



fundsforNGOs
Grants and Resources for Sustainability
PREMIUM



The Top Nonprofit Trends in 2022

Table of Contents

Introduction	3
Pandemic Challenges: How Covid Will Impact Nonprofits in 2022.....	4
Expect Unusual Work Structures to Continue	4
Mental Health	5
Changes in Fundraising Methods	5
Finding New Donors in 2022	6
Where To Look.....	6
Gaining New Donors and Retaining Valued Ones.....	7
Taking Advantage of New Technology in 2022.....	9
Virtual Video Communication Tools.....	9
Remote Work Tools	10
Digital Marketing and Fundraising	11
New Ways of Marketing and Building Your Nonprofit Brand	12
Email Campaigns	12
Social Media Marketing and Fundraising.....	12
Paid Advertisements	13
Search Engine Optimization	13
Data Analytics.....	13
Exploring the Benefit of Cryptocurrency for Nonprofits	15
Getting Started with Cryptocurrency.....	16
Encouraging Crypto Donations.....	16
Conclusion.....	17

Introduction

As with the beginning of any new year, people want to know what changes they can expect for future industry trends to prepare their organizations. For the year 2022, pondering the potential changes that may occur in the future means taking into consideration all of the significant events that have occurred, particularly over the previous two years. While the COVID-19 pandemic had many direct effects on organizational processes for businesses and nonprofits, it also presented indirect obstacles, causing organizations to make changes and adjustments to continue operating.

As sanctions begin to lift and vaccines begin to circulate, nonprofit organizations will likely see more changes in how they carry out organizational processes. This book will elaborate on these pandemic challenges and how nonprofits can expect COVID-19 to continue to impact nonprofits in the upcoming year.

Due to the recent changes in safety procedures, facilitating meetings and contact between individuals has posed a challenge for nonprofit organizations to form connections with supporters and encourage donations. Considering these challenges, we will look into the opportunities in 2022 for nonprofits to find new donors, as well as the responsible actions that nonprofits can take to retain existing supporters.

Facilitating contact both out and inside organizations has been considerably more challenging than ever before. However, modern technological advancements can greatly benefit nonprofits in their ability to form connections and encourage a healthy work-life structure. In addition, these tools and software systems can ease processes for working together as an organization and help nonprofits make educated decisions and determine the best marketing techniques based on analytic insights.

Finally, a recent trend that has been gaining popularity over the past couple of years is that of cryptocurrency. However, readers might not know that allowing cryptocurrency donations to be made by your supporters can be advantageous to both nonprofits and their donors. Within this book, we will discuss the advantages of allowing cryptocurrency donations, the ways in which nonprofit organizations can get started with cryptocurrency, and how nonprofit cryptocurrency donation options can be responsibly communicated to supporters.

Pandemic Challenges: How Covid Will Impact Nonprofits in 2022

The onset of the COVID-19 pandemic brought many changes and resulted in many people wondering how their business operations would continue. However, as time went on, the world has worked around the limitations set in place since the pandemic began to continue with their workforce processes. So how can we as a country reasonably expect COVID's effects to impact the future of nonprofit businesses in 2022?

Expect Unusual Work Structures to Continue

In 2020, the fear and danger surrounding the COVID-19 pandemic caused businesses and organizations to make a lot of changes in the way they operated. Though a sense of normalcy would be nice, we aren't entirely out of the woods when it comes to the threat of safety, and current trends suggest that organizations shouldn't return to the way things were just yet.

Most nonprofits have by now gotten used to navigating a virtual or hybrid work environment, and to avoid the spread of germs, it is likely that these work structures may continue. Offering options for your staff members for virtual work, hybrid work, or other flexible schedules can help with retention and morale, as their health and needs are considered. Additionally, to keep operations running smoothly, with some members maintaining virtual work schedules, organizations should continue to embrace the utilization of online productivity tools and online training solutions.

When it is deemed safe enough for more nonprofit staff members to return to in-office work environments, leadership should address the topic with care and consideration. Not all members may wish to or feel safe returning to the office, and communication and flexibility are encouraged. With the right tools, a semi-remote work environment can still help staff perform their work in an environment that is comfortable.

It is important to remember that the COVID-19 pandemic changed many factors of our work and organizational processes, as well as those in our personal lives. Therefore, this should be taken into consideration when practicing flexibility with staff members. Many circumstances could have changed due to the pandemic's effects, such as their transportation availability to and from workplace locations, access to proper childcare resources, and more. These factors could make returning to the workforce difficult and cause stress for your staff. Try to work with your staff members and maintain open and healthy communication, to support a positive working environment.

In-office work environments should be arranged with health and safety in mind. For example, workspaces can be arranged to avoid face-to-face interaction in close quarters. In addition, break schedules can be organized to limit the number of people

gathering in designated break areas. Management staff members are also encouraged to provide substantial amounts of hand sanitizer and other disinfecting cleaning products to avoid the spread of harmful germs.

Mental Health

With all of the recent events, your staff members may likely experience challenges with burnout and mental health struggles. To take these considerations into account, upper management staff should educate themselves on the visible signs of employee burnout and the ways in which they can alleviate potential burnout for their team. Organizations can avoid lapses in productivity and decreased employee retention by facilitating proper communication with their staff members.

While making plans and changes to prepare for opening up the workplace, upper management members are encouraged to be open with their intentions and strategies with their staff members, develop solutions that work for them, and keep operations running.

Changes in Fundraising Methods

Adjusting to virtual engagements should not just be an option within workplace structures. For fundraising events where engagement would usually be expected, virtual tools and systems can be used to host virtual events. Online fundraising events and campaigns are easy to create and spreading the word through social media and messaging is simple. Virtual engagement can even come with advantages to nonprofits. One potential advantage would be lower costs for events, more guests who can attend regardless of location or limited event space, and an increased sense of safety and care for the wellbeing of your donors.

In the case where your nonprofit believes it is safe enough to engage in face-to-face donor engagement again, it is best to handle this with the utmost clarity. The public should be made aware of re-engagement plans and timelines, as well as your intention for these changes. By communicating these expectations to them transparently and respectfully, the public (and potential donors) will be more likely to trust your nonprofit's decision.

Finding New Donors in 2022

Nonprofits would cease to exist if it were not for their donors' generous gifts and contributions. Unfortunately, the operational costs of running a nonprofit rely on this support, and the recent events have made finding connections and securing donor funds trickier. Luckily, through modern technological advancements, social networks, and other tricks of the trade, establishing and solidifying donor connections can be made possible as we move forward into 2022.

Where To Look

Host Events

Events can still take place safely, even with the current state of the world. Based on the safety status when it comes to face-to-face gatherings, socially distanced events may be possible. If this is not a responsible option, nonprofits can still virtually hold fundraising events like galas and auctions. By spreading the word and using digital communication platforms, you can host events that generate interest in your nonprofit missions from new supporters and donors.

Screenings for Prospective Donors

Research can provide us with a lot of helpful information for nonprofit organizations. An example of this would be through performing prospect screenings. Prospect screenings can help organizations to determine which of their cause's supporters may be likely to become a major donor. This can be based on the characteristics that make a potential donor possible, such as means (wealth and economic status that allow for the ability to provide financial support) and a history of philanthropic support. Assessing your supporters to see which ones have both of these characteristics may point you in the direction of generous future donors.

Form Societies

Sometimes the best place to look for donations is right under your nose, in the form of existing supporters. Creating donor societies that honor significant donors can be unique and exclusive for them, encourage future donations, and attract potential donors' attention. For example, nonprofits can form Branded Major Donor Societies, which can offer unique experiences to donors, such as personalized mailings, small gifts, and other perks. Not only will your major donors enjoy the appreciation and experiences provided in these exclusive groups, but other supporters can hear about them and be more interested in making large donations so that they can gain access themselves.

Gaining New Donors and Retaining Valued Ones

Try Direct Mailings

Direct mailings are an excellent way to spread the word about your nonprofit organizations to prospective donors. Even better, they don't involve face-to-face contact, so COVID safety is not a worry. Informative mailings can be a great way to make planned introductions and promote interest in your mission. Communications packages are an example of this, as they can contain information about your nonprofit, your nonprofit's specific programs and features, and your mission's impact on benefitting your community. These can also be used to retain existing donors and encourage future donations, as you can send mail that appeals explicitly to high-value donors. Then, after they have made their donations, you can send thank you mailings to show their support.

Recognize your top Donors

Most donors take well to signs of appreciation for their contributions. Luckily there are many easy ways to show your appreciation as a nonprofit organization, and that will leave your donors proud of their assistance and excited to make future donations.

Donor recognition walls are displays that honor donors who go above and beyond in their contribution efforts. These displays are also testaments that communicate to viewers the significance of their actions and impact on the nonprofit cause. There are many ways to create a donor wall for your organization online, or you can alternatively hire a professional. Interactive digital donor recognition walls are not just fun, as they also provide donors with an experience that makes them feel appreciated.

Use Corporate-Matching Gifts

Using Corporate-matching gifts based on donor contributions is an excellent incentive for encouraging people to support your cause. Employers can give charitable gifts to their staff members to eligible nonprofit organizations. The rules for doing so are specific to the corporation donating, so be on the lookout for deadlines for requesting involvement in one of these programs. Nonprofits can even use specific software programs to help them with these processes and use them in their fundraising strategies. [360MatchPro](https://www.360MatchPro.com) is a great example of one of these helpful platforms.

Be Persuasive

Finally, try to be as persuasive as possible when you ask for donations. A great way to do this is by showing the results of past contributions. Create pitches with presentations that address the following questions: What did the money go to fund? How did it make a difference? Donors want to feel like their donation matters. By showing off past accomplishments that were made possible through the support of donors, they can better understand how their future donations will make a difference. Then, communicating the final result that you wish to achieve through their support becomes more of a believable outcome that they can be excited about.

Taking Advantage of New Technology in 2022

As previously touched upon in this book, our current standing in the evolution of technological functionality has its advantages. This is especially true considering how technological advancements can optimize operations for businesses and nonprofits. For example, processes such as marketing, management, and human resources can be improved by using the internet, specialized software systems, and other technological tools.

So how can nonprofits utilize the technology available in 2022 to keep the operations running and the donations coming? Well, many of the techniques that other kinds of organizations have been using can apply to the model of a nonprofit. Corporations, schools, religious groups, and other types of organizations have taken the last two years to refine their processes in order to function in a way that keeps them and the individuals they interact with safe through the use of technology. In this chapter, we will discuss some of the ways in which nonprofit organizations can use the power of tools and software to carry out functions safely and appropriately.

Virtual Video Communication Tools

A large part of what makes nonprofits succeed and raise donations is the face-to-face connections that help nonprofits build relationships with donors and get the word out about important causes. Fundraising through in-person contact is a great way to facilitate connections. Even with the safety concerns of the past couple of years causing difficulty with making connections, we don't need to say goodbye to this part of fundraising completely. Virtual communication tools can allow connections to be made remotely from safe distances.

By now, everyone has heard of Zoom, the online virtual tool for meetings and gatherings via their video platform. However, many other video platforms exist as well and can be great for hosting virtual nonprofit fundraising events, new partnerships, or staff meetings within your organization. Some of these similar video platforms include:

- **[Skype](#) and [Skype for Business](#) - This is an excellent option for casual or professional meetings. Helpful features include screen sharing capabilities and 24/7 instant messaging, and Skype for Business lets you hold virtual events with up to 250 different participants. This is a secure and long-trusted platform for digital video meetings.**
- **[Microsoft Teams](#)** - This platform is an excellent choice for holding workplace events and conferences, and nonprofits can use it for organizational meetings. In addition to digital video collaboration, members in the program can benefit from the plan's extra features, including PowerPoint, Excel, and the online version of WordPerfect. File sharing and storage can also take place in the system, and up to 300 people can be a part of a Microsoft team network.

- [Google Meet](#) - This video conference solution is a great option for meetings with individuals in and out of the organization. Formerly known as Hangouts Meet, this service is now available without downloading any software, simply by using a web browser or the Google Meet app. The video tool also has speech recognition technology to provide live captions for deaf and hard-of-hearing users.
- [Cisco WebEx](#) - This is a popular option among businesses for its online training and meeting capabilities. The plans include high-definition video, screen sharing, and unlimited meetings. Some programs also come with Cloud recording and storage, so you can have a recorded copy of the meeting to use for future reference.

Remote Work Tools

Teams can perform communication and collaboration with the help of remote work tools. These tools help businesses and other types of organizations to maintain structure, stay on track, and stay on the same page.

While many work tools have been created with the intention of helping traditional workforce processes, nonprofits can benefit from it as well. Nonprofit users can also access helpful features of these tools, like storage capabilities, data transferring, messages, analytics, and more. Here are a few examples of remote work tools and systems:

- [Slack](#) - This is a professional chatting system that is easy to use and can be integrated with many other systems and apps. Users can create teams and channels for different groups and conversation topics and searching for shared information is easy. Messaging occurs in real-time, and users can communicate one-on-one or between multiple group members.
- [SoapBox](#) - The collaborative meeting agenda tool is good for setting up discussions between members of an organization. Your nonprofit is sure to benefit from its assignment features and the ability to provide feedback, as well. The system also uses AI to provide insights based on your team's actions to measure work, communication, growth, and motivation.
- [Google Drive](#) - This Google tool lets users remotely share assets and files. It is secure, so you know that your sensitive information will be safe, and you can choose to sync your computer's files to your Google Drive for easy access. In fact, Google Drive is a part of [Google Workspace](#), formerly known as G Suite, a platform that can let your team collaborate on Google Sheet, Google Slide, Google Docs, and more digital work tools.
- [Taskworld](#) - Taskworld is a work tool that can help your team members manage projects and stay on top of their tasks and subtasks all in one tool. It is also great for communication as it has a feature that lets leaders measure staff performance and provide feedback.

Digital Marketing and Fundraising

Forming connections with the members of your community is essential for reaching new donors and speaking the word of your organization. Luckily, we live in a time where technological advancements and tools make it possible to do this safely - even in a pandemic.

There is a wide array of tools that can help with marketing and fundraising digitally. Social media has boomed in the past few decades, and it is an undeniably large part of our lives and our ability to spread information effectively. Email marketing can be utilized by your organization with tools that let you control the specialized features of your campaign. And another thing to remember is that donating online is more secure than ever before. Online banking and financial tools make receiving money and processing payments from donors hassle-free and keep your donor's sensitive information safe. With that in mind, read on to learn more about digital marketing and fundraising technology in the following chapters.

New Ways of Marketing and Building Your Nonprofit Brand

It is basically impossible to exist in the world these days without the use of the internet. For businesses and marketing agents, the internet has provided what a roadside billboard never could - the ability to reach billions of humans across the globe. This ability, of course, makes online platforms optimal for advertising. Social media, video marketing, and mobile-based fundraising are just some of the many avenues for people to get their messages out and promote their missions. And when it comes to marketing and building your nonprofit brand, utilizing today's technological resources can provide many advantages.

Email Campaigns

Any successful advertising agent knows that email campaigns are more than just sending one message and calling it a day. Campaigns are highly optimized and organized to send specific emails in specific orders to designated recipients. As a result, they can be a great way to spread the word about products, services, or nonprofit missions.

Email campaign software can help organizations simplify the tasks associated with running email campaigns. They can help with customizable templates that draw recipients' attention and ease the burden of senders. In addition, they can send out emails automatically and provide insights on the effectiveness of your campaigns based on how many recipients interacted with them.

Social Media Marketing and Fundraising

Instagram, LinkedIn, Twitter, and Facebook are just a few of the many different social media platforms available online today. Popular social platforms such as these help people make connections and can also help organizations to spread information. Businesses use these platforms to spread the word about their products and services, and nonprofits can do the same. By creating accounts on these apps to represent your nonprofit organization, you can reach new donors through following accounts and sending messages. Organizations can also create their own public posts with information about future events, accomplishments, and your nonprofit mission. Additionally, nonprofits can create public posts to thank and shout out honored donors (with their permission), which could result in more potential donors taking notice.

Paid Advertisements

Many different platforms use paid advertisements to make money from organizations that want to reach more viewers. This marketing option can also give you the control to buy advertisements in online areas where vital people will see them and be driven to action. While paid advertisements can be purchased on social media, other online places like search engines, streaming sites, and even [Youtube Advertising](#) can get the word out about your nonprofit to the right people.

Another great thing about digital advertising is its flexible pricing. While the word "paid" in front of anything might seem scary, many of these options have flexible costs. For example, the price of paid advertisements for social media is usually based on factors like how many days the ad stays active and the kind of outreach you would like to see.

While [Google Ads](#) can base their costs on industry and outreach, they give additional help to nonprofits in the form of grants. Google assists nonprofits with their advertising outreach through [Google Ad Grants](#). This program provides qualifying nonprofits with \$10,000 worth of in-kind advertising monthly for search text advertisements. This can be an especially great choice for nonprofit advertising, as Google Ads has a decent [return on investment rate of \\$2 for every \\$1 spent](#).

Search Engine Optimization

Search Engine Optimization, or SEO, is the method of using keywords to increase the likelihood of people finding your organization's website through search engines. Optimizing your website for search engines can be done in this sense, as web pages with more popular keywords are more likely to be featured at the top of a search results list.

Nonprofits can hire SEO professionals to update their existing websites or create more pages with optimal keywords. Alternatively, you can use specialized software systems and tools if you'd like to try using SEO for yourself. These solutions can work to analyze data on search your search engine hits and web page views and help you draw insightful conclusions about your website's SEO and how it can be improved.

Data Analytics

We have touched on the fact that data analytics can help your nonprofit, but let's take a moment to consider how. Data analytics can help you make informed decisions that will gain and retain the trust of your stakeholder.

Analysis of data can help nonprofit leaders to determine the effectiveness of their outreach attempts and create the best methods and statistical models to help increase fundraising success. Additionally, analyzing your existing donors can help you categorize them for optimal funding results for targeted fundraising based on your

<https://www.fundsforngos.org>

<https://fundsforngospremium.com>

audience. These are just a few of the many ways you can be making better decisions and growing as a nonprofit organization by drawing informed conclusions from your data.

Data analysis tools exist within many software solutions for workplace and organizational management. In addition, you can also access this method by using tools made specifically for data analysis. A lot of the same data analysis tools for businesses have features that can be applied to nonprofits and can help them to improve their processes and make better decisions.

Exploring the Benefit of Cryptocurrency for Nonprofits

An increasingly popular topic in the world of business and nonprofit operations is that of cryptocurrency. But how does this relate to nonprofit organizations, or better yet, how can it be used to their advantage?

Cryptocurrency refers to a digital form of currency that can be used to make purchases or trade stock. Much like with stocks, the value of cryptocurrency is inconsistent. Cryptocurrency value can change over time based on factors like supply and demand since it is produced in limited amounts.

By accepting cryptocurrency as a form of monetary support, you can help your prospective donors be more inclined to donate in more formats. This encouragement could, in turn, boost your nonprofit fundraising growth. To facilitate this, it helps to know how donors can benefit from donating in cryptocurrency so that you can communicate these factors when you announce crypto as one of your donor payment options.

Appeal to Younger Audiences

The youth are the donors of our future, so getting young adults interested in donating for causes is a great way to secure funding for your cause for years to come. Because of this, since the vast majority of young adults have been familiar with the internet for most of their lives (if not all) and are tech-savvy, they will likely take well to the idea of providing donations digitally with cryptocurrency. Therefore, when telling your supporters about your new crypto donation option, it may be advantageous to keep younger adults in mind as a target audience to whom you can market this idea.

Tax Advantages for Donors

An advantage to using cryptocurrency as a form of donation can come in the form of tax benefits. People who donate cryptocurrency that has appreciated in value can avoid the capital gains tax on their cryptocurrency that they would have had to pay if they sold it. Additionally, they can get an income reduction that is worth the value of the crypto that they donated.

Easy Donation for Anywhere

Another reason that cryptocurrency is beneficial for donors is that it is an easy asset to donate. Donors who donate crypto do not need to go through the time-consuming transfer process with a brokerage. The fees for crypto platforms are generally less expensive than the high broker fees that donors who donate with real estate or stock would be subjected to.

Using crypto also means that donating and accounting for money can be done quickly and from anywhere. Therefore, international donations can be performed with

cryptocurrency quickly by transferring the value of the crypto donations into local currency. This way, organizations can instantly get funds without needing to deal with paying wire fees on the transfers.

Anonymity

And finally, your supporters may enjoy the anonymity that comes with crypto donations. While you can provide an option for donors to identify themselves when donating, some may choose to make anonymous donations instead, which is easy to do through cryptocurrency transactions. An example of this occurred in 2021 when The University of Pennsylvania received a \$5 million gift in Bitcoin from an anonymous [donor](#).

Getting Started with Cryptocurrency

If you're interested in accepting cryptocurrency at your nonprofit organization, it is easy to get started. It would be best to begin by setting your organization up with a cryptocurrency platform account. Through these accounts, you will be able to accept cryptocurrency from donors and immediately transfer it into equal value in traditional currency.

If you would rather sell your nonprofit's cryptocurrency donations, you can open a crypto wallet for your nonprofit instead. This way, you can still accept crypto from donors and sell the funds to transfer them into their US currency equal value amount.

Remember that the value of cryptocurrency can fluctuate. Therefore, keep this in mind as you decide whether or not to transfer it to its value in US currency immediately. While holding on to crypto may cause it to increase in value, it also has the risk of depreciating in value.

Encouraging Crypto Donations

As previously mentioned, donating in crypto opens doors and provides advantages not only for nonprofits but also for donors. Once your nonprofit has gotten set up with a way to accept crypto, you can tell your donors about this new method to encourage donations.

You can do this as an announcement in an email newsletter to get the word out or with any advertising technique that helps you spread information about your nonprofit. In this case, direct links in your online marketing advertisements can be helpful as they can instantly transport your supporters to your nonprofit's website with information and options for donating with crypto.

As you communicate this new option to your supporters, be sure to let them know about the advantages of cryptocurrency, as listed in this chapter. However, it would be best to be transparent with them regarding changes in value to portray trustworthiness.

<https://www.fundsforngos.org>
<https://fundsforngospremium.com>

Conclusion

While the previous two years have been a whirlwind time for organizations trying to find the best ways to continue functioning, they also have allowed nonprofits to develop well-informed expectations and preparations for the future. By taking advantage of technology and specialized tools available in the digital age, we can responsibly develop plans to continue securing donations and progressing with our missions safely and appropriately.

Along with the changes in systems and methods for communication come new opportunities for us to communicate our missions to potential supporters. Social media and digital outreach platforms can facilitate conversations about nonprofit missions and spread the word to new donors. Additionally, marketing and advertising through online media can be an excellent strategy for informing new individuals about nonprofit causes.

Finally, the possibilities for accepting donations in 2022 have grown, as cryptocurrency becomes a popular method for making monetary exchanges. The capabilities for gaining gifts from cryptocurrency can be advantageous for nonprofits looking to expand their pools of donors. In addition, more groups of individuals can be targeted as potential donors to market the cryptocurrency donation option to, including young adults, international supporters, and anonymous donors. By providing more opportunities to facilitate donations from individuals through cryptocurrency, nonprofits can continue to see growth and support for the causes they serve.

If the past has taught us anything, it is to expect the unexpected and conform to changes in order to continue operating and progressing. Though the future is not set in stone, maintaining flexibility and taking advantage of new advantageous trends is the best way for nonprofits to stay afloat in the upcoming year.

All Right Reserved © fundsforNGOs LLC

No part of this publication may be reproduced or transmitted in any form by any means, electronic, mechanical, photocopying or otherwise, without the prior written permission of fundsforNGOs LLC.

January 20, 2022