

# 3 Trends For Non-Profits in 2024



# Poll Question:

**How do you feel about your nonprofit in 2024?**

- Feeling Great
- Feeling Okay
- Feeling Anxious
- Feeling Uncertain
- Not Sure

# The Use Of Generations

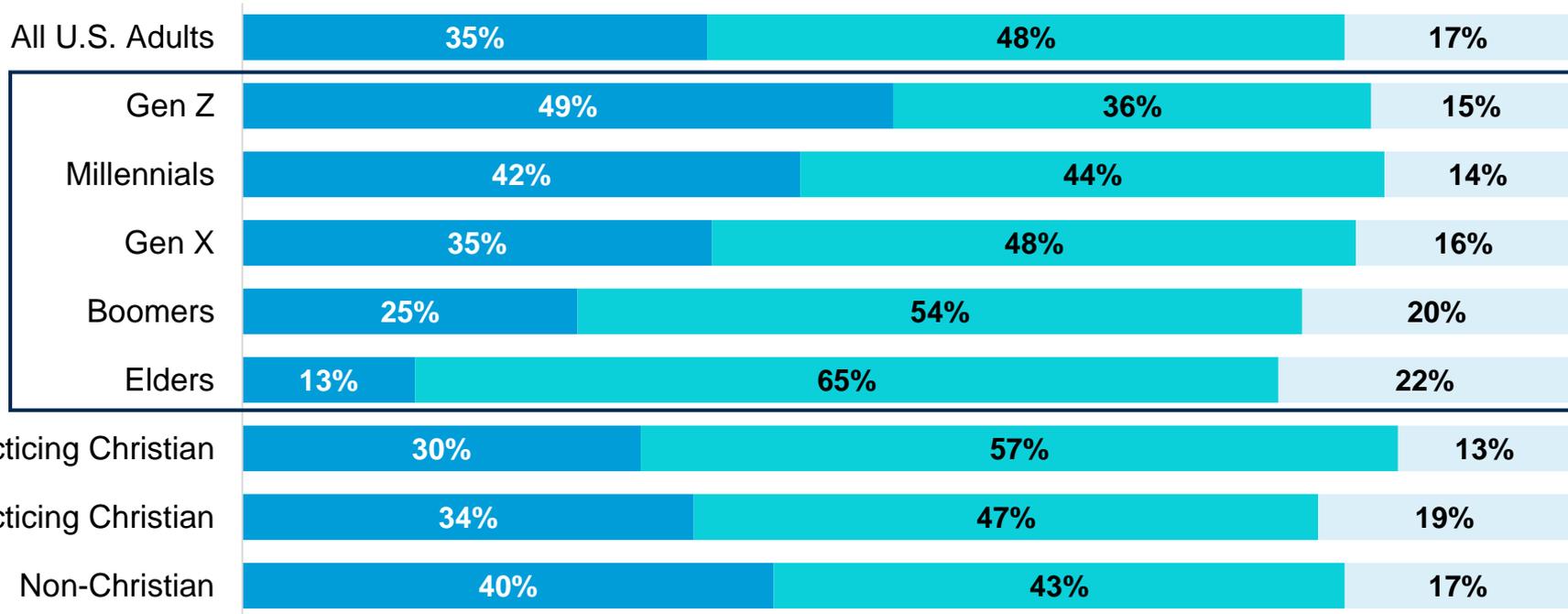
# Trend #1 Consumerism & Generosity

How we think about using our dollars is changing.

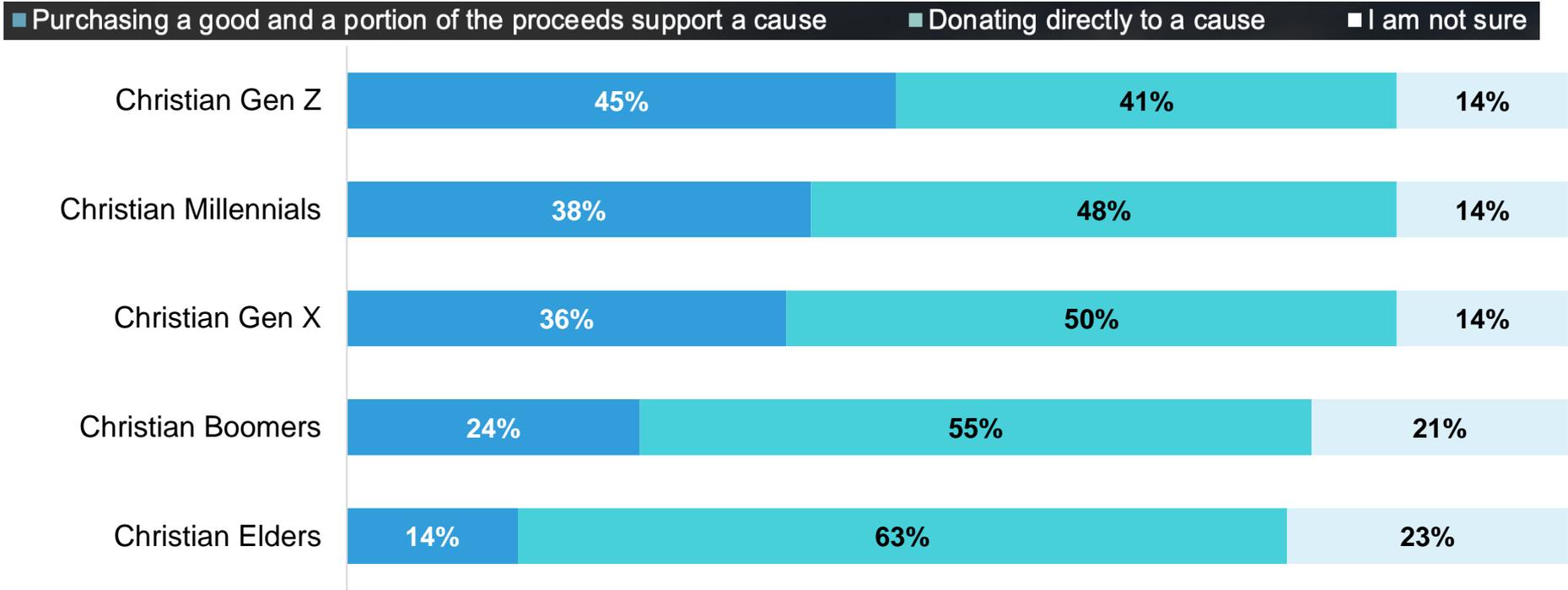


*If given the choice between purchasing a good (such as an article of clothing or household item) in which a portion of the proceeds support an important cause (such as hunger or poverty) or donating directly to a charity supporting that same cause, which would you choose?*

■ Purchasing a good and a portion of the proceeds support a cause   ■ Donating directly to a cause   ■ I am not sure



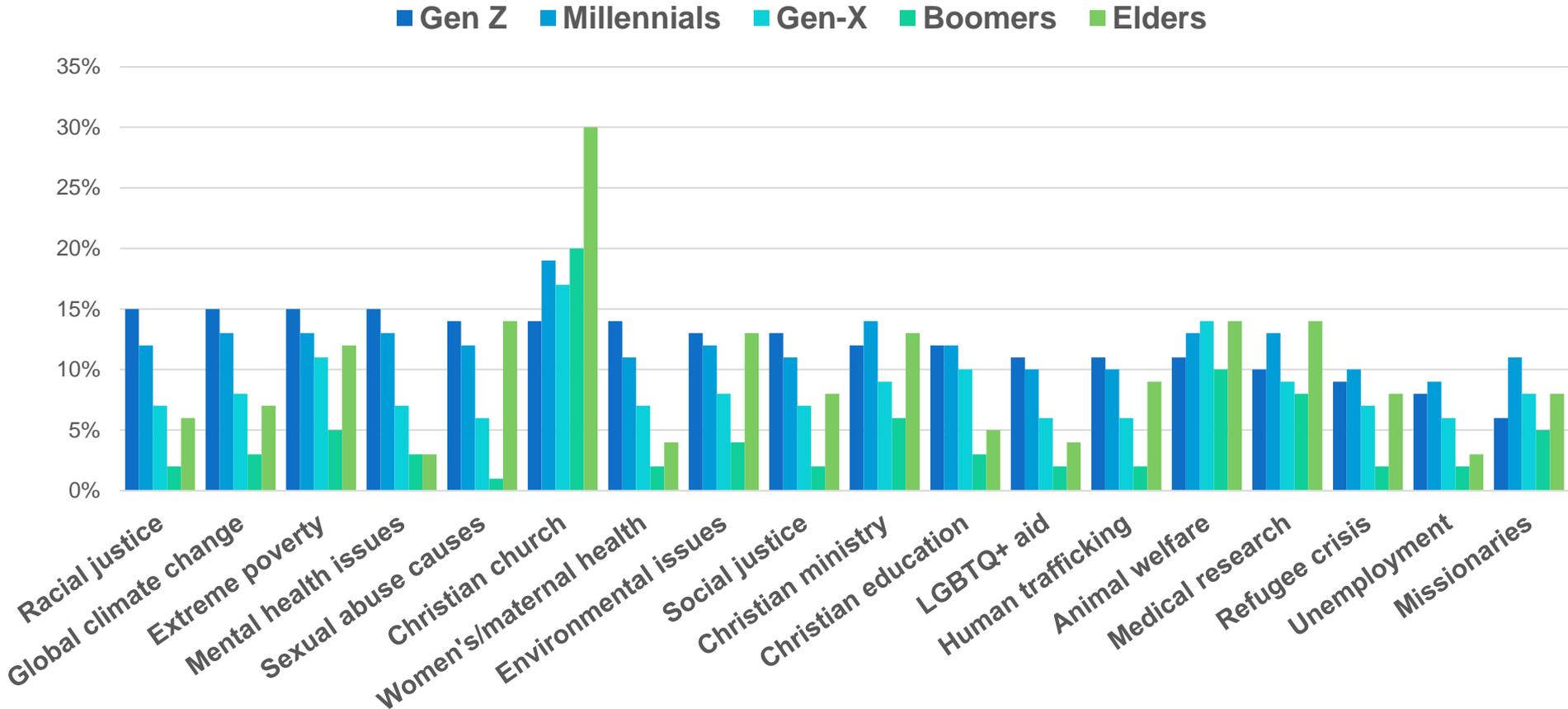
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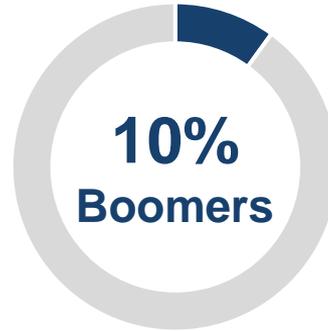
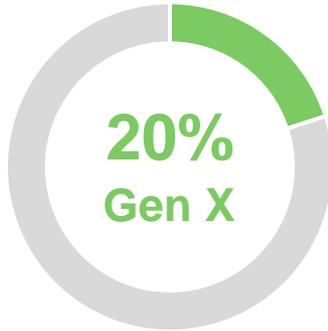
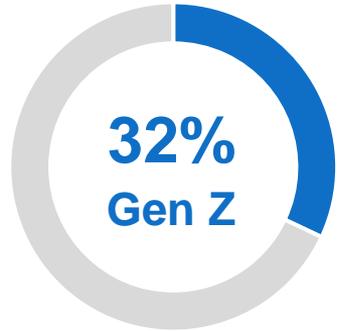
# Trend #2 Cause-Minded Culture

Causes are top-of-mind and outpace institutions

# Which are you currently donating money to?



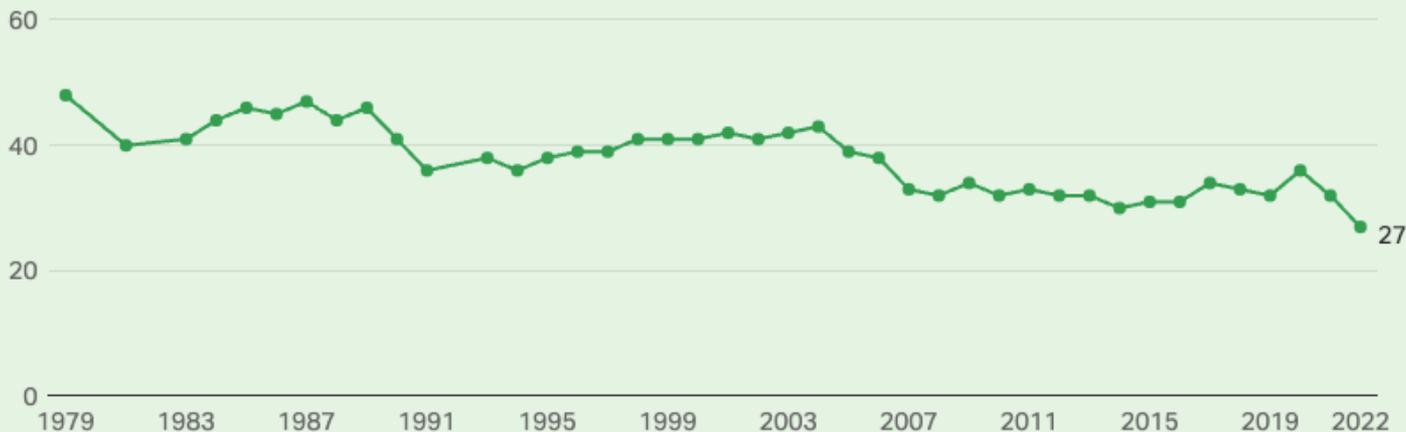
# Currently donating money to 3 or more



# Cause-Minded Culture

## Average Confidence in Major U.S. Institutions, 1979-2022

Figures are the average percentage of U.S. adults who have a great deal or quite a lot of confidence across institutions asked consistently by Gallup.

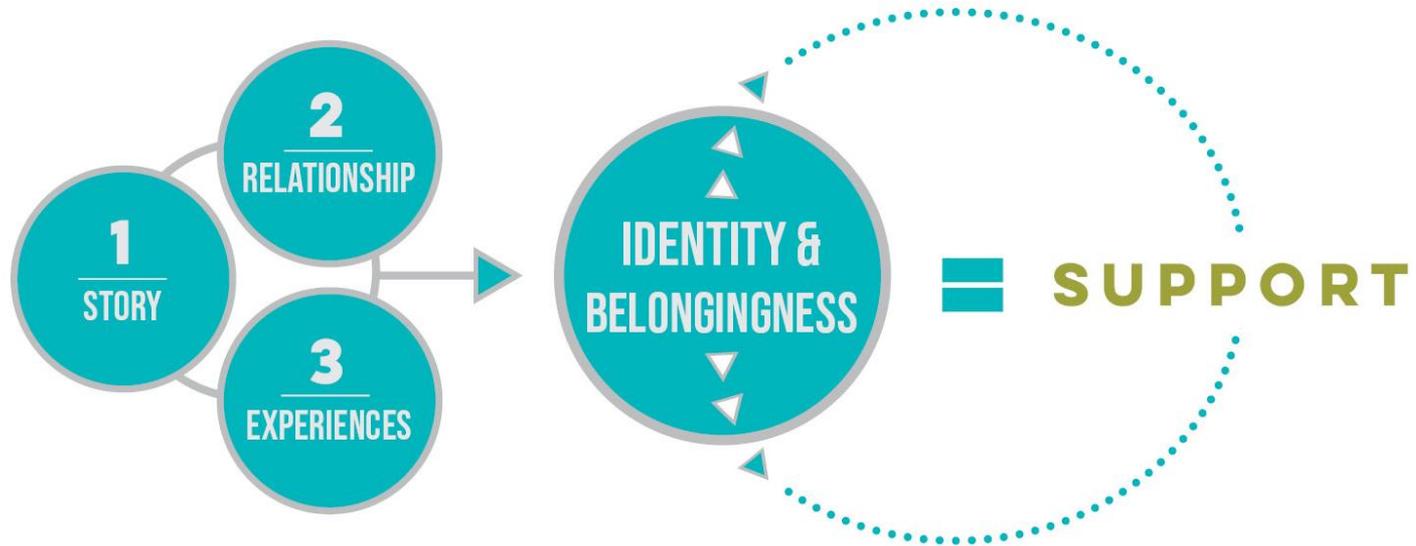


The average includes only those asked consistently by Gallup since 1979 or 1993 (when the list of institutions was expanded). The institutions asked consistently since 1979 are the church/organized religion, the military, the Supreme Court, banks, public schools, newspapers, Congress, organized labor and big business. In 1993 the list of institutions was expanded to include television news, the presidency, the police, the medical system and the criminal justice system.

[Get the data](#)

GALLUP

# Cause-Minded Culture



# #3 The Trust Factor

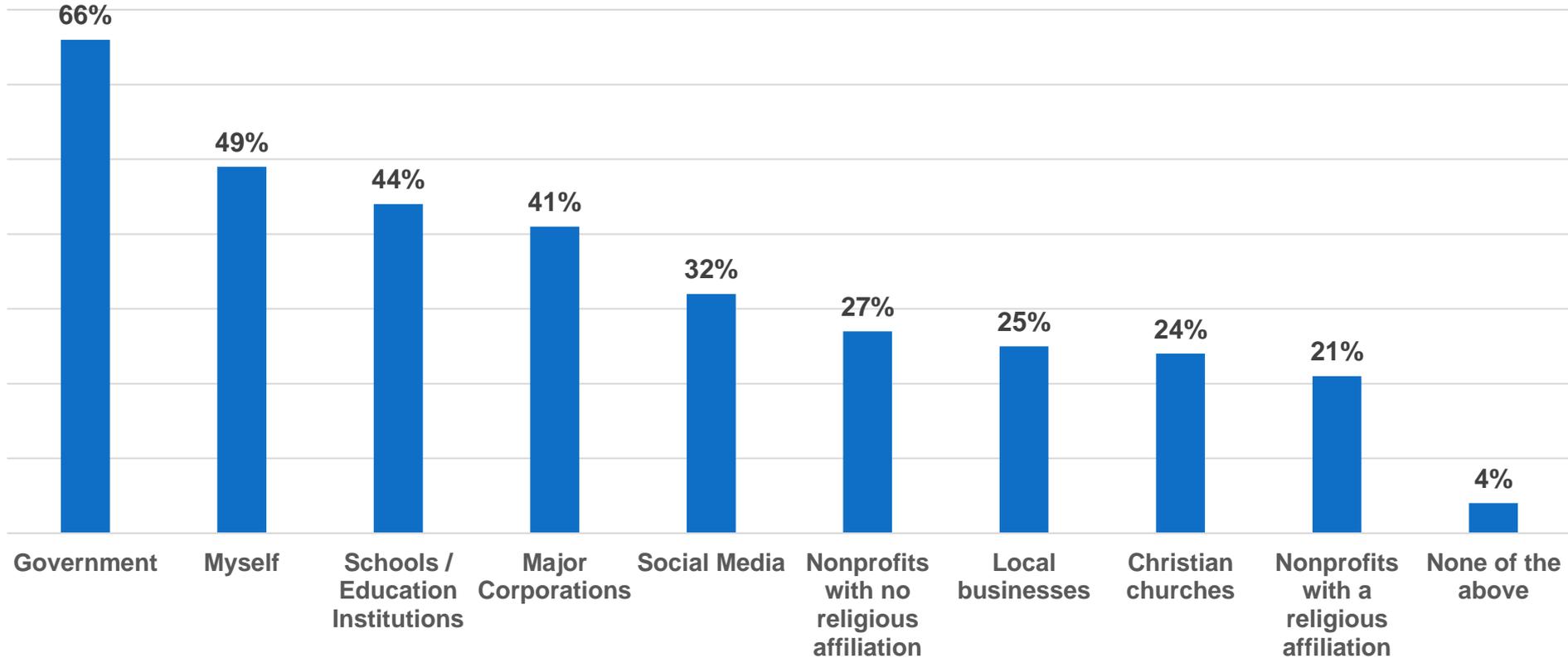
The broader backdrop skepticism / lack of trust.

# Poll Question:

**When you think about the issues that concern you the most, which of the following do you believe are responsible to create meaningful change? (Select all that apply)**

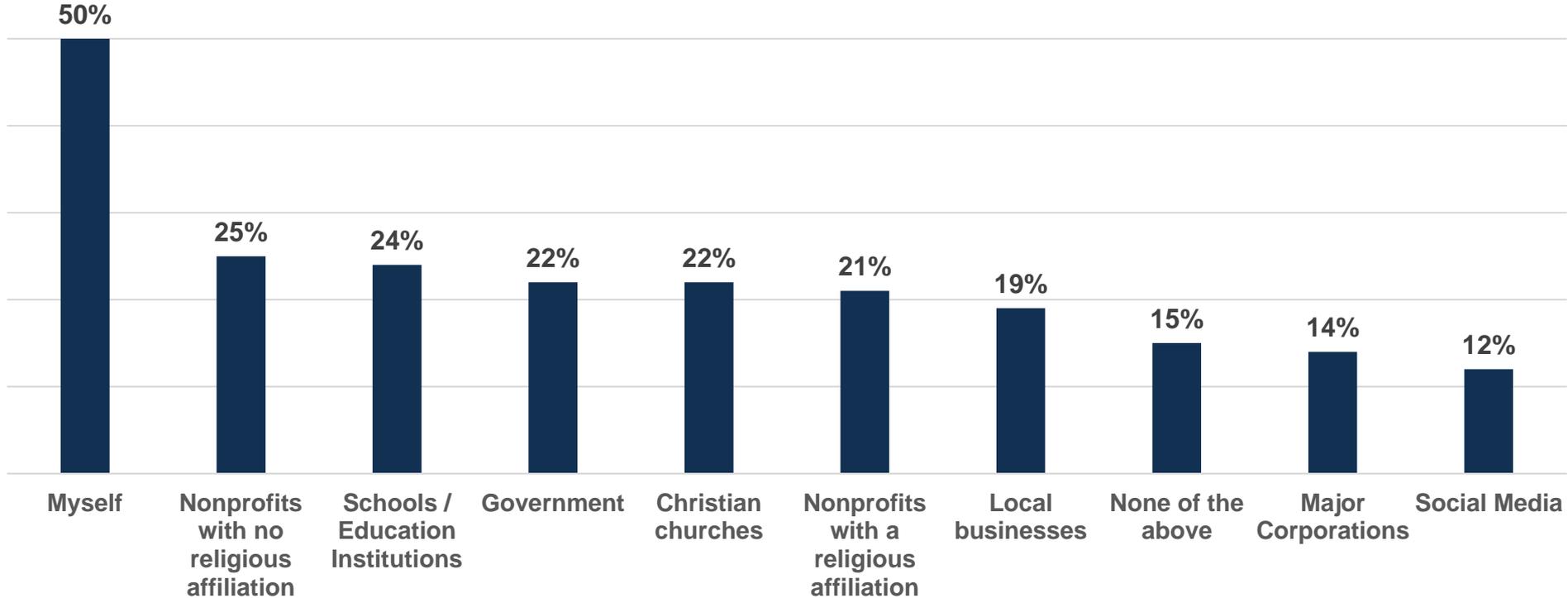
- Government
- Myself
- Schools/Educational Institutions
- Major Corporations
- Social Media
- Nonprofits with no religious affiliation
- Local Businesses
- Christian churches
- Nonprofits with a religious affiliation
- None of the above

When you think about the issues that concern you the most, which of the following do you believe are responsible to create meaningful change? Select all that apply



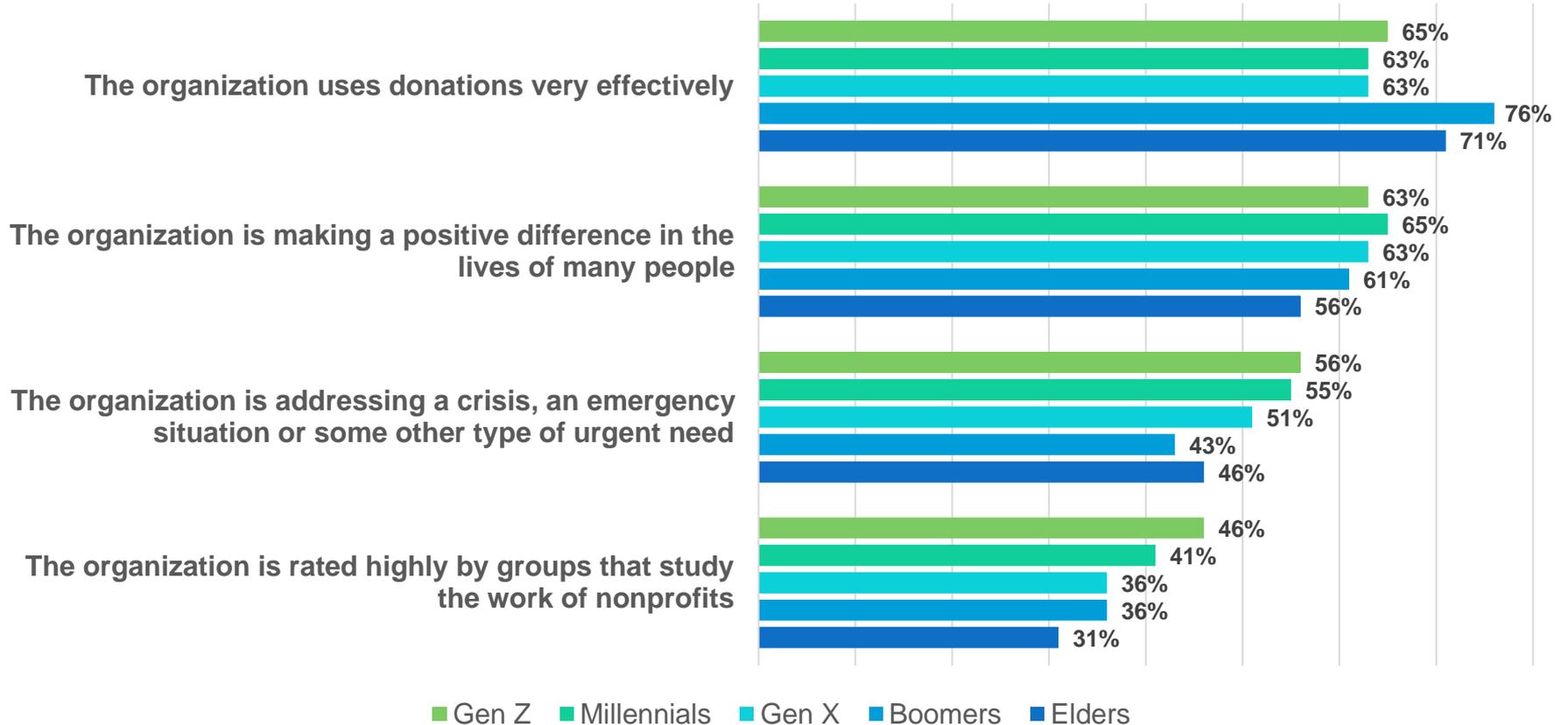
# Still thinking about the issues that concern you the most, which of the following do you trust to create meaningful change?

Select all that apply



# The following are all reasons you may financially give to an organization that aligns with your values, how important are each to you?

*% Very Important*



# Q&A

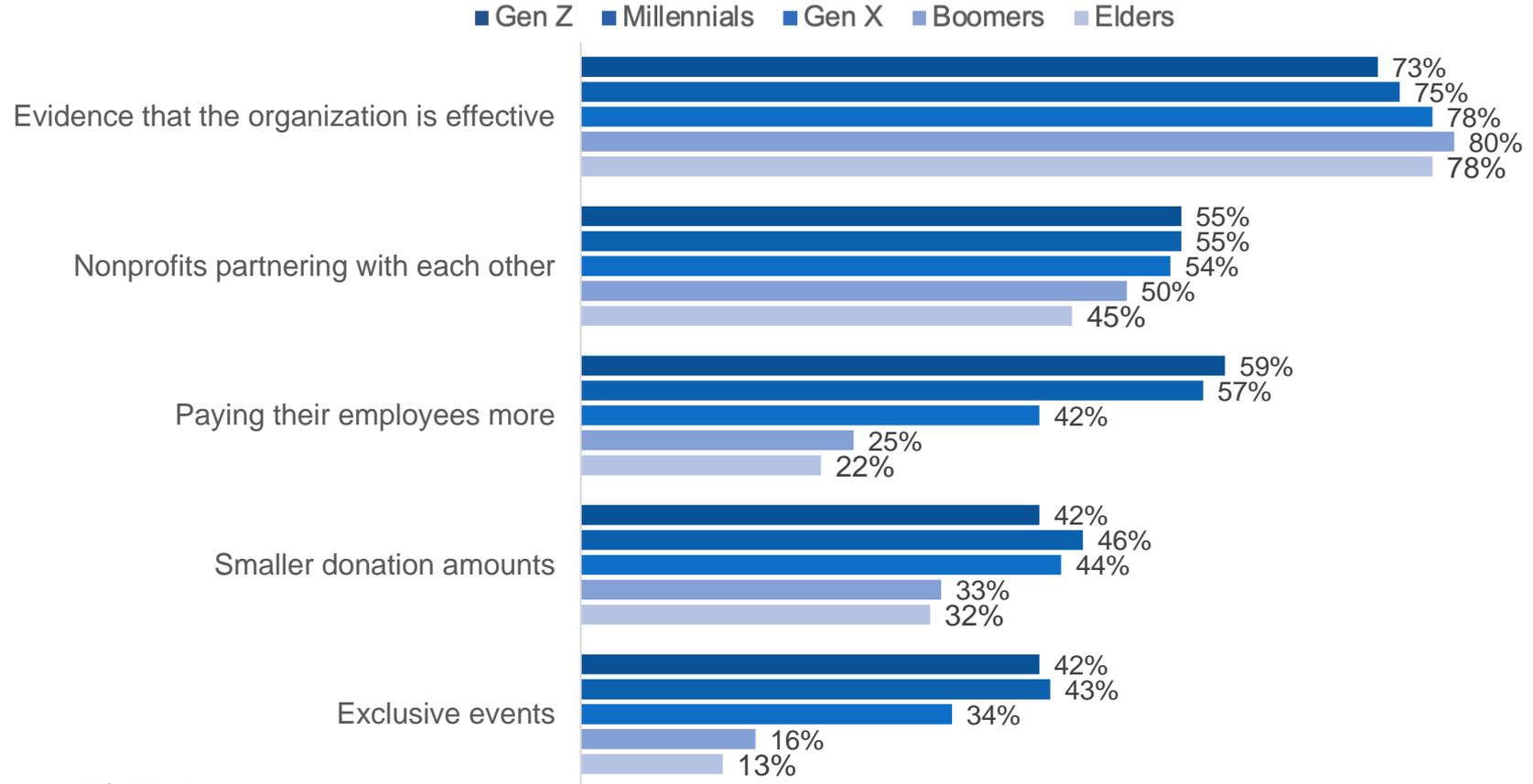


# Thanks For Attending!

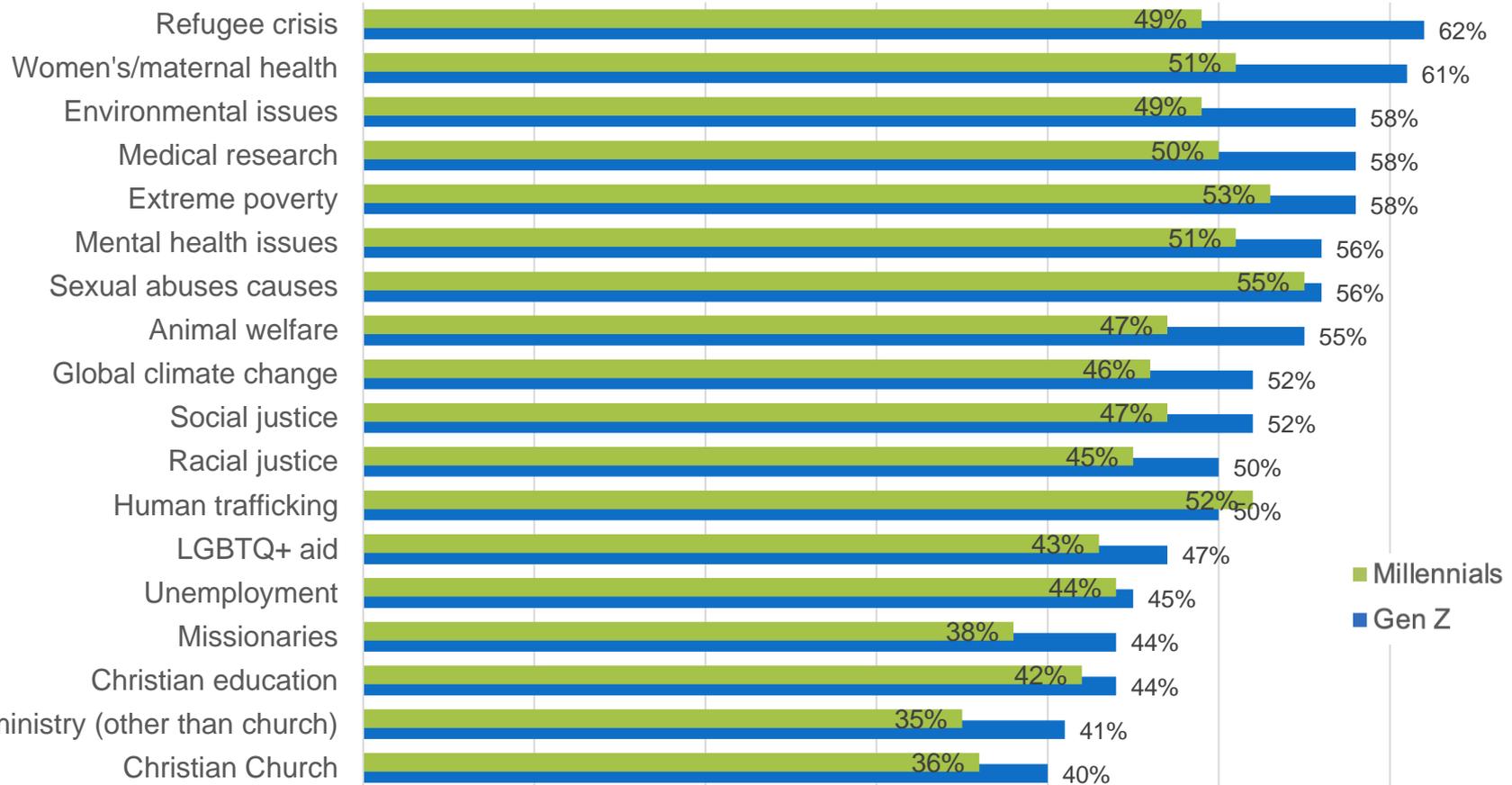


# Bonus Data: Gen Z

# For each of the following, would this make you more interested in financially supporting a nonprofit organization?



# Where younger generations “would consider donating”



■ Millennials  
■ Gen Z

# When Gen Z Extends Trust

Generally, how much do you trust each of the following to be fair and honest?

