

Trends & Triumphs:

Unlocking the Potential of Association Giving

AUGUST 21, 2024



Today's Objectives

01 Examine the current environment for giving

02 Learn how to adapt association fundraising approaches to align with the changing landscape

03 Group discussion about successes, challenges, and experiences

Our Speakers



DAVID COYNE, CFRE
President
The Sheridan Group



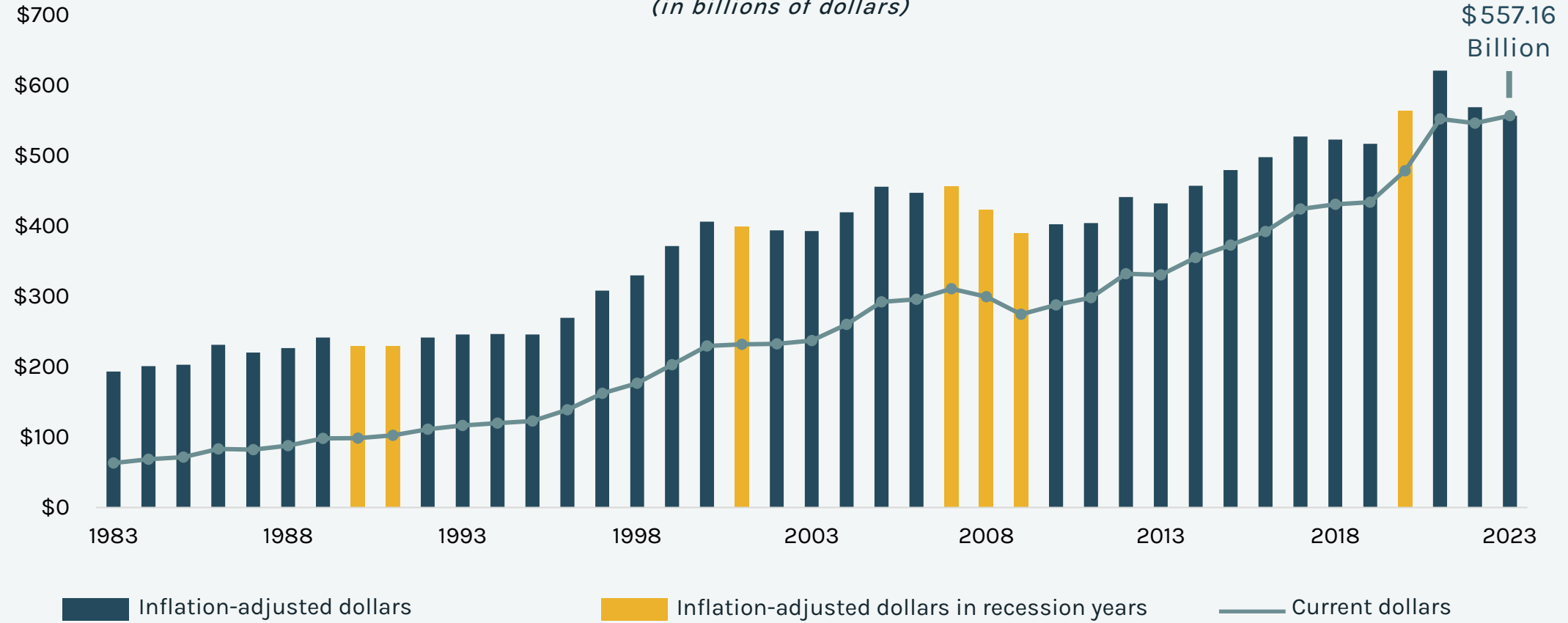
LUKE DRISCOLL
Managing Director
CCS Fundraising

Nonprofits are navigating varied and complex factors



Total giving in 2023 grew by 1.9% to \$557.16 billion in current dollars, but declined in inflation-adjusted dollars by 2.1%

TOTAL GIVING, 1983 - 2023
(in billions of dollars)

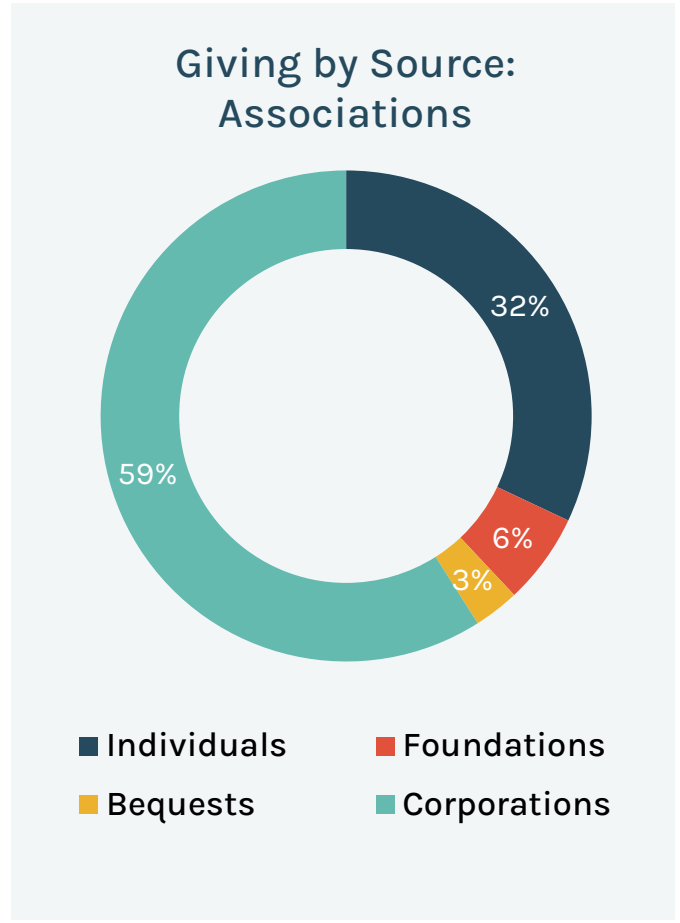
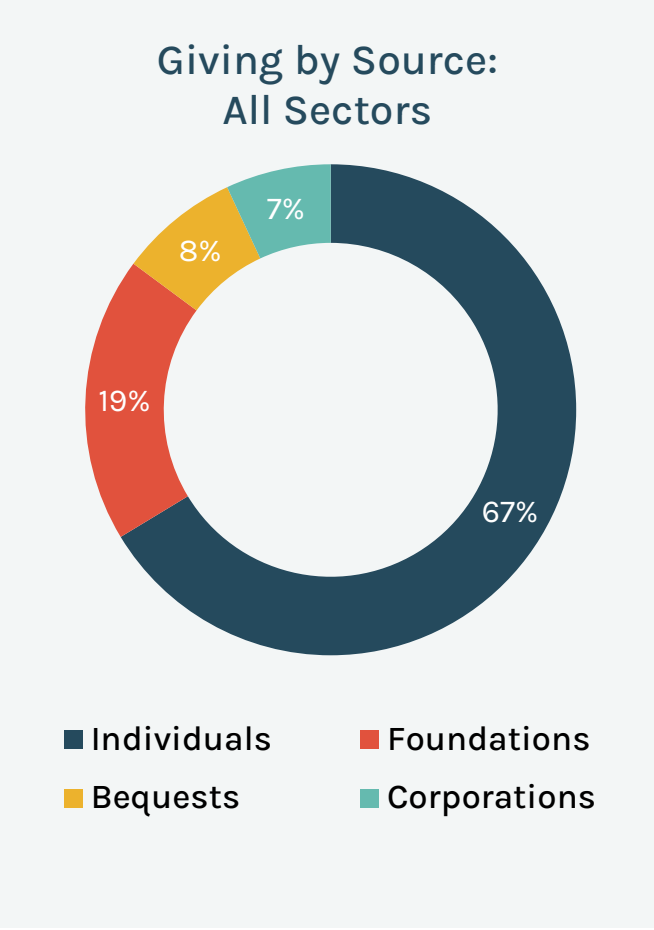


Individuals contribute the lion's share of philanthropy...

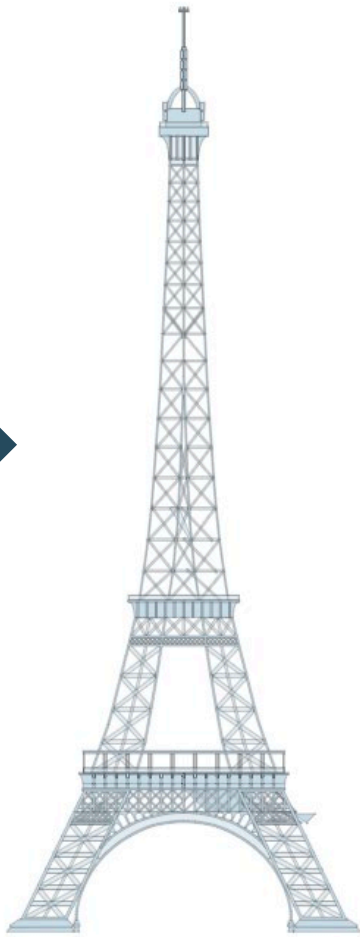
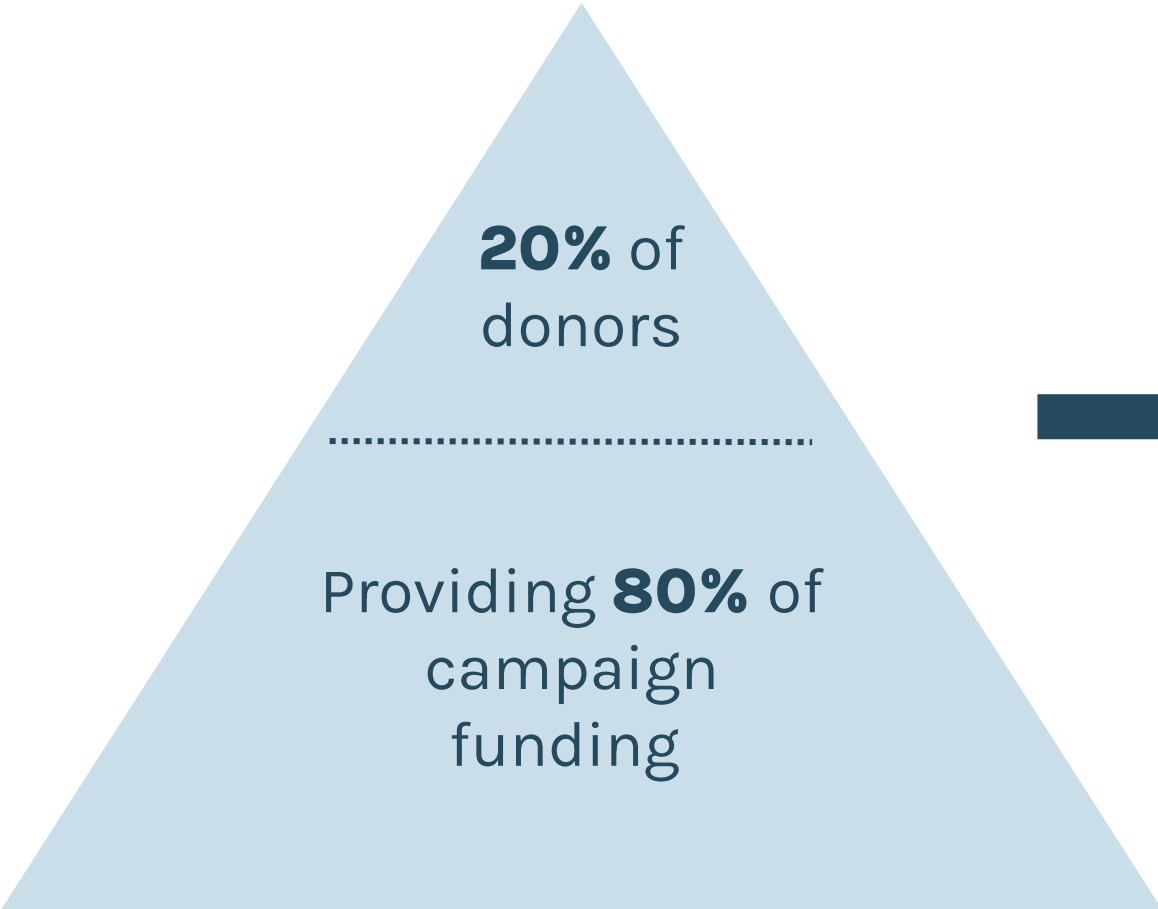
But giving to associations is inverted from what is seen nationally.

Corporations see the ROI and view giving to an association as a way to visibly market their products to members in the field.

How can we tap into the opportunity presented by engaging individuals? How can we inspire them to give at higher levels?

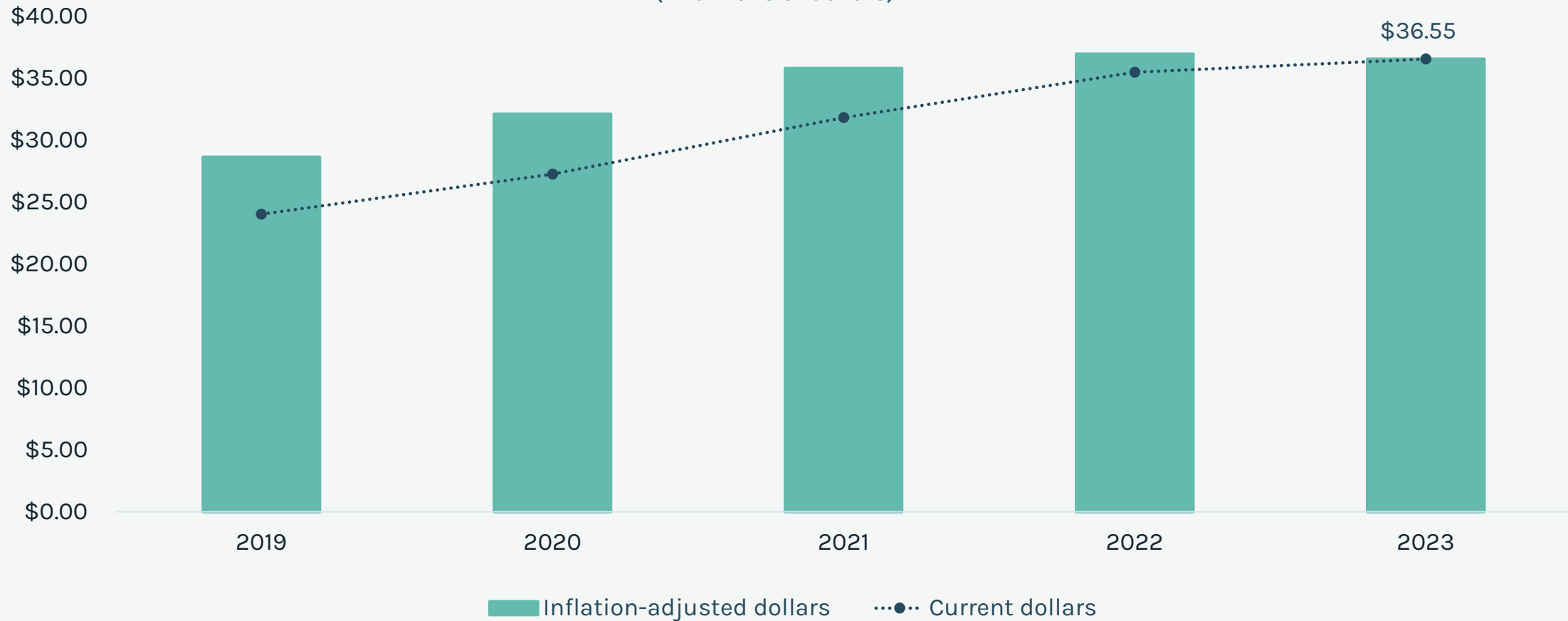


Fewer donors have an outsized impact on fundraising



Strong macroeconomic environment boosts corporate giving

Giving by Corporations, 2019-2023
(in billions of dollars)



Looking ahead: total giving is predicted to increase

2024

Total Giving
+ 4.2%

2025

Total Giving
+ 3.9%

Driven by:

- Average growth in personal income
- Steady growth in GDP
- Above-average growth in the previous years' S&P 500
- Average growth in net worth
- The wealth transfer

Practical applications for development shops

Because of...

1. Fewer donors having outsized impact on fundraising



We should...

Have a **clear understanding** of who your top prospects are and prioritize engagement of the **top 10-50**.

2. An aging population impacting bequest giving



Integrate **gift and estate planning** in donor conversations.

3. A strong financial market and growth in GDP



Pursue **aspirational goals** and **campaigns** with **confidence!**

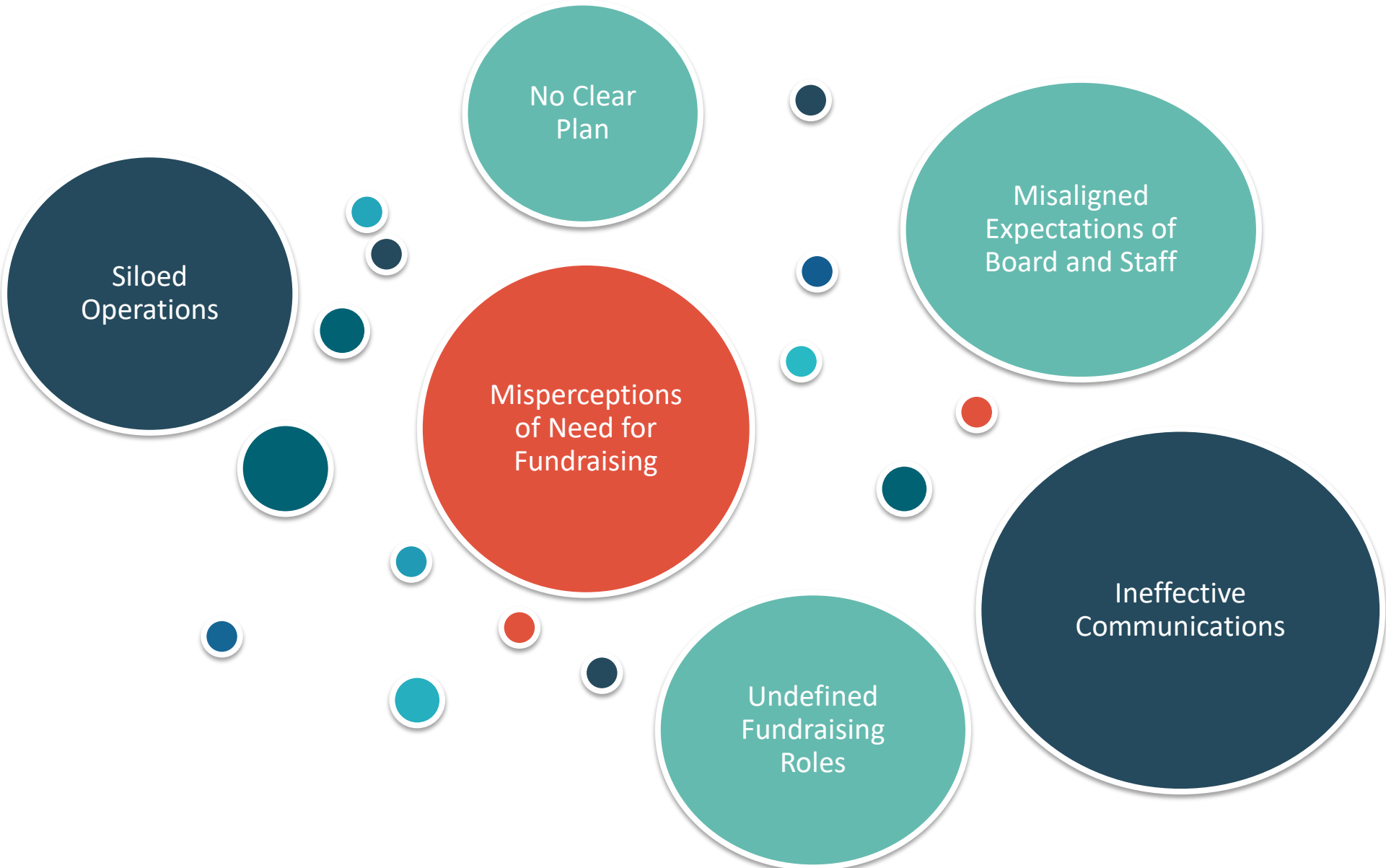


What does this mean for
Association & Foundations?

Importance of major gifts and campaigns

1. Long-term sustainability
2. Provides an opportunity for donors to have real impact on the field or industry
3. Most cost-effective method of fundraising
4. A majority of funds are secured from a small number of donors
5. Major gifts raise the sights of others

Common Challenges



What creates a successful fundraising environment?



PRIORITIZATION AND ENDORSEMENT FROM PARENT ASSOCIATION

Is your parent association your champion? Do your funding goals align with the larger organization goals?



A CLEAR AND COMPELLING CASE

Do members understand the need for philanthropy beyond membership dues?
Do they want to fund your philanthropic priorities?

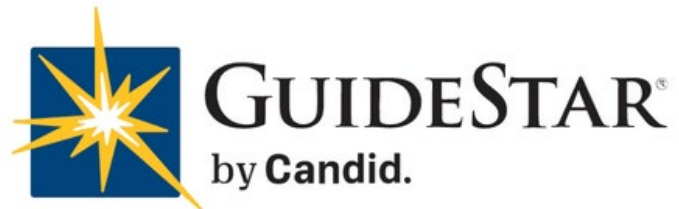


ENGAGED HIGH-LEVEL LEADERSHIP

Do you have the endorsement of your parent organization?

Best in Class Approach

The Sheridan Group



Questions, Comments,
Discussion

Summary of Observations and Insights

1

All sources of giving grew in current dollars, but not when adjusted for inflation

2

Increased giving was supported by growth in GDP, growth in personal disposable income, increased consumer spending, and strong financial markets

3

Economic and environmental factors or “shocks” continue to influence giving

4

Individual giving remains the largest share of all sources, but is decreasing as a source over time

5

Foundation giving has grown significantly, influenced by new models and unrestricted giving

6

Corporate giving is the fastest-growing area, utilizing strategic giving models and impact-driven investments

7

Specific excitement around AI and technology sectors boosted investment and philanthropy

8

Provided economic conditions remain favorable, trends suggest a robust philanthropic future

THANK YOU

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