

FIA Conference 2023

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FUNDRAISING HOW TO:

Where the rubber hits the road: Turning nonprofit insights into impact

Jason Hinks, **Salesforce**

Cath Hoban, **CARE**

Stuart Evans, **Stroke Foundation**

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We would like to begin by acknowledging the Traditional Owners of the land on which we meet today, and recognise their continuing connection to land, waters and culture.

We pay our respects to Elders past and present.

Artwork: 'Bring Country Together' Riki Salam





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THANK

You





Where the rubber hits the road: Turning nonprofit insights into impact

Jason Hincks

Industry Solutions & Strategy
Director, Nonprofit, APAC



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Would you trust this man?



Nonprofit Trends Report



1,629

Full-time, paid nonprofit employees with role of manager or higher



12

In-depth interviews with senior nonprofit leaders (roles of director and above)



7 countries

3 continents

5th edition



Panellists



Jason Hincks

Industry Solution & Strategy Director,
Nonprofit, APAC



Cath Hoban

Director of Fundraising and
Marketing



Stuart Evans

National Manager, Donor
Development



The past 12 months

Raising awareness for our nonprofit or charity

30%

Retaining staff (voluntarily leaving,
not part of a layoff or furlough)

28%

Hosting in-person events

27%

Controlling expenses

27%

Dealing with increased demand for our
organization's services

26%

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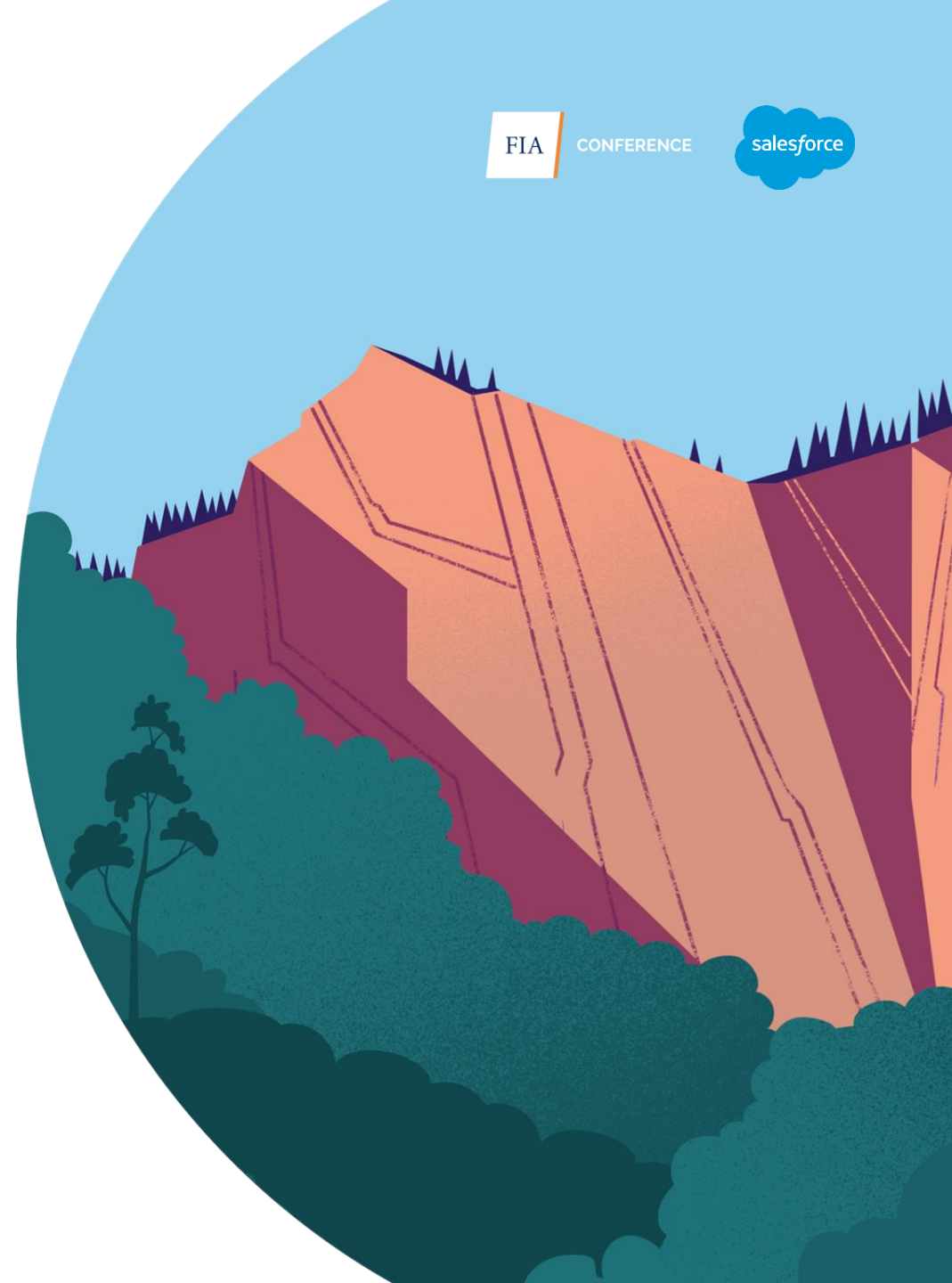
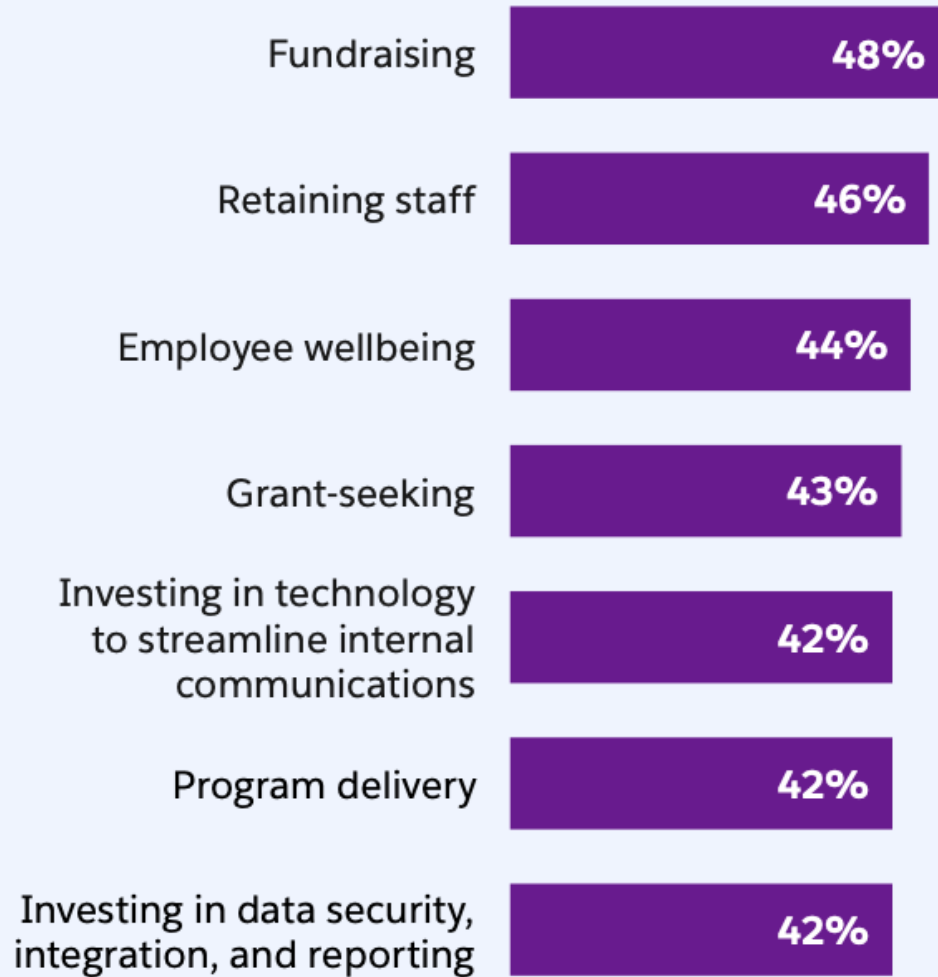


The next 12 months

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Digitally mature nonprofits outperform their peers





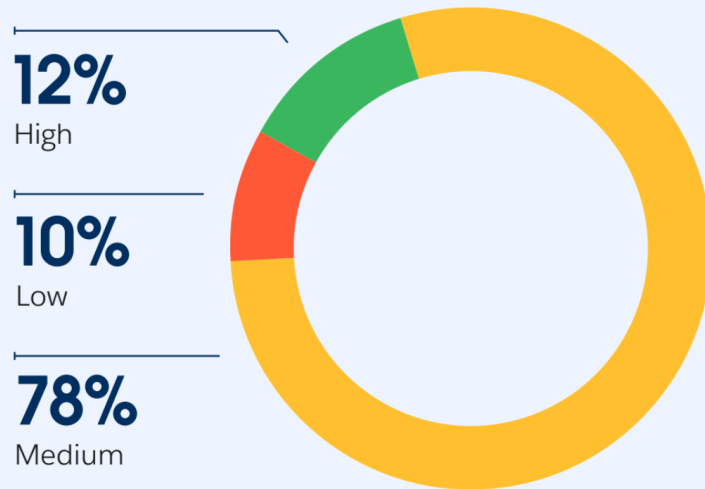
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What is Digital Maturity?



Salesforce for Nonprofits Digital Maturity Index

Percentage of respondents by digital maturity level:



- 1 *"We make decisions based on data and evidence."*
- 2 *"When there is a problem to solve that involves different departments across my organisation, it is easy to find and share data."*
- 3 *"We design our programs and services using information about and engagement with the recipients of our programs or services."*
- 4 *"We are able to personalise messages to specific subgroups of our supporters with digital communications."*
- 5 *"We are able to accurately forecast income from our fundraising campaigns."*

Two key areas of Impact

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Mission Goals

Program goals
Fundraising goals
Volunteering goals

People & Culture

Motivation
Culture
Optimism
Skills

Digitally mature organisations excel at their goals

3.5x

more likely to have exceeded **mission goals**

3.4x

more likely to have exceeded **volunteering goals**

2.0x

more likely to have exceeded **program goals**

1.8x

more likely to have exceeded **fundraising goals**



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Mission & Program Insights





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Fundraising insights



Two key areas of Impact

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Mission Goals

Program goals
Fundraising goals
Volunteering goals

People & Culture

Motivation
Culture
Optimism
Skills

Digitally mature organisations have a positive mindset for change

Nonprofits with high digital maturity are:



3.5x

more likely to have
**highly motivated
employees***

1.7x

More likely to report a **healthy
organisational culture***

1.7x

More likely to be **optimistic about the
future** of their organisations*

*When nonprofits of high digital maturity are compared to those of low digital maturity,



The motivation effect





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People & Culture Insights





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**Retaining staff is a big issue,
but reskilling is not**



Nonprofits struggle with raising awareness and retaining staff



#2

challenge of the last 12 months is
staff retention

Top Challenges of the Past 12 Months:*

Raising awareness for our nonprofit or charity

30%

Retaining staff (voluntarily leaving,
not part of a layoff or furlough)

28%

Hosting in-person events

27%

Controlling expenses

27%

Dealing with increased demand for our
organisation's services

26%

Implementing new technology
tools or solutions

25%

Measuring the impact of our programs

25%

*Out of 12 choices to the "To what extent, if any, has your organisation experienced challenges in the past 12 months related to the following?" (Answers of "major issue")



Employee turnover comes at a high cost



1.5x-2x

of an employee's salary
is the estimated cost of
replacing one
employee, according to
Gallup*



Cultural impact



Productivity loss



Opportunity cost



Recruiting cost



Onboarding cost

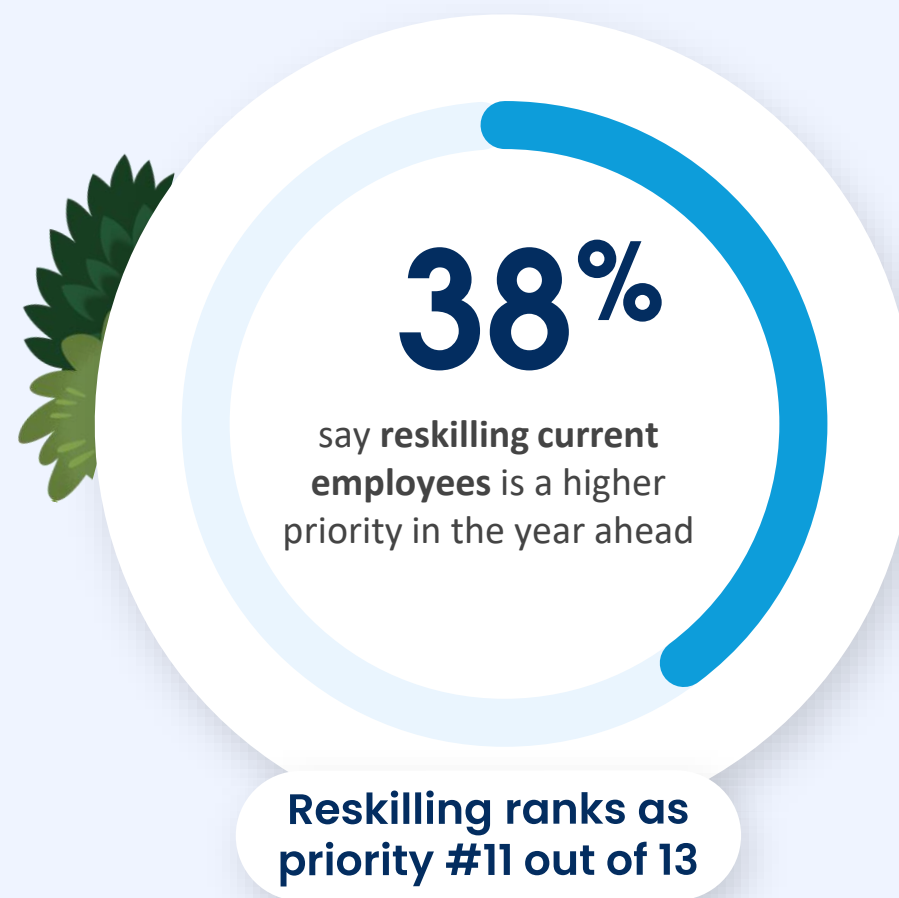


Less impact

*Gallup's "This Fixable Problem Costs U.S. Businesses \$1 Trillion"



Few nonprofits see the urgency of reskilling





Audience Q&A

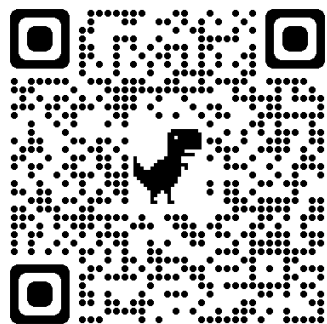
Please raise your hand and you will be brought a microphone



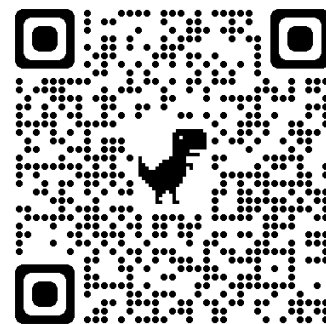
Resources for Nonprofits



LEARN:
Trailhead for Nonprofits



EXPLORE:
Salesforce for Nonprofits



DOWNLOAD:
Nonprofit Trends Fifth Edition





Thank you

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