

SHARPE

# INSIGHTS



A look at how we are helping nonprofits raise large gifts

2024, Issue 3

## MAKING A YEAR-END LIST and Checking It Twice

'Tis the season! Even though it feels like summer in most of the country, the elves experts at Sharpe Group have been busy looking ahead to fall to create tools and strategies that can help our clients plan for a successful year-end. We are sharing a few to add to your "to-do" list:

- 1. Review your planned giving website from an outsider's perspective.** Is it easy to make a gift from your homepage or navigate to your planned giving page? Does it include information about making gifts of securities and additional ways to give beyond cash? Remember, many older donors have reservations about making gifts or conducting other financial transactions online, so be sure your mailing address and phone number are prominent as well.
- 2. Rethink your digital year-end giving strategy.** Begin your year-end appeals early enough to allow donors to complete their gifts in a timely manner and to work with donors who are planning noncash gifts that may require additional time. After **#GivingTuesday**, adjust your messaging, providing links to allow donors to give easily for the remaining weeks of the year.
- 3. Carefully coordinate digital and print appeals.** It has been proven that multiple appeals generate more gifts. Be sure you time them carefully so your donors don't feel overwhelmed. With the election this fall, your donors' mailboxes and inboxes will be full of campaign materials.

- 4. Appeal to special people.** Send a year-end brochure to your entire mailing list and a special appeal to a targeted group of your most loyal and/or high-net-worth supporters. Given the rise in stock market values, many donors may consider making noncash gifts this fall, especially if you remind them of the added benefit of bypassing capital gain taxes. See Page 3 for some additional suggestions on creating targeted appeals. ■

Need Some Tips and Strategies for Developing a Year-End Plan?

Download our free 2024 Year-End Survival Kit now.



Scan Here



INSIDE:



U.S. Giving Trends and Year-End



On Target for a Successful Year-End

SHARPE GROUP<sup>®</sup>

Helping Nonprofits Raise Large Gifts

# U.S. GIVING TRENDS AND YEAR-END

The Fundraising Effectiveness Project\* released its 2023 nonprofit sector trends report based on fundraising data from thousands of nonprofits. For the data panel of organizations that raise \$5,000 - \$25 million annually, the total raised for Jan. 1 - Dec. 31 was \$6.5 billion from nearly 5 million donors.

## Key insights from the report

- ▶ While overall donor counts continued to fall slightly and maintain a downward trend since an initial pandemic peak in 2020, there was a considerable increase in donors during the fourth quarter of 2023.
- ▶ The biggest decrease in donor counts was for those giving \$500 or less, which accounted for 80% of all donors.
- ▶ Midsize and larger donors, who still provided the bulk of overall contributions, also decreased and accounted for less than 20% of all donors.
- ▶ New acquisitions accounted for about 40% of total donors.
- ▶ Just over 70% of donors made a single donation to a specific charity and almost 30% gave more than once.

## Bigger is better

Even though they only numbered about 20% of all donors, those making midsize and larger gifts accounted for over 90% of the dollars contributed. Contributions over \$5,000 accounted for more than 75% of all donations. Those contributing \$500 or less counted for fewer than 8% of the funds donated.

## What will this mean for giving in 2024?

While the end of 2023 saw a boost tied to the stock market and hopeful economic news, growing uncertainty after the first quarter of 2024 calls for a more defensive fundraising strategy. It will be important to recognize the overall contributions of repeat retained donors and recaptured donors, who gave almost 75% of all donations last year.

While you should never ignore acquiring new donors, it will be critical to fine-tune your plans for your core donors who may have the capacity to give multiple gifts of more than \$500. These groups are worth special consideration during the remainder of the year.

Time now spent planning, cultivating, soliciting and stewarding donors who are responsible for 75%-90% of your giving totals may turn another challenging year into a winner. ■

*\*The Fundraising Effectiveness Project was established in 2006 and is administered by the Association of Fundraising Professionals and the Center on Nonprofits and Philanthropy at the Urban Institute. Learn more at The Fundraising Effectiveness Project | Association of Fundraising Professionals (afpglobal.org).*



As Sharpe Group's general counsel, Barlow Mann has consulted with some of the country's most successful gift planning programs. He has authored articles for *Planned Giving Today*, *Trusts & Estates Magazine*, *The Journal of Gift Planning* and *Fundraising Management*, and his commentaries have been featured in *The Chronicle of Philanthropy* and *The NonProfit Times*.

**More from Barlow: "Steps To Take To Prepare for a Strong Year-End" now available at [sharpegroup.org/blog](https://sharpegroup.org/blog).**

**FACT: The 65 and older population still values direct mail communications. With 11,000 baby boomers turning 65 every day, they are currently the most generous generation and will be for the foreseeable future.**

With Sharpe's **Comprehensive Data Services**, you can turn your donor database into a gold mine by adding crucial demographic information such as age, wealth, gender and marital status, allowing you to plan successful targeted appeals.



**Scan to  
learn more**

# ON TARGET for a Successful Year-End

As you plan your year-end communications (print and digital), consider creating some targeted appeals to special audiences such as:

- ▶ Donors who have made substantial gifts in the past but haven't yet made a gift this year.
- ▶ Those who made a gift during the first half of the year and who may consider making an additional gift this year-end.

- ▶ Remind donors who have made noncash gifts in the past of the special benefits associated with gifts of appreciated securities.
- ▶ Donors who gave last year but not this year (LYBUNTS) and donors who give some years but not this one (SYBUNTS) may warrant a special appeal in your print and digital marketing initiatives. ■

## 2024 Year-End Library

### Personalized Brochures:

#### 2024 Year-End Giving Quiz\*

A short-format brochure that offers a brief overview of different giving methods and timing considerations presented in an engaging quiz format.

#### Giving at Year-End 2024\*

A short-format brochure that includes charitable giving ideas for both current and future gifts to help your donors meet personal and philanthropic goals.

### Personalized Booklets:

#### 2024 Year-End Giving Guide\*

A long-format booklet that explains numerous giving options and illustrates the advantages of each gift method so donors can determine the most beneficial way to complete their charitable gifts this year.

#### The Benefits of Giving Securities at Year-End\*

A long-format booklet that details the advantages of making gifts of appreciated property, including examples of tax savings and other strategies for reducing capital gains.

*\*Includes Sharpe Group's 2024 Stock Gift Calculator.*

### Personalized Pocket Guides:

#### Your Guide to Federal Taxes 2024

A year-end version of the popular Federal Tax Pocket Guide featuring income and estate tax figures for use by your advisor network of attorneys, trust officers, financial planners and accountants.

#### Tax and Estate Planning Guide 2024

One of the most popular pocket guides packed with important financial information and planning tips for donors as they consider their year-end gifts.

**Order now for  
special savings!**



# SHARPE GROUP

Helping Nonprofits Raise Large Gifts

5901 Shelby Oaks Dr., Suite 100  
Memphis, TN 38134

To update your mailing information,  
visit [sharpegroup.org](http://sharpegroup.org) and select "Contact Us."

## SHARPEN YOUR SKILLS With Sharpe Training

Learn more



### In-Person Seminars

#### Gift Planning Essentials

Washington, DC  
July 9-10, 2024

#### Advanced Gift Planning

Washington, DC  
Sept. 17-18, 2024

### Sharpe Virtual Academy

#### Planned Giving #101

Essentials of Planned and Major Gifts  
Aug. 14-15, 2024

#### Planned Giving #201

Skills To Acquire Major and  
Planned Gifts  
Oct. 16-17, 2024

#### Planned Giving #301

Blending and Integrating Gifts  
Nov. 13-14, 2024

### Custom Training

Our experts are also available to  
present at large conferences and  
small regional and local meetings.  
We specialize in:

- ▶ Staff and board training.
- ▶ Donor presentations.
- ▶ National and local association presentations.

A client service publication published since 1968 by Sharpe Group. 800.342.2375. Email [info@sharpegroup.org](mailto:info@sharpegroup.org) or visit our website at [sharpegroup.org](http://sharpegroup.org). The publisher of *Sharpe Insights* is not engaged in rendering legal or tax advisory service. For advice and assistance in specific cases, the services of your own counsel should be obtained. Articles in *Sharpe Insights* may generally be reprinted for distribution to board members and staff of nonprofit institutions and other non-donor groups. Proper credit must be given. Call for details. © Copyright 2024 by Sharpe Group. All Rights Reserved.

Learn more at [sharpegroup.org](http://sharpegroup.org), or reach out via email or phone. We know that every organization is different, so every project begins with a conversation about your needs.

[info@sharpegroup.org](mailto:info@sharpegroup.org)  
800.342.2375