024 and 2025. While the percentage of nonprofits raising less than 10% of their revenue online increased from 6.32% to 10.02%, the mid-tier ranges (21–30% and 31–40%) saw slight declines, indicating some rebalancing in revenue distribution. The higher ranges (41–50% and above) remained relatively stable, suggesting that many organizations have reached a plateau in their ability to further increase online revenue contributions.
- Digital fundraising and digital advertising are directly correlated:
   Organizations raising 41% or more of their revenue online saw increased digital advertising budgets, emphasizing the importance of digital engagement in digital fundraising efforts.
- Across the board, limited time and budget remain the biggest challenges for nonprofits; however, those raising 90% or more of their revenue online reported a significant shift, with 45.74% identifying limited time as their primary obstacle.
- Perhaps unsurprisingly, nonprofits who were raising more than 30% of their revenue online also were substantially more likely to agree that they were effectively implementing their digital strategy, showing that strategic planning and education of digital marketing and fundraising can help nonprofits increase their online donation revenue.

#### **Takeaways**

Digital fundraising remains a cornerstone of revenue generation for nonprofits, with 34.93% of organizations raising over 50% of their revenue online in 2025, a figure that has remained steady compared to 2024. However, the increase in nonprofits raising over 90% of their revenue online, from 1.83% to 3.30%, demonstrates that some organizations are successfully advancing their digital strategies to achieve substantial growth.

To capitalize on these opportunities, nonprofits must address persistent challenges such as limited time and budget. For organizations raising 90% or more of their revenue online, limited time emerged as the leading obstacle, with 45.74% identifying it as their primary challenge.

# "We focused more on social media ads and it helped us raise \$1 million in a year."

Organizations that raise a significant share of their revenue online are also more likely to report confidence in their digital strategy implementation. This underscores the importance of investing in digital advertising, email marketing, and education to refine their strategies and drive sustained growth. By reassessing and optimizing their approaches, nonprofits can unlock untapped potential in digital fundraising and position themselves for greater success in 2025 and beyond.

"We invested \$6,000 in a Facebook retargeting campaign and raised \$80,000 within two weeks."



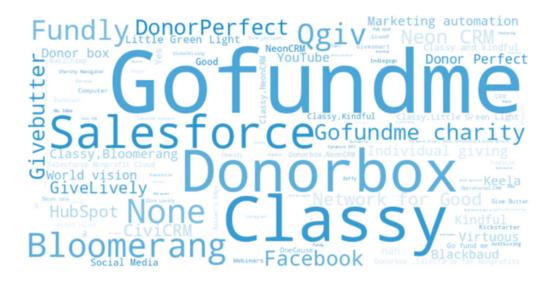
# Digital Fundraising and Tracking Donor Data: The Not-So-Secret to Digital Advancement



In order to increase your nonprofit's online revenue, you need to have the infrastructure to both raise funds easily and track funds effectively.

The organizations raising the most online have invested into the platforms that allow them to easily track data as well as deepen relationships within their communities using CRMs (Customer Relationship Management) and DMS (Donor Management Systems).

We asked respondents to share what tools they were using to both fundraise and track their donor data: and while a large number reported none, many were using some tools for tracking, although not all tools are effective at providing a comprehensive management system meeting their needs. See the word cloud below with the offerings nonprofits reported leveraging:



As far as the most widely reported platform being leveraged by nonprofits, **GoFundMe** came out on top, with 247 organizations using it for fundraising efforts. **Classy**, **Donorbox**, and **Salesforce** followed closely as a key CRM choice.

Other standout platforms to consider include: **Bloomerang, DonorPerfect, Givebutter, Neon One, Fundraise Up, HubSpot, Fundly, Kindful, Virtuous, Blackbaud**, and **GiveLively**. Each offers unique features that can support effective donor tracking, engagement, and fundraising growth.

With so many tools available, it's essential to assess what your organization needs to better manage and grow your community.

#### Key considerations when selecting a CRM or DMS include:

Integrated fundraising tools	Look for platforms with built-in features that allow you to take and track online donations in real time.
Seamless integrations	Choose tools that integrate easily with your existing fundraising platforms, payment processors, accounting software (e.g., QuickBooks), and other essential systems.
Community segmentation capabilities	Ensure the platform allows you to segment your audience effectively, enabling personalized communications to engage and retain donors.
Automations and Al support	Platforms that offer useful automations and Al capabilities can maximize your fundraising revenue and save significant time on repetitive tasks.

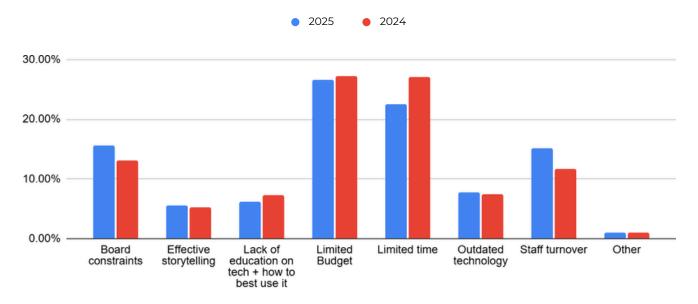
Investing in the right tools can position your organization for accelerated growth in 2025 and beyond, especially as online fundraising continues to be a critical revenue driver.

# Challenges Preventing Growth: Time + Budget Continue To Be #1 Challenge



The primary challenges encountered by nonprofits of all sizes were budgetary constraints (26.55%) and time (22.53%), with an increased emphasis on these challenges as limiting factors this year. Last year, 27.19% of nonprofits ranked budget as their biggest challenge preventing growth and 27.09% said the same for limited time.

#### Main Struggles in Digital Marketing Efforts: 2024 vs 2025



What do you struggle with the MOST when it comes to your digital marketing efforts?

#### **Deeper Insights**

- Nonprofits continue to experience significant pressure to achieve more with less time and fewer resources, a trend that has remained relatively consistent between 2024 and 2025. This ongoing challenge underscores the need for enhanced support and resources for nonprofit professionals.
- Board constraints have become increasingly significant for nonprofits, showing a slight rise from 13.02% in 2024 to 15.66% in 2025. This indicates an ongoing challenge in governance that could be impacting decision-making and the effective implementation of digital marketing strategies.
- A notable observation in the data is the increase in staff turnover, escalating
  from 11.71% in 2024 to 15.16% in 2025. This rise suggests that nonprofits are
  facing growing difficulties in retaining their marketing personnel, which could be
  contributing to operational disruptions and increased pressures on remaining
  staff.
- As nonprofits increase in employee size, there is a noticeable increase in the percentage of organizations citing board constraints as a challenge. This increase is likely because larger organizations have more complex operations, which require more decisions and oversight from their boards.
- Additionally, the larger the nonprofit, the higher percentage of reported technology challenges. This is likely because larger organizations have more complex needs and use a wider range of technological tools. As the scope of their operations expands, they often require more sophisticated systems to handle increased data, communication, and management needs. This can lead to issues such as system integrations, data security, and the need for more advanced tech support. As a result, larger nonprofits may face more significant technology hurdles as they scale up.

#### **Takeaways**

Nonprofit professionals continue to grapple with significant budgetary and time constraints, which consistently emerge as their primary challenges. To effectively address these issues, there is a pressing need to invest in time-saving automation and AI technologies. Additionally, fostering professional development can equip nonprofit staff with the skills and tools necessary to optimize efficiency and impact, even with limited resources.

As board constraints become more pronounced, particularly in larger nonprofits, it is vital to enhance board members' understanding of digital trends and the technological demands of

modern nonprofit operations. Educating board members on these fronts can improve decision-making and strategic planning. Upgrading technological infrastructure is also crucial, ensuring that nonprofits can handle more complex data, communication, and management tasks. This will not only address immediate technological challenges but also support sustainable growth in their digital marketing efforts.

# We spent \$18,000 on a Facebook and Instagram retargeting campaign, generating \$400,000 in sales within six weeks.

This successful case of a retargeting ad campaign underscores the significant potential of targeted digital strategies to multiply fundraising and engagement efforts effectively. Despite the initial high costs, the return on investment (ROI) demonstrates that retargeting can be extremely lucrative when executed with precision.



# Nonprofits Are Overall Increasing Their Investment Into Resourcing Digital Marketing



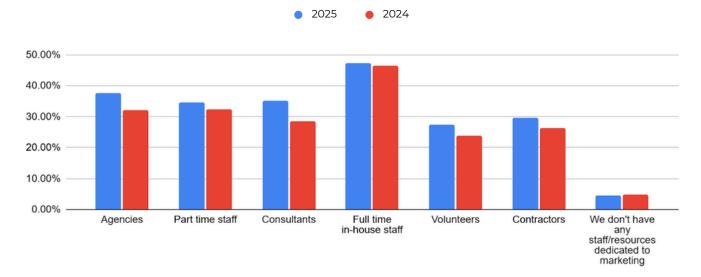
#### **Overall Analysis**

Nonprofits are ramping up their digital marketing activities across the board, utilizing support from agencies, part-time and full-time staff, consultants, volunteers, and contractors. However, the top three sources of support are full-time staff, part-time staff, and agencies.

In 2025, there was a notable increase in nonprofits' reliance on consultants and agencies. The percentage of nonprofits working with consultants rose from 28.44% in 2024 to 35.23% in 2025, while those collaborating with agencies increased from 32.10% in 2024 to 37.78% in 2025.

Part-time staff, full-time in-house staff, volunteers, and contractors also saw an increase while nonprofits responding with they don't have any staff/resources dedicated to marketing have decreased, indicating that more nonprofits are investing in digital marketing.

#### Resourcing Digital Marketing Efforts: 2024 vs 2025



How does your organization resource its digital marketing efforts?

# Important Notes on Nonprofit's Investment Into Resources and How That Ties Into Growth

**Growing Reliance on External Resources:** The significant increase in reliance on consultants and agencies indicating that nonprofits are also supplementing their internal teams with external expertise. This strategy allows them to leverage specialized skills and innovative strategies that might not be available internally, thereby enhancing their marketing effectiveness and expanding their reach.

**Enhanced Engagement With Diverse Talent Pools:** The use of part-time staff, volunteers, and full-time staff also shows an increase, pointing to a broader utilization of diverse talent pools and continued internal development. Nonprofits appear to be tapping into a wider array of resources to complement their core teams, utilizing a mix of dedication and flexibility to adapt to changing marketing demands and project-specific needs.

**Decrease in Organizations Without Dedicated Marketing Resources:** The percentage of organizations without any dedicated marketing staff or resources has slightly decreased from 2024 to 2025. This decline could indicate a recognition of the importance of digital marketing in achieving growth and the need for at least some level of dedicated effort in this area.

#### **Takeaways**

The decrease in nonprofits that report having no dedicated marketing resources underscores a growing recognition of the critical role digital marketing plays in organizational growth. This shift suggests that more nonprofits understand the need to invest in marketing strategies to effectively reach and engage their audiences.

With the ongoing engagement of volunteers and contractors, nonprofits are likely to keep focusing on cost-effective solutions that maximize resources while driving sustainable growth.

This strategy not only helps in managing budgets more efficiently but also supports the scalability of marketing efforts as needed.

Moving forward, it is anticipated that nonprofits will persist in their strategic investment in both talent development and external partnerships. This approach not only fortifies their digital marketing efforts but also ensures they can navigate the complexities of today's digital landscape more effectively.

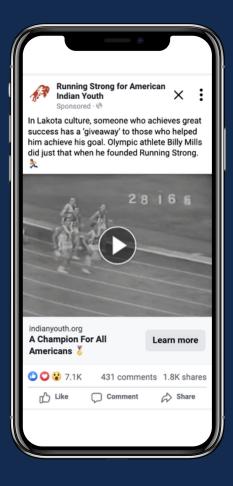
# Expanding Running Strong's Impact with Digital Marketing

#### **Before**

Running Strong had a great brand and email and direct mail strategy, but they wanted to reach new audiences through social media fundraising. They had raised \$0 from Facebook or Instagram ads.

#### After

Community Boost helped the partner strategize for online lead generation fundraising starting in early 2023, stressing the importance of highlighting tangible goals in the messaging, and has since grown their email list by the 1,000s and raised over \$41,000 from 663 donations on Facebook and Instagram, a 2x return on investment all in.



"Community Boost and our account manager have been instrumental in our ability to have a successful digital marking plan! Over the last two years, Community Boost has grown our subscriber list by the thousands. It has been an active partner in developing and expanding lead generation campaigns, executing conversion and direct funding strategies, and providing creative and execution support for omnichannel marketing media. While we know our programs, Community Boost best knows how to deliver the relevant content on our programs to audiences we do not have the capacity, nor knowledge, to reach. The donor acquisition and retention have far outpaced our ad and agency investment. I genuinely believe in Community Boost as an integral partner in expanding our reach and, thus, our ability to deliver our programs in an evergrowing manner. 'If you build it, they will come.' Community Boost is doing just that for our charity, and they are hitting home runs with every play at the plate."

- ANITA UYEHARA

# The Significance of Multi-Channel Marketing for Nonprofits Is on the Rise



Nonprofits continue to express strong confidence in their digital marketing strategies, with 74.94% agreeing or strongly agreeing that they execute effectively and drive online results. While these numbers remain largely consistent with 2024 (75.73%), there has been a slight dip in strong agreement (from 35.12% to 34.70%), suggesting that while many organizations feel they are on the right track, there is still room for optimization and improvement.

"Our nonprofit
executes effectively
on our digital
marketing strategy
and consistently
drives online results."

2024		2025		
40.61%	Agree	40.24%	Agree	
6.07%	Disagree	6.26%	Disagree	
14.78%	Neutral	15.64%	Neutral	
35.12%	Strongly Agree	34.70%	Strongly Agree	
2.78%	Strongly Disagree	1.83%	Strongly Disagree	
		1.33%	No Response	

# How important are these channels for marketing your nonprofit?

#### 2024

	Very Important	Moderately Important	Slightly Important	Not Important
Email Marketing	70.37%	21.91%	5.55%	2.17%
SEO	44.72%	37.54%	12.25%	5.49%
Social Media (Organic)	61.14%	26.65%	10.18%	2.04%
Google Ads (Grant)	47.04%	32.39%	11.41%	9.16%
Microsoft Ads for Social Impact	42.38%	30.45%	12.52%	14.65%
Paid Search Ads	42.55%	32.16%	12.54%	12.75%
SMS (Mass Texting)	41.44%	29.61%	14.55%	14.40%
Direct Mail	47.54%	31.99%	13.17%	7.30%
YouTube Ads	44.07%	27.57%	12.08%	16.28%
Display Ads	40.69%	32.45%	12.65%	14.21%
Meta Ads	44.60%	30.66%	12.77%	11.96%
Twitter Ads	44.68%	27.15%	11.27%	16.90%
LinkedIn Ads	41.80%	30.45%	12.62%	15.13%
TitkTok Ads	40.55%	27.75%	12.94%	18.76%

#### 2025

	Very Important	Moderately Important	Slightly Important	Not Important
Email Marketing	60.93%	17.61%	9.83%	3.84%
SEO	37.99%	31.29%	14.41%	5.99%
Social Media (Organic)	51.67%	24.77%	11.20%	3.61%
Google Ads (Grant)	40.30%	28.77%	13.58%	8.33%
Microsoft Ads for Social Impact	34.37%	28.63%	16.33%	10.51%
Paid Search Ads	31.21%	28.15%	14.34%	12.74%
SMS (Mass Texting)	34.80%	26.47%	17.65%	10.59%
Direct Mail	39.77%	26.51%	14.02%	8.54%
YouTube Ads	40.14%	26.19%	12.70%	10.53%
Display Ads	34.45%	29.30%	15.02%	9.77%
Meta Ads	38.01%	25.04%	16.19%	9.15%
Twitter Ads	37.21%	26.68%	11.68%	12.40%
LinkedIn Ads	35.05%	26.21%	15.90%	10.94%
TitkTok Ads	37.76%	25.59%	13.24%	11.29%

"We spent \$25,000 on a YouTube video ad campaign and generated \$450,000 in sales within eight weeks."

# Important Notes On Multi-Channel Marketing

In 2025, nonprofits continue to prioritize digital marketing channels, but some notable shifts indicate changing preferences and strategies.

Email marketing remains the top channel but is declining in importance as nonprofits diversify their digital strategies.

Social media (organic) is becoming less central, possibly due to declining reach and a shift toward paid advertising and influencer partnerships.

SEO and Google Ads Grants are still widely used, but increased competition and algorithm changes may be impacting effectiveness.

SMS and direct mail maintain moderate importance, but nonprofits are experimenting with newer engagement tactics like digital audio ads.

Paid advertising channels (Meta, LinkedIn, TikTok, and X Ads) are seeing a decline in perceived importance, signaling a shift in how nonprofits allocate marketing budgets.

# "We spent \$6,000 on TikTok ads and raised \$75,000."



#### **Takeaways**

Nonprofits are refining their digital marketing strategies, shifting from broad expansion to a more targeted, data-driven approach. While digital channels remain essential, organizations are prioritizing efficiency, optimization, and audience-specific engagement rather than simply increasing platform usage.

Multi-Channel Marketing is More Strategic, Not Just Expansive

The slight decline in perceived importance across multiple channels suggests nonprofits are becoming more selective in their digital investments. Rather than using every available platform, they are focusing on high-performing, mission-aligned strategies to maximize engagement and fundraising ROI.

Email Marketing is Still King, But Diversification is Key While email marketing remains the most valued channel, its decline in importance suggests nonprofits are relying more on multi-touchpoint engagement, using email alongside social media, paid ads, and direct messaging to sustain donor relationships.

Organic Social Media is Losing Ground to Paid and Influencer-Driven Models As organic reach continues to decline, nonprofits are adapting by investing in strategic paid campaigns, influencer partnerships, and niche community engagement rather than relying solely on unpaid content. This shift highlights the need for authentic storytelling and targeted advertising to cut through algorithmic barriers.

"We invested \$3,000 in a Facebook retargeting campaign and raised \$45,000 within two weeks."

#### The Rise of Alternative Digital Engagement Tactics

The growing interest in digital audio ads and newer paid platforms suggests nonprofits are experimenting with less saturated channels that offer higher engagement potential and lower competition compared to traditional social media advertising.

#### Paid Advertising Strategies are Being Reassessed

While Meta, LinkedIn, TikTok, and X ads remain important, their slight decline in perceived value suggests nonprofits are reevaluating ad spend efficiency, focusing on platforms that provide the highest conversion rates rather than spreading budgets across multiple ad networks.

Rather than simply adding more channels, nonprofits are making strategic adjustments to optimize performance, maximize donor engagement, and allocate resources efficiently. The emphasis is no longer on digital presence alone, but on using the right tools in the right ways to drive meaningful results in an increasingly complex digital landscape.

# All Hands And Hearts Impact with Multi-Channel Marketing

#### Goals

All Hands and Hearts (AHAH) is a nonprofit dedicated to providing community-inspired, volunteer-powered disaster relief. With 20 years of experience responding to some of the most destructive disasters in U.S. history—including Hurricanes Katrina, Helene, Milton, Harvey, Irma, Maria, Dorian, and Ian, as well as wildfires in California and Hawai.

As the digital landscape evolved, AHAH recognized the need to strengthen its online fundraising and marketing strategies to scale its impact. The challenge? Balancing rapid-response disaster relief with long-term sustainability while ensuring their digital fundraising efforts could effectively reach and engage supporters.

#### Strategy

When disaster strikes, fast action is critical. AHAH needed an agile strategy to deploy emergency relief campaigns quickly and effectively. Their urgent emergency fundraising campaign strategy became a model for success, utilizing urgency-driven messaging inside rapid response templates allowing for quick turnarounds during emergencies.

Beyond emergency response, AHAH focused on long-term donor engagement to ensure sustainable fundraising success year-round The evergreen marketing campaigns established AHAH as a trusted leader in disaster relief, keeping donors engaged between crises.

#### Results

In 2024, All Hands and Hearts achieved remarkable year-over-year growth in digital fundraising, significantly outperforming their 2023 results.

1180.85%

Increase in total donation value

200%

YoY increase in volunteer applications



#### **Nonprofits Most Admired**

In 2025, the American Red Cross has risen to the top spot as the most admired nonprofit, a shift from previous years where Charity: Water held the leading position. Other consistently high-ranking organizations such as Charity: Water, UNICEF, and WWF continue to be highly regarded, along with St. Jude's and Feeding America.

#### The leading nonprofits of 2025 share several traits:

- **National and Global Reach:** These organizations operate extensively across the nation and often globally, addressing critical issues ranging from disaster relief and clean water access to wildlife conservation and health care.
- **Significant Impact:** Their widespread impact and the ability to address substantial and pressing issues effectively make them highly respected and frequently looked up to.
- **Strong Brand Recognition:** Their recognizable brands help them stand out as exemplary choices for individuals and other nonprofits aiming to contribute to meaningful causes on a large scale.



# Social Media Trends For Nonprofits: Consistent Presence Across Multiple Channels in 2025



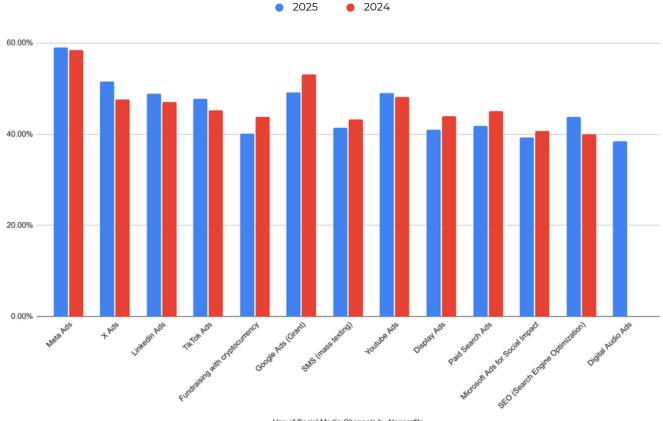
#### **Overall Analysis**

The majority of nonprofits continue to use between 3-4 social media channels,

maintaining a similar approach to last year. While some organizations have expanded their digital presence, the overall trend remains steady, with most nonprofits leveraging multiple platforms to engage their audiences effectively.

The most widely used social media platforms are 1. Facebook, 2. Instagram, 3. YouTube, 4. LinkedIn, 5. X, and 6. TikTok. Compared to the previous year, more nonprofits are using TikTok and YouTube. This bar chart visualizes the shift in how many social media channels nonprofits plan to use, comparing 2024 with 2025.

#### Use of Social Media Channels 2024 vs 2025



Use of Social Media Channels by Nonprofits

#### **Important Notes on Social Media Trends**

**Platform Diversity:** Facebook and Instagram remain primary platforms across all organization sizes, with 80.98% and 65.50% usage respectively.

**Frequency of Posting:** Overall, Facebook and Instagram see the highest percentage of nonprofits posting 6+ times per week (28.36% and 23.41%, respectively).

- Small Nonprofits (10 or fewer employees): Post less frequently, primarily focusing on Facebook and Instagram.
- Mid-Sized Nonprofits (11-50 employees): Maintain consistent posting on Facebook, Instagram, LinkedIn, and Twitter, but have limited engagement on niche platforms.
- Larger Nonprofits (51-100 employees): Increase their posting frequency across all major platforms, expanding their social media presence.
- **Big Nonprofits (100-500 employees):** Implement a strong multi-platform strategy, with YouTube and TikTok gaining traction alongside their existing presence.
- Very Large Nonprofits (501+ employees): Post frequently across all major platforms, including Facebook, Twitter, LinkedIn, and Instagram, while gradually increasing engagement on YouTube and TikTok.

These trends suggest that nonprofits are increasingly recognizing the value of engaging their audiences across a broader range of social media platforms.

#### **Takeaways**

Nonprofits exhibit varied social media engagement strategies based on their size. While smaller organizations focus more on traditional platforms like Facebook and Instagram, larger ones diversify to include LinkedIn and Twitter. The frequency of posting correlates with organization size, suggesting resource availability impacts social media activity.

To maximize engagement, smaller organizations could enhance social media presence through content-driven strategies, while larger ones should continue diversifying and exploring emerging platforms.

"Our \$350 a month social media management team has generated a 300%+ growth in our online network."

# Digital Advertising Budgets by Organization Size



#### **Overall Analysis**

Nonprofits' digital advertising budgets vary significantly by organization size, with smaller organizations allocating minimal funds and larger organizations investing heavily in digital marketing. The majority of small nonprofits (10 or fewer employees) operate on tight budgets, with over half spending \$250 or less per month. However, as organization size increases, so does investment in digital advertising.

Mid-sized nonprofits (11-50 employees) demonstrate a notable shift in spending, with most allocating between \$251 and \$2,500 per month, showing a growing emphasis on digital outreach. Larger nonprofits (51-100 employees) see even greater budget increases, with over half investing at least \$1,000 per month.

For nonprofits with over 100 employees, digital advertising becomes a core component of their marketing strategy. The majority of these organizations allocate between \$2,500 and \$10,000 per month, with a growing number exceeding \$10,000. This trend suggests that as nonprofits grow, they recognize the importance of digital advertising in expanding their reach, increasing engagement, and driving fundraising efforts.

# Important Notes On Digital Advertising Budget Allocation

#### Small nonprofits (10 or fewer employees)

operate on very limited budgets, with 75% spending under \$500 per month.

**Mid-sized nonprofits (11-50 employees)** see a substantial increase in investment, with most spending between \$251-\$2,500 per month.

**Larger nonprofits (51-100 employees)** begin prioritizing digital ads, with more than half allocating over \$1,000 monthly.

Nonprofits with 101-500 employees allocate significant funds to digital ads, with over 50% spending between \$2,500 and \$10,000 per month.

#### Very large nonprofits (501+ employees)

consistently invest in high-budget advertising, with 42% spending over \$5,000 per month, and 15.57% exceeding \$10,000.

The larger the organization, the more likely they are to invest in paid digital marketing, demonstrating a correlation between nonprofit growth and advertising budget allocation.

#### **Takeaways**

Nonprofits of all sizes are using digital advertising, but their level of investment is closely tied to their size and resources. Small nonprofits often rely on organic reach due to budget constraints, while mid-sized organizations begin allocating funds to enhance their digital presence.

As nonprofits grow, they recognize the value of digital advertising in scaling their impact. Large organizations consistently dedicate substantial resources to paid ads, ensuring broader audience engagement, greater visibility, and stronger fundraising potential. The fact that nearly half of nonprofits with 501+ employees spend over \$5,000 per month suggests that digital marketing is a critical strategy for nonprofit success at scale.

"Retargeting ads for a conference generated about a 5:1 ratio. We spend around \$20k for the campaign and had nearly \$100k in direct revenue from it."

This successful case of a retargeting ad campaign underscores the significant potential of targeted digital strategies to multiply fundraising and engagement efforts effectively. Despite the initial high costs, the return on investment (ROI) demonstrates that retargeting can be extremely lucrative when executed with precision.

"We spent \$200 on Meta ads and sold all available tickets to our Halloween fundraiser."



# Loyalty Program Trends: Building a Community of Supporters Increases Nonprofit's Likelihood to Meet + Exceed Fundraising Goals



#### **Overall Analysis**

Loyalty programs have become a key fundraising strategy for nonprofits, with nearly **90% of organizations** implementing some form of a monthly donation program. Among these, **48.92% report having a successful recurring giving program**, indicating that almost half of nonprofits have effectively established and maintained donor loyalty.

However, **41.01% of organizations acknowledge the need for improvement**, suggesting that while they have implemented a program, they may face challenges such as donor retention, engagement, or scaling efforts. Meanwhile, **10.06% of nonprofits have yet to introduce a recurring giving program**, representing an opportunity for growth and increased financial sustainability.

Does your nonprofit have a recurring giving program, where donors contribute on a monthly basis?

48.92%	Yes, we have a successful recurring giving program.
10.06%	No, we don't have a recurring giving program.
41.04%	Yes, we have a recurring giving program, but want to improve our results.

#### Important Notes On Recurring Giving

**Recurring giving is widely adopted** – nearly **9 out of 10 nonprofits** have a program in place.

Half of nonprofits report success, while a significant portion seeks improvement, signaling room for optimization.

**10% of nonprofits still lack a recurring giving program**, representing potential for future implementation.

The correlation between meeting fundraising goals and implementing loyalty programs is striking:

- Having a successful loyalty program is a strong predictor of exceeding goals – 64.22% of organizations that exceeded their goals reported having a well-functioning loyalty program, compared to just 26.23% of those that fell short.
- Nonprofits that struggle to meet goals often lack or underutilize
  loyalty programs Nearly 26% of underperforming organizations do
  not have a loyalty program at all, and another 42.52% have one but need
  improvements, highlighting a major gap in donor retention strategies.
- Organizations that do not track their loyalty program data are the least successful – 64.29% of nonprofits without tracking do not have a loyalty program, suggesting that data-driven decision-making plays a crucial role in fundraising success.
- Even nonprofits that meet goals still see room for improvement –
   47.79% of organizations that met their goals to their satisfaction have a loyalty program but want to optimize it, reinforcing that continual improvement is key to long-term success.

"We spent \$300 on direct mail to lapsed donors and raised over \$35,000"

#### **Takeaways**

A well-structured loyalty program is a defining factor in nonprofit success. Organizations that exceed their goals are far more likely to have an established, well-executed recurring giving or membership program, demonstrating that sustained donor engagement leads to stronger financial outcomes. However, simply having a loyalty program is not enough—its success depends on strategic execution, ongoing optimization, and data-driven management.

Nonprofits that struggle to meet their goals often lack a structured loyalty program or fail to execute it effectively. Many of these organizations acknowledge the need for improvement, but without a clear strategy, their programs fail to deliver consistent donor retention and revenue growth. Similarly, nonprofits that do not track their loyalty program data struggle the most, reinforcing the importance of measuring and optimizing donor engagement efforts.

For organizations looking to scale their impact, investing in loyalty programs is not just an option—it's a necessity. The most successful nonprofits prioritize donor retention through recurring contributions, memberships, and structured giving models. Those that regularly assess and refine their approach see the greatest returns, proving that success in nonprofit fundraising isn't just about acquiring new donors—it's about keeping them engaged for the long term.

#### **Leveraging Digital Tools to Strengthen Loyalty Programs**

Al-Driven Personalization	Utilize AI-powered email marketing and CRM tools to tailor donor communications based on giving history, engagement levels, and personal interests. Personalized thank-you videos, milestone recognition, and exclusive content can deepen donor relationships.
Gamification & Incentives	Implement reward-based systems using digital badges, donor leaderboards, or exclusive tiers for long-term supporters. Offering early access to impact reports, webinars, or behind-the-scenes content can enhance donor commitment.
Automated Engagement Journeys	Use marketing automation tools to create dynamic donor journeys that trigger specific actions—such as a welcome series for new recurring donors, anniversary appreciation messages, or personalized impact reports based on donation frequency.
Interactive Donor Dashboards	Provide donors with access to a self-service portal where they can track their contributions, see real-time impact metrics, and engage with exclusive content or upcoming events.
Al-Powered Chatbots & Community Building	Deploy chatbots or virtual assistants on your website and social media channels to answer donor inquiries, provide updates, and encourage ongoing participation in loyalty programs. Create private donor communities on platforms like Facebook Groups, Slack, or Discord to foster deeper engagement.

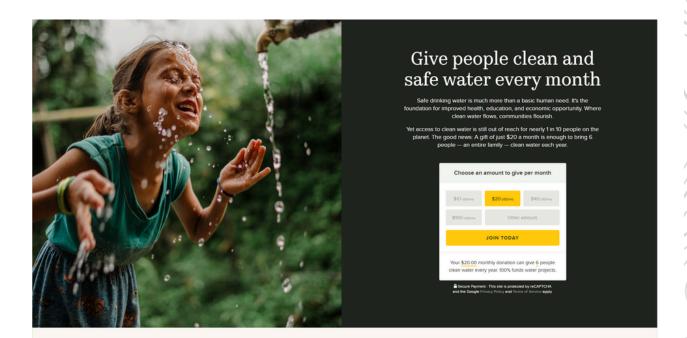
#### The Power of Charity Water's "The Spring"

This campaign encouraged supporters to give monthly and brought in

70k+ monthly donors with a \$26.71 average monthly gift amount.

This comes to **\$24MM in revenue per year** from The Spring alone!

Check out The Spring donation page here.



#### **#SPRING**

## Join the global community serving 38,295 people every month

When you give to charity, water, 100% of your donation goes directly to funding water solutions in rural communities. We won't stop until everyone, everywhere has access to clean water. Our monthly giving community, The Spring, helps us do just that.



Our water projects are locally-led and communityowned. We deploy your donations to the field, where these partners go to work rehabilitating old water systems, building new ones, or completing sanitation and hygiene training.



The Spring is essential to this cycle. We count on monthly gifts to fill in any funding apps that may arise or account for potential changes in project completion. The Spring enables us to fund our local partners with confidence and make the best long-term investments in rural communities.

# Emerging Trends: Future-Proof Your Nonprofit With These Strategies



# What strategies are nonprofits looking to adopt in 2025?

Nonprofits are increasingly eager and optimistic about exploring new digital marketing channels in 2025. According to recent data, 85% of respondents indicated a willingness to experiment with emerging platforms, a significant increase from the 70% reported in 2023. This growing enthusiasm reflects a broader trend of digital adoption and highlights a clear recognition of the strategic benefits these new channels can offer.

By embracing innovative platforms, nonprofits are positioning themselves to reach untapped audiences, refine their messaging, and diversify their outreach efforts. This proactive approach is not just about staying current; it's about leveraging proven data to craft more effective campaigns that resonate with a rapidly changing demographic landscape.

With digital engagement continuing to evolve, nonprofits recognize the importance of diversifying their marketing mix to sustain growth, amplify their impact, and advance their missions in a fast-paced digital world. Exploring these new channels allows organizations to remain agile and responsive, ensuring their messages reach supporters in creative and compelling ways.



#### More Specific Data and Notes on Emerging Trends to Consider

### $\bigcirc$

# Increased Investment in Digital Fundraising & Automation

Nonprofits are continuing to shift their fundraising efforts online, with a growing number relying on digital channels as a primary source of revenue. While traditional giving methods remain valuable, organizations recognize the need for streamlined, automated, and data-driven digital fundraising strategies to sustain growth.

To maximize impact, nonprofits are investing in user-friendly donation platforms, optimizing mobile giving experiences, and integrating Al-driven personalization. Features like one-click giving, automated donor nurturing, and smart segmentation are helping organizations increase recurring donations and donor retention. Additionally, the use of predictive analytics is becoming more widespread, allowing nonprofits to anticipate donor behaviors and tailor fundraising appeals more effectively.



#### Expansion of Paid Digital Advertising & Search Strategies

Nonprofits are doubling down on paid advertising as a way to reach targeted audiences and drive fundraising success. Google Ads Grants (49.21%) and SEO (43.81%) remain essential for organic search visibility, while investments in Meta, YouTube, and Paid Search Ads continue to grow.

Organizations are experimenting with A/B testing, dynamic ad creatives, and programmatic advertising to refine their strategies. The increasing use of Al-powered ad management tools is allowing nonprofits to allocate budgets more efficiently, ensuring they get the best return on investment.

# The Rise of Alternative & Tech-Forward Fundraising Methods

More nonprofits are exploring innovative fundraising models, including cryptocurrency donations, which 40.16% of organizations are considering for 2025. This signals a growing acceptance of blockchain-based giving and decentralized donation platforms, particularly among younger, tech-savvy donors.

Additionally, SMS fundraising (41.41%) is gaining traction, with nonprofits recognizing the power of immediate, direct donor engagement through text messaging. With the ability to send real-time updates, urgent appeals, and personalized donation requests, SMS marketing is proving to be an effective channel for donor retention and rapid response fundraising.



#### Social Media Continues to Evolve as a Key Fundraising & Engagement Tool

Social media remains an essential component of nonprofit marketing, but strategies are evolving. The growing adoption of TikTok Ads and interactive video content reflects an effort to engage younger donors and digital-native audiences. Short-form, authentic storytelling is becoming the standard, with nonprofits leveraging live streams, reels, and user-generated content to build community and encourage donor participation.

While Meta Ads (59.12%) remain the top digital ad channel, organizations are also investing in LinkedIn for professional donor outreach, Twitter for real-time engagement, and YouTube for immersive storytelling. A diverse and adaptive social media strategy is becoming increasingly important as digital trends shift.

# The Path Forward: Navigating the Future of Nonprofits in 2025



As we conclude the 2025 Nonprofit Acceleration Report, it is evident that the nonprofit sector is at a defining moment. The rapid evolution of digital engagement, fundraising strategies, and donor expectations presents both challenges and groundbreaking opportunities. The insights gathered from thousands of nonprofit professionals showcase a sector that is embracing change, leveraging innovation, and positioning itself for long-term growth.

Over the past year, digital transformation has accelerated at an unprecedented pace.

Nonprofits are no longer just adapting to technological shifts—they are actively shaping the future of fundraising and community engagement. The findings from this report offer a **strategic roadmap** for organizations to maximize their impact, strengthen donor relationships, and achieve sustainable success.

#### Confidence in Growth

Nonprofits remain optimistic, with strong investments in digital marketing, recurring giving, and diversified fundraising strategies fueling revenue expansion and long-term stability.

## Digital Fundraising as a Cornerstone

With online giving becoming the primary revenue stream for many organizations, nonprofits must prioritize userfriendly donation platforms, Al-driven donor insights, and mobile-first giving experiences to optimize donor engagement.

# Strengthening Loyalty Programs

A well-structured loyalty program is now essential for financial stability. Organizations that refine and automate these programs will benefit from a more predictable revenue stream and deeper donor commitment.

#### Multi-Channel Digital Marketing Evolution

Nonprofits that integrate multiple digital touchpoints—social media, search, video, and email—will see greater engagement and donor retention.

# Embracing Emerging Fundraising Avenues

The rising adoption of cryptocurrency, TikTok Ads, and digital audio ads reflects nonprofits' increasing willingness to explore non-traditional fundraising methods to reach new donor segments.

## Overcoming Resource Constraints with Innovation

While time and budget limitations remain challenges, organizations that embrace automation and scalable digital tools will free up resources to focus on high-impact mission-driven initiatives.

This report serves as both a reflection of the present and a vision for the future. The nonprofits that thrive in 2025 will be those that embrace digital transformation, experiment with new engagement strategies, and maintain a commitment to innovation. By investing in technology, data analytics, and donor-centric approaches, organizations can build deeper connections, expand their reach, and secure long-term sustainability.

The path forward is clear: Those who act boldly, think strategically, and leverage digital advancements will be best positioned to drive real impact in their communities and beyond. Now is the time to take action, refine your approach, and lead the way in shaping the next era of nonprofit success.

"The best way to predict the future is to create it."

— PETER DRUCKER





# Thank you!

Considering the complexity and resources required to effectively implement and manage successful retargeting campaigns, nonprofits are finding it beneficial to partner with specialized agencies that can enhance their digital marketing capabilities.

**Community Boost** is a full-service digital marketing agency that helps nonprofits carry out their missions. By partnering with Community Boost, we will help you supercharge your digital marketing and be more effective, efficient, and develop your team's capacity. This assures professional management in the execution of those elaborated digital strategies, including retargeting ads. The outcome will not only be good, rather properly aligned with your mission to maximum ROI and impact. Community Boost empowers your organization with well-navigated digital marketing that allows you to focus on mission operationality, less on running digital campaigns.

**TALK WITH OUR TEAM** 



communityboost.org