

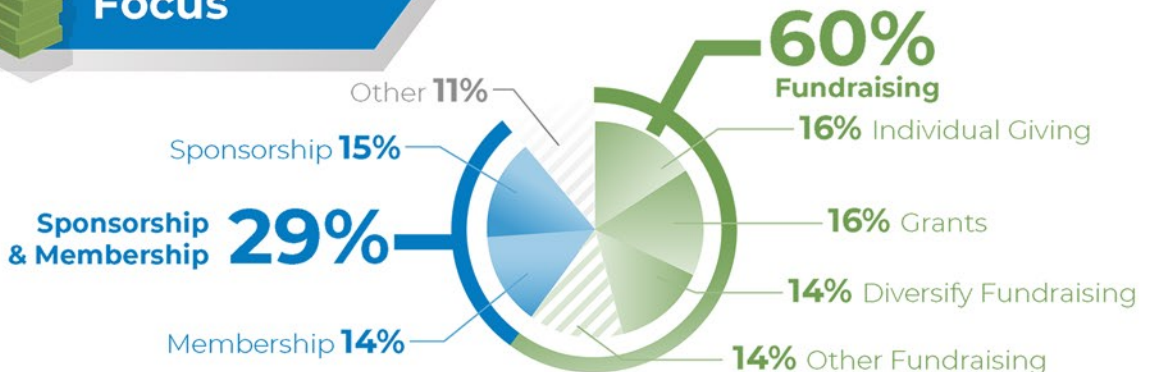
Nonprofit Leaders Survey on 2021 Trends

Curious about the top nonprofit trends and funding needs for the year ahead?

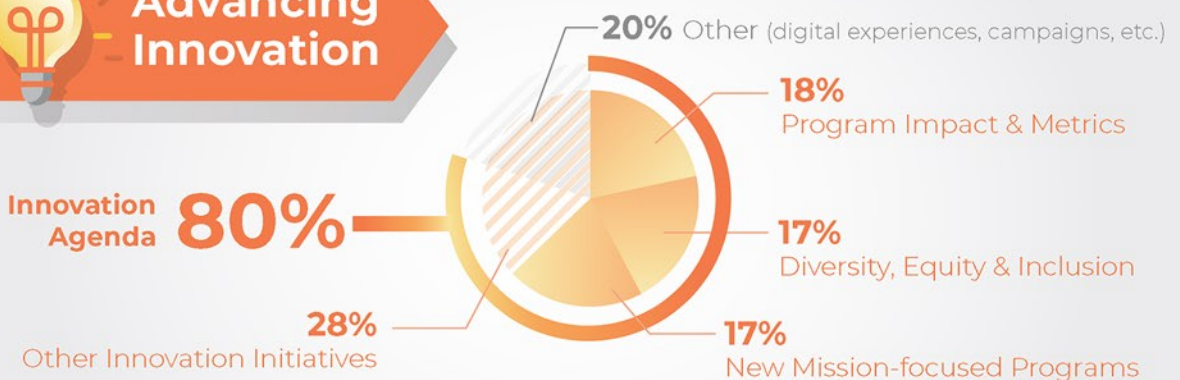
We asked 200+ nonprofit leaders to share their top priorities in 2021. We've summarized the key findings below to help nonprofits and funders across the sector understand the top trends and how best to support them in the year ahead. Nonprofits shared an optimistic growth outlook in 2021. They are committed to invest strategically in innovation, digital and technology initiatives to advance their missions and adapt programs to answer new needs in their communities.



Fundraising Focus



Advancing Innovation



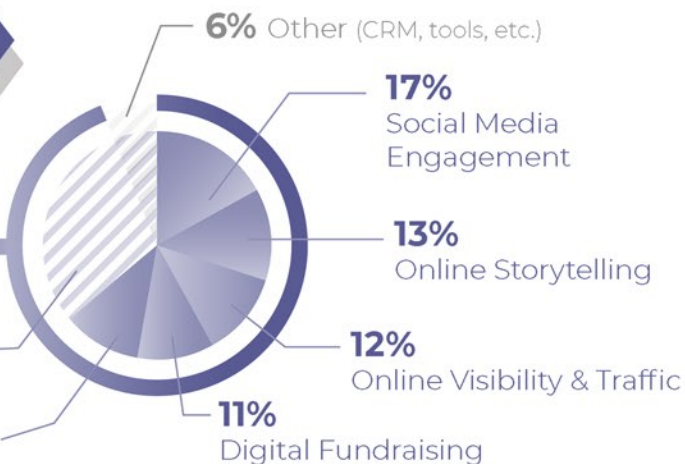


Investing in Digital

94%
Investing in Digital Engagement

30% Other Digital Engagement

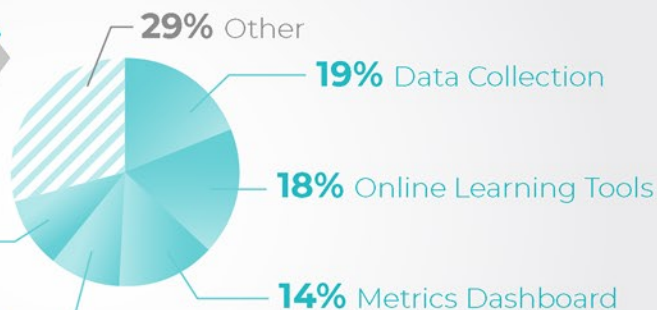
11% Online Community



Investing in Technology

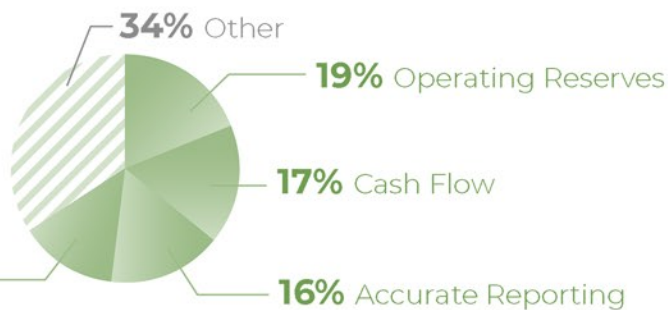
10% Online Collaboration

10% New Website



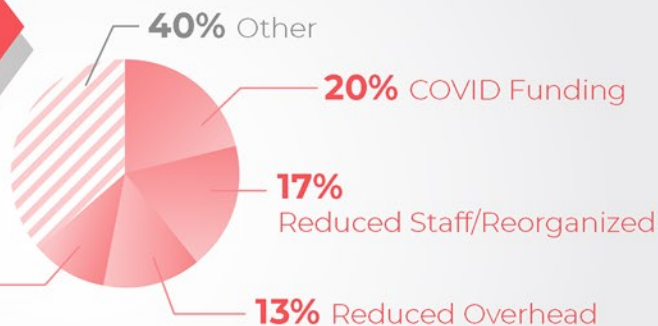
Financial Priorities

14% Funding to Expand



Response to 2020 Pressures

10% Postponed Programs

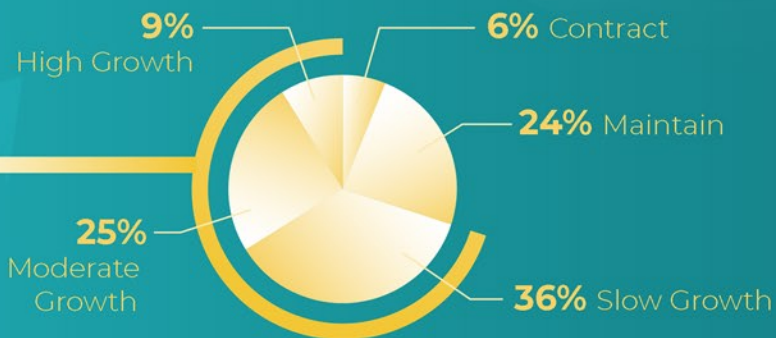


Optimistic Growth Outlook

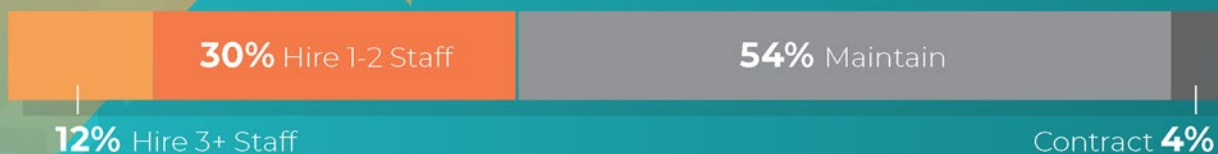


70% expect growth in 2021. The hiring outlook lags behind with 42% hiring and about half planning to achieve growth with their current team. Most nonprofits will be in a better position to hire in late 2021.

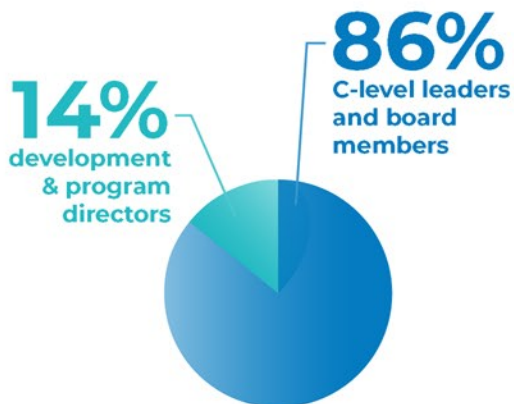
70%
expect growth
in 2021



Hiring Growth



Survey Participants



Nonprofit Leader Top Priorities

1. Expand revenue generation
2. Launch new programs & deliver more value
3. Streamline our focus & adapt our model
4. Expand diversity, equity & inclusion
5. Better storytelling & visibility



Nonprofit Sectors

84%
Mission

16%
Associations
& Policy



Nonprofit Size

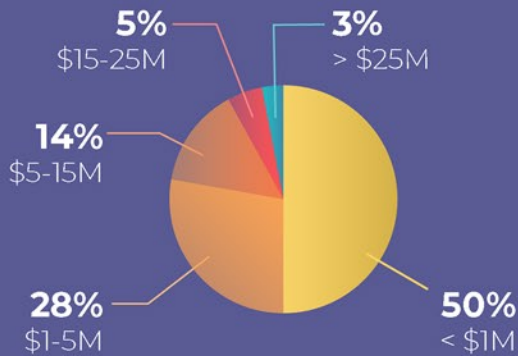


3/4 of participants are

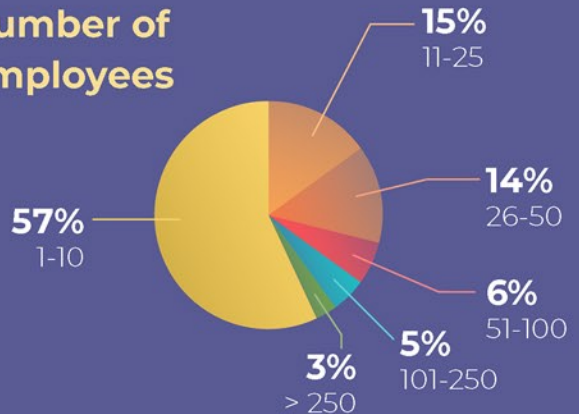
\$1-5M nonprofits with **1-50** employees

In normal times, the smallest nonprofits are barely resourced and underfunded. It has been compounded by a pandemic that requires shifts and new investments. In 2021, it will be key to focus on programs with mission alignment AND profitability.

Revenue Size



Number of Employees



Nonprofits are doubling down on innovation, digital and technology initiatives and will need funder support for these investments in 2021.