

# REPORT: NAVIGATING THE UNKNOWN

Key Fundraising Takeaways from 2020



## HOW DID THE GLOBAL PANDEMIC IMPACT NONPROFIT FUNDRAISING IN 2020?

While COVID-19 did a lot to shake up fundraising and put strain on nonprofits, 2020 wasn't all doom and gloom. Our report: Navigating the Unknown, found some surprising (and promising) results like:

### NONPROFITS WERE MORE PROFITABLE THAN THEY ESTIMATED THEY WOULD BE.

#### Expectation



More than **54%** of nonprofits reported expecting to raise **significantly less** than in 2019.

#### Reality



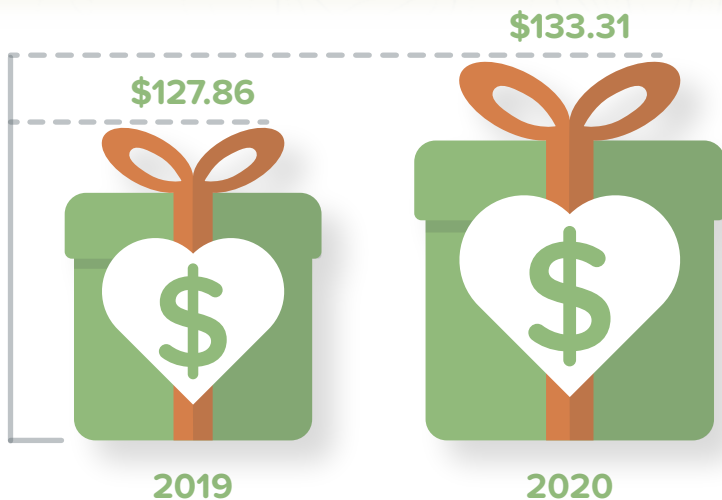
**39%** of respondents reported raising **more** than in 2019 despite the pandemic.

**25%** raised **about the same** as 2019.

**16.5%** of nonprofits raised **significantly less** than in 2019.

### DESPITE THE SOCIOECONOMIC UPHEAVAL IN 2020, GIVING INCREASED.

Mean Gift Amount for Qgiv Clients



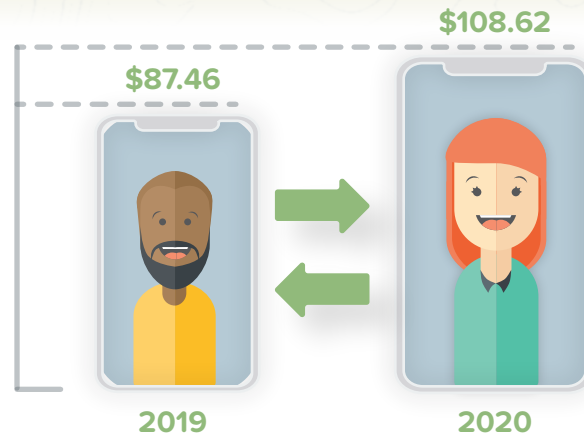
While that's only **\$5.45** in growth over 2020, it speaks volumes about the generosity of donors, who gave even during a global pandemic.

## VIRTUAL EVENTS HELPED MANY NONPROFITS FUNDRAISE WHEN IN-PERSON EVENTS WEREN'T POSSIBLE.

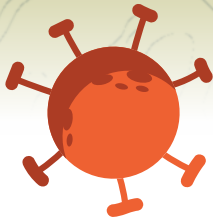
### Mean Gift Amount for P2P Events

Surprisingly, mean gift size for peer-to-peer events increased by **\$21.16** from 2019 to 2020!

Despite attracting fewer individual donations, virtual events attracted larger donation amounts, which helped nonprofits offset lost revenue from canceled in-person events.



## TAKEAWAYS



Many nonprofits' fears about the impact of the pandemic led to quick action that, with adaptability, led many to remain profitable despite economic uncertainty.



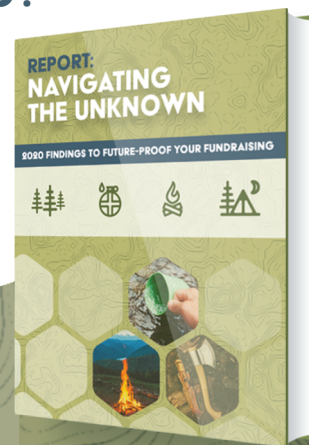
Generous donors kept many nonprofits afloat and serving others throughout the pandemic.



Virtual events offer a tremendous opportunity to grow fundraising.

## WANT MORE INSIGHT AND DATA ABOUT THE STATE OF FUNDRAISING IN 2020?

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*Navigating  
the Unknown*



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