



Global Fundraising Trends and Best Practice for Growth

Swiss Fundraising Day 2025



CONSULTING | RECRUITMENT

Emily Bracken

CEO, Consulting

Daryl Upsall International

- 20 years in Madrid, from US
- 15 + years helping international NGOs to plan their growth or increase the efficiency of their fundraising programmes.
- Previously worked in the private consulting sector, assisting companies with their international expansion strategies



Daryl Upsall International

- Supporting non-profits for **20+ years** to get the insights and talent they need to achieve their missions
- Two divisions: **Consulting and Recruitment**
- Work directly with fundraisers from **80+ markets**, in Asia, Europe, Africa and the Americas, in addition to **international team**
- Aim to provide a **global perspective based on deep local inputs**

Fundraising
Strategy

Market
Intelligence

Fundraising
Readiness

Mentoring &
Facilitation

Recruitment



Thanks to:



Also to consultants at



A Changing Global Context for Fundraising

Donor priorities and motivations are changing. The way people consume media and shop has changed. Our engagement with supporters is not well-aligned, which is leading to a decline in donor engagement with NGOs. At the same time, there is increased demand for unrestricted funding from the same audiences. Not surprisingly then, we are seeing some real challenges in private sector funding.

There are major shifts in donor motivations

Generational shifts

Older Audiences (Boomer)

Sense of duty
Give based on obligation



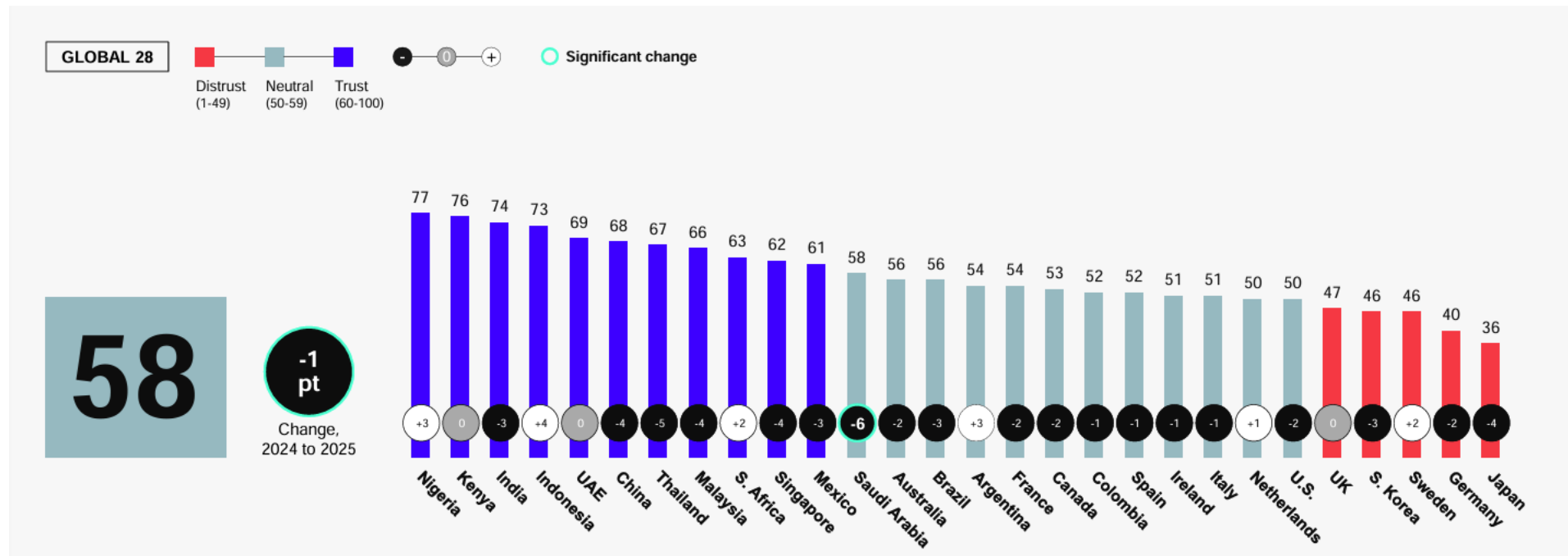
Newer Audiences (Gen X, Millennial)

Sense of injustice
Be part of the change

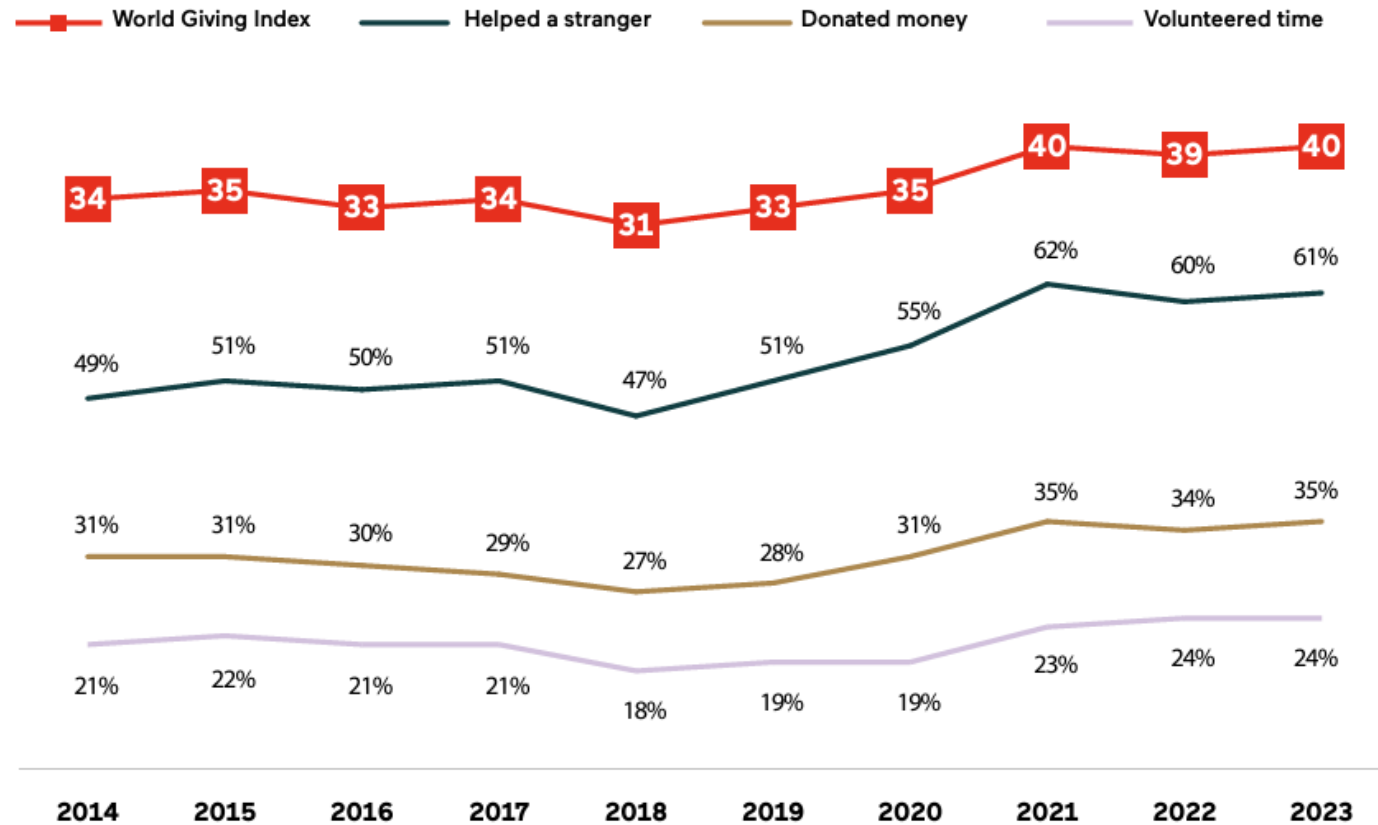


There is declining trust in NGOs.

In 78% of countries, trust in NGOs is decreasing or stable.



... and yet overall engagement and generosity remains




World Giving Index Scores 2014 - 2023

Charities Aid Foundation

There are alternative ways to be a 'socially responsible' person

1. You can give to people you know, or personal 'causes'




progettiamo.ch
DA 10 ANNI INSIEME

10
2014
2024

FESTEGGIAMO 10 ANNI INSIEME!
presenta un progetto e beneficia del bonus del decennale

10th Anniversary Bonus of progettiamo.ch
We are celebrating 10 years with you!
The first 10 fundraising initiatives (minimum CHF 2'000.-) starting from 5 [...] June 13, 2024

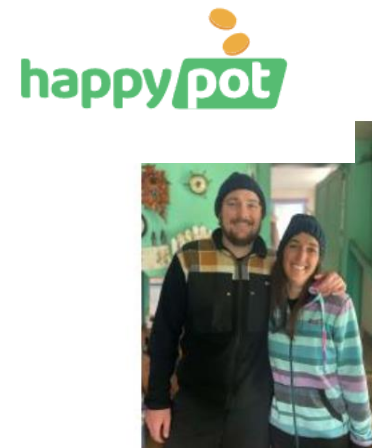


Casa Marta - The home of the homeless
Bellinzona

do not just want to host, but also offer concrete possibility of reintegration into society.

target 15.000,00 CHF	amount collected 15.263,00 CHF
amount collected by Progettiamo.ch 850,00 CHF	amount raised from other financiers 14.413,00 CHF

[DISCOVER THE PROJECT](#)



Providing new impetus to research for Thomas

8'448.35 CHF collected

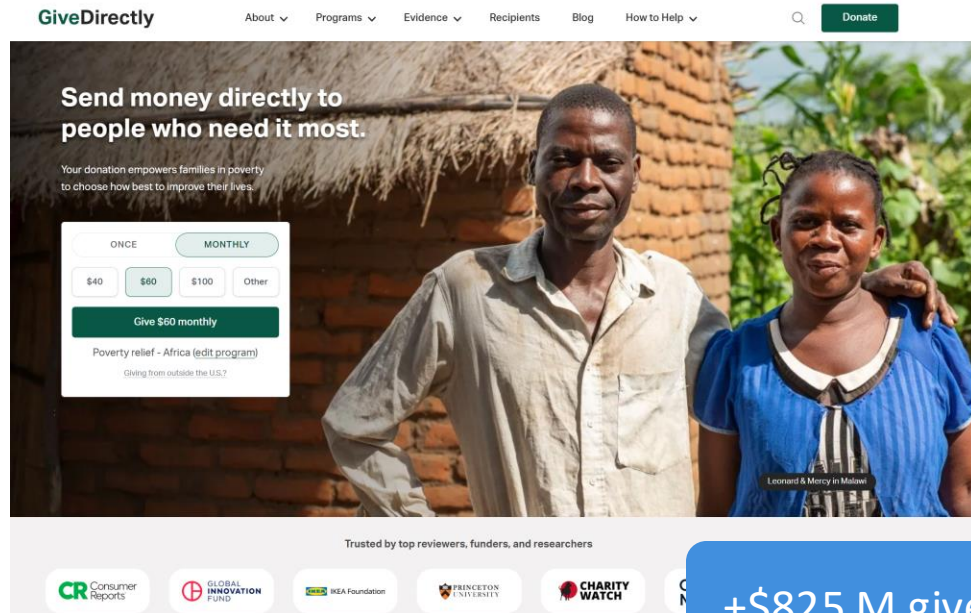


Call for help for Severus

1'765.00 CHF collected

There are alternative ways to be a 'socially responsible' person

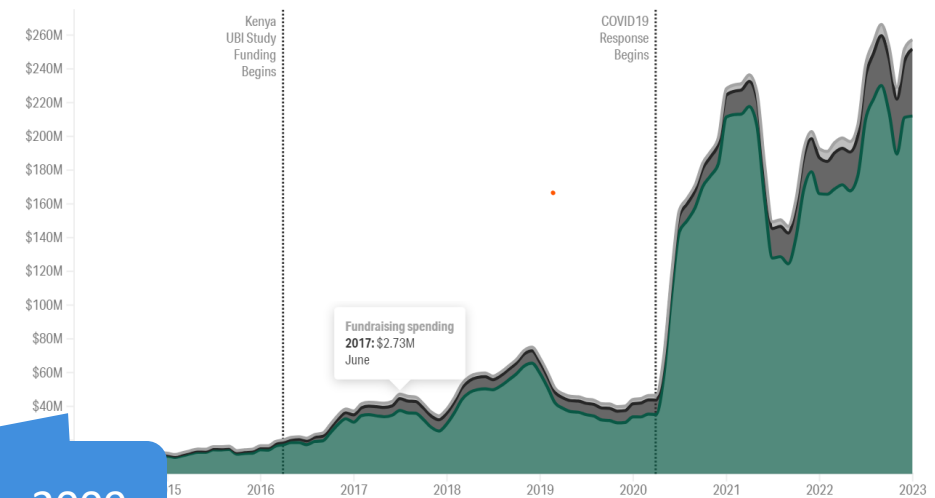
2. Direct to donate organisations are growing



Annual spending

12 month rolling sum

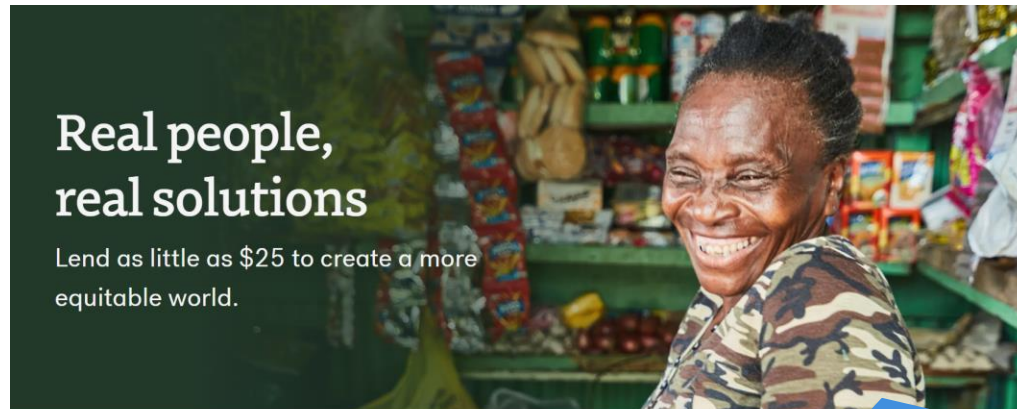
■ Cash transfers ■ Delivery costs ■ Fundraising spending



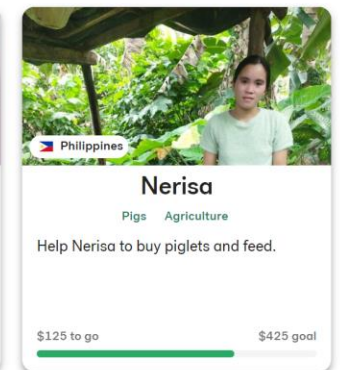
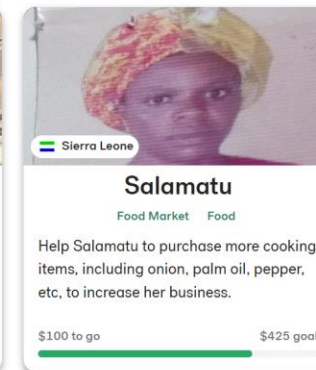
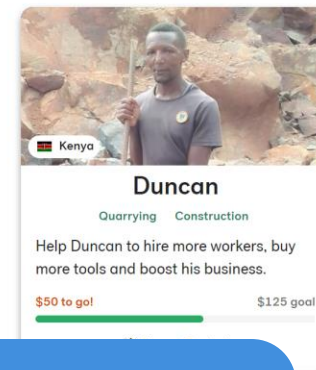
+\$825 M given since 2009

There are alternative ways to be a 'socially responsible' person

2. Direct to donate organisations are growing



Almost there! Fund the last few dollars they need



kiva

Founded in 2005
Raising c. \$40 M annually
Approx. 100% growth in 10 years

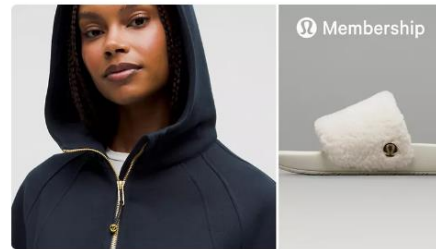
There are alternative ways to be a 'socially responsible' person

3. Competition from B Corps, other companies offering 'socially responsible' products and services

Products that make environmental, social, and governance-related claims have achieved disproportionate growth.

There are alternative ways to be a ‘socially responsible’ person

3. Competition from B Corps, other companies offering ‘socially responsible’ products and services



Early access: gold accents.

We innovate more sustainable materials.

By 2025, we will achieve at least 75 percent sustainable materials for our products—including fibres that recycled, renewable, regenerative, sourced responsibly, or some combination thereof, and/or are manufactured using low-resource processes.

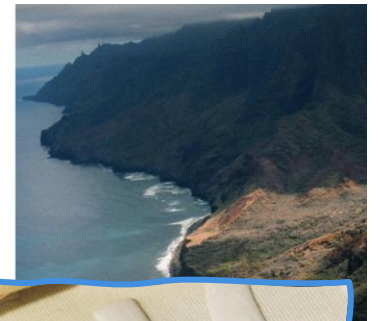
We use less water.

By 2025, we will reduce average freshwater use intensity by 50% to manufacture our products.

WE EXIST TO PROTECT OUR
NATURAL RESOURCES, TO
CREATE A SUSTAINABLE
LIFESTYLE BRAND LEADING
CHANGE WITH EVERY
PRODUCT

Prioritizing the planet since 2009

ECOALF
BECAUSE THERE IS NO PLANET B



WITH THIS SWEATSHIRT, YOU ARE REMOVING 12 KG OF WASTE FROM THE BOTTOM OF THE OCEAN

There are alternative ways to be a 'socially responsible' person

3. Competition from B Corps, other companies offering 'socially responsible' products and services



FREITAG MAKES BAGS AND ACCESSORIES FROM USED AND, INCREASINGLY, CIRCULAR MATERIALS. WE THINK AND ACT IN CYCLES.



There are alternative ways to be a 'socially responsible' person

3. Competition from B Corps, other companies offering 'socially responsible' products and services... *Small businesses too*



776 54 9

fitplanetco Queremos formar una comunidad de embajadores de recogidas po... [más]
Ver todos los comentarios
15 de febrero



fitplanetco Costa Brava

fitplanetco Comparte esta noticia para mar no se quede sin voz. Necesitamos regulaciones estrictas sobre las de pesca que no distinguen lo que capturan!

For you

sandrairoldiarralde Cómo se pesca accidentalmente un animal tan grande?

silversub joies

beans_rbeans Es completamente innecesario comer peces y menos de pesca industrial con redes. Se puede evitar 100% si se deja de consumir o como mínimo se limita a consumir esporádico de pesca artesanal

criscross_fitness Esto se puede evitar

harry_channels Esta especie no se pesca ni la encontramos normalmente en la costa brava es a muchísima profundidad. Entonces el hecho que lo hayan capturado abre una investigación...

4,724 likes
April 11

Add a comment...



574 12 3

fitplanetco El favorito del verano. Perfecto para snorkel, buceo, s... [más]
Ver todos los comentarios
7 de agosto

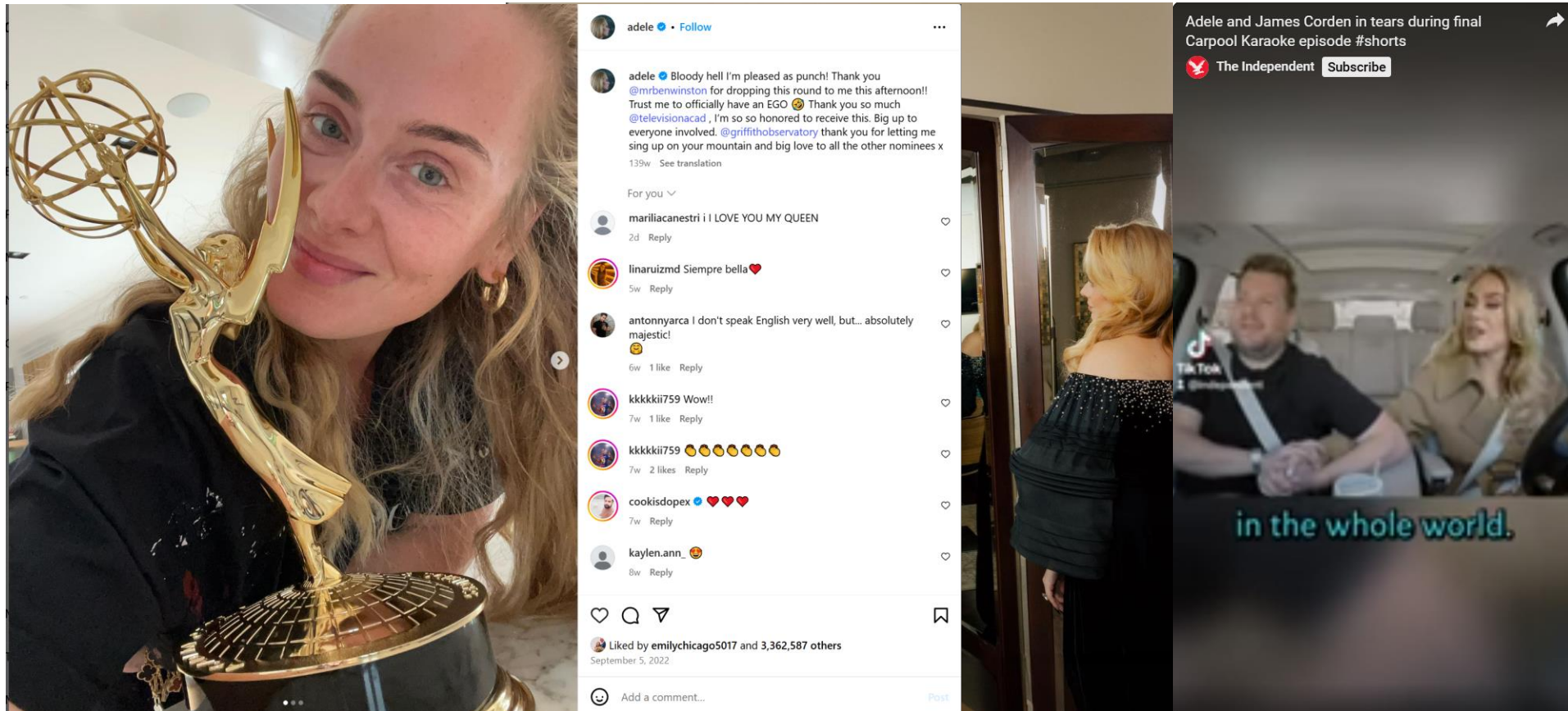
Donor priorities and motivations are changing. **The way people consume media and shop has changed.** Our engagement with supporters is not well-aligned, which is leading to a decline in donor engagement with NGOs. At the same time, there is increased demand for unrestricted funding from the same audiences. Not surprisingly then, we are seeing some real challenges in private sector funding.

1. Desire for authenticity

“A higher percentage of the media we consume – across generations – is increasingly raw, unedited, timely and authentic...”

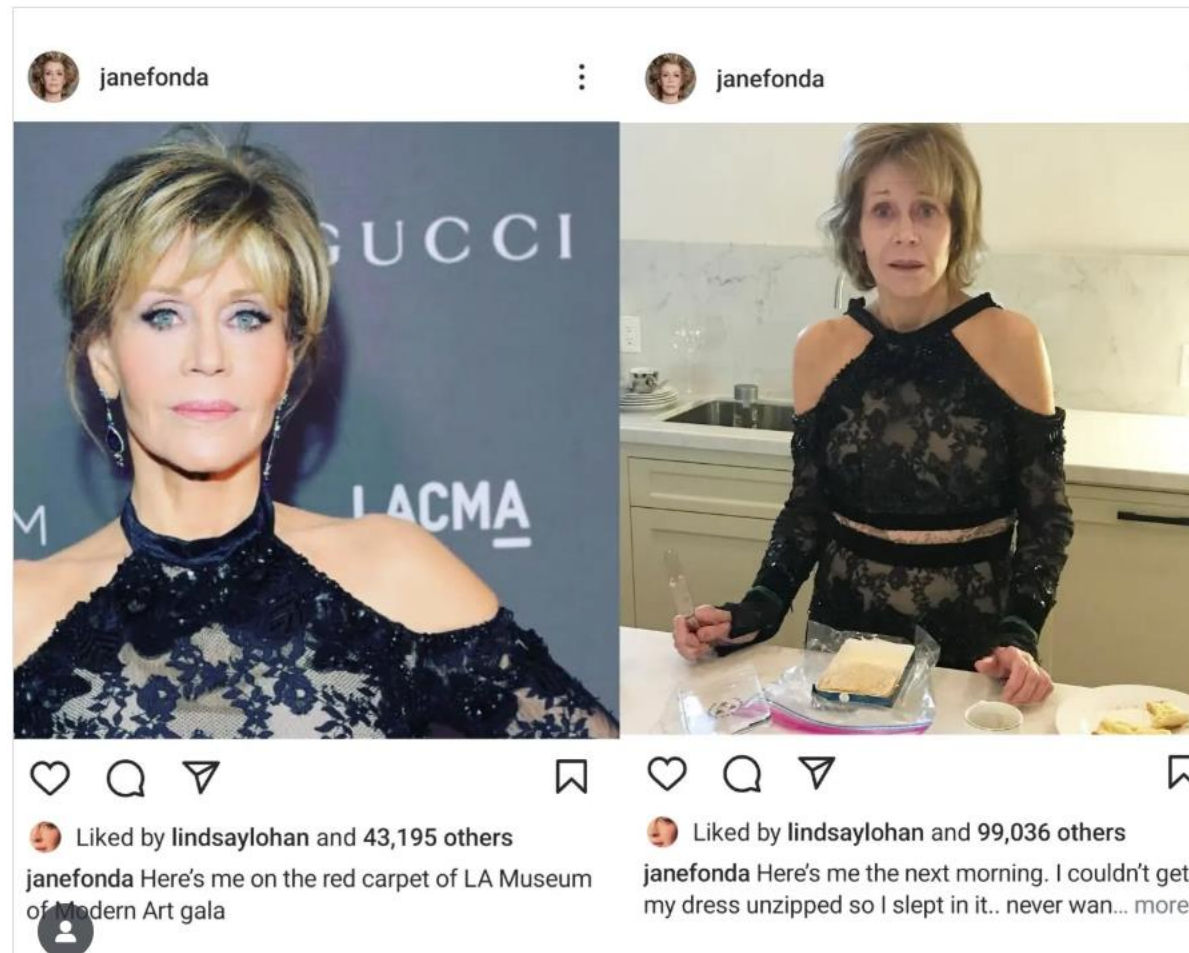
Desire Expectation of authenticity

We expect ‘perceived’ authenticity from public figures, and brands.



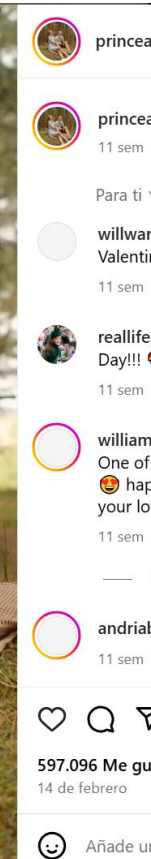
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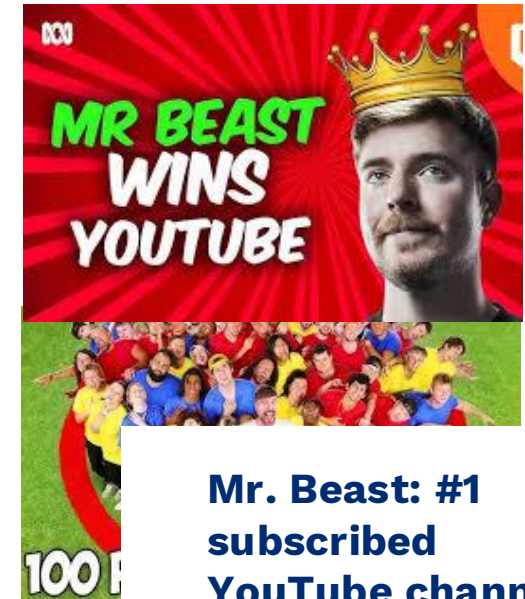
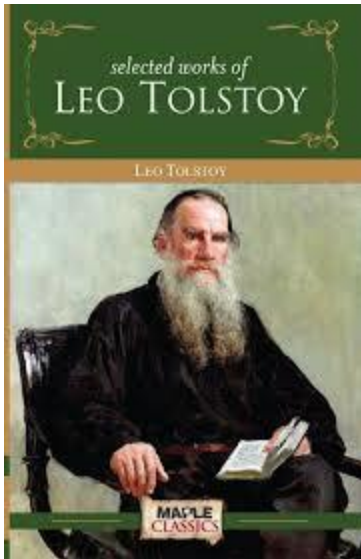


2. Stronger competition for attention & higher expectation of dopamine hits.



Stronger competition for attention & higher expectation of dopamine hits.

Trend is consistent across the mediums we consume



**Mr. Beast: #1
subscribed
YouTube channel
387 M subscribers**

3. Social purchasing decisions

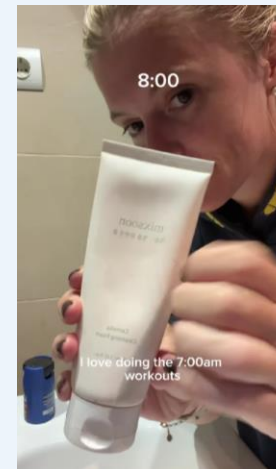
User demonstrations and recommendations



Reviews and ratings

4,4 ★★★★★ ✓ 7.982 valoraciones
Más de 1 mil comprados el mes pasado

Influencer Marketing



Social purchasing decisions

71% of online users are more likely to make purchasing decisions based on reviews on social media.

54% of online users conduct product research on the social media platform they're shopping from.

"Millennials are naturally sceptical of advertising, specifically "traditional" outbound advertising (e.g. email marketing)."

Social purchasing decisions & *social brand loyalty*

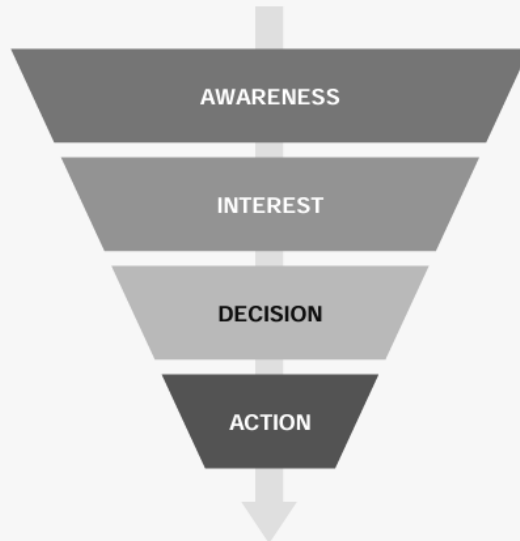


Lululemon's Community Building: Yoga and Lifestyle Branding



4. Increasingly complex marketing landscape

“Today’s Buying Relationship Is Too Dynamic for a Linear Funnel”



The funnel is broken because ...

Purchase is no longer just the end point

Consumers don't behave in sequential stages

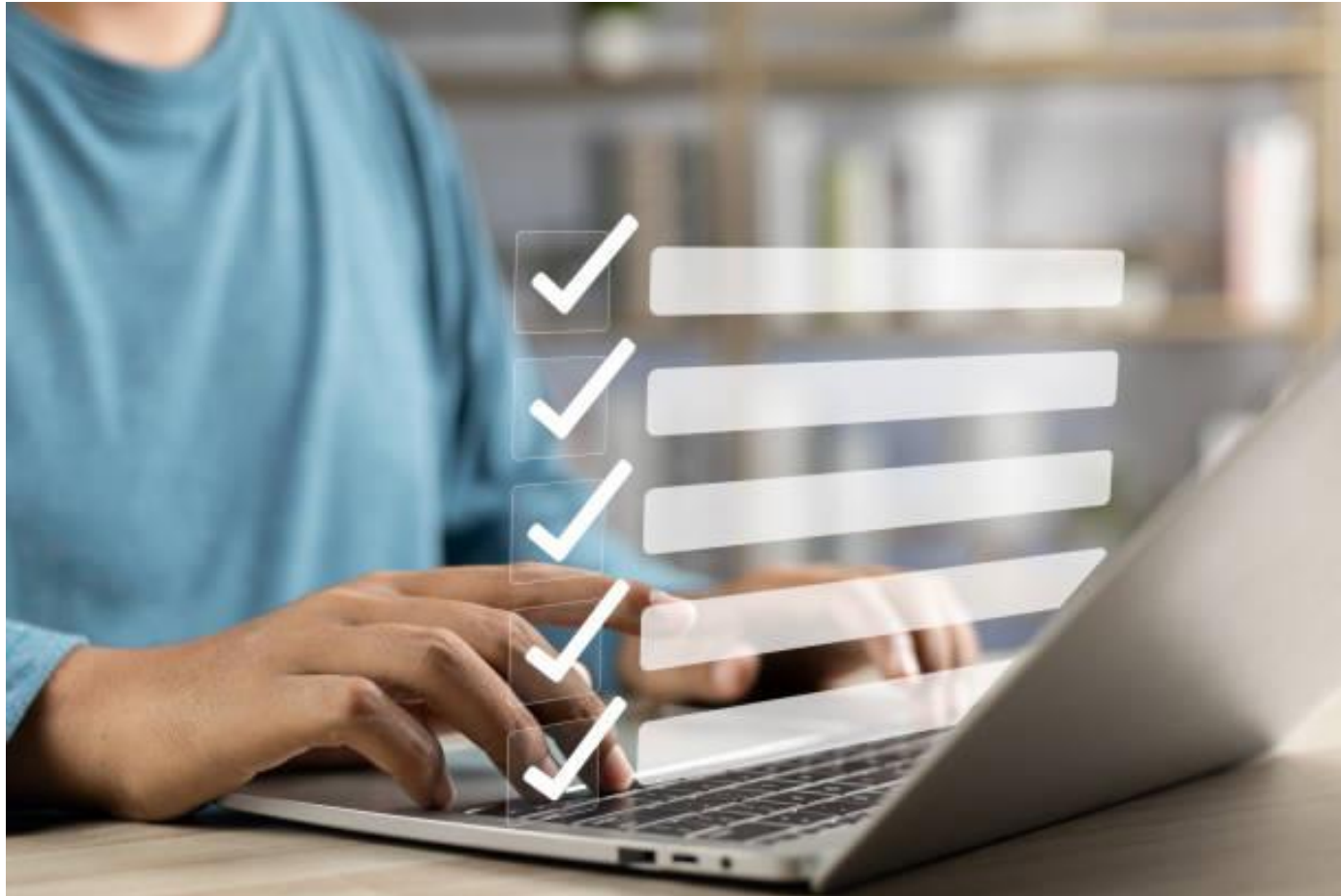
It does not account for an ongoing relationship

It is focused predominantly on transaction

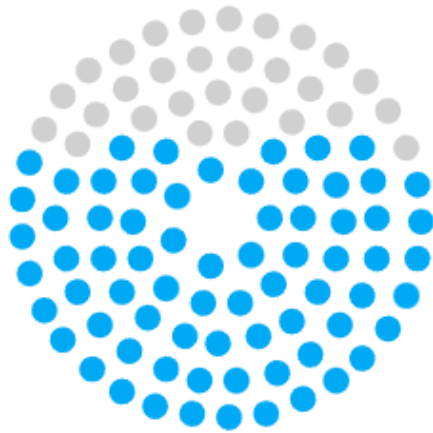
Expectation of personalization



Expectation of personalization

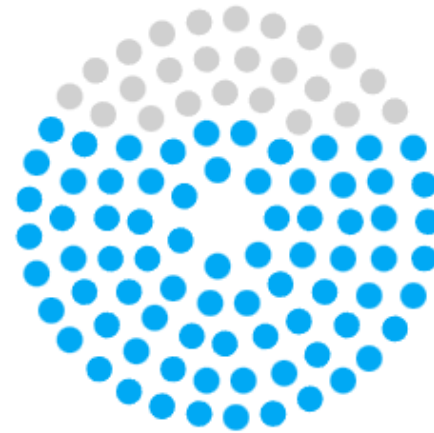


Expectation of personalization



71%

of consumers expect
personalization²



76%

of consumers get frustrated
when they don't find it²

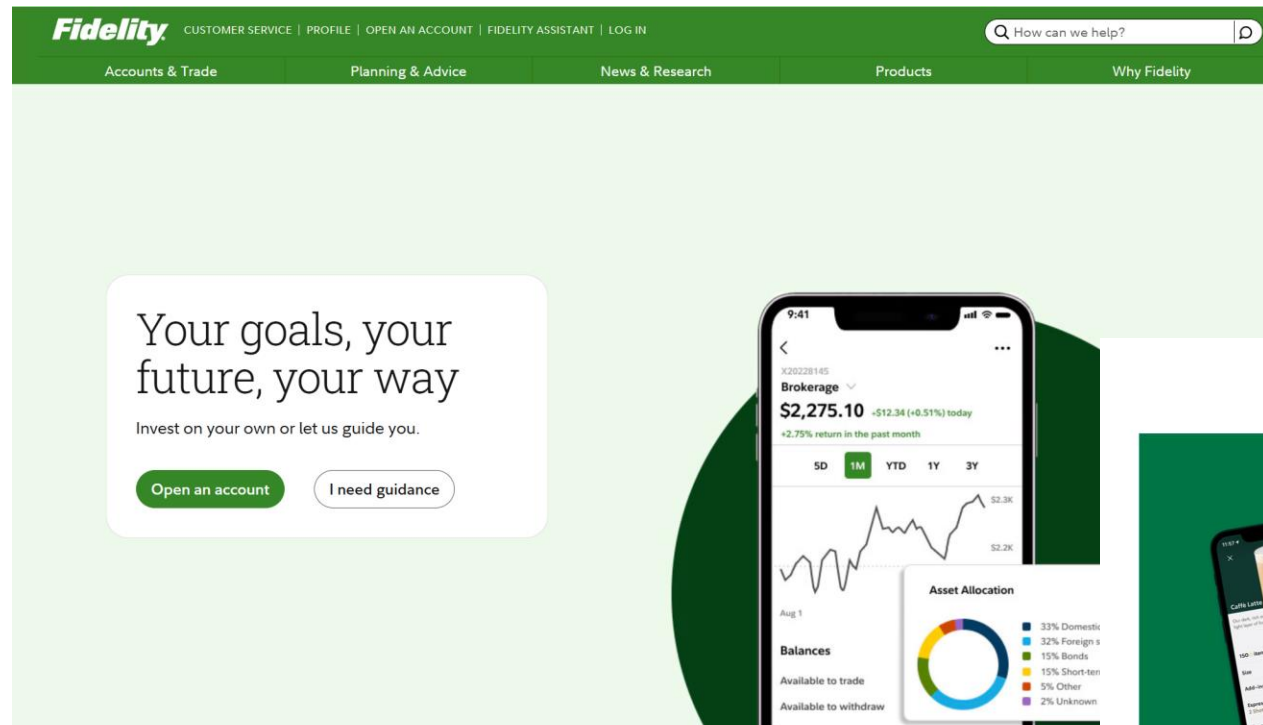
Expectation of personalization

Personalization is a huge asset to growth and loyalty

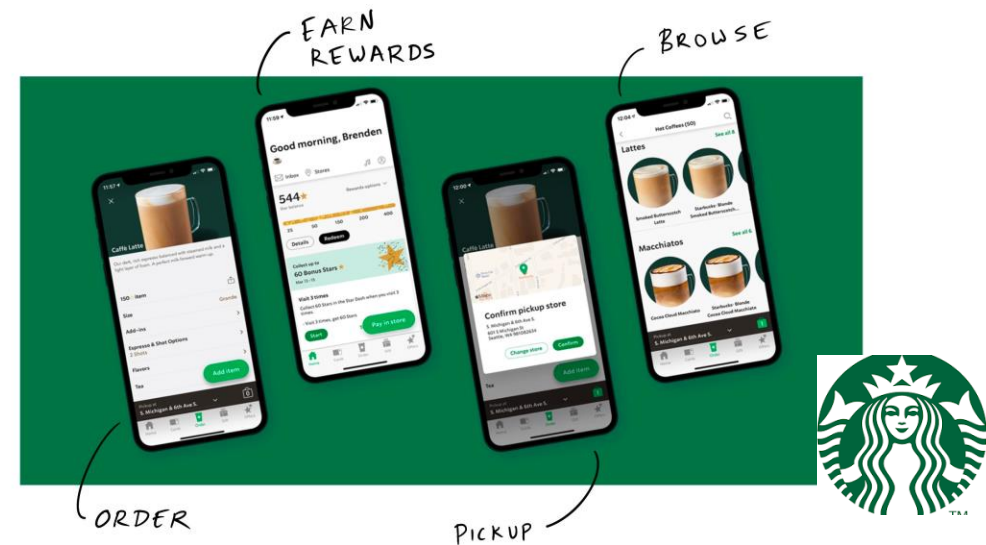
Leaders in personalization grow revenue **10 percentage points faster annually** than laggards and enjoy higher customer satisfaction scores.

Companies achieved **40% more revenue** from personalized marketing actions or tactics

Expectation of hyper-personalization



You've got goals. We've got solutions.



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NGOs are still using one-directional, 'generic' content



Thank you for your gift

Select an Amount

\$50

\$125

\$200

\$500

Other

Your Donation \$ 150

USD



One-time



Monthly

Reliance on email for donor stewardship



Developing ongoing engagement with donors is often limited to **email**.

Response rates for fundraising emails:

- US - 0.09%
- UK - 0.24%

... and declining in both markets!

Are our images authentic, or too perfect?



In many markets there are less donors giving more.



In 2024, fewer people than ever gave to charity in the UK.

CAF



10% decrease in the number of donors 2022-23

Phineo



15% point drop in US households reporting donating between 2000-18, dropping to 50% of the population

Lilly Family School of Philanthropy



14% decrease in the number of donors claiming tax benefits 2015-19

Fondation de France

In Switzerland too...

Spendenmarkt Schweiz 2023

- 72 % der Schweizer Haushalte haben 2023 gespendet
– die deutlich tiefste Spendenbeteiligung in der Zeitreihe dieser Erhebung (–14 % gegenüber Vorjahr und 2019).

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Continuing declines in government funding

Development Aid Reductions 2025

Tracking Global Development Megatrends

United States of America

\$60 billion cut

90% cut in USAID aid contracts, halting global development and humanitarian programs.

United Kingdom

£06 billion cut

Aid reduced from 0.5% to 0.3% of GNI by 2027, the lowest in 25 years, to fund defense spending.

Netherlands

€300 million cut (2025)

Gradual cuts: €500M in 2026, reaching €2.4B by 2027, with funds redirected to domestic asylum seeker support.

France

\$01 billion cut

37% drop in foreign aid: from €5.7B in 2024 to €4.4B in 2025, after an €800M cut in 2024.

Germany

€1,773 million cut

Germany faces €4.8B in aid cuts (2022–2025) due to budget constraints, including €937M (BMZ) and €836M (AA) slashed in 2025. A cut nearly €2B was also announced.

Finland

25% Reduction (2024 to 2027)

Finland has announced significant reductions in its Official Development Assistance (ODA) budget by around 25% between 2024 and 2027.

Switzerland

\$282 million cut

Switzerland will have less funding for international aid in 2025 after a CHF250M (\$282M) budget cut by the House, redirecting funds to the army.

Sweden

\$291 million cut per year

Foreign aid is being redirected to domestic needs, with ODA cut from US\$5.4B to US\$5.1B (2026–2028), reducing US\$291M annually.



Canada

C\$1.3 billion cut

In 2023, foreign aid budget cut by 15% (C\$1.3B/ US\$945M). In Feb 2025, further cuts proposed to fund military base.

Belgium

25% cut over 5 years

Belgium will slash its foreign aid by 25% over five years under a new coalition deal finalized in Jan 2025

Italy

€0.2 billion cut

The 2024 budget allocation was €6.5 billion, which has been reduced to €6.3 billion in 2025.

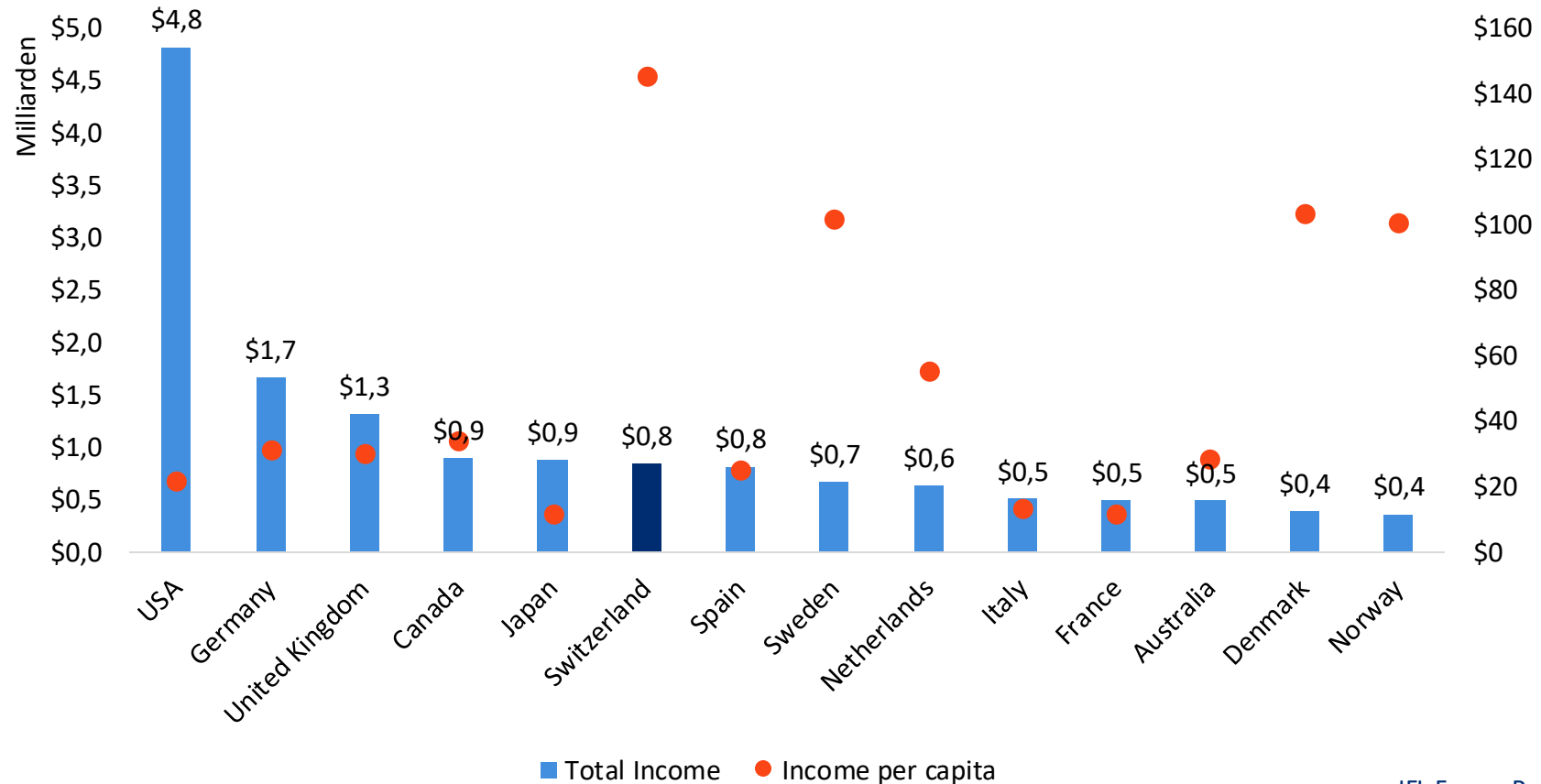
European Union (EU)

€02 billion cut proposed

The EU plans a €2B aid cut (2025–2026), shifting focus from direct support to investment and trade.

Continuing saturation in biggest fundraising markets

IFL NGO income per capita, top fundraising markets



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It is increasingly:

Harder to get strong **ROI and volumes of new donors.**

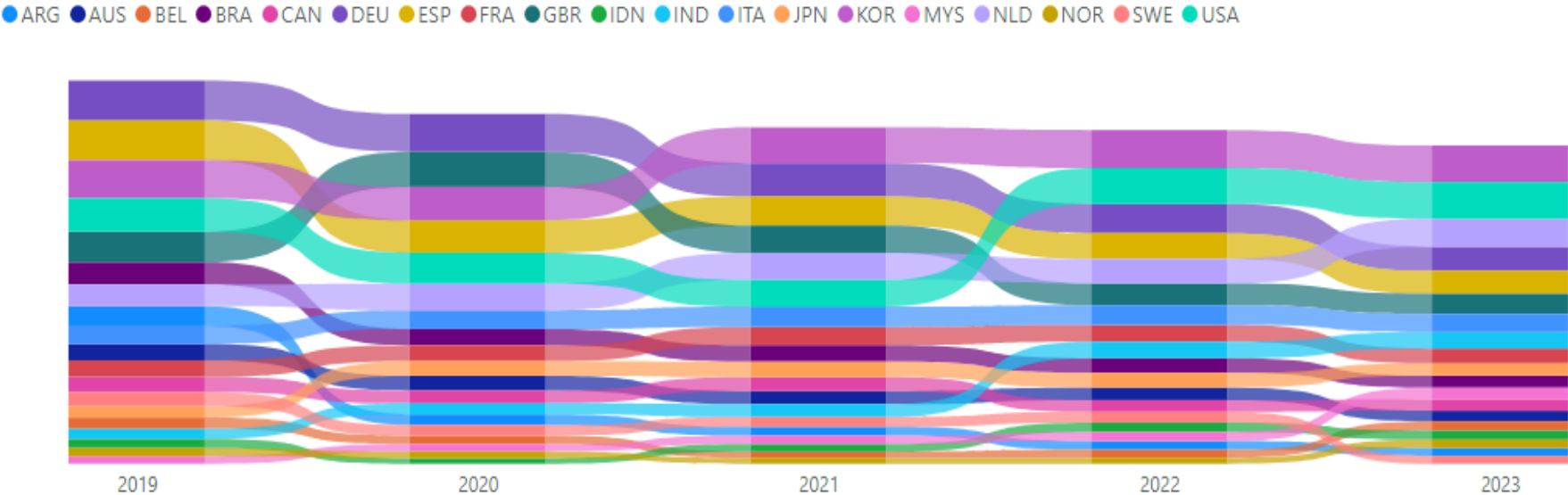
More challenging to **accurately measure results.**

Harder to secure **one-step monthly donor acquisition.**

Harder to get donors to stay **engaged over the long-term.**

It is harder to recruit dedicated monthly donors

Regular donor acquisition, top 20 markets 16.6% decline in regular donors across markets* in past 5 years

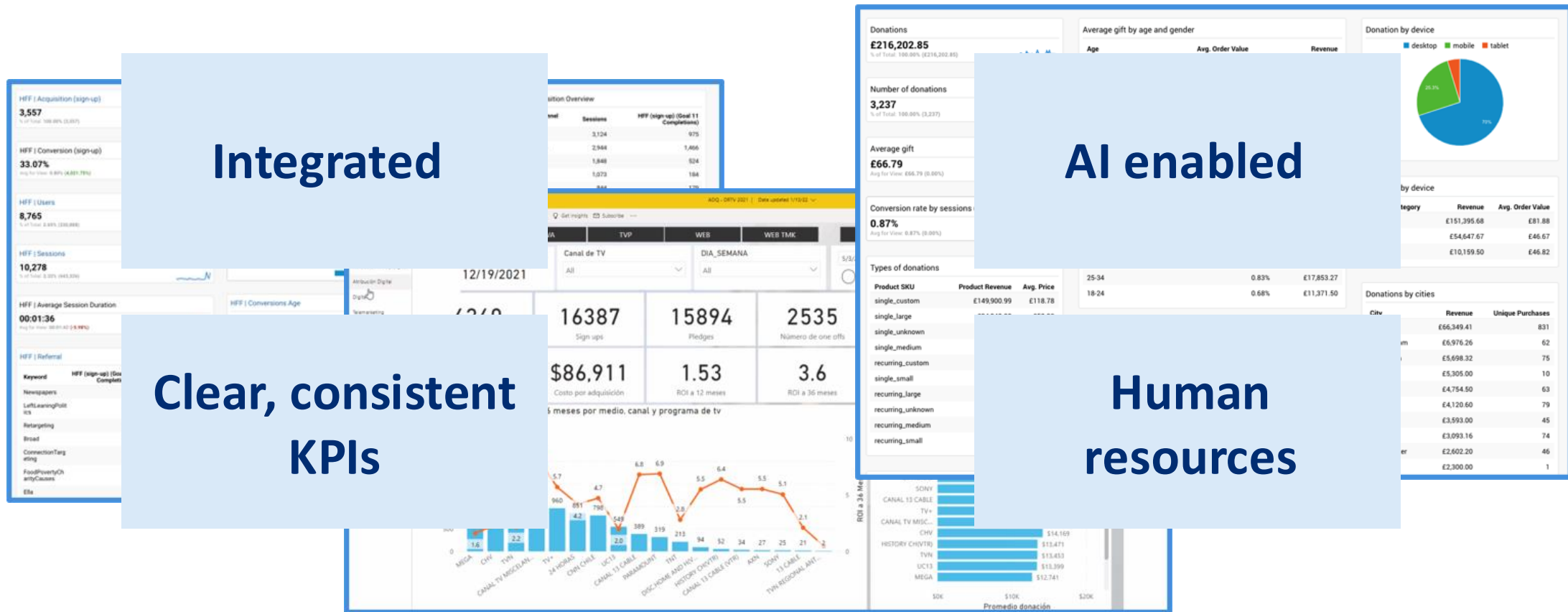


**So how are organisations
achieving growth?**

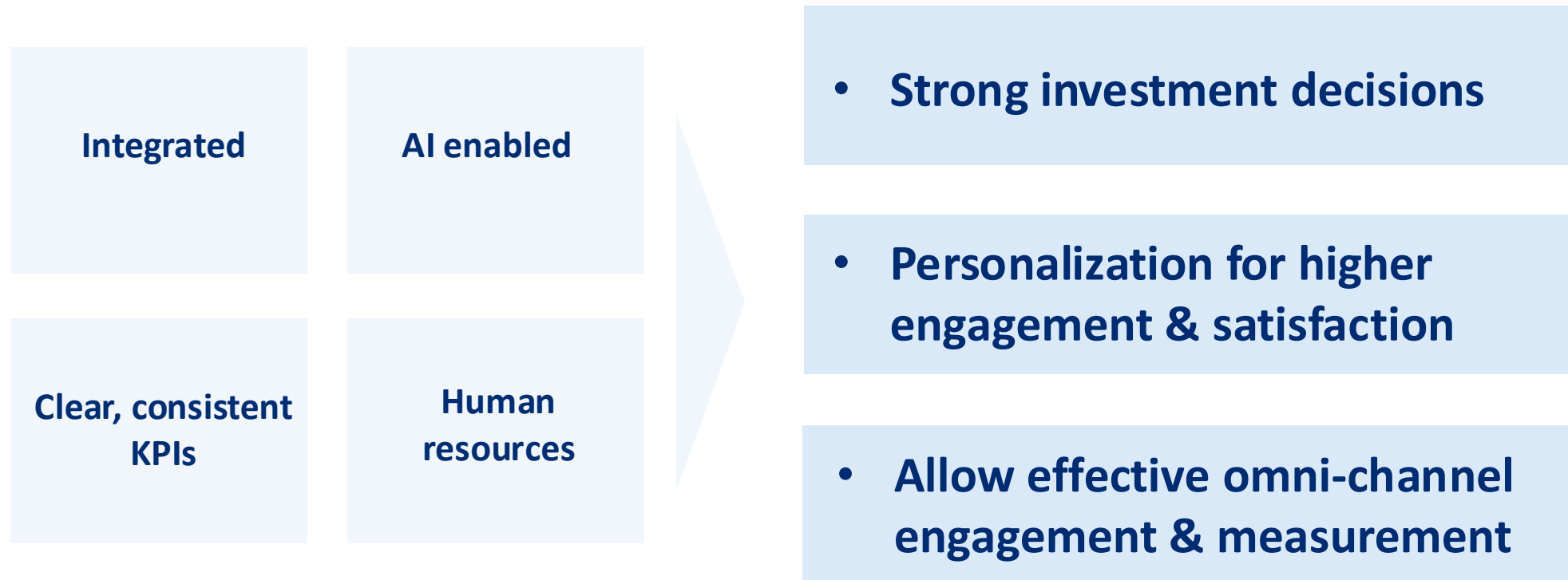
Optimization is internal.



1. Strong data & tech is essential, not innovation



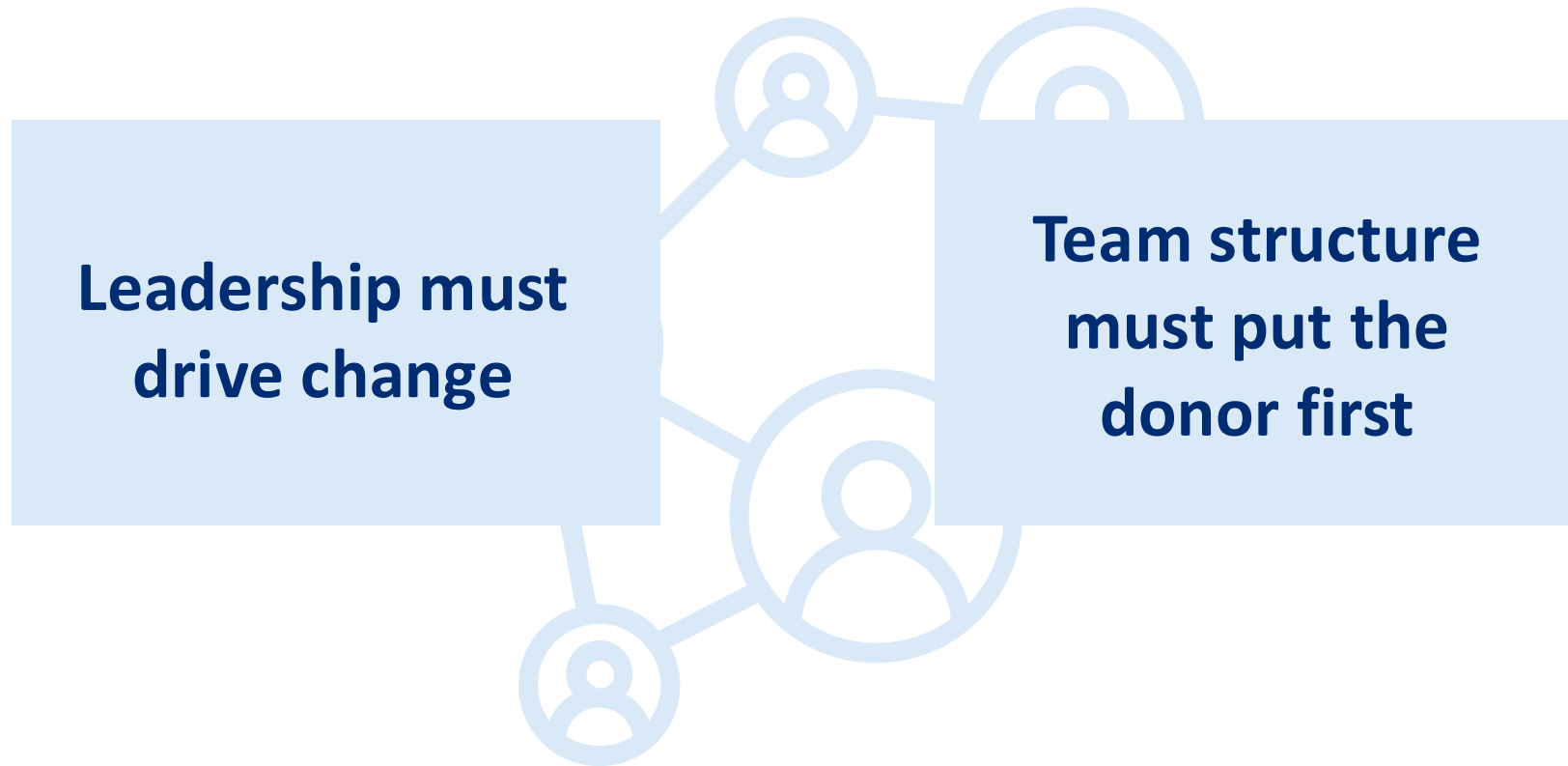
Strong data & tech is the basis for optimization



2. Effective proposition & engagement are critical

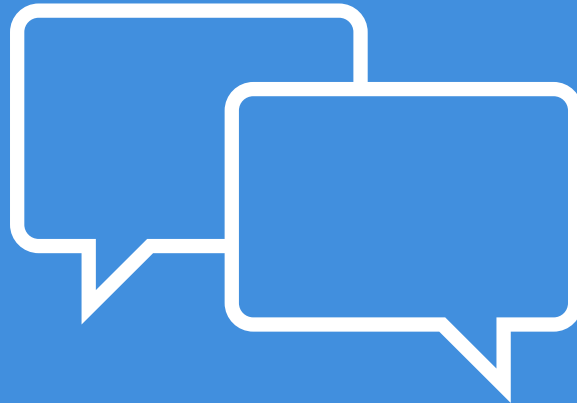


3. Audience-led structures, supported by leadership



We need to
re-think the donor experience,
re-think *how we manage* the donor experience,
in order to stay relevant.

What do you think?
Questions? Ideas?



Stay in touch!

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