



2025 PHILANTHROPY

# PULSE



# TODAY'S PRESENTERS



**DENNIS SERRETTE**

*Executive VP & CDO  
National Urban League*



**EILEEN HEISMAN**

*Former CEO  
National Philanthropic Trust*



**KELLI-ANN NAKAYAMA**

*CDO  
Japanese American National Museum*



**NATALIE SKINNER**

*Managing Director CCS  
Fundraising*



**RICK HAPPY**

*Chair  
CCS Fundraising*

# CURRENT “PULSE” ON PHILANTHROPY: NAVIGATING CHANGE WITH STRATEGIC ACTION



**Respond, Don't React** – Thoughtful decision-making leads to long-term success. Align your leadership team before making major strategic shifts.



**Assess Your Funding Landscape** – Identify how federal funding impacts your operations and campaign goals. Understand where adjustments may be needed.



**Leverage Philanthropy & Communication** – Keep donors informed, engaged and inspired. This may be the time to refine messaging and reinforce the importance of private giving.

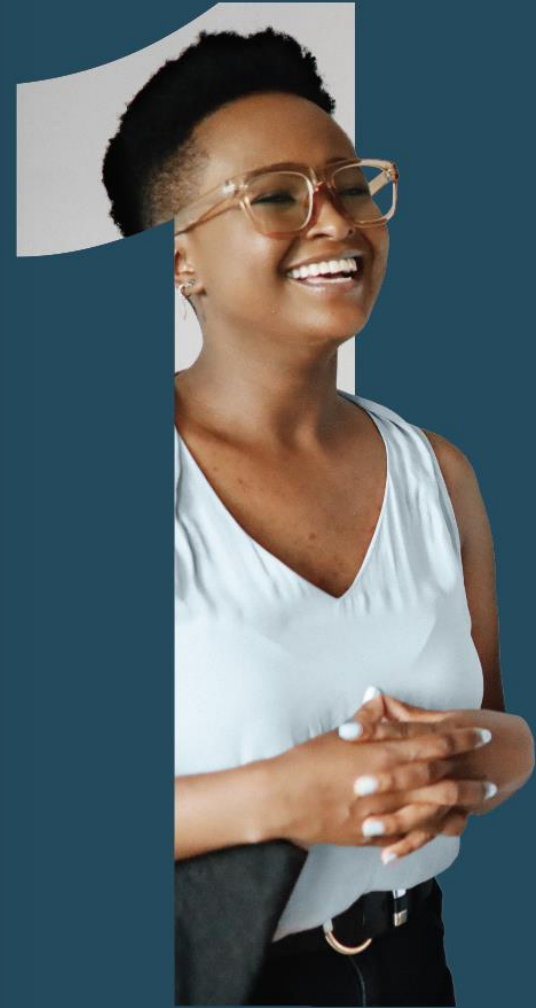


**Engage Donors with Intention** – Donors may be looking for ways to help. Meet them where they are with customized outreach and clear calls to action.



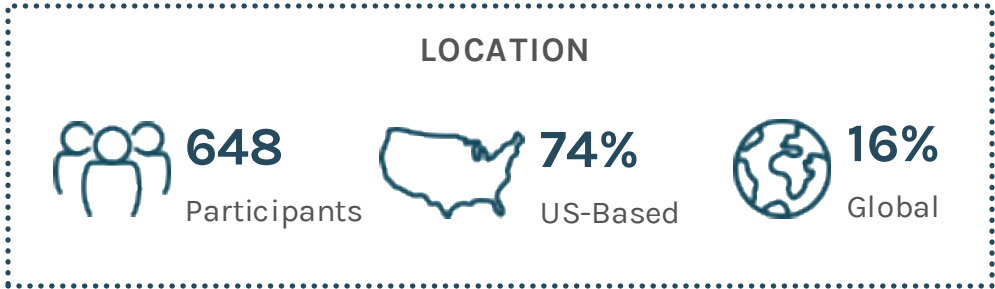
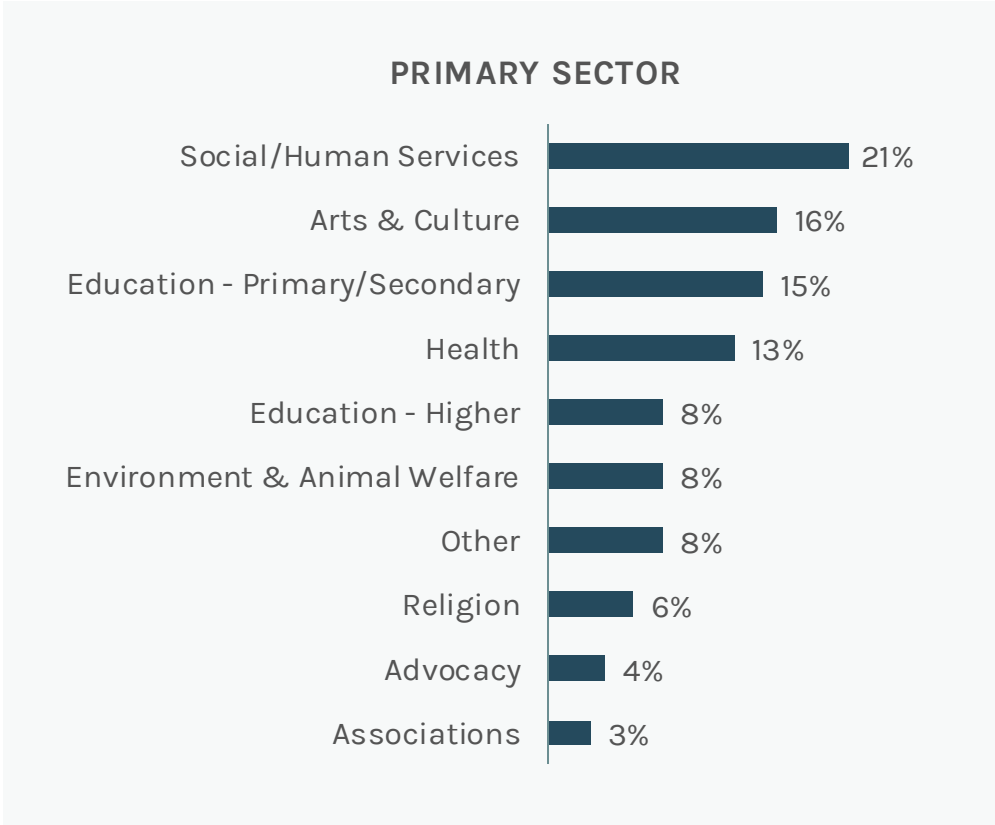
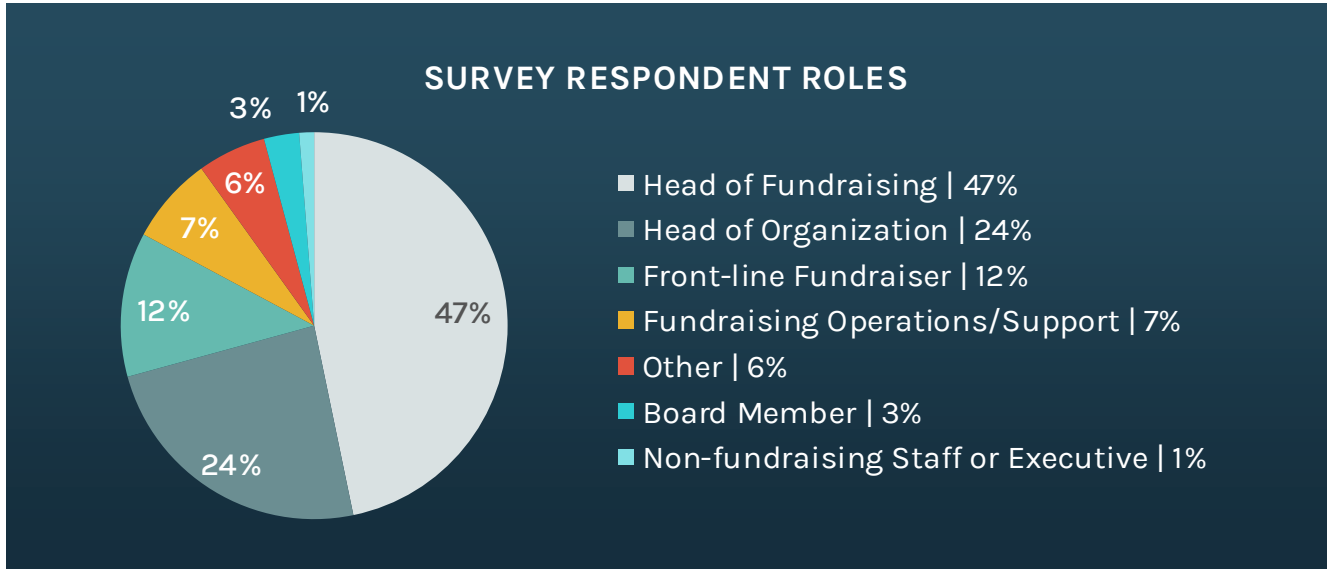
**Support Your Team** – Your people are your greatest asset. Prioritize internal communication and ensure staff feel engaged and informed.

# Introduction



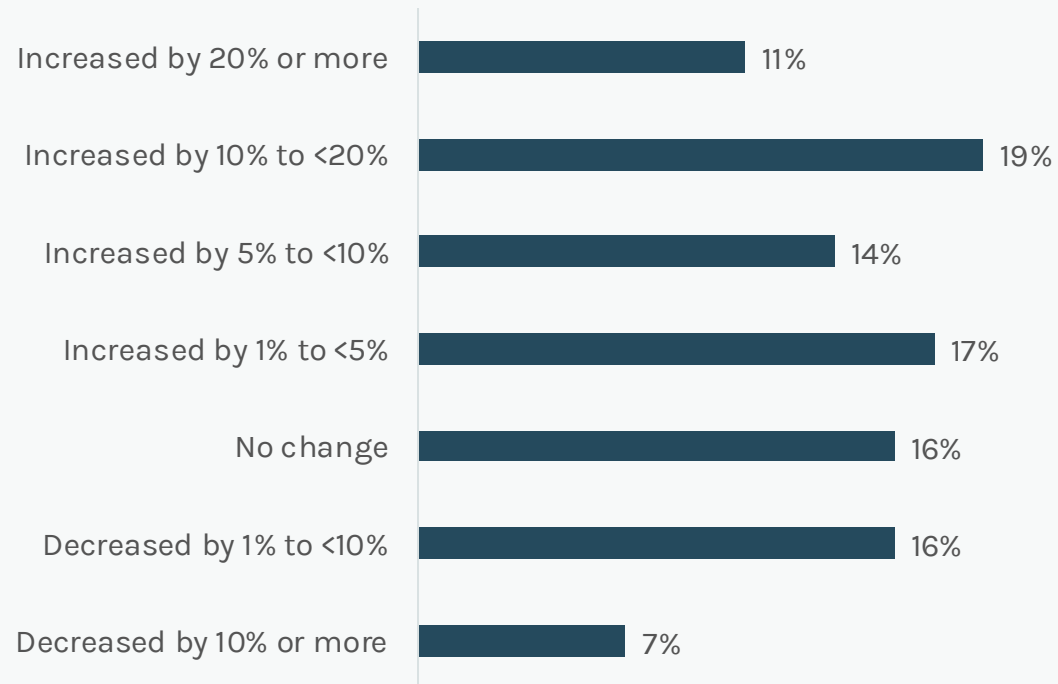
# THE CCS PHILANTHROPY PULSE: A DATA-DRIVEN GUIDE TO FUNDRAISING IN 2025

Fundraising & Organization Heads Comprised **71% of 648 Respondents**, Reflecting Sector-Wide Perspectives Across the Globe

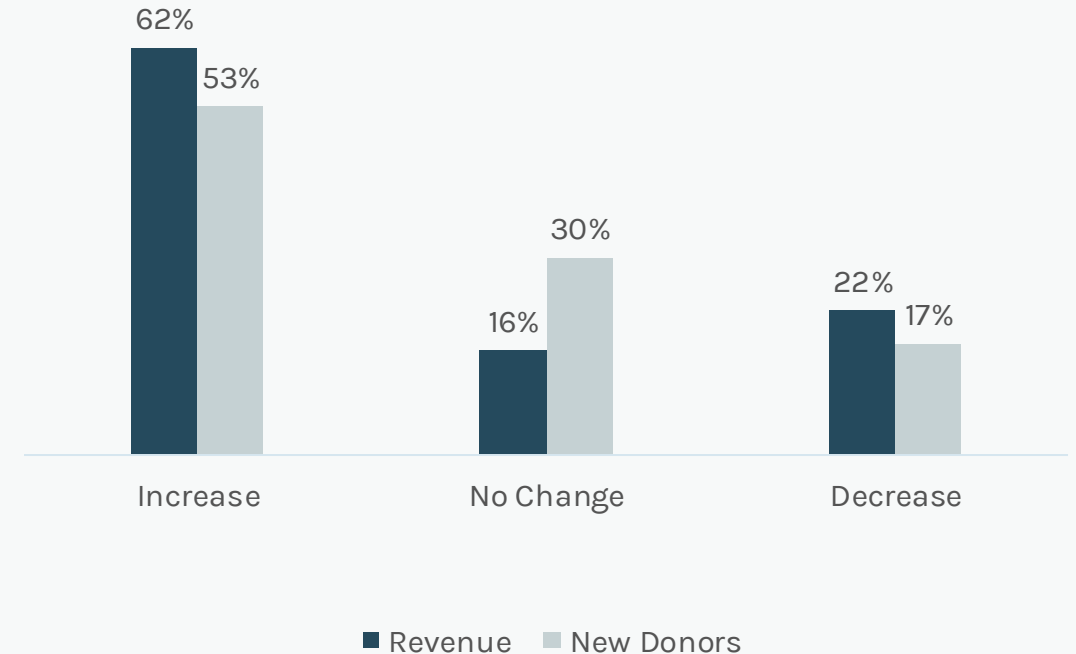


# PHILANTHROPY REMAINS RESILIENT & OPTIMISTIC FOR FUTURE GROWTH

## CHANGE IN REVENUE FROM PRIOR FISCAL YEAR



## CHANGE IN REVENUE AND NEW DONORS



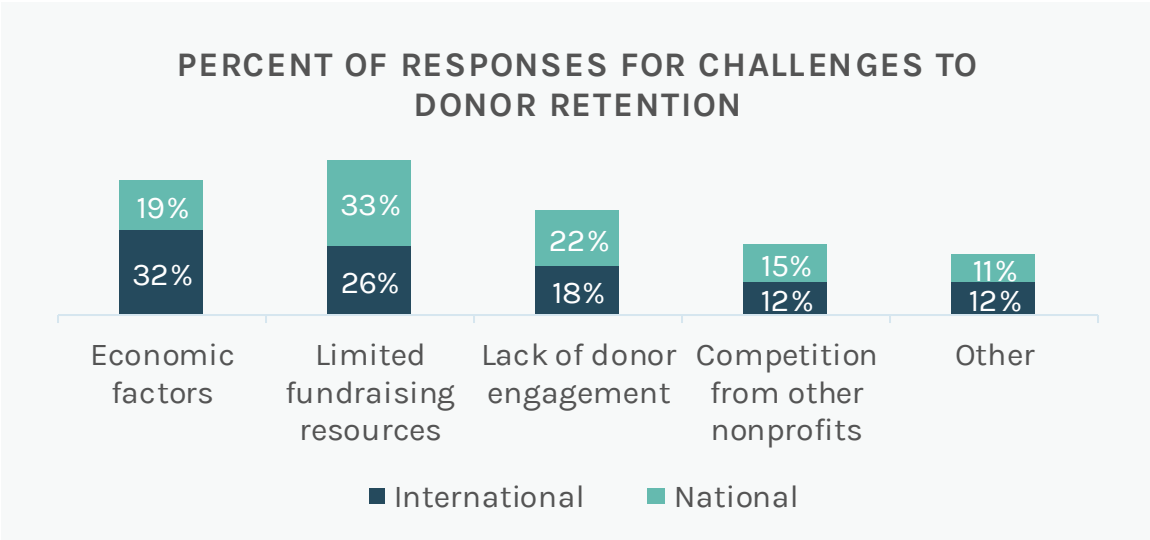
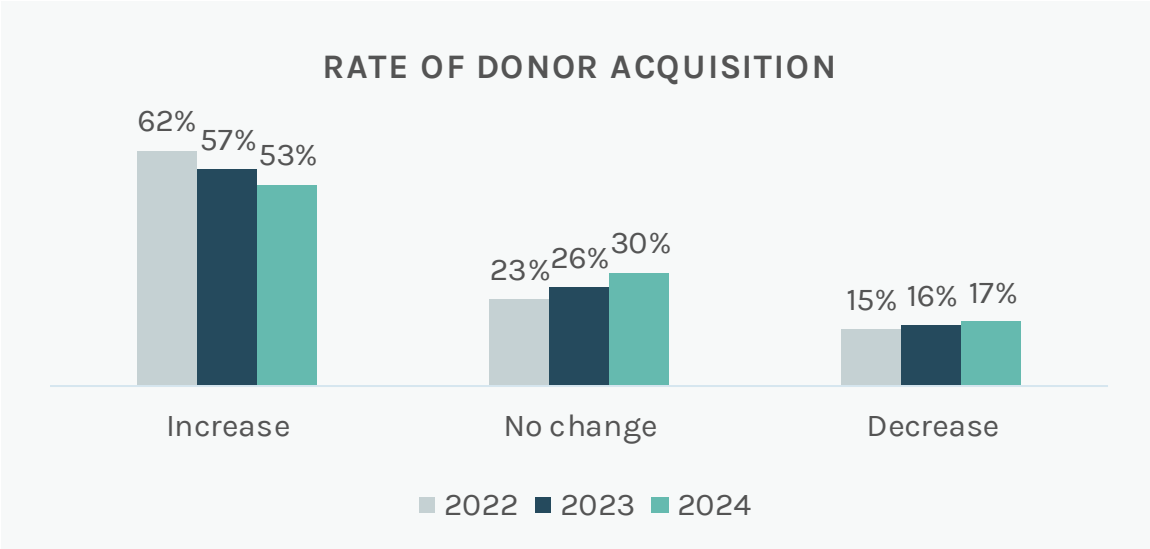
# Fundraising Operations



# DONOR ACQUISITION, RETENTION, AND DEIB REMAIN TOP FUNDRAISING CHALLENGES

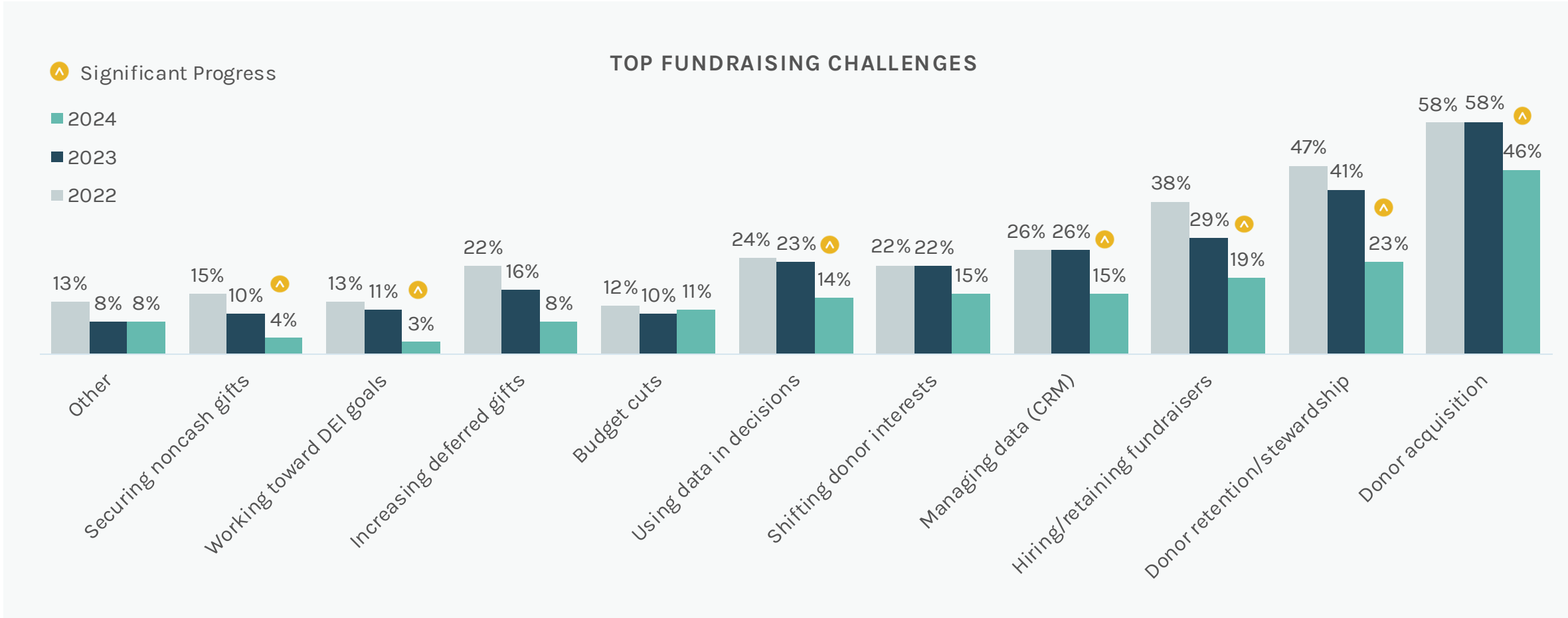
**TOP BARRIERS TO INCORPORATING DIVERSITY, EQUITY, INCLUSION AND BELONGING (DEIB) INTO FUNDRAISING PRACTICES**

- About half (**49%**) struggle with reaching diverse donor groups.
- Nearly half (**45%**) are concerned about measuring DEIB’s impact or aligning it with fundraising goals.
- Nearly one-third (**30%**) cite a lack of internal buy-in or resistance to change as barriers.



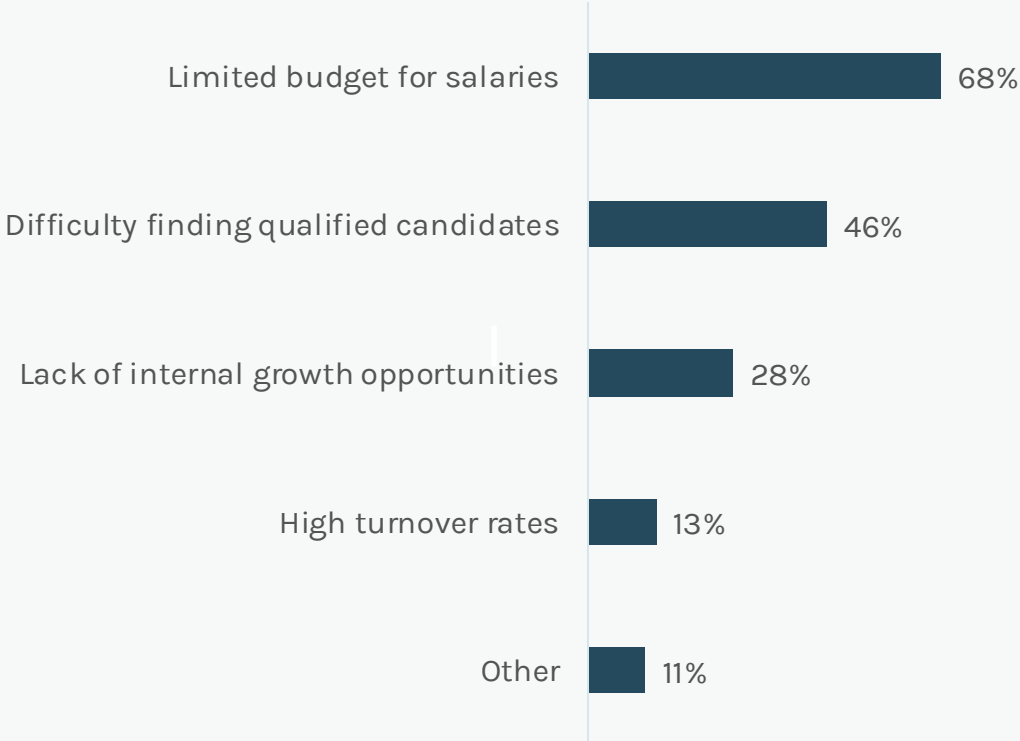


# YEAR-OVER-YEAR PROGRESS INDICATES IMPROVEMENT

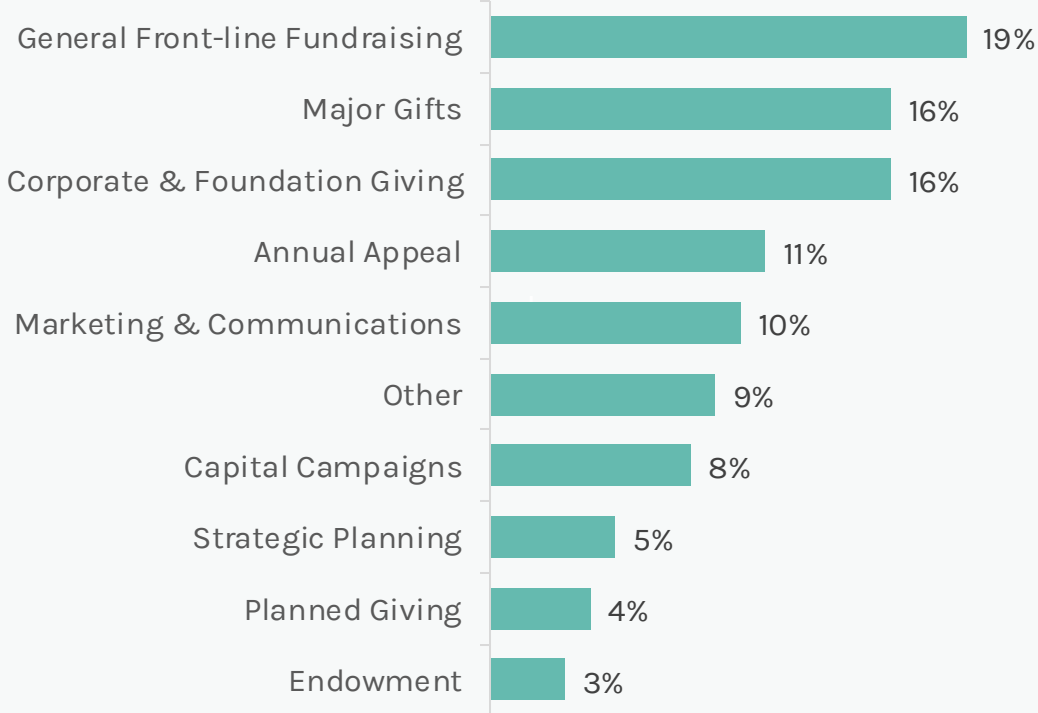


# STAFFING REMAINS A PRIORITY AND CHALLENGE FOR NONPROFIT ORGANIZATIONS

TOP CHALLENGES IN STAFF HIRING



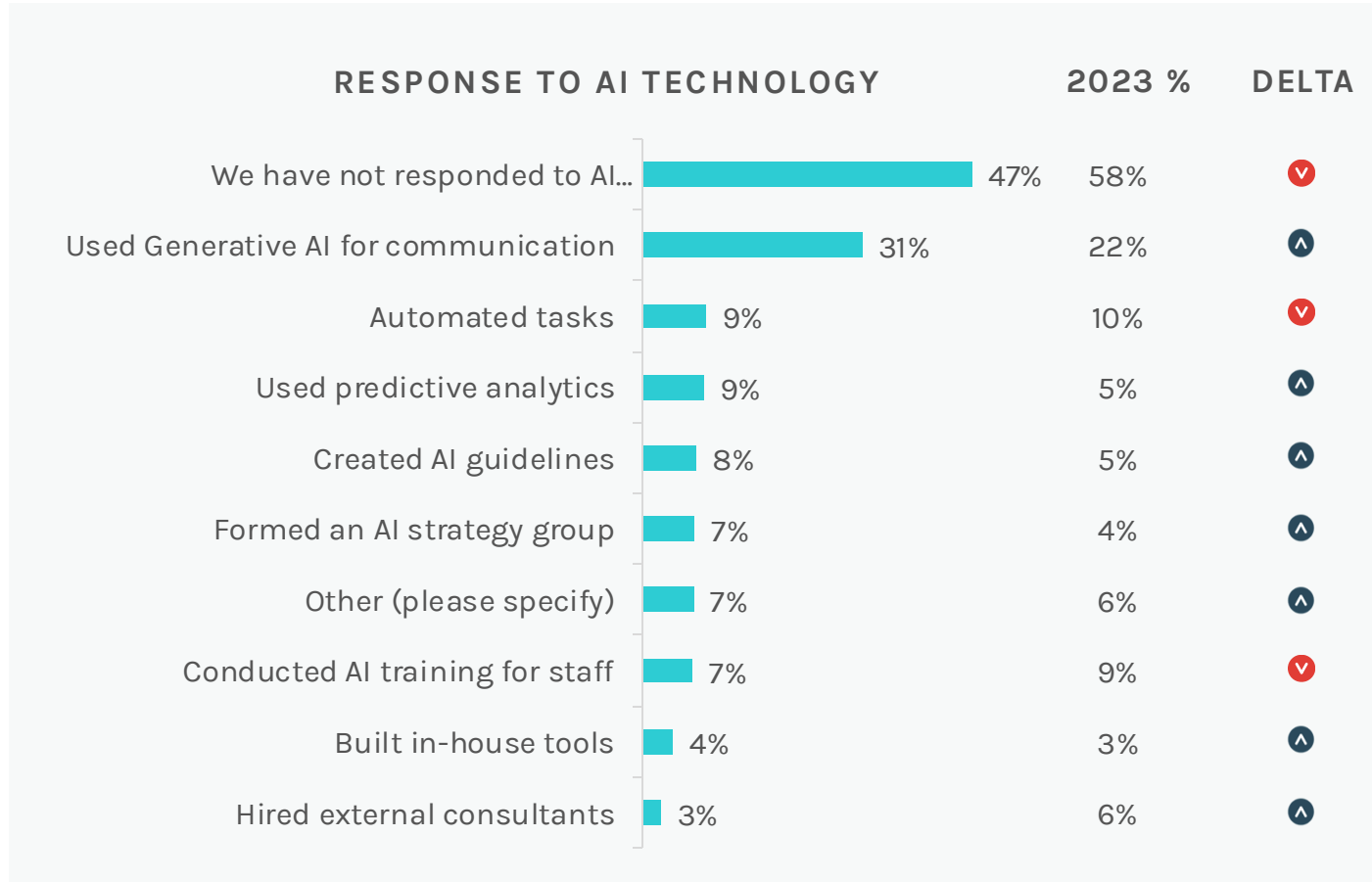
NEW HIRE FOCUS



# Donor Data, AI, & Innovation



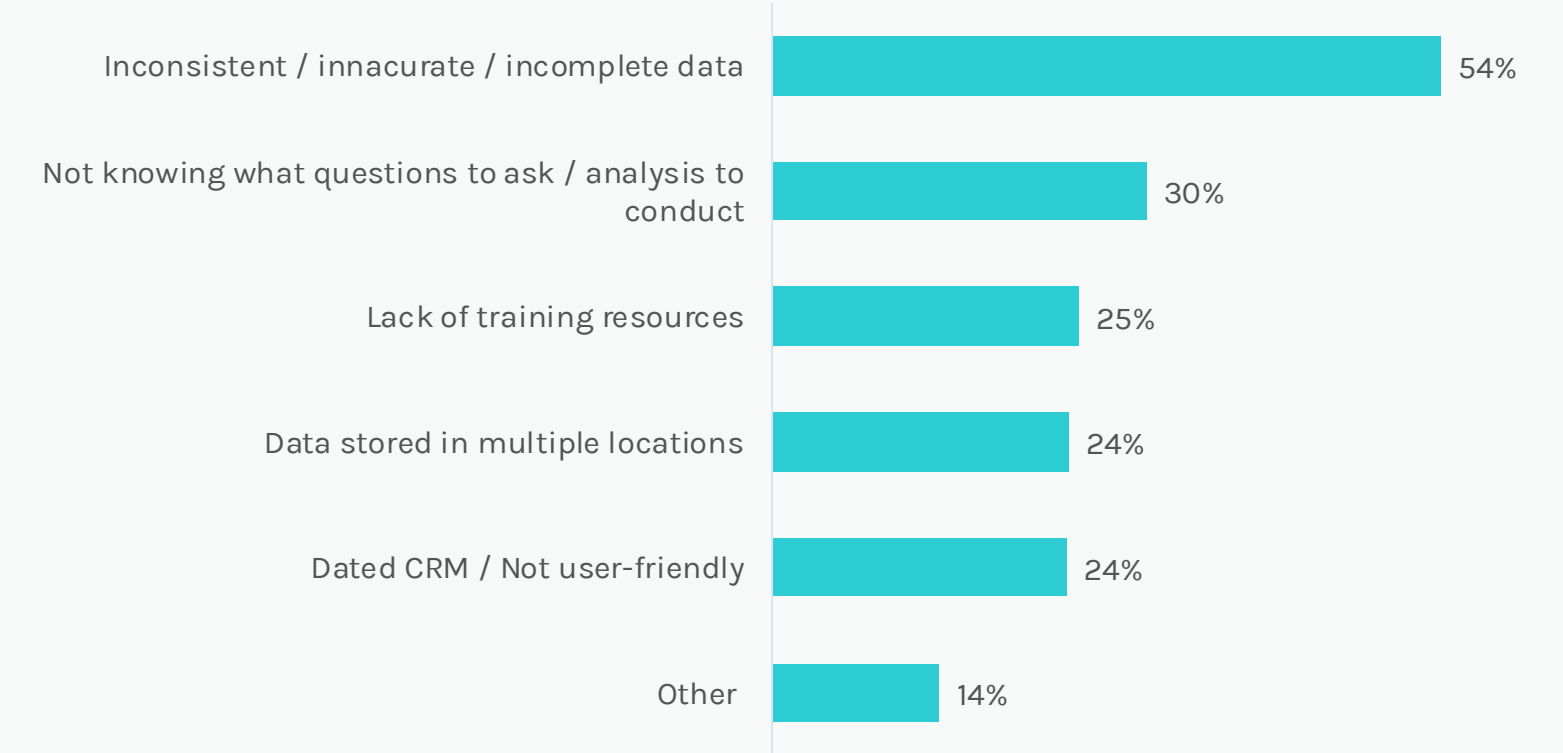
# LEVERAGING AI IMPROVES DONOR ENGAGEMENT AND TARGETED FUNDRAISING



# DONOR DATA IS BOTH A CHALLENGE AND OPPORTUNITY

**93%**  
of fundraising staff  
is knowledgeable  
about data-driven  
decision-making and  
CRM/database use

## TOP CHALLENGES WITH DONOR DATA

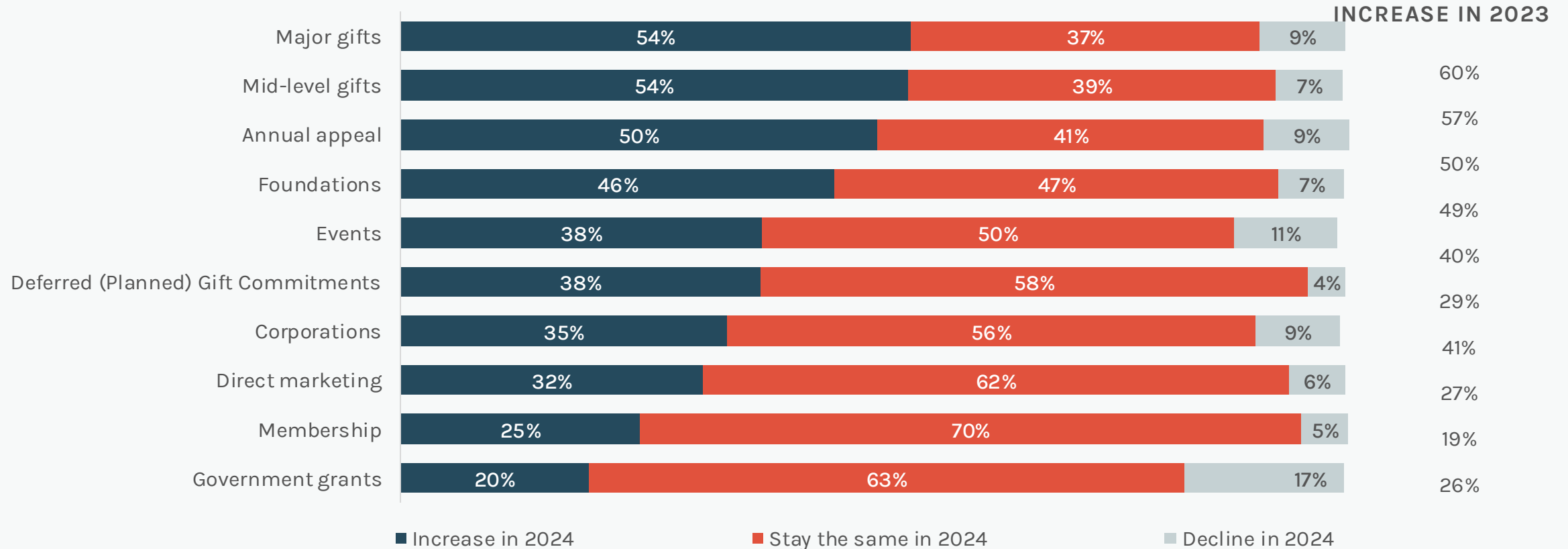


# Looking Ahead



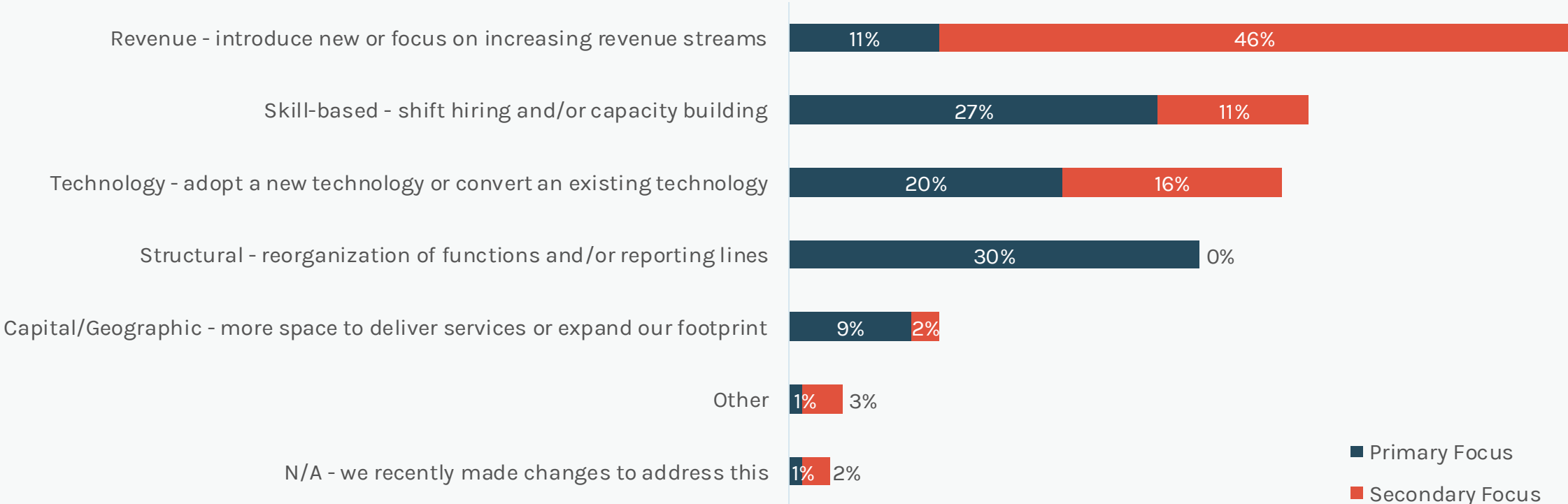
# MAJOR AND MID-LEVEL GIFTS ARE TOP PRIORITIES

EXPECTED CHANGE IN PROGRAMS FOR 2025 VS. 2024



# ORGANIZATIONS PRIORITIZE EXPANDING REVENUE STREAMS TO STAY FUTURE-READY

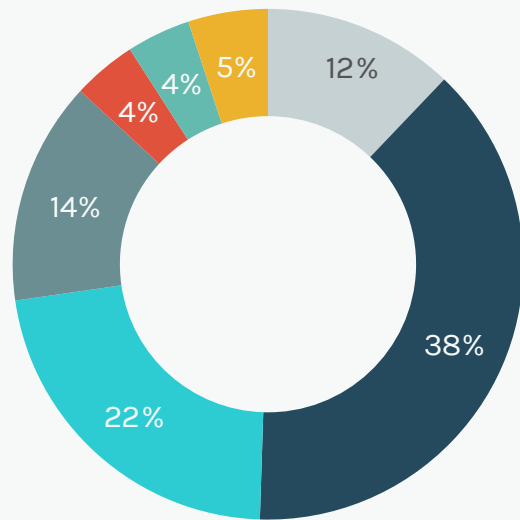
STRATEGIC SHIFTS ORGANIZATIONS PLAN TO MAKE FOR FUTURE SUCCESS





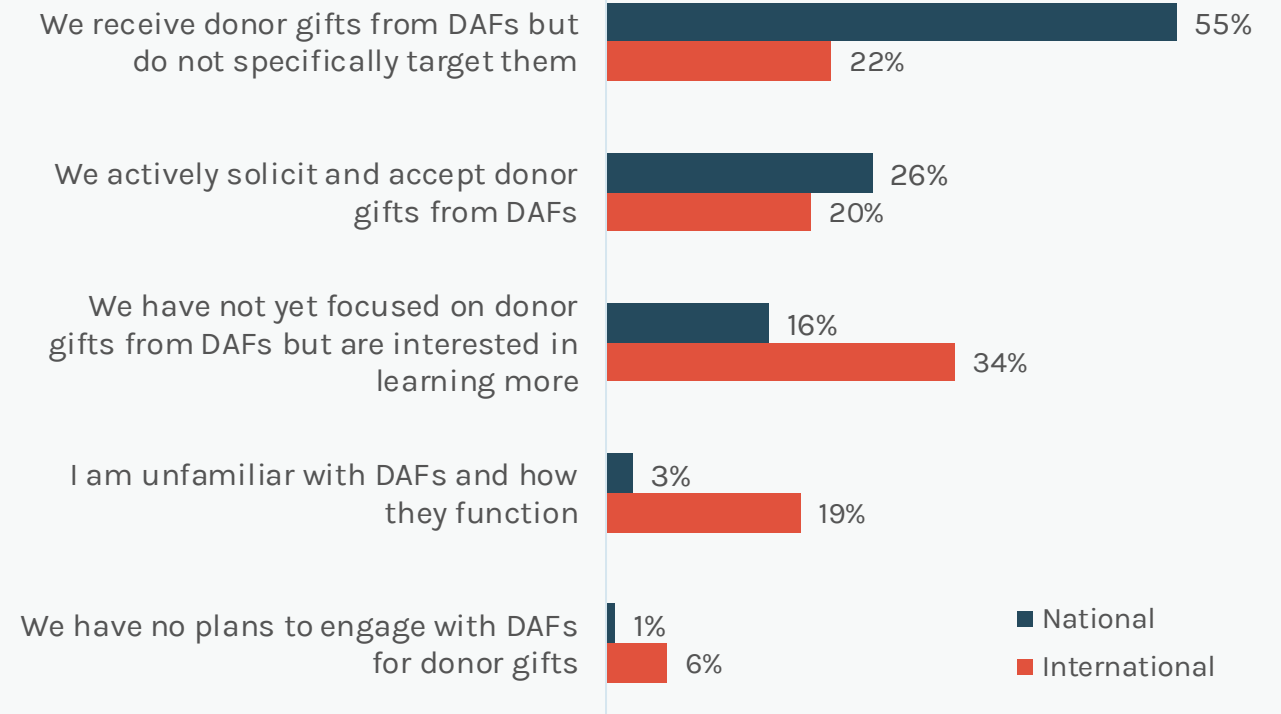
# OVER A QUARTER OF ORGANIZATIONS GAIN SIGNIFICANT REVENUE FROM NONCASH ASSETS

PERCENTAGE OF GIVING FROM NONCASH ASSETS



None  
 Less than 10%  
 10% to <20%  
 20% to <30%  
 30% to <40%  
 40% to <50%  
 50% or more

ORGANIZATIONAL ENGAGEMENT WITH DONOR-ADVISED FUNDS (DAFS)



# PANEL DISCUSSION

A photograph of three people sitting on a stage during a panel discussion. A man in a grey blazer and glasses is laughing heartily, looking towards the right. A woman in a bright pink blazer is also laughing, looking towards the camera. A third woman is partially visible on the right, smiling. They are all looking at a document or book held by the man in the pink blazer. The background is a dark blue wall with a white screen.