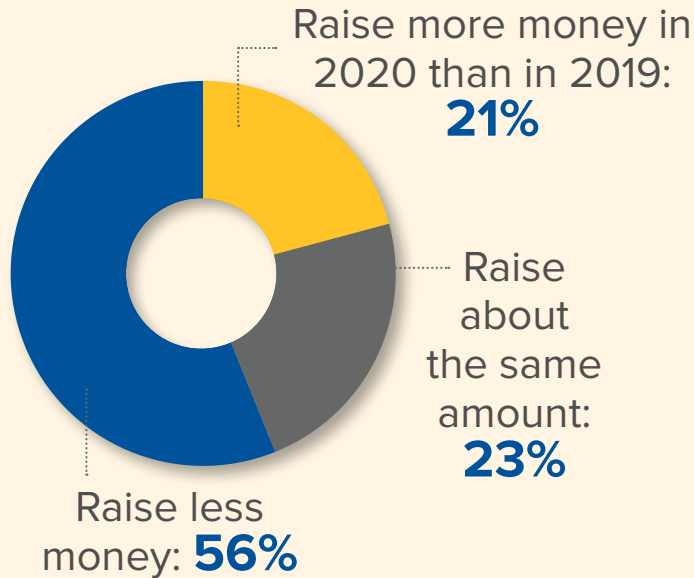


Fundraising Expectations for 2020

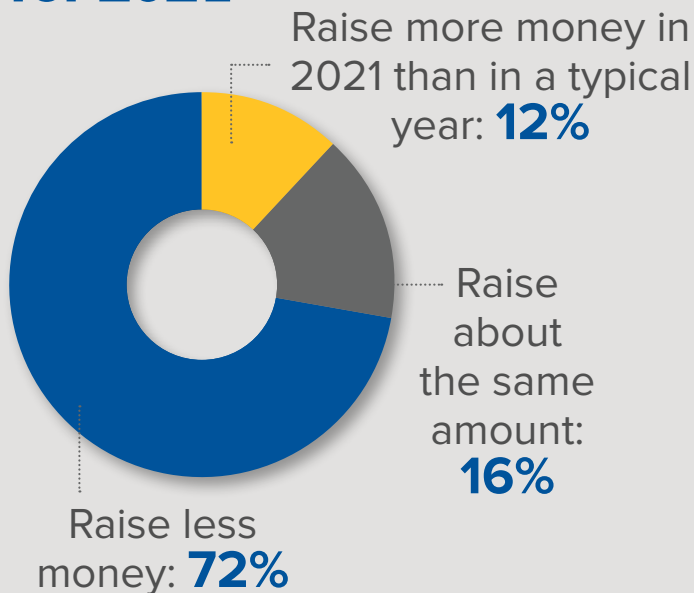


Increasing Fundraising Activity in 2020?

- **49%** of charities will increase their fundraising activity in 2020 because of COVID-19
- **44%** will keep their fundraising at normal levels



Fundraising Expectations for 2021



What Kind of Fundraising is Increasing in 2020

82%: donor retention and stewardship

78%: social media

78%: virtual events

78%: online fundraising

75%: email

Government Funding

- **74%** submitted a grant for funding through the CARES Act
- **66%** successfully received funding



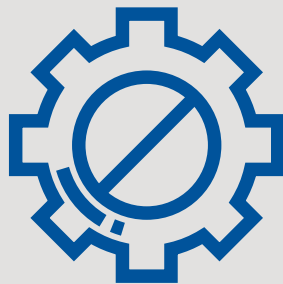
Working from Home

- **90%** indicated they are working from home now
- **83%** say their organization was “well or “somewhat” prepared for the shift to working from home



Cancelling Special Events

- **64%** have had to cancel at least one event
- **51%** have switched at least one in-person event to a virtual event



Layoffs/Pay Cuts

- **20%** of organizations have laid off staff
- **23%** of charities have instituted furloughs
- **18%** of organizations have cut staff pay

