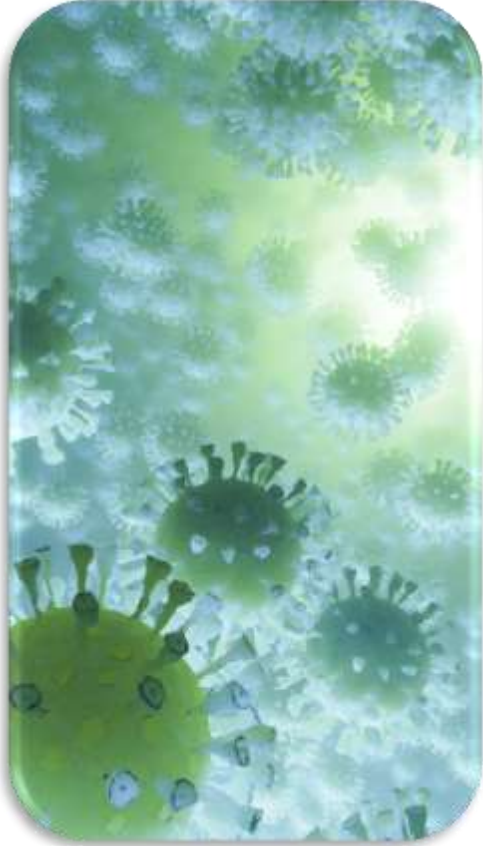


# 2022 Trend Report

January 13, 2022



# 2022 Global Issues



## Impact of COVID

- Remote workforce
  - Impact on culture
  - One size does not fit all
  - Cybersecurity issues
  - Different way to look at space
- Vaccination policies
  - Monitoring and tracking systems
- Start and stop



# 2022 Global Issues



- The Great Resignation
  - Need for strong leadership
    - Flexible
    - Empathetic
    - Problem solvers
    - Teachers/Supporters
    - Diversity
  - Increased salaries/Salary parity
    - Real issue for front-line workers
    - Expect raises of at least 3 to 6%
  - Employee centric approach
    - Need to prioritize the people that make the work possible
    - Need to provide fulfilling experience



# 2022 Global Issues



- Supply Chain Shortages
  - Longer ordering time frames
  - Product shortages
- Increased Inflation
  - Increased fed rates
  - Investment Returns/contribution
- Feast and/or Famine
- Advocacy and monitoring
  - Need to push for appropriate contracts with fair wages



# 2022 Global Issues

- Nonprofits need to stand on their own feet in 2022
  - CARES Act funding dried up
  - Could be budget cuts at the State level
  - Reduced funding
  - Potential rise in costs
- Decline in Volunteerism
  - 66% of volunteers have decreased or stopped
  - Need to pay for services



# 2022 Global Issues

- Need to think more strategically in 2022
  - Investments:
    - Infrastructure
    - Technology
    - Leadership
    - Training
    - Information
    - Preparedness
  - Collaboration/Partnership
  - DEI - Needs to be integrated
  - Business model becomes essential
    - Re-assess current programs/contracts
    - Re-assess service delivery models
    - Re-assess the impact of current services



# Fundraising Trends



- Increase in mobile communication and giving
  - Text messages have a 99% open rate vs e-mail 28 - 33%
  - Donors are 34% more likely to give on a mobile -responsive website
  - Make the ask
- Rise in Crypto donations
  - \$2.4 million on giving Tuesday (583% increase)
  - More nonprofits are accepting crypto
  - Annual per-capita income of a crypto user is \$111,000
  - 45% of crypto users donate at least \$1,000 to charity (33% non-crypto)
- Trusted payment apps/Digital wallets (Venmo, Paypal, Apple Pay)
  - 54% of donors prefer to give on-line



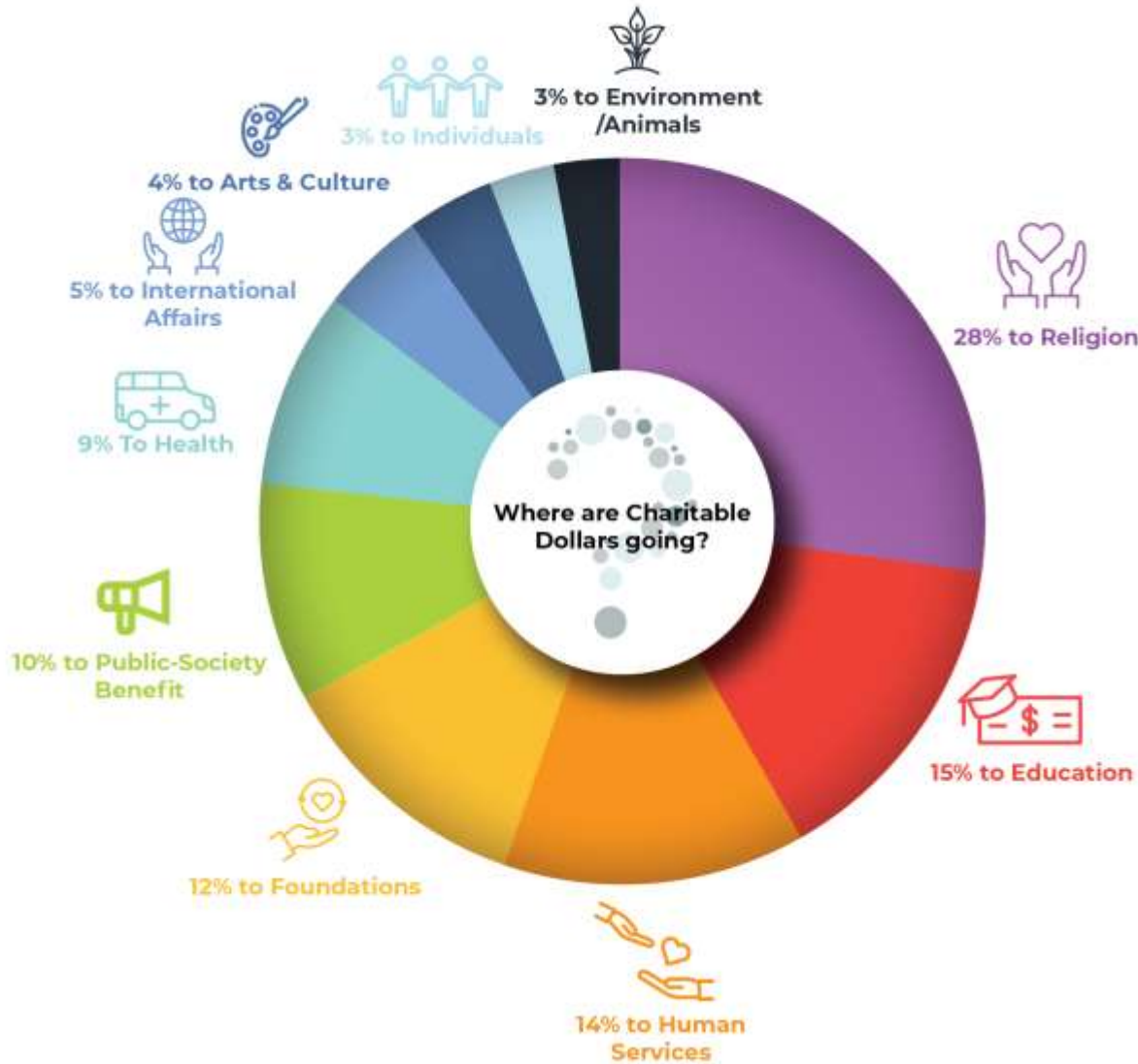
# Fundraising Trends

- Develop more personalized relationship with donors (Blood Bank)
  - Let them know impact/use of funds
  - Drip marketing all year round
    - Let them in/backstage pass
  - Have a conversation
  - Make donors feel valued and important
  - Reconnect
- Make asks relatable and tangible (e.g. book in the hands of a child, housing for a month, pint of blood, etc.)
- Expect the majority of events to be in person in 2022 ... but with remote aspects/technology
  - Turn-outs are expected to be below pre-pandemic levels
  - Streaming/on-line aspects
  - Text communication
  - Instant/on-going engagement
- The average age of a US donor is 64 years old





# Fundraising Trends



# Technology Trends

- Increased Technology spend
  - IT equipment shortages
  - Older equipment may not support security updates
- Cyber Security Issues
  - Expect greater levels of malware and cyber attacks
  - Institute for Critical Infrastructure Technology showed 50% of nonprofits had experienced a ransomware attack
    - Donor information/credit card info
    - HIPAA information/Social security numbers
  - Increased need for cyber security training (59% of nonprofits do not do)



# Technology Trends



- Internet of Things
  - Approximately \$6 trillion will be spent on IoT related solutions over the next 5 years
  - Expanded use of technology in service delivery
    - Air Beam - wearable device that measures air quality/pollution
    - Sensor on a water well that monitors water levels
    - Medical devices constantly monitoring
    - Voice activated assistant/smart home
  - Fundraising
    - Smart assistance (57% of people who own a smart assistant have used it to buy something)
    - Meaningful content (Save the Food)
    - Prospecting - notification when on site to personally say hello
  - Increased digital reach
    - Expanded digital screens



# Technology Trends

- Increased automation
  - Prospect list management
    - Automate communication with donors based upon interest
    - Automate marketing to integrate social media and e-mail campaigns (Marketo, Hubspot)
  - Receipts and Communication
    - Set up automated routines to understand donor gifting patterns with development staff notified when gifting patterns change
    - Modify communication based upon gifting patterns
  - Program management
    - Automate scheduling
    - Create communication platforms (mentor/mentee dashboard)



# Communication Trends

- 9 out of 10 people on the internet use social media, yet 67% of nonprofits don't have a documented social media strategy
  - Less than 50% of organizations utilizing social media are measuring their results

## SOCIAL MEDIA USERS BY AGE [CLICK FOR SOCIAL MEDIA GUIDE](#)

Facebook is still the most widely used – 2.9 billion monthly active users  
Tik Tok and Instagram are the most popular with the under 30 age group



# Communication Trends

- There will be 271 million smart phone users in the US by the end of the year
  - Average person watches 30 minutes of video a day from their phone
- 57% of people who watch nonprofit videos make a donation
- Text messages have an open rate of 99% verse e-mails which have an open rate of 28 to 33%
  - 97% of text messages are opened within 15 minutes of receiving



# Workspace Trends

- Space will need to be more malleable
  - Space will need to be multi-purpose and dynamic to meet changing needs of organizations through-out the week/day
- Re-evaluate office space (space costs about \$5,000 per person per year)
  - We anticipate downsizing of space
  - Renegotiate leases
- Increase in hoteling
  - Increased need for disinfecting



# Check Out The Full Trend Report





# Sign up For Upcoming Webinars



## How to Develop a Fundraising Plan for 2022 January 26<sup>th</sup> at 12:00 pm

Join Michael Bellavia CEO of HelpGood for an informative Work Shop!

In this workshop we'll:

- Set fundraising resolutions for 2022
- Develop a one-page fundraising strategy using the Get, To, By approach
- Prioritize tactics
- Create a calendar with themes
- Discuss habits to set you up for fundraising success

You'll walk away with a forward-looking game plan and hopefully preserve some of your sanity to turn 2022 into a happier new year.

This Webinar is first come, first serve we have limited registration to 30 people, if you would like to be put on our waitlist please email Kelli-Anne Cerini at [Kacerini@cerinicpa.com](mailto:Kacerini@cerinicpa.com)  
[Register Here!](#)



## Cerini Nonprofit Connection – Diversity and Inclusion in the Workplace February 8<sup>th</sup> at 12:00 pm

Join Ken Cerini and guest Simone Sloan of Your Choice Coach for our monthly nonprofit webinar series! They will discuss Diversity and inclusion in the workplace.

[Register Here!](#)

# Thank you to the Fellow Members of the Nonprofit Resource Hub!



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# Thank You

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