



SEVENTH EDITION

Nonprofit Trends Report

How Nonprofits are Building Momentum for a Changing World



Hello,

Welcome to the 7th annual Nonprofit Trends Report by Salesforce.

Every year, we take a close look at the forces impacting nonprofits across sizes, causes, and countries. This year's report reveals the sector is in forward motion despite mounting pressure. The one keyword to highlight here is *motion*.


Before diving deep into this year's findings, we invite you to think about *momentum*. The positive energy and progress that build over time as you work toward your goals. It's the sense of progress and accomplishment that propels you toward further success. Reflect on where you and your team had to dig deep to gain traction this past year. What kept you going? What helped you pick up speed? Whatever it is, celebrate it with your team. Acknowledging wins, big or small, is a vital fuel for momentum, strengthening bonds and renewing the energy needed to continue doing more good in a changing world.

This year, nonprofits continue finding ways to meet rising demand for their services, adapting their fundraising strategies, making progress in digital maturity, and some readily tapping into AI advantage. The data informing this report tells the shared stories of a resilient sector moving forward. Not only to keep up with the times, but also to leap forward to serve a changing world.

Whatever your cause, size, or region, you are part of a global momentum that is changing the way the world does good. All of us at Salesforce are standing with you.

In service,

Salesforce



Despite mounting pressure, nonprofits carry on their vital and life-changing work. Many are gaining momentum as they adapt, evolve, and rise to meet the moment.






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Research Methodology

The trends in this report emerge from a global quantitative survey with **1,229 nonprofits** across sizes, countries, and causes. Countries and causes are ordered by majority representation.


STAFF SIZES



Small
0-24
25-100





Medium
101-500





Large
501+


COUNTRIES


 United States

 Germany

 Netherlands

 United Kingdom

 France

 Australia

PRIMARY CAUSES

- Animals
- Arts & Culture
- Children & Young People
- Education & Schools
- Elderly
- Environment & Nature
- Health & Hospitals
- Human Rights
- Human/Social Services
- International Aid
- Poverty & Social Welfare
- Religion & Faith-based
- Rescue
- Science & Research
- Sports
- Other

Executive Summary

It has been another year of mounting pressure for nonprofits to adapt and evolve. Once again, with remarkable resilience, nonprofits are building momentum across several fronts: **fundraising, staffing, service delivery, digital engagement, and technology readiness.**

KEY TAKEAWAYS



Fundraising resurfaces as the #1 challenge.

For the first time in four years, fundraising surpasses staffing challenges. As a result, most nonprofits are adapting their fundraising strategies to include more digital methods. A hybrid model remains the most common.



Demand exceeds capacity.

Nearly half of all nonprofits report increased demand for their services, but only a third say their capacity and resources have increased to match this demand.



Workforce strain remains.

Staffing is the most widespread operational challenge. Two-thirds of nonprofits are dealing with issues related to staff hiring, retaining, and burnout. In large organizations, workload pressure is even more acute.





KEY TAKEAWAYS CONT.



Digital rises with uneven readiness.

Digital engagement is growing, and boosting impact, yet many nonprofits still lack the tools or skills to maximize its potential. A small cohort is taking the lead while some others still lag behind.



AI adoption surges.

Over half of nonprofits are now piloting or already using AI in their day-to-day work, with general sentiment being optimistic or excited while needing further support. AI use cases have evolved from basic content creation to program design, reporting, and operations. Data security and privacy are the top concerns about using AI.



Government support matters.

Where nonprofits receive strong government backing, they also report stronger innovation, higher AI use, more digital investment, and greater confidence. Where government support is lacking, nonprofits struggle with the capacity to deliver service.

Pressing Forward Despite Pressure



Nonprofits face rising demand for their services while capacity remains limited. Small nonprofits are most concerned about fundraising and managing workload. Large nonprofits are more likely to report challenges in service delivery, suggesting capacity pressure even with greater access to resources.

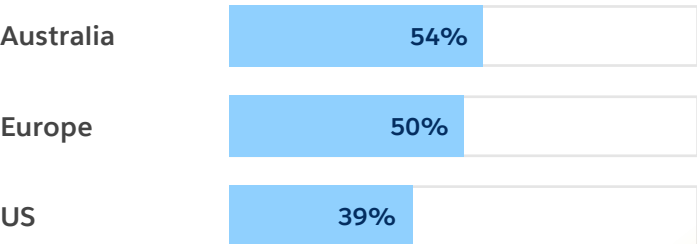
Service demand is rising around the world.

About half of nonprofits globally experience increased demand for their services due to higher costs of living. Demand increases are highest among nonprofits outside of the US, large nonprofits with 500+ staff, and those focusing on elderly care, social service and welfare, and youth support.

Yet, capacity has not kept pace.

Only a third of nonprofits saw an increase in staffing, signalling that capacity is still limited compared to the higher demand for service delivery. As a response to higher demand, 36% nonprofits are identifying new ways to deliver services, with only 24% able to increase their capacity for service delivery. However, under pressure, 19% of large organizations experienced service cutbacks.

Increased Demand by Region



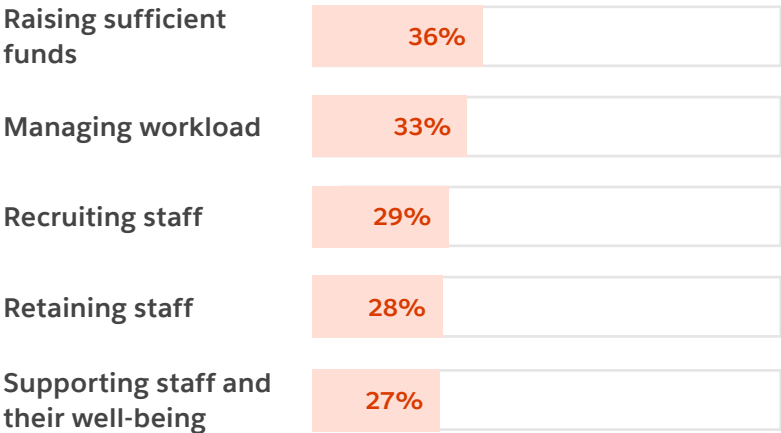


Fundraising surpasses staffing challenges for the first time in 4 years. Fundraising is back as the number one challenging issue for nonprofits. Fundraising concern is highest among those without government support, which accounts for 48% compared to 37% with support.

Workforce challenges are widespread.
64% of nonprofits experience challenges around staff recruiting, retaining, and supporting their well-being. Staffing pressure is reported as highest in the UK and Germany.

As nonprofits are under pressure to do more with less, another significant operational issue shared by many nonprofits is managing workload, with a third reporting it as one of their top concerns. This pressure intensifies in larger organizations and nonprofits in regions with less support from their governments. Nearly half of nonprofits in Australia find it challenging to manage their workload.

Top 5 Challenges Nonprofits Face



Evolving Fundraising Strategies

The majority of nonprofits are adapting their fundraising strategies and expanding their channel mix to address fundraising challenges. Across the world, a hybrid fundraising model remains the norm, as it has for many years. However, what's trending up is the diversification of fundraising strategies towards digital.

Top Changes in Fundraising Strategies

Picking up speed of change in fundraising.

85% of organizations reported changes in their fundraising strategies, with 53% reporting 3 or more changes. Some nonprofits reported over 7 categories of changes in their fundraising strategies. The primary change reported is increased investment in fundraising, marketing, and communications. Digital fundraising shifts are the strongest among smaller nonprofits and those with government support.

Fundraising is now digital-first, but not digital-only.

Digital fundraising matures while channel mixes continue to expand and diversify. Although digital fundraising is now mainstream, many nonprofits still count on traditional channels too. US nonprofits are leading in fundraising innovation, especially in channels and digital payment options. Traditional channels are still common, but surprisingly less so outside of the US.



30%

Investing more in fundraising, marketing, and communications

29%

Diversifying to include a wider mix of channels

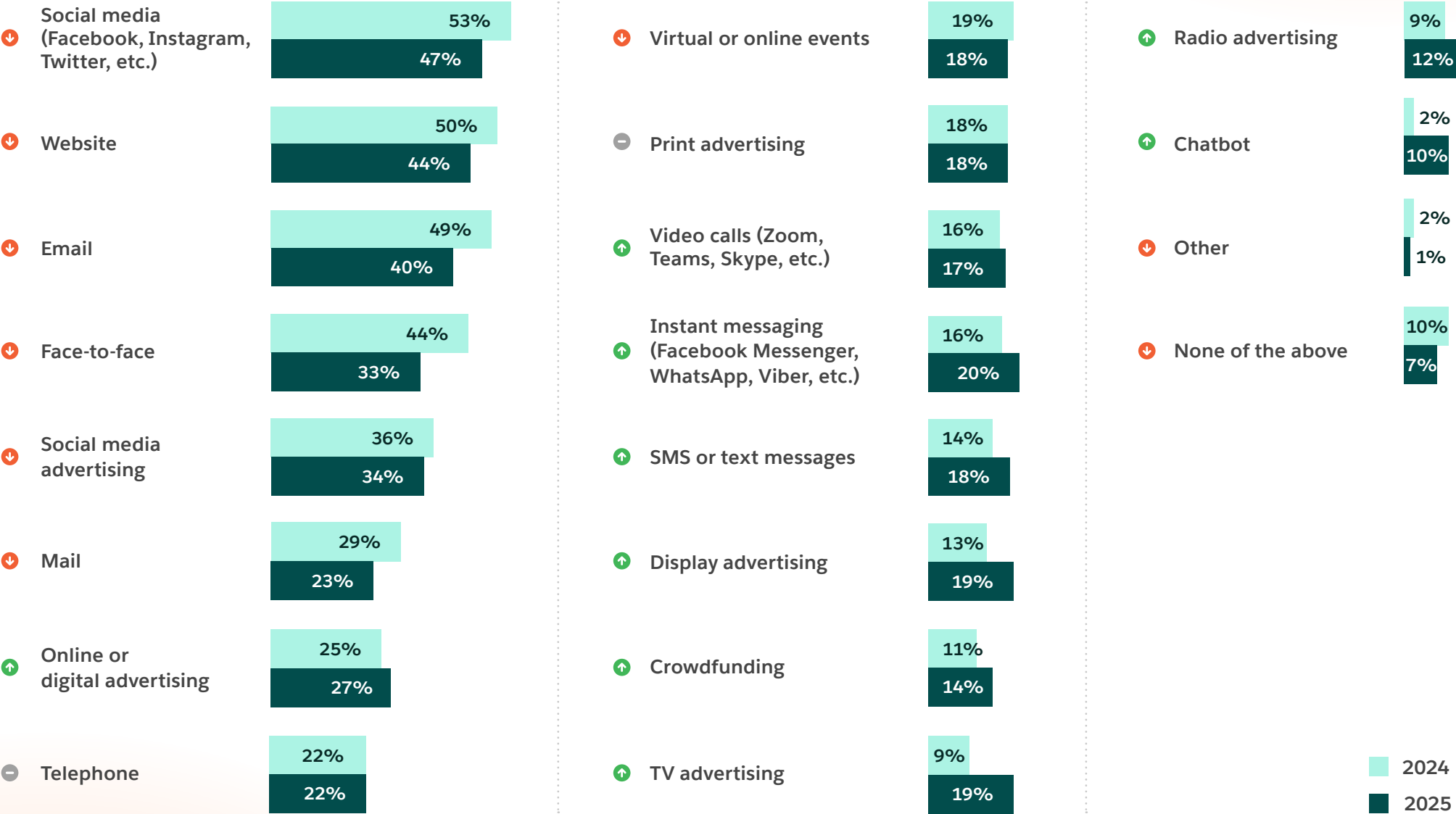
28%

Increasing focus on digital channels





Fundraising channels



Moving The Needle With Digital





Digital continues advancing forward, reshaping and boosting gains in engagement and fundraising. Yet digital maturity and readiness remain uneven across the nonprofit sector.

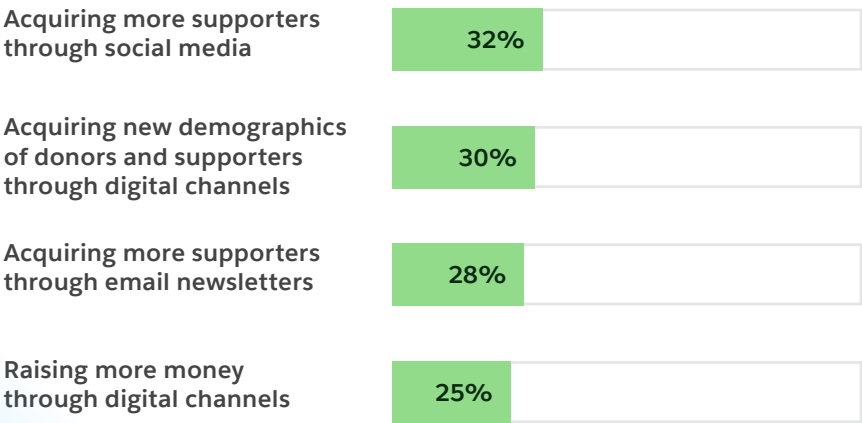
Digital growth and impact vary by region.

40% of organizations increased their use of digital tools for engagement and fundraising. This year, nonprofits in regions outside of the US are experiencing a greater increase in digital channels, a sign of catching up to the high digital adoption rates seen among US nonprofits in previous years.

About a third saw changes in the demographics of their donors and supporters as a result of digital channels. A third acquired more supporters via social media, and a quarter raised more funds digitally.

Highest digital gains are seen in the US, with about a third of US nonprofits raising more funds online. Australian nonprofits saw the lowest increase in online donations, only 12%.

Increased Gains From Digital



Digital engagement is rising, but capabilities and safeguards lag.

Some organizations are pushing forward digitally without adequate safeguards and training. Only 41% of nonprofits have cybersecurity training for staff; although a 7% increase from last year, this is a crucial area worth addressing to minimize risk exposure. Nonprofits in Australia have the highest number of cybersecurity training, with about half having it in place, compared to 42% in Europe and 33% in the US. About 20% of all organizations list data security and privacy compliance among the top challenges they face. 11% still report having no data protection plan in place at all.

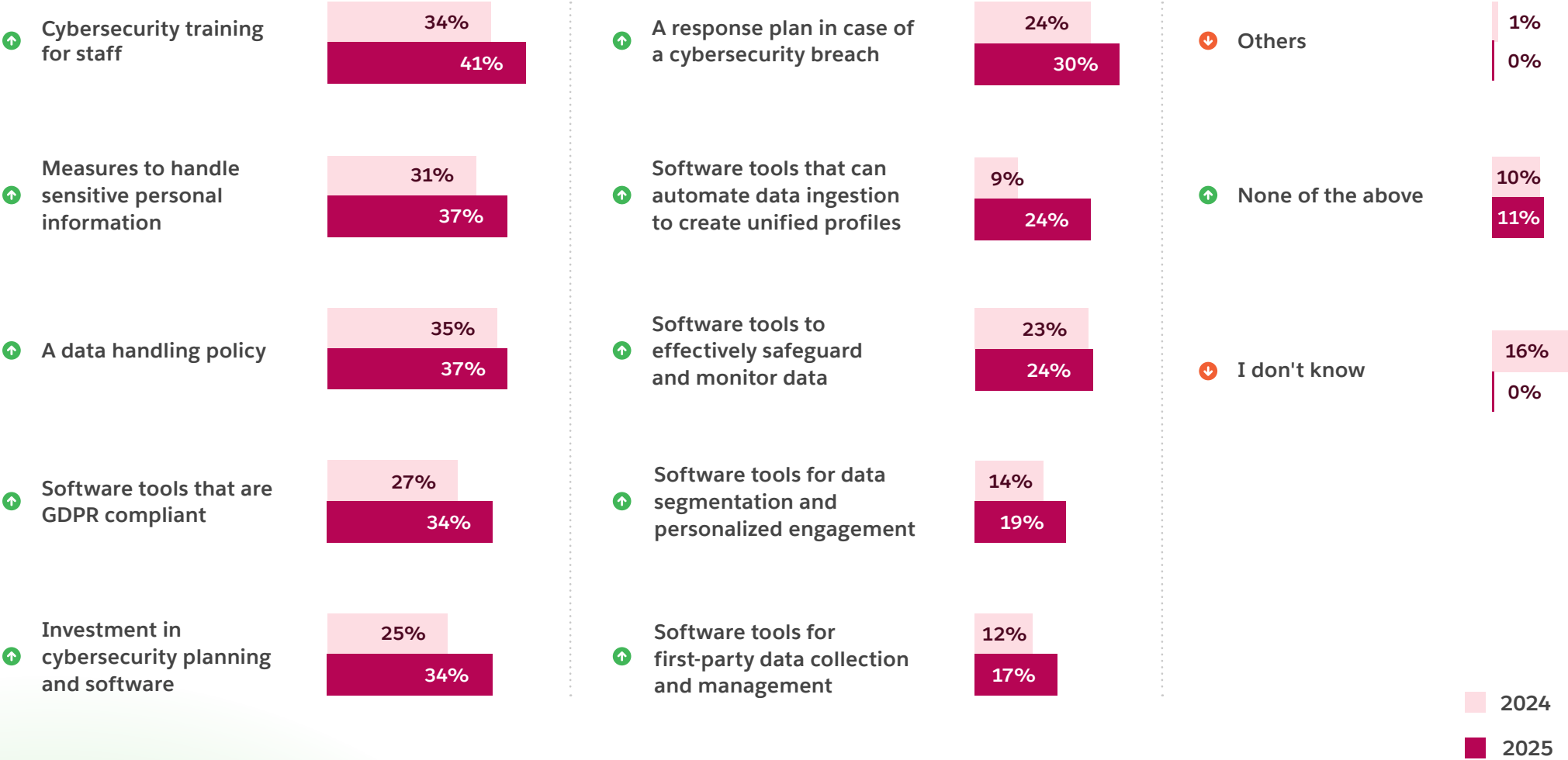
But this story is unfolding with optimistic progress.

Today, 69% of nonprofits have taken steps to protect their data, which is a clear increase from previous years. Australian nonprofits are leading the way in providing cybersecurity and data privacy training for staff. And there is much to learn from European nonprofits, as they demonstrate the strongest adoption of GDPR-compliant software and digital tools. The highest adoption of automation tools to create unified stakeholder profiles is seen in the US, at 41% compared to 17% elsewhere.





Cybersecurity and Data Handling



Picking Up Speed With AI Adoption

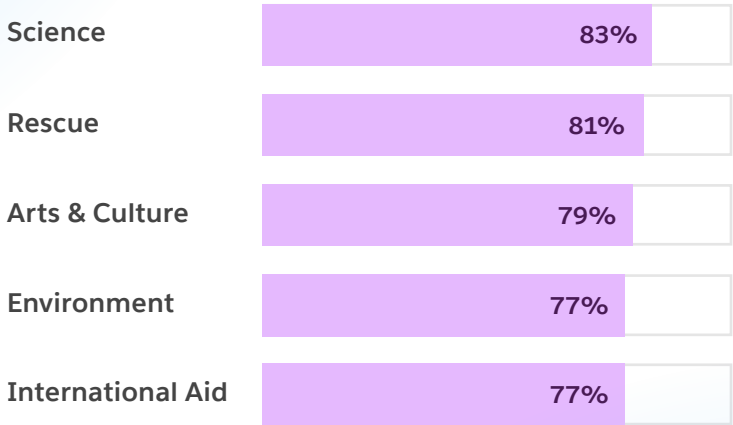


Artificial Intelligence is no longer a distant concept for the nonprofit sector. AI adoption has hit an inflection point, showing the strongest momentum of change throughout the sector.

AI use is accelerating and stretching what’s possible. Within one year, AI has moved from cautious exploration of possibilities into active pilot and practice across key functions. 55% of nonprofits are actively using or currently piloting AI. It’s a huge jump from last year’s 12%.

AI use is highest in the US at 89% compared to 44% to 48% in other regions. Across nonprofits, there are also higher numbers of AI users among managers and leaders than among their staff. Large organizations with 100+ staff lead in usage (66%) and openness (65%), whereas small organizations show the lowest AI use (28%) and openness (40%). A quarter of nonprofits report insufficient budget or resources as among the top 3 concerns related to using AI, while a third of US nonprofits cite this challenge. This suggests AI adoption could be even higher with more budget and resources.

Highest AI Adoption by Cause





Despite widespread interest, adoption is unevenly distributed.

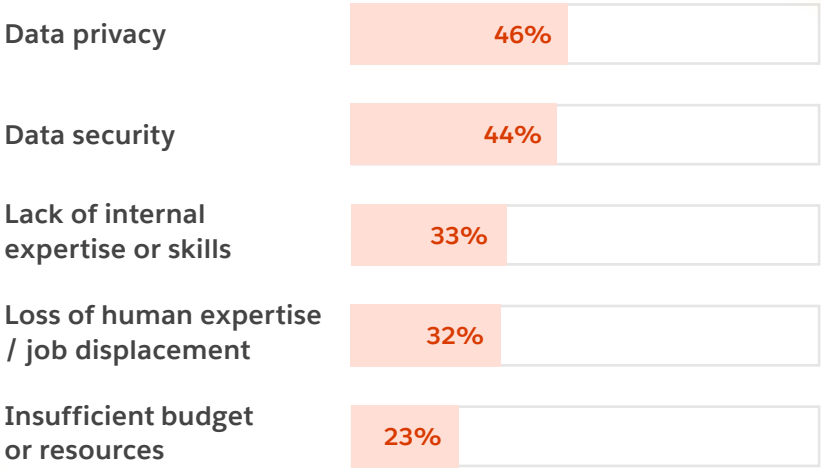
Barriers and concerns remain significant. Among those not yet using AI, over half say they simply don't know where to begin. Data risks top AI concerns across causes. 63% are concerned with data privacy and security. Over a third worry about job displacement and loss of human expertise. A third cites a lack of internal skills. About a quarter cite insufficient budget or resources to support AI adoption. Smaller organizations show less

concern, likely due to lower adoption. Government support seems to be a strong predictor of nonprofit confidence, innovation, and digital adoption. Where the government is more supportive of nonprofits, we see greater AI adoption and more digital investment.

• **Openness and optimism about AI are also increasing.**

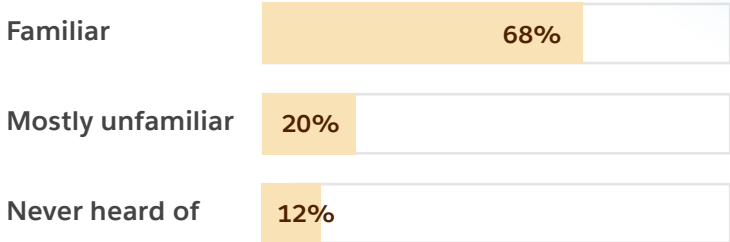
58% express positive sentiment toward AI. Openness to AI is more even across nonprofits and regions, though still higher in the US, and higher among managerial and leadership roles than staff. Only 16% of nonprofits are skeptical about AI, compared to 21% from last year.

Top Concerns Around AI

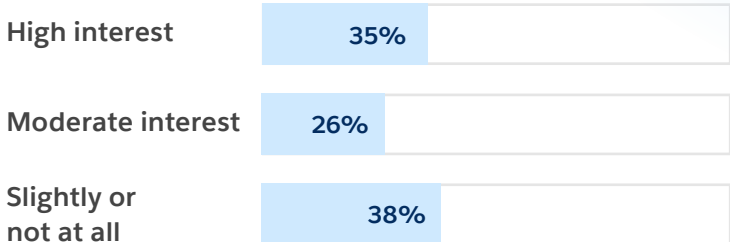




Familiarity with AI Agents



Interest in Using AI Agents



Familiarity with AI agents is rising, but understanding remains shallow.

2 in 3 respondents are familiar with AI agents, and 1 in 3 is highly interested in using them. The highest levels of familiarity and interest are among US nonprofits. Leadership is more optimistic about autonomous AI than staff, reflecting greater familiarity and strategic exposure. Government support correlates with confidence in autonomous AI use.

More than half of nonprofit professionals see AI agents as positive, but some uncertainty and concerns remain. 54% see autonomous AI agents having a positive impact if safeguards are in place.

The US shows the highest level of enthusiasm at 62%, while positive sentiment is lower in Australia and Europe.





The application of AI is growing and gaining traction.

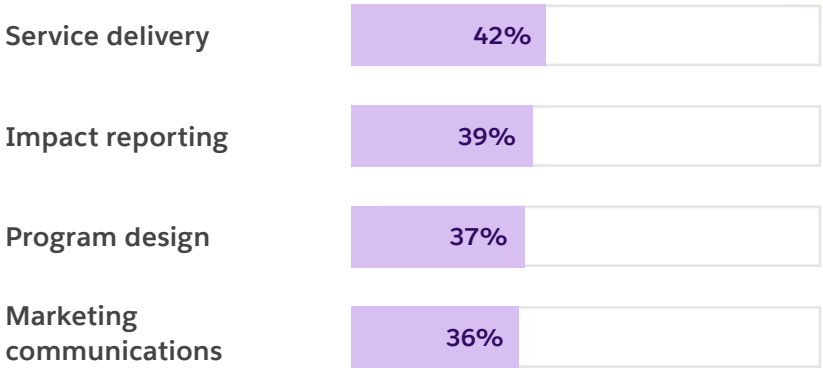
Last year, most AI use cases related to writing and content generation. This year sees AI also supporting program design, delivery, and reporting.

Among nonprofits already using AI, the top use cases generally span their operations. Beyond creating content, organizations are also applying AI to personalize supporter journeys, analyze donor data, automate workflows, and generate impact reports.

AI is also starting to support frontline staff with service delivery in areas like chat-based support and information access, so humans have more time for the essential human interactions.

38% of nonprofits have 3 or more AI use cases. Nearly half of the surveyed managers and leaders use AI in more than 3 ways. Only 26% of nonprofits are not currently using AI at all.

Top Nonprofit AI Use Cases



Recommendations

INSIGHT

Digital maturity shapes future readiness, especially in the AI era.

ACTION

Advance your digital foundation before scaling advanced tools.

If your organization is digitally mature, prioritize optimizing donor funnels, automating personalized journeys, and piloting advanced fundraising tools like Salesforce Nonprofit Cloud. If you're still building maturity, first assess gaps like outdated CRMs or siloed data systems, then prioritize investments or grants for digital transformation, to ensure future readiness as AI becomes the sector standard.

01

INSIGHT

Fundraising is rapidly evolving toward digital, but hybrid models remain key.

ACTION

Align your fundraising channels to match donor behaviors.

Audit your fundraising mix and invest in channels and methods with the highest ROI. Be open to experimenting with emerging tactics to gauge effectiveness with tools like Marketing Cloud. Integrate digital and traditional touchpoints for a seamless supporter and donor experience.

02

INSIGHT

Workload pressure, staffing challenges, and limited capacity are straining teams.

ACTION

Empower your teams to make more impact from their effort.

Small changes like reducing and streamlining meetings can help lessen the workload. Resources being stretched thin is a sign to invest in modernizing operations. Consider investing in digital tools like Salesforce Nonprofit Cloud, Marketing Cloud or Slack to automate manual repetitive work and enhance cross-functional collaboration.

03

What's next

As you continue driving your mission forward, accelerating impact, and exploring what's next, check out Salesforce for Nonprofits and Agentforce for Nonprofits to help you build further momentum forward.

💡 INSIGHT

Digital adoption is growing, but many nonprofits lack adequate tools, training, and safeguards.

✅ ACTION

Strengthen your digital foundation with security and integration.

Establish clear policies for data use, provide basic cybersecurity training for all staff, and ensure systems like donor databases and email tools are integrated. A strong, secure digital backbone enables more efficient operations, reduces risk, and builds trust with supporters. Salesforce Security tools can help.

04

💡 INSIGHT

AI is moving from experimentation to real-world application, but skill gaps remain.

✅ ACTION

Invest in AI literacy and start with small, purposeful pilots.

Before scaling AI, help your team understand its potential, limits, and ethical considerations. To build internal confidence, start with low-risk pilots with simple use cases, like drafting content or summarizing reports. As you expand AI use, prioritize transparency and privacy to maintain stakeholder trust tools like Agentforce for Nonprofit Cloud can help make this move easier.

05

SUCCESS STORY

Good360 routes disaster recovery donations 3x faster with Agentforce.

AI agents help them distribute more unused goods and lower their carbon footprint by up to 20%.

[Read Story](#)

GUIDE

Nonprofit AI Readiness Workbook

Whether you're just starting out with AI or you're already innovating around the technology, this workbook will help you better understand the pillars of AI readiness, strategize effectively, embrace new possibilities, and answer important questions about the benefits of AI.

[Download Guide](#)

DEMO

Agentforce for Nonprofits: Fundraising Overview

Curious about how AI can elevate your fundraising efforts? Watch our demo to see how Agentforce, especially its service agents, can streamline donor management and improve fundraising outcomes.

[Watch Demo](#)



Regional Snapshots





Australia Snapshot

All numbers below represent percentage of nonprofits


CHANGES & CHALLENGES

Changes (since Jan 1, 2024)

- 54% A change in the demand for the services we offer
- 42% Focus and investment in employee wellbeing
- 40% Use of digital channels (engagement/fundraising)

Top Challenges

- 48% Managing workload
- 34% Staff recruitment
- 32% Supporting staff and their wellbeing
- 29% Raising sufficient funds

 n=103

PULSE ON FUNDRAISING

Fundraising Channels

- 89% Digital
- 71% Traditional

CYBERSECURITY & DATA HANDLING

- 63% Incorporated cybersecurity measures
- 57% Incorporated software tools

GOVERNANCE & SUPPORT

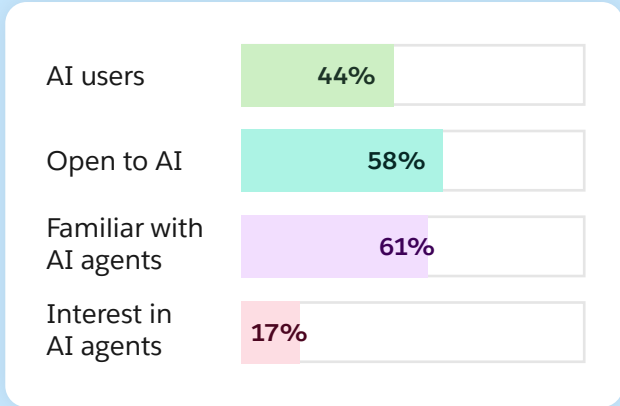
- 37% Supportive government

AI PERCEPTIONS & USE



Top AI Use Cases

- 29% Writing content
- 28% Program design
- 27% Program or service delivery
- 37% We are not currently using AI





France Snapshot

All numbers below represent percentage of nonprofits


CHANGES & CHALLENGES

Changes (since Jan 1, 2024)

- 37% A change in the demand for the services we offer
- 34% Use of digital channels (engagement/fundraising)
- 33% Investment in tools and opportunities for donor

Top Challenges

- 34% Staff recruitment
- 32% Raising sufficient funds
- 32% Managing workload
- 31% Replacing funding cut by government

 n=183

PULSE ON FUNDRAISING

Fundraising Channels

- 80% Digital
- 62% Traditional

CYBERSECURITY & DATA HANDLING

- 59% Incorporated software tools
- 58% Incorporated cybersecurity measures

GOVERNANCE & SUPPORT

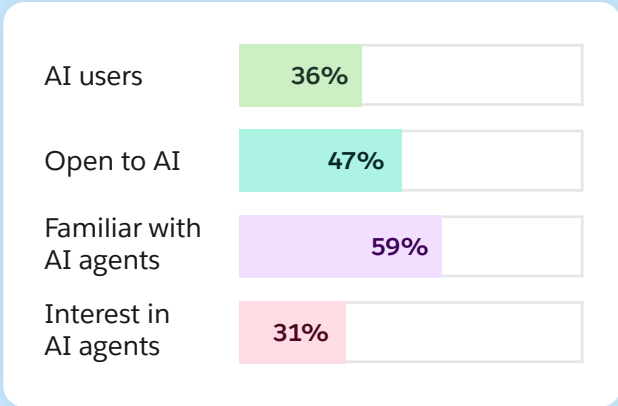
- 21% Supportive government

AI PERCEPTIONS & USE



Top AI Use Cases

- 25% Writing content
- 25% Program or service delivery
- 21% Outcomes or impact reporting
- 37% We are not currently using AI





Germany Snapshot

All numbers below represent percentage of nonprofits


CHANGES & CHALLENGES

Changes (since Jan 1, 2024)

- 45% A change in the demand for the services we offer
- 40% Use of digital channels (engagement/fundraising)
- 40% The number of staff

Top Challenges

- 39% Staff recruitment
- 37% Managing workload
- 31% Raising sufficient funds
- 26% Staff retention and replacing funding cut by government

 n=194

PULSE ON FUNDRAISING

Fundraising Channels

- 87% Digital
- 69% Traditional

CYBERSECURITY & DATA HANDLING

- 65% Incorporated cybersecurity measures
- 57% Incorporated software tools

GOVERNANCE & SUPPORT

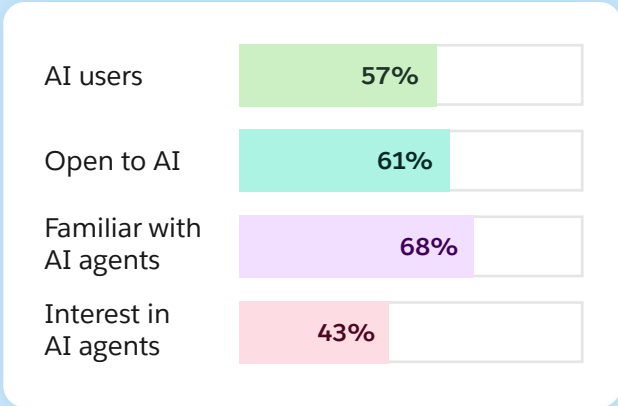
- 44% Supportive government

AI PERCEPTIONS & USE



Top AI Use Cases

- 39% Program design
- 30% Outcomes or impact reporting
- 26% Fundraising
- 26% We are not currently using AI





United Kingdom Snapshot

All numbers below represent percentage of nonprofits


CHANGES & CHALLENGES

Changes (since Jan 1, 2024)

- 64% A change in the demand for the services we offer
- 50% Use of digital channels (engagement/fundraising)
- 42% Focus and investment in employee wellbeing

Top Challenges

- 43% Raising sufficient funds
- 38% Managing workload
- 31% Staff retention
- 27% Supporting staff and their wellbeing

 n=300

PULSE ON FUNDRAISING

Fundraising Channels

- 90% Digital
- 68% Traditional

CYBERSECURITY & DATA HANDLING

- 71% Incorporated cybersecurity measures
- 68% Incorporated software tools

GOVERNANCE & SUPPORT

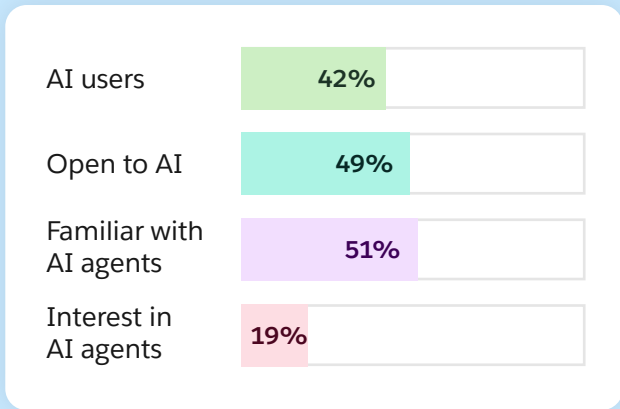
- 20% Supportive government

AI PERCEPTIONS & USE



Top AI Use Cases

- 25% Marketing communications
- 24% Writing content
- 18% Internal efficiencies
- 41% We are not currently using AI



United States Snapshot

All numbers below represent percentage of nonprofits

CHANGES & CHALLENGES

Changes (since Jan 1, 2024)

- 39%** A change in the demand for the services we offer
- 35%** The number of individual supporters
- 34%** Use of digital channels (engagement/fundraising)

Top Challenges

- 37%** Raising sufficient funds
- 33%** Supporting staff and their wellbeing
- 27%** Incorporating AI
- 27%** Reaching and engaging supporters

 n=375

PULSE ON FUNDRAISING

Fundraising Channels

- 95%** Digital
- 83%** Traditional

CYBERSECURITY & DATA HANDLING

- 78%** Incorporated software tools
- 73%** Incorporated cybersecurity measures

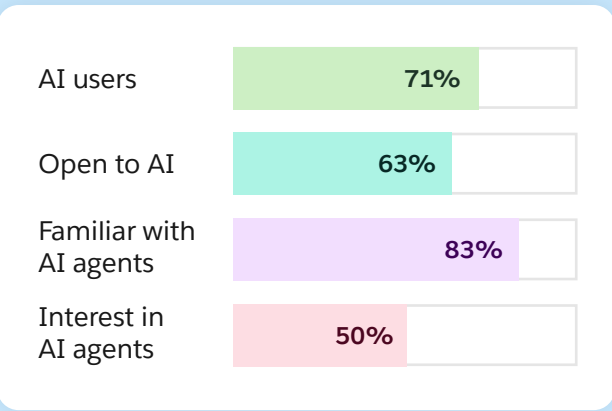
GOVERNANCE & SUPPORT

- 66%** Supportive government

AI PERCEPTIONS & USE

Top AI Use Cases

- 42%** Program or service delivery
- 39%** Outcomes or impact reporting
- 37%** Program design
- 11%** We are not currently using AI





The Netherlands Snapshot

All numbers below represent percentage of nonprofits

CHANGES & CHALLENGES

Changes (since Jan 1, 2024)

- 43% Use of digital channels (engagement/fundraising)
- 39% Investment in tools and opportunities for donors
- 39% The number of volunteers

Top Challenges

- 43% Data security and privacy compliance
- 36% Reaching and engaging supporters
- 31% Raising sufficient funds
- 30% Managing workload and staff retention

 n=74

PULSE ON FUNDRAISING

Fundraising Channels

- 97% Digital
- 70% Traditional

CYBERSECURITY & DATA HANDLING

- 82% Incorporated software tools
- 81% Incorporated cybersecurity measures

GOVERNANCE & SUPPORT

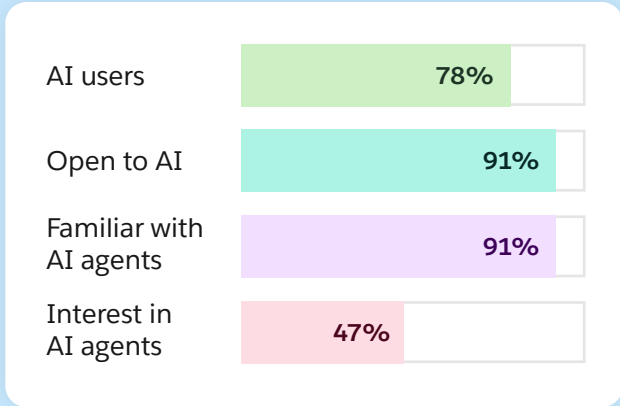
- 89% Supportive government

AI PERCEPTIONS & USE



Top AI Use Cases

- 61% Marketing communications
- 58% Program design
- 42% Program or service delivery
- 0% We are not currently using AI





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