

Fundraising in a Shifting Landscape:

strategies for success in uncertain times

The environment for nonprofit fundraising is constantly evolving, shaped by political, economic and societal shifts. Nonprofits have navigated uncertainty before and are resilient when they adapt strategically. The discussion will be based on the latest fundraising trends and what we are seeing in the field. Our analysis will be informed by newly released data from The Giving Institute, The Generosity Commission, and the Giving USA Foundation, among other findings.

We will draw lessons from past challenges and provide practical strategies nonprofits can implement today, including:

- Assessing risk and vulnerabilities
- Diversifying revenue streams to build resilience
- Strengthening relationships to foster donor trust and long-term commitment
- Engaging board members before there is a crisis

Whether you are facing financial uncertainty or simply want to future-proof your fundraising strategy, this session will equip you with the insights and tools you need to sustain your organization.

