



Giving in a Down Economy: Performance Strategies for Any Market

Presented By: Lori Collins, One & All

Thursday, September 15, 2022 | 2:00 – 3:00 p.m. EDT



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.



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Integrations & Data**



**A social impact marketing agency
for purpose-driven brands**

Meet the Speaker



Lori Collins | SVP, Giving Sciences, One & All

Lori Collins leads One & All's Giving Sciences group, which applies data science to charitable giving. Through extensive donor and market research, along with insights from supporters' actual behaviors, she identifies ways fundraisers can leverage trends into enhanced programs and performance. An expert in her field, Lori has several decades of experience working with some of the largest commercial and nonprofits in the world but prefers to use analytics for the greater good by helping social good organizations make a bigger impact in the work that they do.



2022 Factors Impacting the Economy & Giving



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INFLATION AT 8.3% YOY

July & August inflation dropped from June's 40-year high of 9.1%. Federal Reserve hiking rates. Consumer sentiment fell to a new low in June, rose in July & August.



UKRAINE WAR

Support is flowing to the International Relief sector in ways that mirror the Human Services pandemic response.



SUPPLY CHAIN ISSUES

Transportation, staffing, and inventory challenges are pushing costs higher and wait times longer.



STOCK MARKET VOLATILITY

Now in bear territory, the S&P 500 had its worst first half of the year since 1970. (But, it's still ~20% higher than Feb. 2020)



COVID ENDEMIC

Cases in the US are up this year, though fatal outcomes are lower. Nearly 80% of Americans believe it's here to stay.



GREAT RESIGNATION

New research shows this is a longer-term trend, not an artifact of the pandemic. It was fueled by a strong labor market, though there are signs of slowing on both fronts. (July unemployment at 50-yr. low of 3.5%; August: 3.7%.)



Industry Trends

Industry Trends Q1 2022: Blackbaud



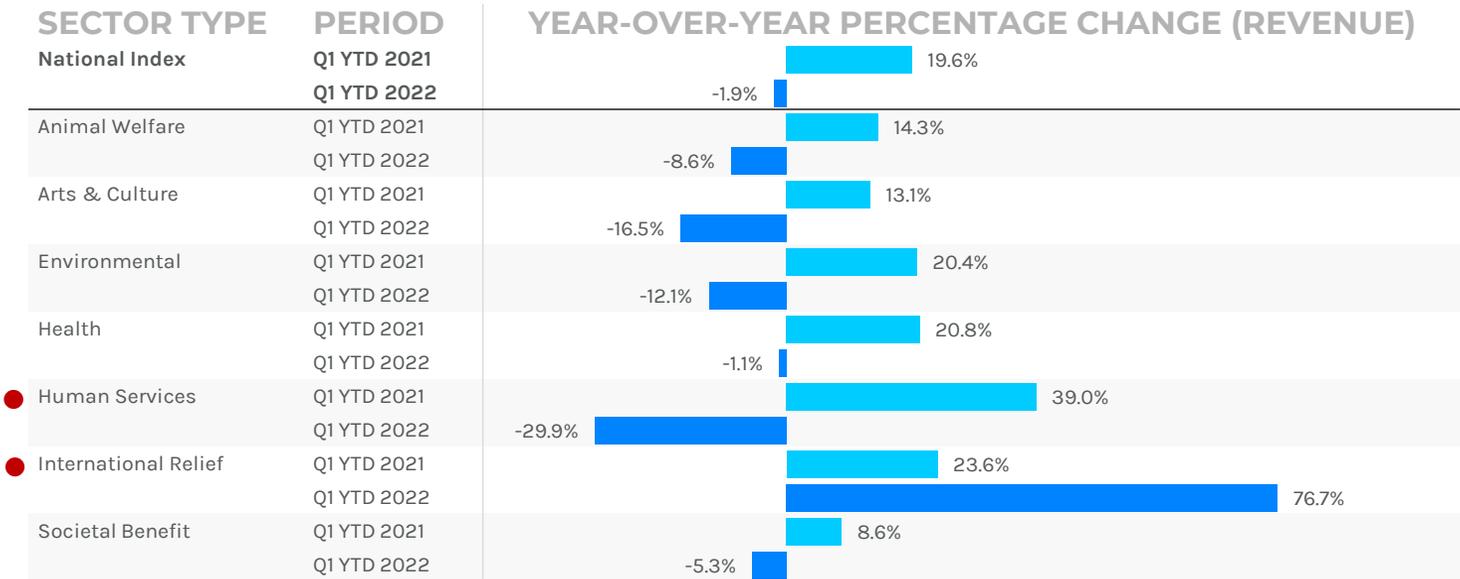
ALL VERTICALS

Revenue increases just went in the negative after two years of gains. Giving continues to follow need, with the Ukrainian war driving support for International Relief.



HUMAN SERVICES & INTERNATIONAL RELIEF SWAPPING

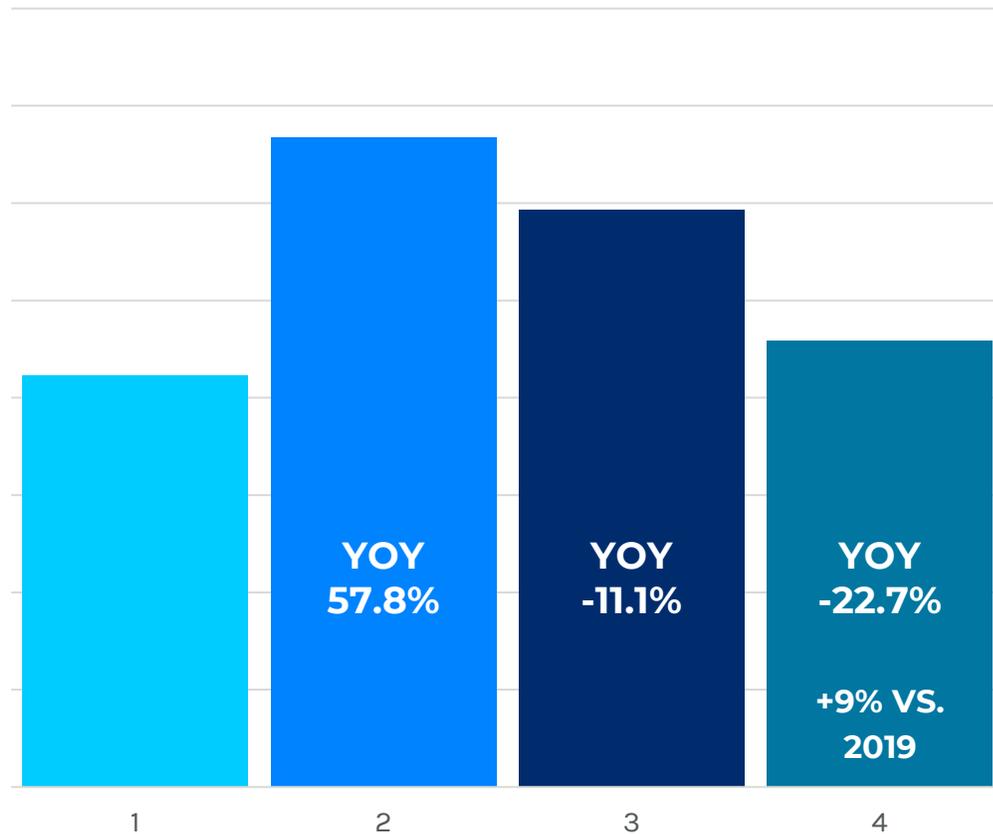
Human services is settling from pandemic highs; performance is still up 36% vs. Q419. Q2 expected to continue downward trend.



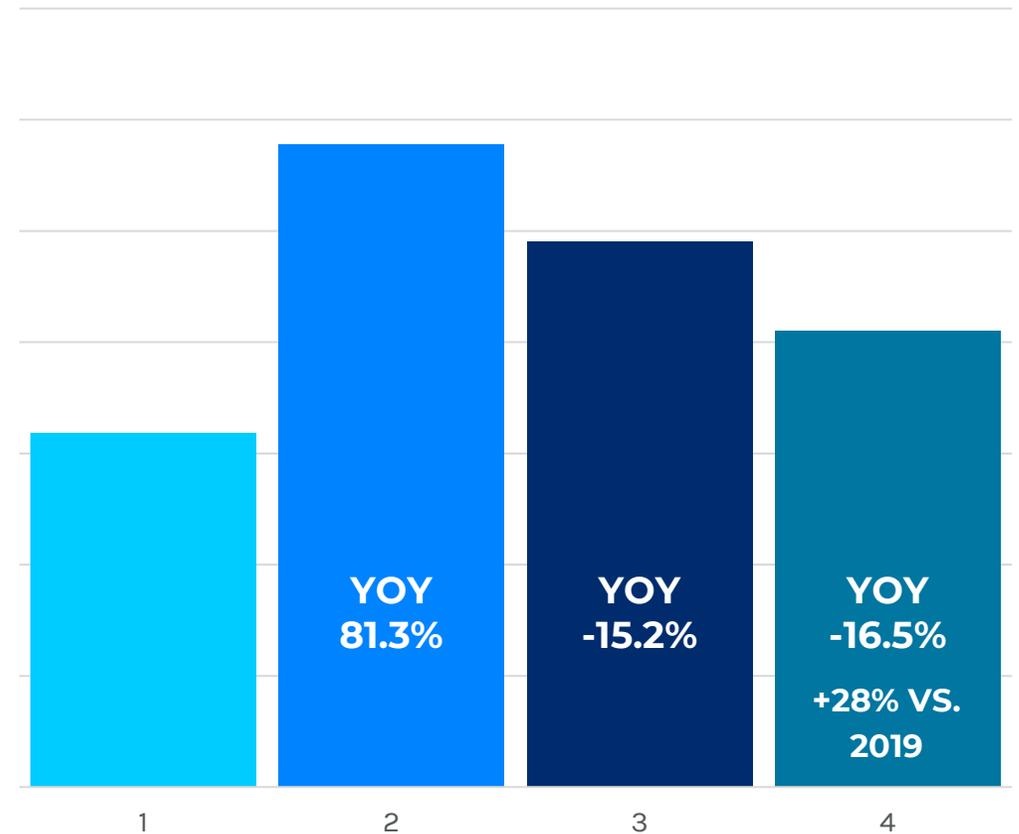
January through July Revenue

HUMAN SERVICES

EXCLUDING \$10,000+ GIFTS



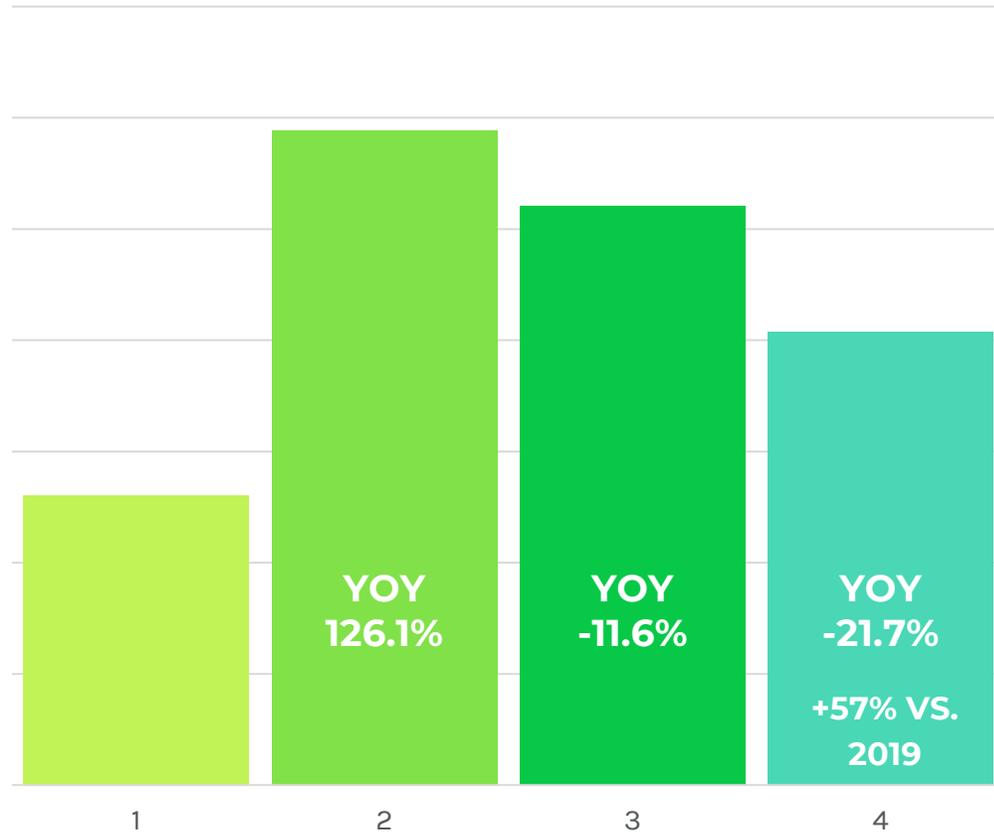
INCLUDING \$10,000+ GIFTS



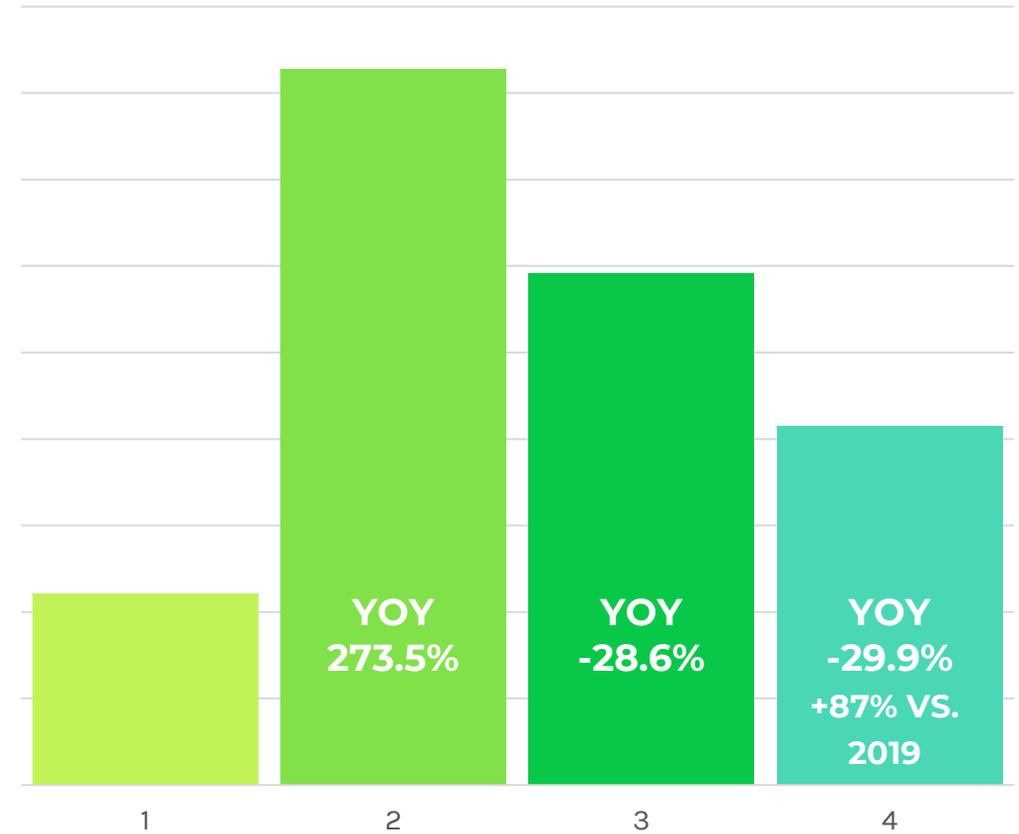
January through July Digital Revenue

HUMAN SERVICES

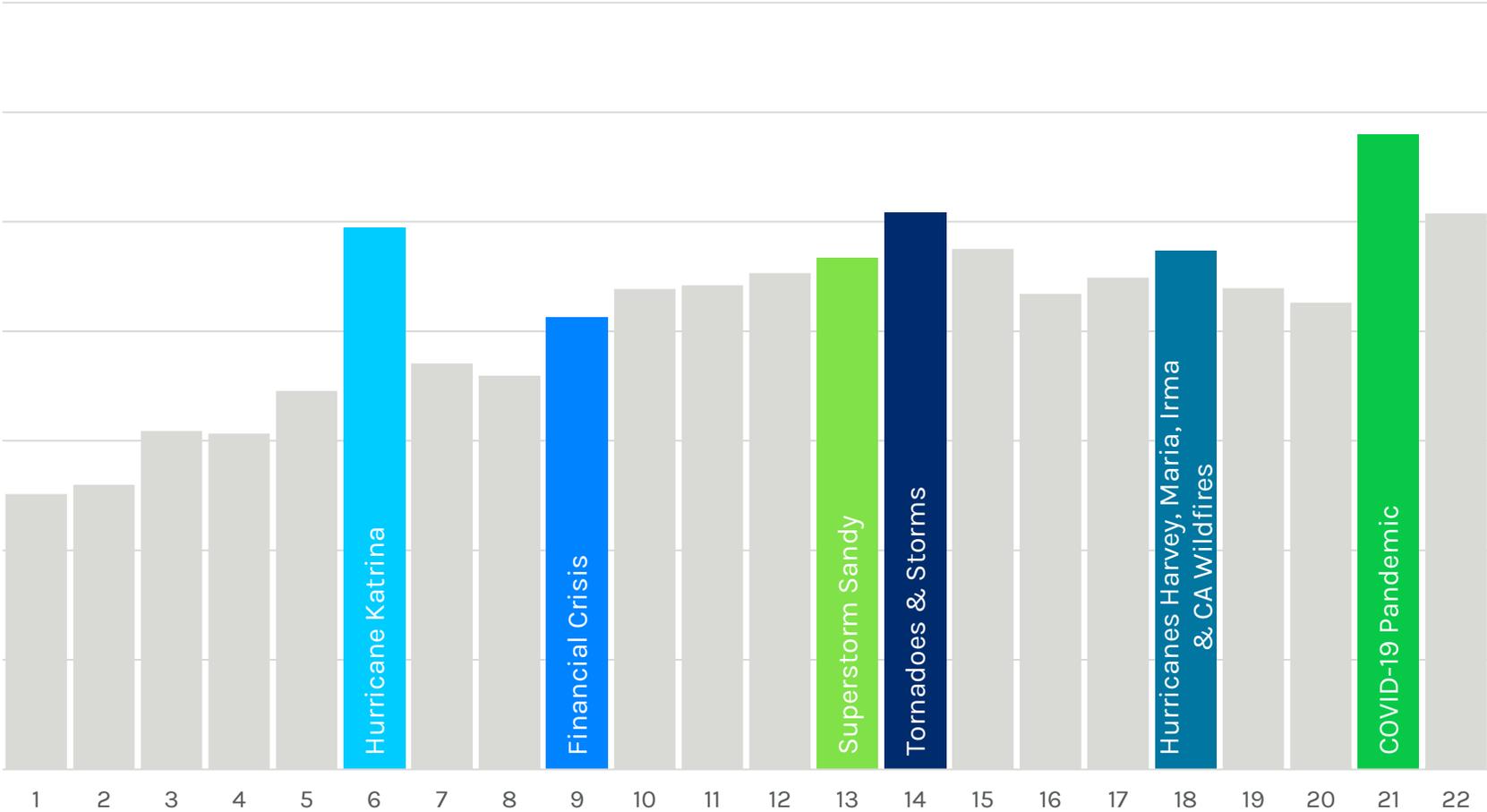
DIGITAL EXCLUDING \$10,000+ GIFTS



DIGITAL INCLUDING \$10,000+ GIFTS



Revenue Trend: Human Services Benchmark



OBSERVATIONS

Revenue under \$10,000 saw a 21-year high point in 2020, driven by the COVID-19 Pandemic.

The pandemic reversed the new donor declines through 2019, with continued revenue per active donor increases.



Communications: Showing Need

You can see need:

IN YOUR COMMUNITY

ON THE LOCAL NEWS

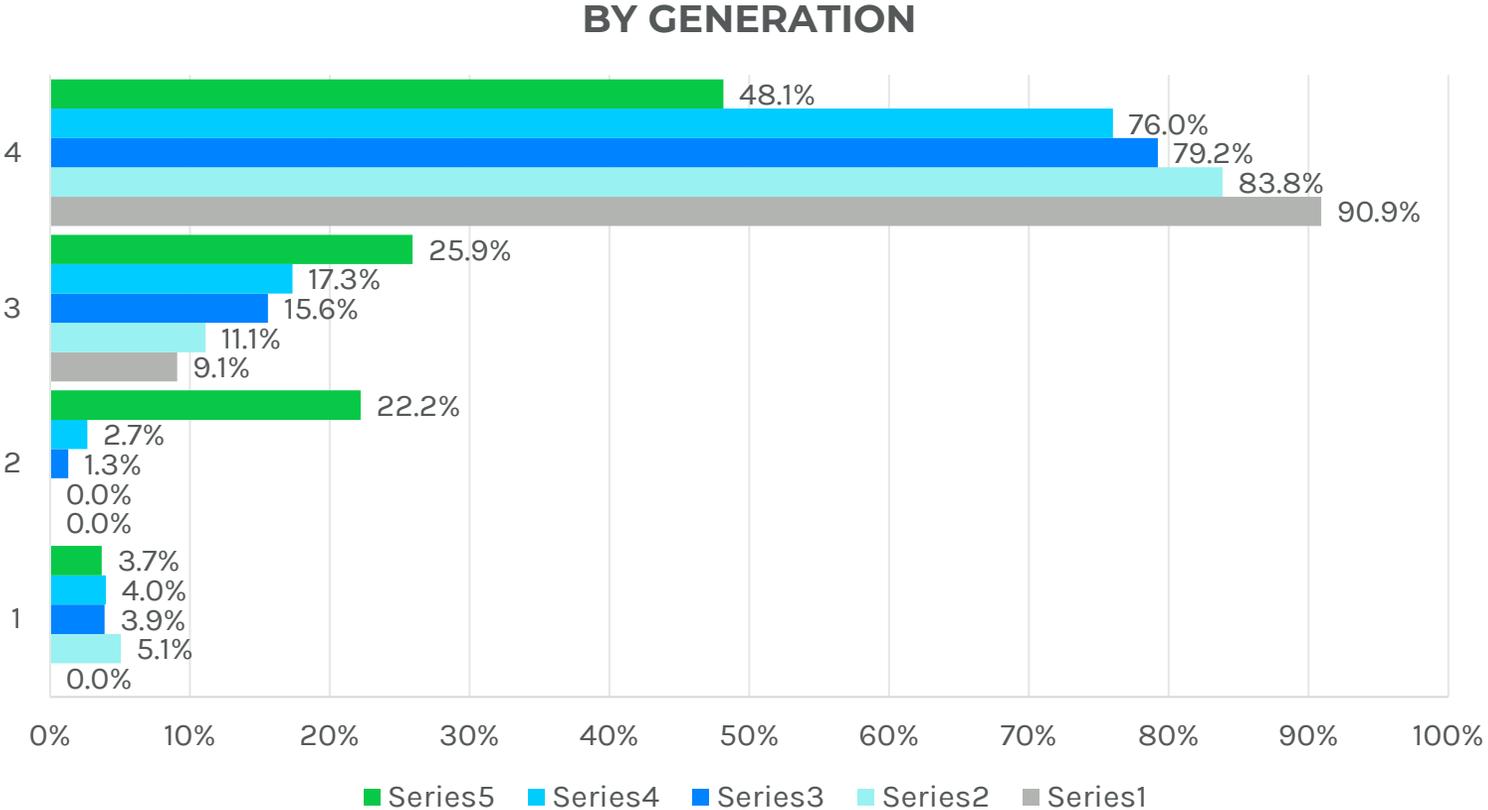
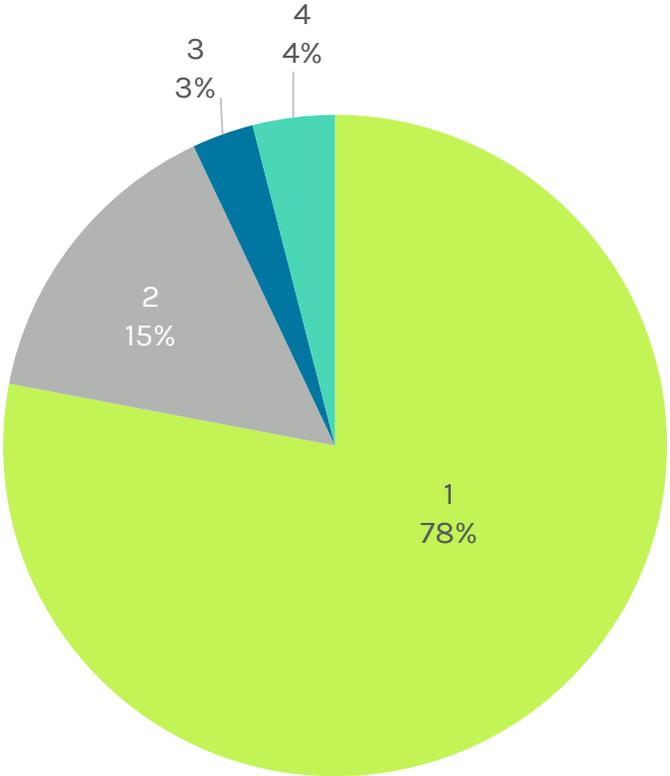
IN YOUR COMMUNICATIONS



Giving
follows
need.

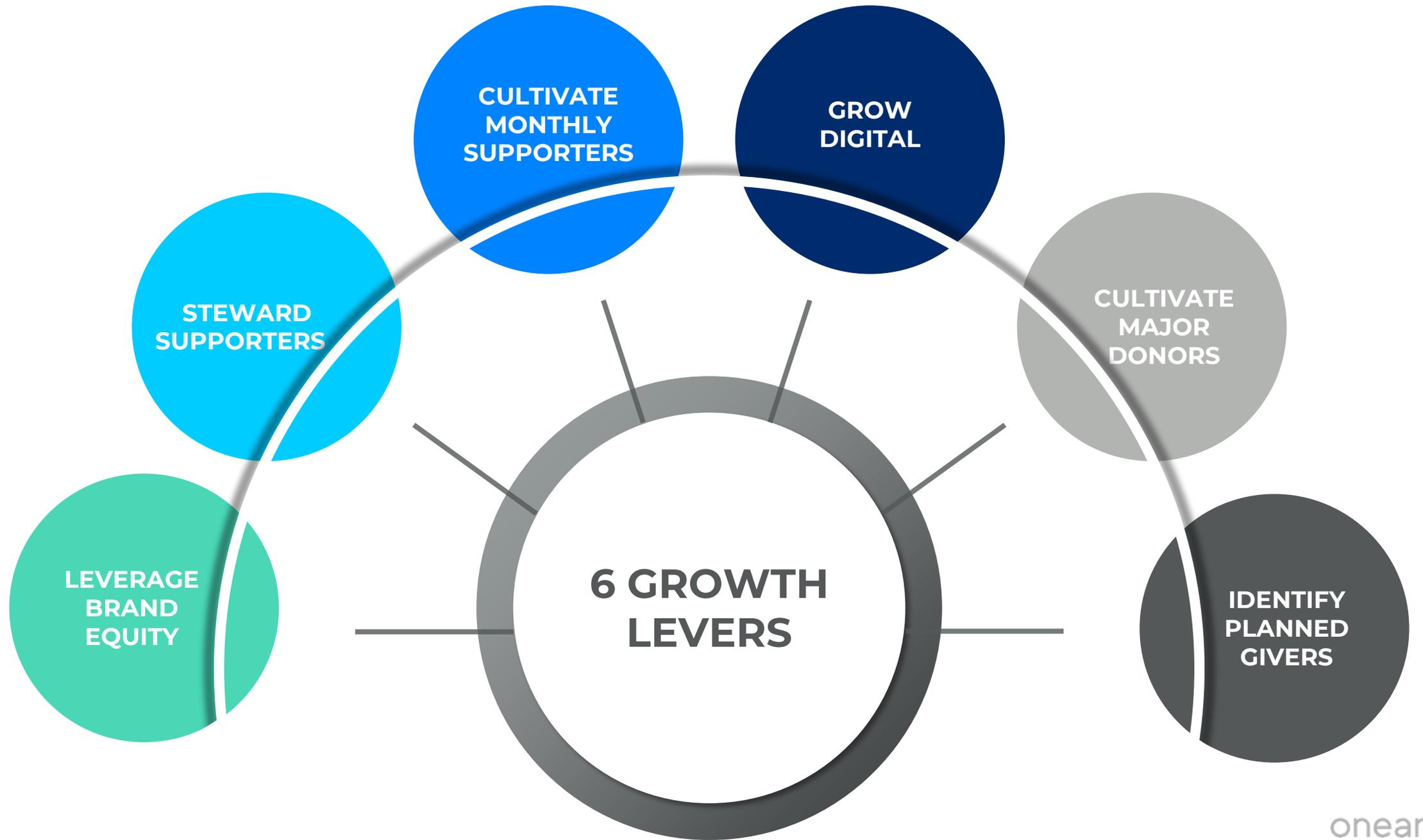
Perceptions: Demand for Services Still High

Q: Compared to before the pandemic began, do you feel current demand for food bank services is...



A low-angle, upward-looking photograph of a dense forest. The sun is shining brightly from the upper right, creating a lens flare and illuminating the scene. The sky is a clear, bright blue with scattered white clouds. The trees are tall and thin, with their trunks converging towards the top of the frame. The foliage is a vibrant green, and the overall atmosphere is one of natural growth and vitality.

Growth



Seize the Initiative



Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on One & All, contact:

lori.collins@oneandall.com | www.oneandall.com



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