



# Future-Proof Your Nonprofit

## TRENDS YOU CAN'T IGNORE IN 2025

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# Challenges, Solutions, and Trends



FINANCING AND  
FUNDRAISING



TECHNOLOGY



HUMAN  
RESOURCES



MARKETING



COLLABORATION



# Financing and Fundraising Trends

# Conquering Funding Challenges in 2025



Funding pressures nonprofits are facing today



Solutions nonprofits are using to adapt



Trends reshaping donor expectations



How to turn challenges into opportunities



# Our Roadmap

Challenges nonprofits face now

Practical, real-world solutions

Emerging trends in funding

Inspiration for action

# The Funding Landscape Today



Revenue down ~4% for nonprofits



Tight budgets, thin reserves



Economic swings causing unpredictability



Growing competition for donor dollars

# Major Funding Challenges

Donor fatigue and disengagement

Competition among nonprofits

Impact of economic uncertainty

Low donor retention rates

# Overcoming Donor Fatigue

Thank	Thank donors genuinely and often
Highlight	Highlight real impact stories
Reduce	Reduce frequent asks
Host	Host donor appreciation events

# Standing Out from the Competition



Sharpen and  
simplify your  
mission



Tell a differentiated  
story



Expand  
fundraising  
methods



Strengthen  
relationships with  
loyal donors

# Navigating Economic Uncertainty

Prioritize	Prioritize donor retention
Build	Build financial reserves
Stay	Stay flexible with funding plans
Budget	Budget for downturn scenarios

# Diversifying Your Income



Pursue grants and corporate sponsorships



Launch earned income initiatives



Embrace online and peer fundraising



Reduce reliance on single revenue sources



# Donor Behavior Is Changing

Younger donors want personal impact

Values-driven giving is rising

Transparency matters more than ever

Engagement beats guilt-based asks

# Technology & Fundraising Innovation



Online fundraising is the new norm



Hybrid events broaden reach



Social media drives donor action



Tech tools personalize giving

# New Funding Models

Foundation giving is increasing

Individual giving expected to rebound

Subscription and peer giving are rising

New earned revenue models emerging

## Conclusion – Turning Challenges Into Opportunities



Funding challenges are real



Innovation and adaptation are key



Take one action item forward



Nonprofits can thrive in this climate

# Q&A – Let's Talk



What resonated with you?



What solutions have you tried?



What new trends excite you?



# Technology Trends



Modernizing Operations on a Tight Budget



Companion to 'Funding Challenges' – focusing now on tech

# Why Technology Matters Now



Tech underpins  
daily nonprofit  
operations



Can boost  
efficiency and  
mission impact



Many nonprofits  
lag in tech  
adoption

# Key Technology Challenges for Nonprofits

Outdated systems  
(old  
software/hardware)

Data silos  
(systems not  
integrated)

Cybersecurity risks  
(growing threats)

Limited IT  
resources &  
training

## Challenge – Outdated Systems & Tight Budgets

Reliance on aging software/hardware

Patchwork solutions (spreadsheets, legacy apps)

Limited budget for upgrades or IT staff

Results in inefficiency & errors

# Modernizing on a Budget (Solutions)



Leverage cloud tools (nonprofit discounts)



Use free/low-cost software & donated tech

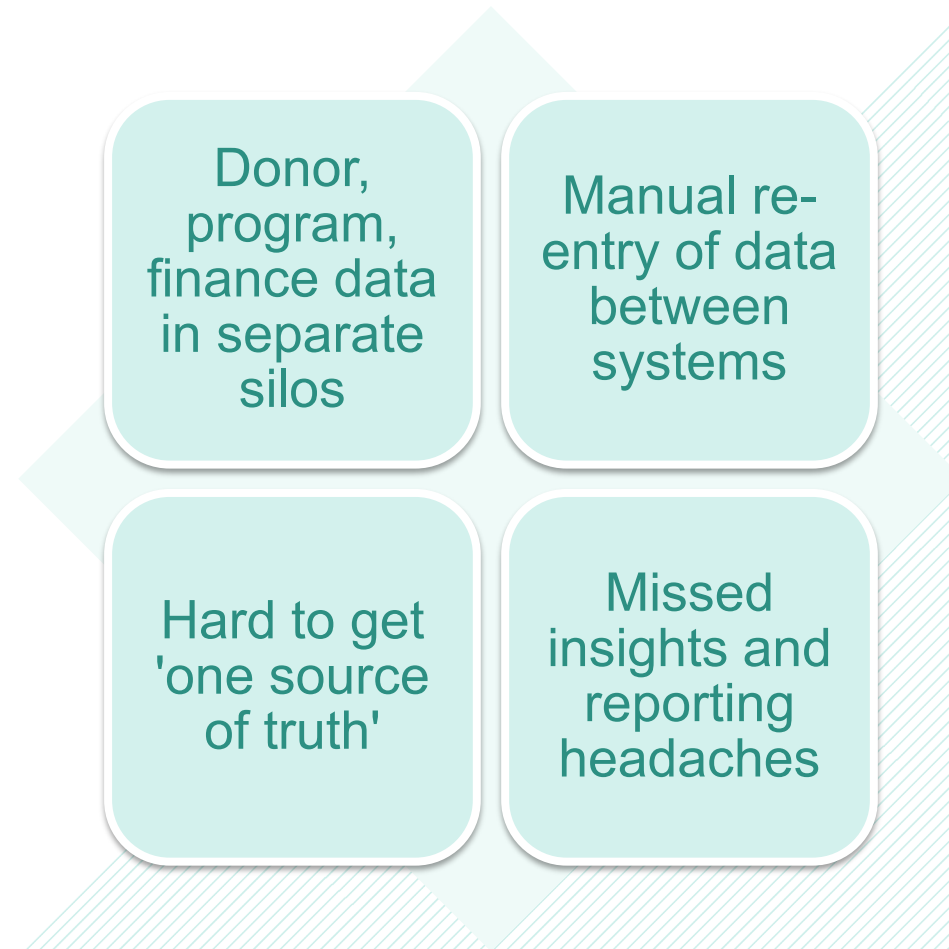


Incremental upgrades – prioritize high-impact areas



Invest in staff training to maximize tech

# Challenge – Data Silos & Lack of Integration



# Solution – Unifying Data and Systems

1

Adopt integrated tools (CRM linked to finance)

2

Connect systems via integrations/APIs

3

Use automation to reduce manual work

4

Establish clear data strategy and protocols

## Challenge – Growing Cybersecurity Threats



Nonprofits increasingly targeted by cyber attacks



Limited cybersecurity infrastructure in place



Sensitive donor/client data at risk



Breaches cause financial and reputational damage

# Solution – Strengthening Cyber Defenses

Basic protections: antivirus, firewalls, updates

Enable multi-factor authentication (MFA)

Train staff to spot phishing

Maintain backups and an incident response plan

# Emerging Trend – AI and Automation



AI for routine tasks (draft emails, FAQs)



Chatbots improving donor/client support



Automation to handle repetitive workflows



Early adopters see efficiency gains and savings

## Emerging Trend – Data-Driven Decisions & CRM Improvements

Bigger focus on outcomes and impact metrics

CRMs and dashboards personalize outreach

Integrating data for predictive insights

Data informing strategy

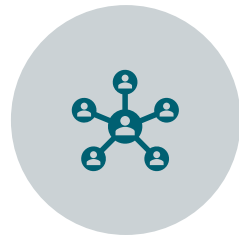
## Conclusion – Embrace Tech as a Mission Enabler



Even small upgrades yield big benefits



Start with high-impact areas



Use nonprofit discounts, volunteers, peers



Foster a culture open to tech and learning



# Human Resource Trends



# Building a Strong Team in Today's Market

Nonprofits face  
unprecedented  
staffing challenges

Nearly 75% report  
vacancies – a  
workforce crisis

High turnover and  
labor shortages  
threaten programs

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12.8M nonprofit employees (~10% of private workforce)

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18.6% growth 2007–2017; COVID-19 halted momentum

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2022: Still 1.4% below pre-pandemic employment

# The Great Resignation Hits Nonprofits



Turnover spiked to ~19% in 2022



Small nonprofits, arts orgs hardest hit (25–35% turnover)



Half of nonprofit employees plan to seek new jobs by 2025

## Widespread Vacancies and Labor Shortages

~75% of  
nonprofits have  
current  
vacancies

85% say they  
struggle to find  
enough  
qualified staff

Many must  
scale back  
services due to  
staffing gaps

## Challenge – Leadership Succession Gaps



75% of nonprofit leaders may leave within 5–10 years



73% lack a succession plan



Risk of brain drain without ready successors

## Challenge – Salary Competition and Compression



Nonprofit workers earn ~\$3.36/hour less than for-profit



72% say competition hurts hiring



Inflation eroded nonprofit pay further

# Challenge – Burnout and Workload Stress

50% report burnout driving turnover

Vacancies increase workloads for remaining staff

Vicious cycle: overwork → burnout → resignations

## How Can Nonprofits Combat the Labor Shortage?



Rethink compensation and benefits



Invest in leadership pipelines



Embrace flexibility



Innovate recruiting



Prioritize DEI and inclusive culture

# Solution – Compensation and Benefits Re-Design

1

Benchmark salaries; address pay equity

2

Enhance benefits: health, retirement, mental health

3

Use creative incentives: bonuses, stipends

## Solution – Develop Internal Talent and Leadership



Succession planning for key roles



Clear career pathways



Invest in professional development



Promote from within

## Solution – Embrace Remote Work and Flexibility



57%+ nonprofits offer remote/hybrid options



Remote roles expand candidate pools



Flexible schedules improve retention

## Emerging Trend – DEI in Talent Strategy

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Only 38% of nonprofits reflect community diversity

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64% struggle attracting diverse candidates

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DEI focus attracts Gen Z and retains staff

# Emerging Trend – Engaging the Gen Z Workforce



Gen Z = 27% of workforce by 2025



Mission-driven but demand work-life balance



Mental health support and growth pathways critical

## Conclusion – Building a Resilient Nonprofit Workforce



Talent is mission-critical



Invest in people and culture



Be proactive to future-proof your organization



# Marketing Trends

# The Power of Marketing



Marketing builds awareness and amplifies mission



Nonprofits face unique marketing hurdles



We'll cover challenges, solutions, and trends

# Marketing Challenges for Nonprofits

Limited budgets and small teams

No clear strategy dilutes messaging

Outdated tactics miss younger audiences

Crowded digital space demands creativity

# Strategic Focus & Branding

Define  
and focus  
on

Define and focus on your core audience

Clarify

Clarify a compelling mission message

Maintain

Maintain consistent brand voice and visuals

# Storytelling & Content Marketing



Share real impact stories



Use varied content formats (blogs, videos, graphics)



Center stories around people, not just the organization

# Digital Engagement & Social Media



Focus on key channels (email + 1 social platform)



Engage actively—don't be a ghost



Leverage supporter-created content (UGC)

# Partnerships & Outreach



COLLABORATE WITH  
LOCAL NONPROFITS AND  
COMMUNITY GROUPS



PARTNER WITH  
INFLUENCERS AND  
ADVOCATES



USE FREE RESOURCES  
LIKE GOOGLE AD GRANTS

# Trend – Short-Form Video Boom



Short videos dominate TikTok, Reels, YouTube Shorts



Video = 82% of internet traffic



Video content is highly shareable

# Trend – Embracing AI & Automation



90% of nonprofits use AI to boost marketing



AI assists with content creation and video editing



Chatbots and personalization improve supporter engagement

## Trend – Community-Centered Marketing

Transparency and authenticity drive trust

Feature supporter/beneficiary-generated content

Collaborate with your community to co-create brand stories

# Key Takeaways



Marketing is essential to mission success



Overcome barriers with strategy and creativity



Investing in engagement = growing your impact



# Collaboration Trends

# Why Collaboration Matters Now



Nonprofits face complex challenges and resource limits



Collaboration expands funding, services, and impact



68% of nonprofits plan to collaborate next year

# Internal Collaboration Challenges



Siloed teams and turf wars



Communication breakdowns cause mistakes



Leadership gaps fuel silo mentality

# External Collaboration Challenges



Misaligned missions between partners



Poor communication and low trust



Competition for funding and fear of losing identity

# Fostering Internal Collaboration



Align around shared mission and goals



Leadership models and rewards collaboration



Cross-functional meetings and shared tech tools

# Overcoming External Collaboration Challenges

1

Find aligned partners through due diligence

2

Set clear roles, goals, and MOUs

3

Prioritize open communication and trust-building

4

Balance power, share resources equitably

# Emerging Collaboration Trends



RISE OF COLLABORATIVE  
NETWORKS AND  
COALITIONS



BACKBONE  
ORGANIZATIONS  
COORDINATE EFFORTS



TECH ENABLES REMOTE  
COLLABORATION



FUNDERS PRIORITIZE AND  
REWARD PARTNERSHIPS

# The Collaboration Imperative



Collaboration is hard but worth it



Practical steps create real impact



Leaders must model collaborative culture

# THANK YOU



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