

Nonprofits leveraging technology achieve greater impact during pandemic

NEW RESEARCH REPORT FINDINGS

The 2022 Nonprofit Technology Trends Survey, an annual survey sponsored by Sage Intacct, asked over 900 nonprofit finance leaders about their organizations and how they are using technology to achieve mission success. The results of the report are very encouraging with a direct correlation between a nonprofit's ability to leverage technology to pivot during the pandemic and their ability to impact their mission during a challenging year.



In 2021...

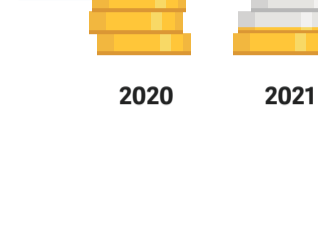
44% of respondents saw an **increase in revenue**, up from 21% in 2020.



Even better, of those that experienced an increase in revenue, **34%** increased their revenue by more than **25%**.

Encouraging news

Only 13% of organizations are forecasting a **decrease in revenue** for 2022 (compared to 36% last year).

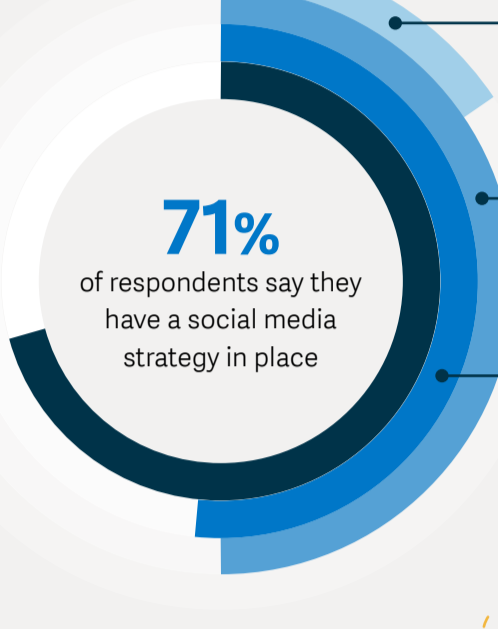


Individual and government funding appears to have re-bounded in 2021.

35% say individual giving increased,

37% say corporate giving increased

Social media helped nonprofits stay engaged in 2021



Of those that have a social media strategy,

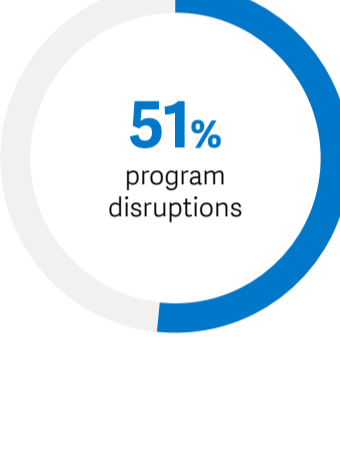
26% saw an increase in mobile/online giving due to their social media strategy

65% saw an increase in engagement due to their social media strategy

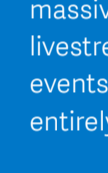
70% have changed their social media strategy in the last 12 months

Organizations with a social media strategy were more likely to see an increase in revenue, donor base, and average gift size in 2021

Despite the positive trends, these are the biggest frustrations of nonprofit finance leaders going into 2022:



Survey respondents credited technology use for the ability to ease these frustrations and pivot operations...



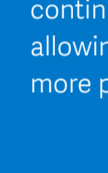
"We ran several massively successful livestreamed virtual events, which was entirely new for us."

Human services nonprofit



"More use of technology allowed us to reach rural communities and increase member engagement."

Education nonprofit



"Some programs can continue to be remote, allowing us to reach more people overall."

Human services nonprofit

... and increase employee morale.

"We brought our organization to the 21st century. The understanding that there is a high potential that some jobs will work remote and are able to do so efficiently has been a huge plus."

Human services nonprofit

"We realized we can shift much of our organization to the virtual space, which saves employees commuting time and allows them to attend to aspects of their personal lives more easily during breaks while working from home. Employees gaining more free time in their lives is a definite plus for us."

Environmental nonprofit

"The ability to recruit employees from anywhere in the U.S. has been innovative. We are no longer constrained by geography for talent."

Human services nonprofit

"Pivoting to hybrid work environment has increased departmental collaboration."

Faith-based nonprofit

"We have increased electronic processes to decrease use of paper and make our processes more streamlined, accessible, and simple."

Human services nonprofit

Technology allowed nonprofits to get more done.

"Remote accessibility has opened up more opportunities to partner/engage/network with entities in varying geographic locations including those located internationally."

International nonprofit/NGO

"Shifting to remote work — this was tough, but it helped us streamline a lot of processes that we previously thought had to be manual."

Human services nonprofit

Things to consider for your nonprofit



1 Go mobile

271 million people will use smart phones by 2022¹.

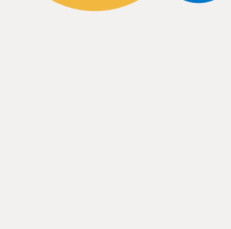
More than ever, potential donors use their smart phone to research charitable causes. According to the survey, over 50% of nonprofits who tell their story in a mobile-friendly format increased their revenue in 2021.



2 Boost your story with images and videos

61% of survey respondents used both images and video to share their story of mission achievement.

Nonprofit Storytelling is key to motivating donors. Using images and videos that show your mission impact can help donors emotionally connect to your mission.

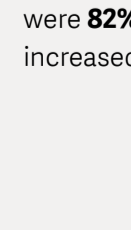


3 Connect your financials to your mission

Whatever your mission, define the metrics that best support impact and stewardship and measure them. Transparency to outcome metrics (like cost per meal served, or cost per reading level achieved) help donors connect their dollars to your mission impact.



But outcome metrics can have a big impact on specific donors.



Sage Intacct can help you elevate your story

Sage Intacct prioritizes understanding how our nonprofit customers leverage our solution for mission impact. We help nonprofits and faith-based organizations of all kinds track all the data and KPIs that matter most, from financial performance to outcomes and impact—giving you the real-time data and KPIs you need to increase stewardship and grow your mission.

Learn more at www.sageintacct.com/nonprofit

Sources

¹ "50 Mobile Statistics, Facts, and Trends to Guide You in 2021." Citrusbits. 2021.