

6 Insights to Inspire Diversifying Revenue Streams

Most nonprofit organizations report increasing revenue is a top priority in 2025. With ever-changing economic conditions and looming federal funding freezes, now is the time to review your nonprofit's plans for the year.

Consider new ideas, expand on your current streams, and get creative with your appeals. Data shows that organizations with diverse revenue streams are more resilient and better able to find sustainable growth in the face of economic changes.



We recently asked nonprofit professionals which revenue streams their organizations depend on to fund their mission and programs.

The following are listed in order from most to least used.

1. Individual Donations
2. Grants
3. Corporate Donations
4. Events
5. Monthly Giving Programs
6. Direct Services
7. Giving Tuesday
8. Planned Giving
9. Membership Dues
10. Peer-to-peer

Evaluate your organization's mix and identify opportunities where you can diversify to achieve overall growth.



Did you know?

Over 30% of nonprofits' annual revenue comes in December, mainly over the last two days. Use end-of-year giving and the holiday giving spirit to boost your fundraising options and get creative with your year-end appeals!

30%



Boost your bottom line by appealing to your donors with recurring giving. Not only do recurring giving donors have a higher retention rate, but they also trend higher in annual donation amounts than one-time donors.

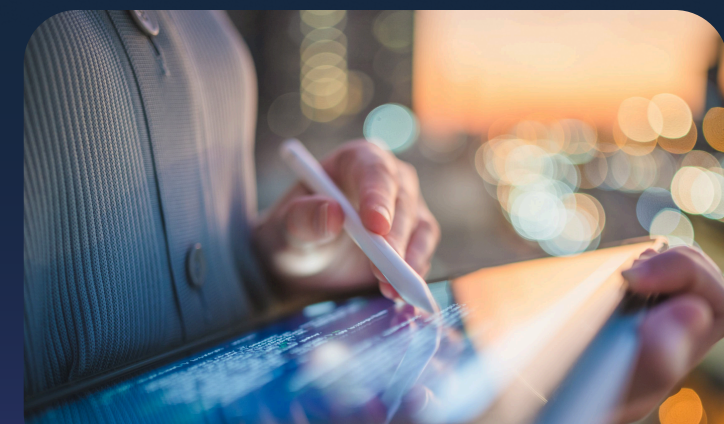


Running a peer-to-peer campaign or adding social fundraising to your planned campaigns can significantly impact your revenue.

Let your volunteers, staff, board, and other supporters appeal to their networks on your behalf!

\$17,964.50

average amount raised by peer-to-peer fundraising campaigns



Get creative!

Expand your sponsorship opportunities. In addition to your traditional asks, consider including advertisement opportunities in newsletters or giving sponsors more opportunities to get involved and be associated with your mission.

Has your organization considered a donor-advised fund (DAF)?

Donor-advised funds (DAFs) are one of the fastest-growing categories of charitable contributions. Connect with DAF managers, and make sure your organization's information is accurate in any portal they use to make distributions.

2x

Annual grants from DAFs have more than doubled since 2019, to \$54.8 billion in 2023

DAF payout rate is steady, at about

24%

Diversify funds and double your potential fundraising revenue by seeking and securing matching gifts.



\$2.86 billion is donated through matching gift programs annually



\$4-\$7 billion in matching gift funds goes unclaimed per year



92% of companies surveyed offer at least one kind of gift-matching program

To make up for U.S. government grant deficits in 2025, private foundations would have to increase their grantmaking by

282%

The U.S. federal funding freeze is creating alarming uncertainty. Now is the time for your organization to stay determined and refine a scalable, strategic fundraising plan. Shifting focus to private grants, donor and sponsor stewardship, legacy planning, and other revenue streams can set your mission up for success.



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