



SECTOR | HUMAN SERVICES

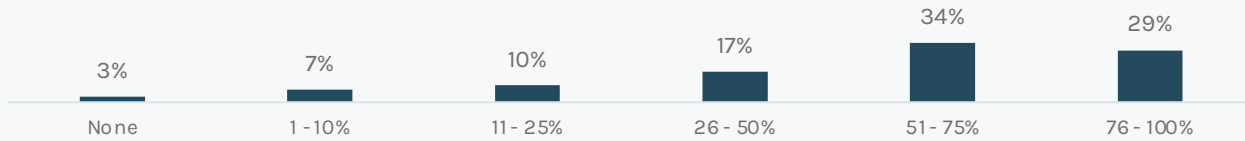
2021 was a strong fiscal year, with **over two-thirds of 230 respondents reporting increased revenue over the prior year. 61% of respondents noted an increased number of new donors** throughout the year, despite donor acquisition and retention cited as the most significant challenges. Relationship building and retention strategies include targeted mailings/emails (80%) and adding donors to the organization’s newsletter list (79%). Of newly developed practices of the last 2 years, over 70% of respondents plan to continue an enhanced social media presence.

Survey responses indicated that **donor-advised funds (82%) and family foundations (88%) made up the largest non-cash gift source**, far exceeding other donation vehicles, with the biggest obstacles to receiving non-cash contributions being staff knowledge and the ability to explain the non-cash gifting

process. Similarly, respondents noted that their fundraising staff capabilities were weakest in **gift planning/planned gifting**, with 14% stating their organization was not at all knowledgeable in this area.

33% of respondents stated that diversity, equity, and/or inclusion were extremely important for strategic plans for future fundraising priorities. However, many respondents (36%) reported that DEI was only occasionally included in donor conversations. Organizations have addressed DEI by offering training to fundraising staff and/or board members (56%), modifying messaging (43%), and fundraising for new projects or programs related to DEI (42%). **For specific ideas on integrating DEI practices into board activities, read [here](#).**

OVER 60% OF RESPONDENTS REPORTED THAT OVER HALF OF THEIR RECEIVED GIFTS WERE UNRESTRICTED.



IN THE PAST YEAR, OVER HALF OF RESPONDENTS CITE INCREASED DEMAND OR OUTSIZED FUNDING GROWTH IN THE AREAS OF HOUSING ASSISTANCE AND MENTAL HEALTH ASSISTANCE.

