



Learning from Philanthropic Trends

EPN Webinar

Allan Burrows, CEO

Clare Jordan, CapDev VP



Serving nonprofits across the Southeast since 1984

○
Development Planning & Campaigns
Executive Search



About Us

Since 1984, CapDev has been making nonprofits better through inclusive philanthropy consulting and search services.

Our Mission

CapDev partners with nonprofit communities to enlist, empower, and embolden its leaders to embrace the transformational power of inclusive philanthropy.

Our Principles

Enlist

We identify and connect leadership.

Empower

We partner to build sustainability.

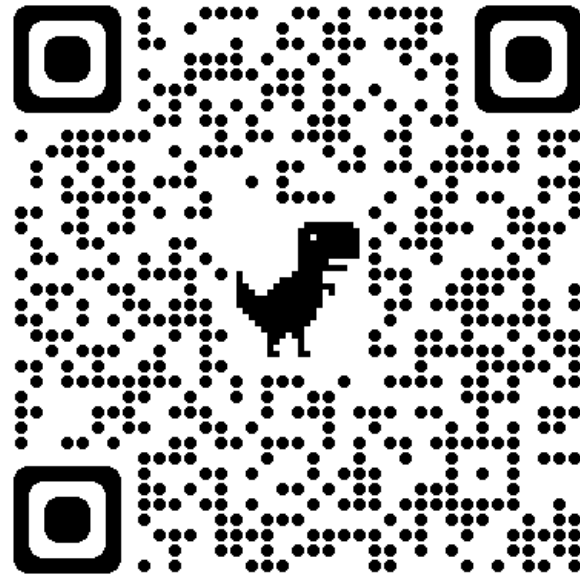
Embolden

We encourage talent and leadership.

Embrace

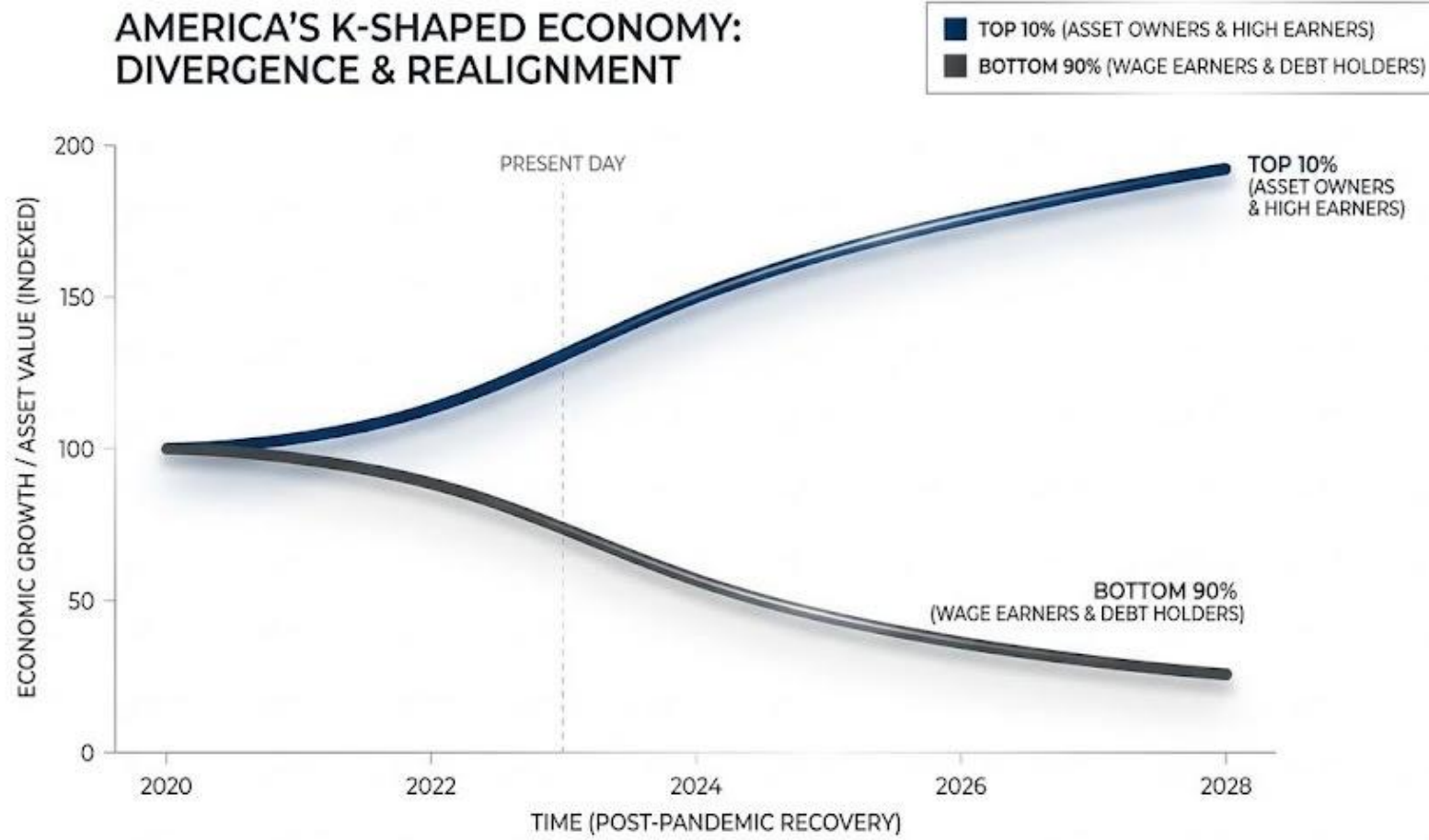
We transform lives through relational philanthropy.

Download today's slides:





What is the K Economy



SOURCE: GLOBAL MACRO INTELLIGENCE / FINANCIAL TIMES ANALYTICS.



Impact of the K

The K-Shaped Reality

HIGHER-INCOME HOUSEHOLDS

- ✓ Stock & home prices up
- ✓ More savings
- ✓ Strong spending.

LOWER-INCOME HOUSEHOLDS

- ✗ Stagnant wages
- ✗ High debt costs
- ✗ Falling behind

Higher earners benefit from rising stock and home prices while lower earners struggle with stagnant wages and growing debt.

Where are nonprofits in this economy?

Very different worlds of:

- Supporters
- Those we serve

+ Pressures of government funding cuts

= Demands empathy & action



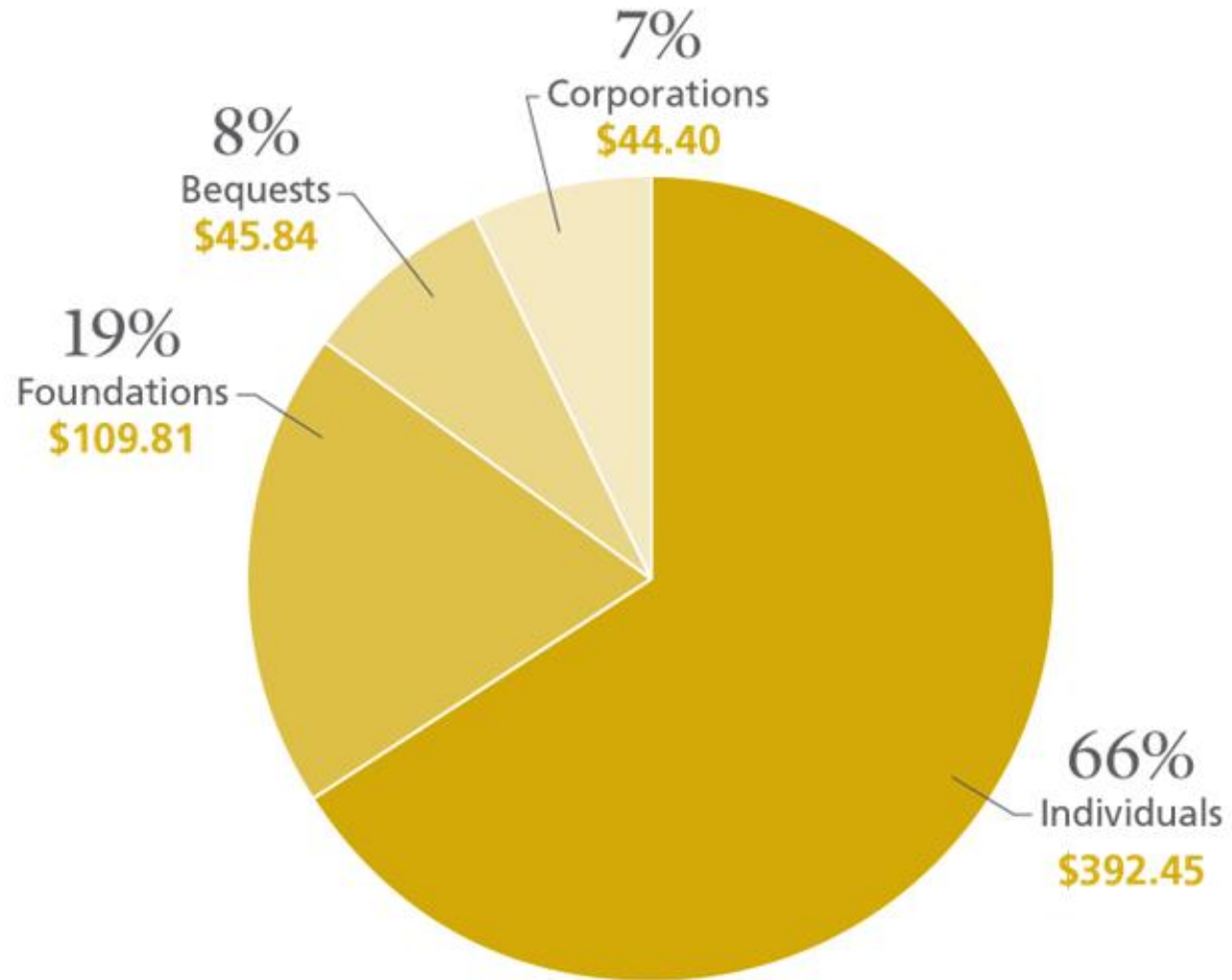
Giving Trends

Giving USA Article: [Summary of Key Data Points](#)



Sources of Giving: \$592.50 Billion in 2024

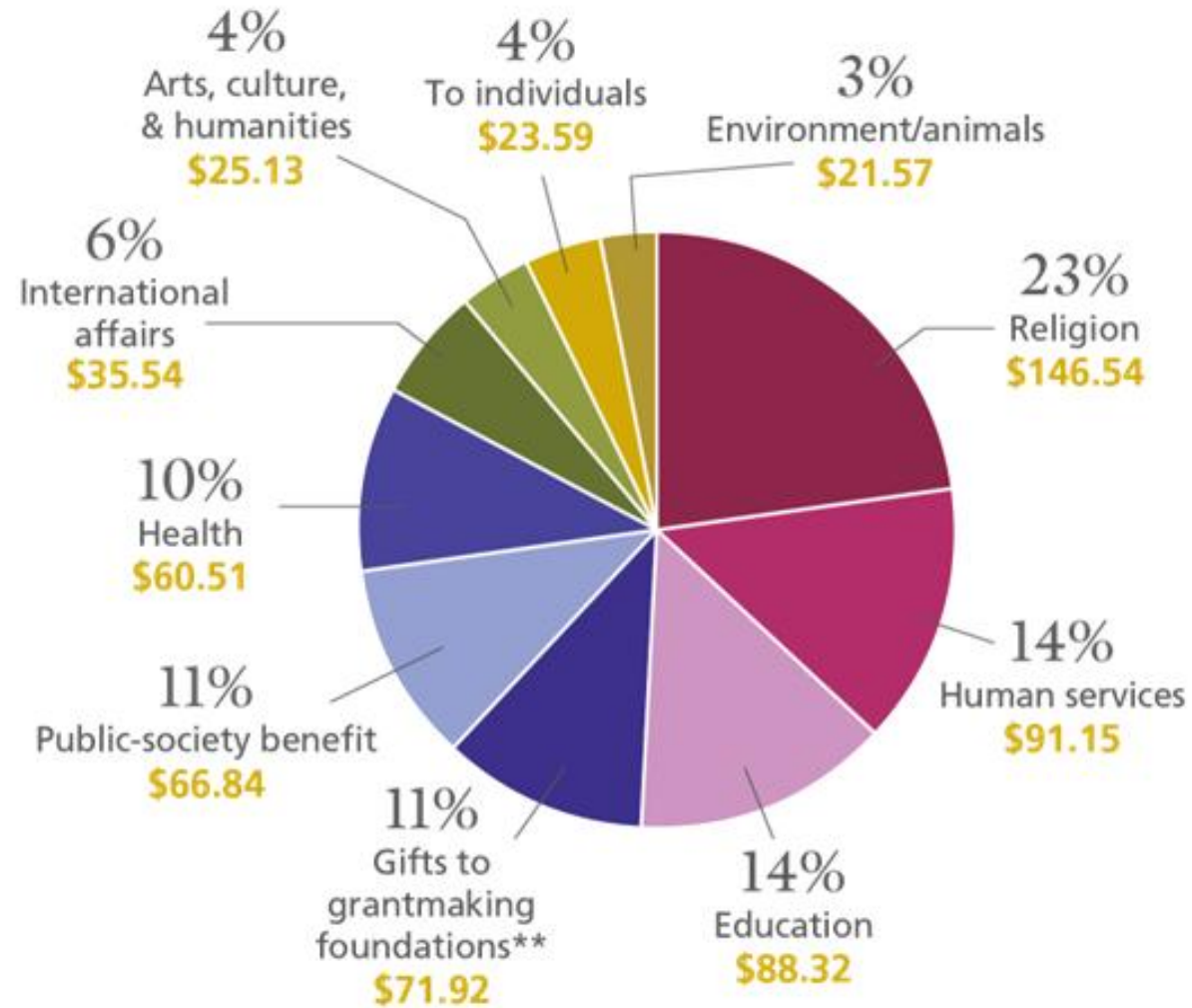
6.3%
increase





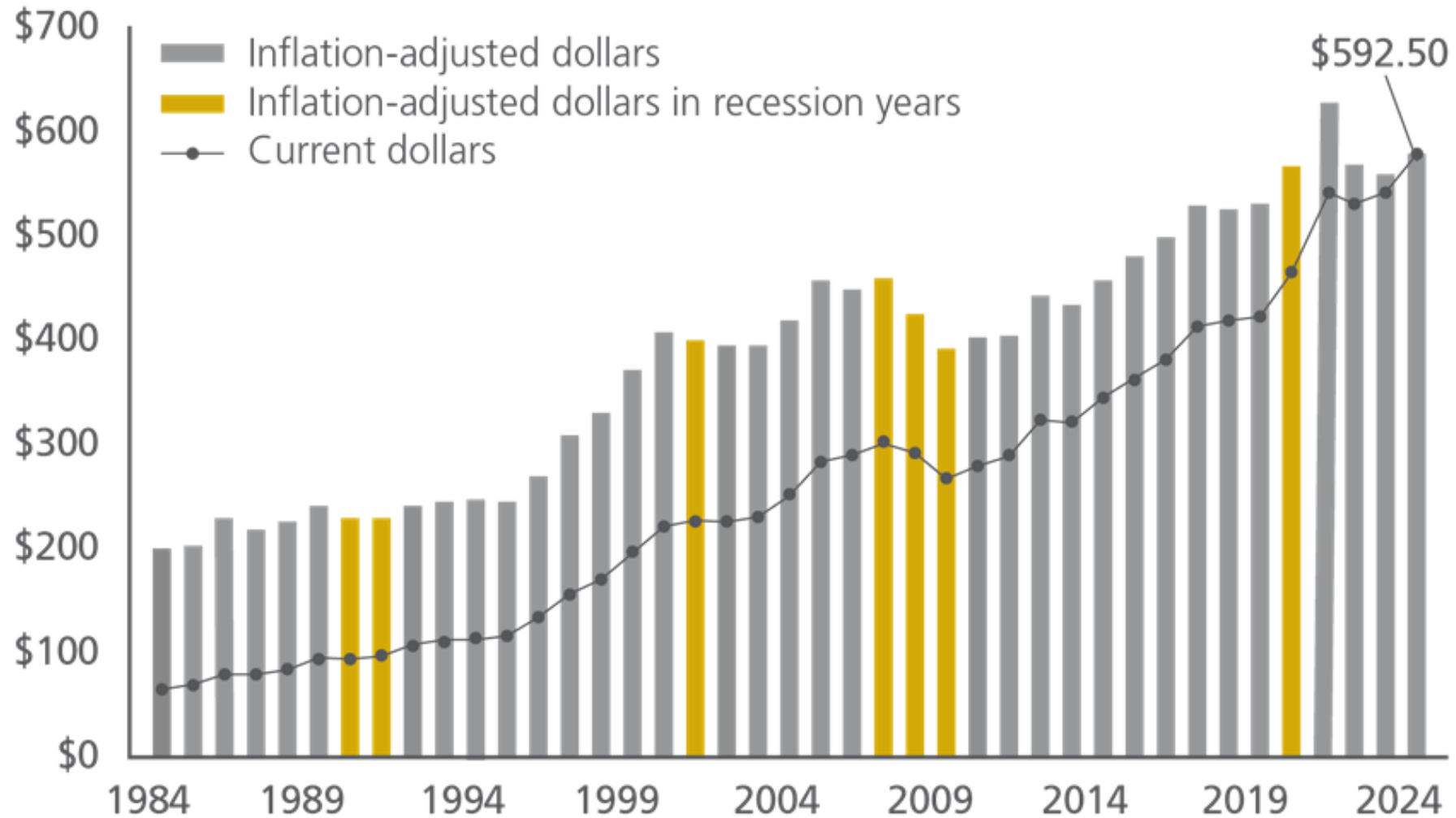
Recipients of Giving: \$592.50 Billion in 2024

6.3%
increase



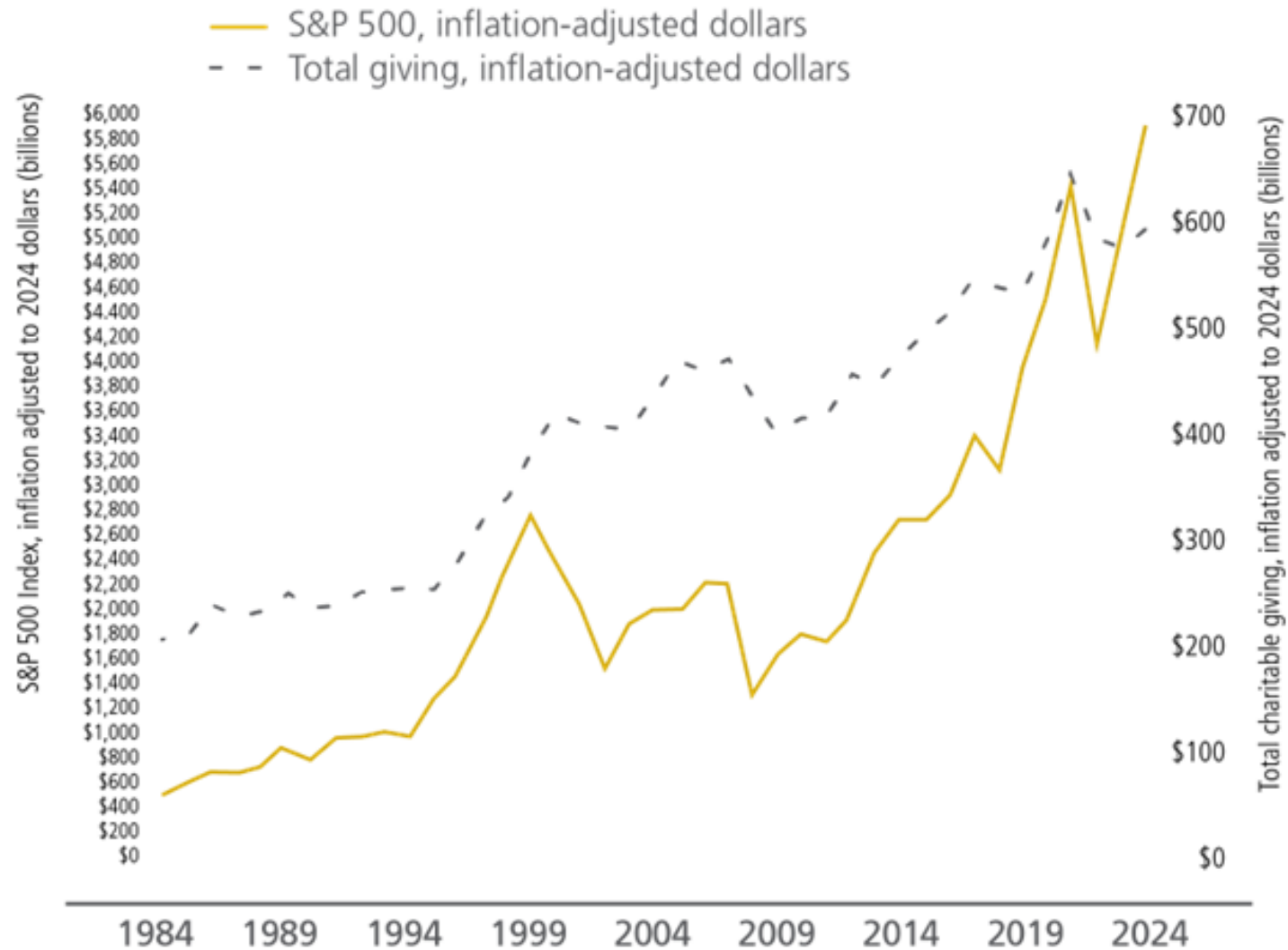


Total Giving Over 40 Years: 1984-2024





Total Giving Compared to the Market: 1984-2024





AFP: Fundraising Effectiveness Project Q4 2025



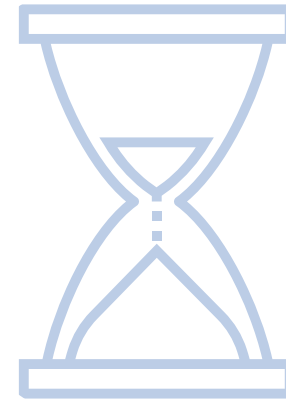
3.6% decline

Total number of donors



5.0% increase

Total dollars raised



0.2% increase

Donor retention rate



2025 Nonprofit Leadership Impact Study Key Findings

- **Fundraising growth is uneven** – small nonprofits falling behind
- **Donor acquisition** is sector's most persistent challenge
- **Retention** is uneven and often underexamined
- **Digital growth** continues, but faces capacity barriers
- **Year-end giving** is becoming less concentrated, not less important
- **GivingTuesday** participation continues to fall



2025 Nonprofit Fundraising Study

How nonprofits are navigating uneven growth, donor acquisition struggles and the shifting role of digital giving in 2025.

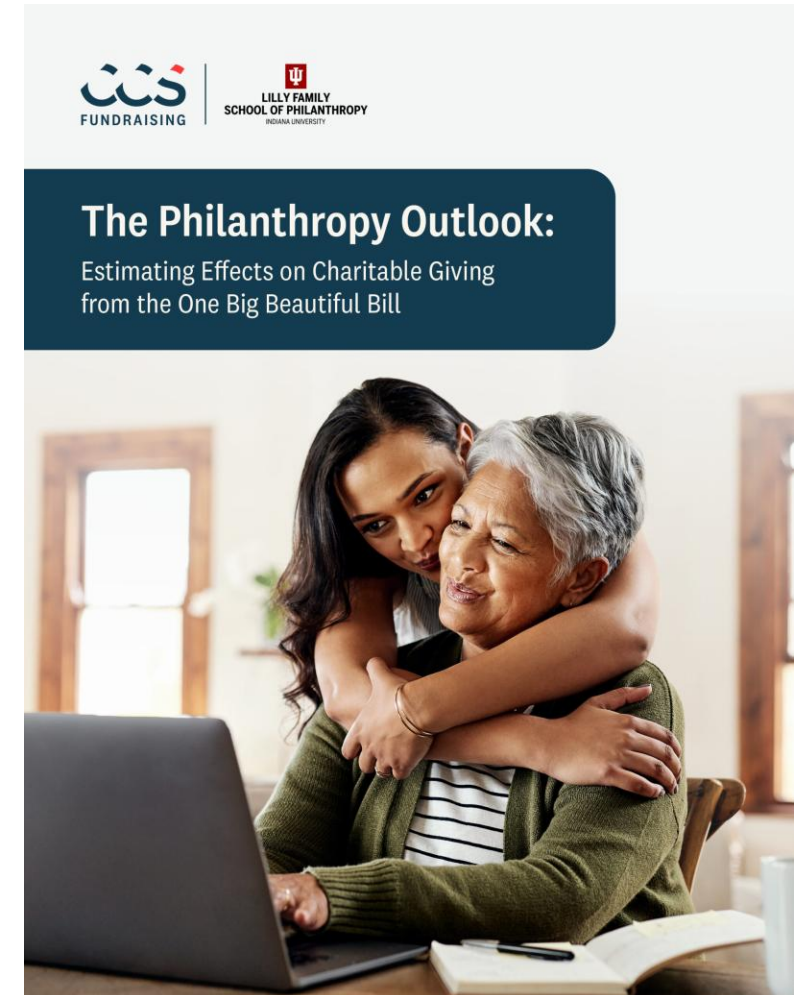
NonProfit**PRO**





Projections from The Philanthropy Outlook 2026

- **Corporate giving:** highly concentrated
- **Bunching:** donor combines multiple years of charitable gifts into a single tax year, itemizes deductions in that year to increase tax savings, and then claims the standard deduction in other years
- **MG focus:** 35% cap reduces the tax value of charitable deductions for top filers
- **Retain/Build base:** universal deduction expands participation





BoA 2025 Study of Philanthropy: High Net Worth

- **87%** of \$5M+ households made a charitable contribution
- **Affluent volunteers** give 2 times more than non-volunteers (volunteerism up 5%)
- 24% of affluent donors used one or more **charitable giving vehicles**
- **13%** of affluent individuals involve children or grandchildren in their charitable decision-making

BANK OF AMERICA

The 2025 Bank of America Study of Philanthropy

Continued generosity of affluent Americans in a changing world

In the midst of lingering economic uncertainty, the generosity of affluent Americans has remained steadfast. Despite fewer affluent Americans making charitable contributions, the average amount they have given over the past decade has increased. Similarly, post-pandemic volunteering is also on the rise. Affluent Americans continue to prioritize giving locally to their neighbors in need.



HIGHLIGHTS

In a shifting landscape where giving strategies and decision-making practices are evolving, affluent Americans continue to be deeply charitable.

Volunteering among affluent Americans is steadily rebounding from 2020's pandemic low, with donors who volunteer giving twice as much, on average, as those who don't.

Affluent donors who consider themselves "philanthropic experts" more closely monitor and evaluate the impact of their gifts, more frequently use multiple giving vehicles to achieve their goals, and give more.

Younger affluent Millennials and Gen Z tend to deploy a wider range of tools to make an impact and are more likely than other affluent cohorts to participate in "conscious consumerism", volunteering, sustainable investing and other impact-focused behaviors.



Takeaways from BoA Trends

Why HNW donors give is very personal:

- Personal beliefs
- Interest in issue
- First-hand experience

Get to know donors

Why HNW donors did not give is important to understand:

- Family needs (45%)
- No connection (25%)
- Did not want to give (23%)
- Was not asked (19%)

Up 20 points in 10 years

All relate to communications



Church Giving Data Trends

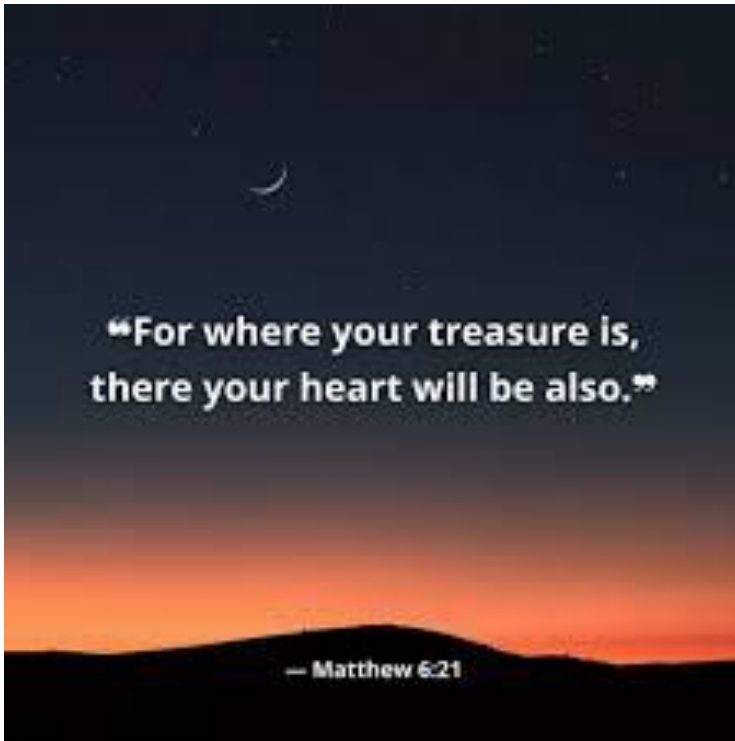
- Church giving declined from 63% to 23% over the past 40 years
- Average gift size remains stable – around \$215/month
 - 37% of regular churchgoers give **nothing**
 - 21% of total donations come from the top 1% of givers
- **Demographic** shifts:
 - Millennials now give to churches at a higher rate than Baby Boomers
- **Convenience** of digital giving increases giving:
 - Offer online giving (62%) or recurring giving (44%)
 - Use mobile app giving (43%)
- **Communication** increases giving:
 - 20% of churches avoid direct conversations about giving
 - talk about giving at least monthly → 1.7x new donor growth more likely



Spiritual Discipline of Giving



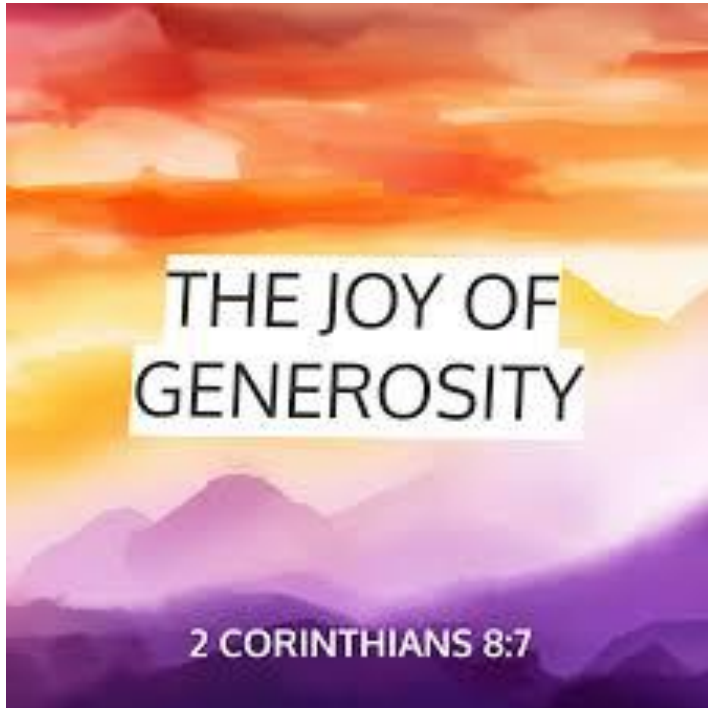
Money in The Bible



- Well over 2000 mentions of money
- One of the most frequent subjects in scripture
- Jesus: many financial parables (15%)
- True wealth lies in spiritual riches; not greed
- Money management verses:
 - Giving to the poor
 - Avoiding debt



Sharing the Joy of Generosity



*But since you excel in everything - in faith, in speech, in knowledge, in complete earnestness and in the love we have kindled in you - see that you also excel in this **grace of giving.***

2 Corinthians 8:7

Message:

Talk about giving, from the pulpit
Giving strengthens our faith



Your Giving Tree



← Leaves & Limbs: giving transforms

← the giver

← the church

← Trunk: Holy Spirit – relationship

← tied in with Christ

← through the church/organization

← Fertilizer: sharing the invitation

← Roots: rooted in good soil

← pledging

← tithing



How do giving trends impact campaigns?



What Does “Campaign” Mean?



Capital: making a capital investment; often building/reno.



Endowment: to build up reserves or endowment funds



Major Gifts: targeted initiative for special projects



Annual: ongoing operational funds



Comprehensive: combination “the kitchen sink”



What is Different in Major Campaigns?



Communications Throughout!



What is Unique About Episcopal Church Campaigns?

- Spiritually guided by priests & vestry
 - Process of discernment of priorities is critical; not hasty
 - Justify decisions before launching campaign
- Communications with parish throughout
 - Inclusive; all voices heard
 - Hold frequent opportunities for listening, learning, engaging
- Campaign leaders build relationships and communicate intentionally with other members
 - *“Spiritual discipline of giving”*
- Expect long lead/MG phases (hundreds of intentional conversations)



Communications for Faith-Based Campaigns

- Intentional conversations throughout → leads to major gifts (MG)
- Focus groups:
 - Before: visioning
 - During: building MG relationships
 - ▶ Home visits
 - ▶ Listening tours
- Feasibility study: cultivation tool; listening opportunity
- Digital surveys: gathering broader input; inclusive
- Campaign theme, slogan, materials (digital and print)
- Integrate campaign into existing digital and print communications

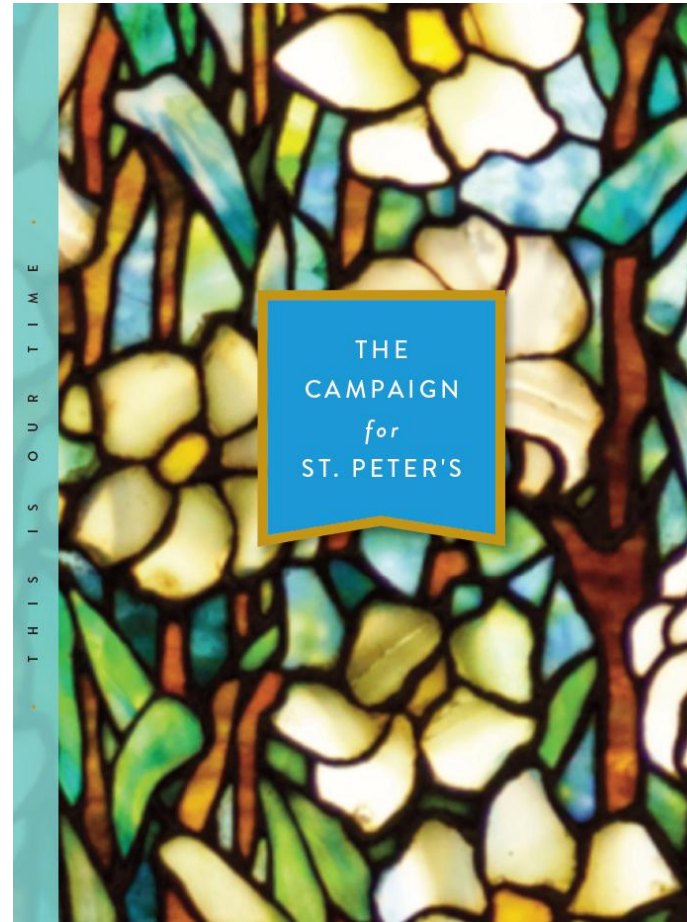


Campaign Case Example: St. Peter's

Thinking Big About Campaign Objectives

*"The mind can be
convinced, but the
heart must be won."*

- Simon Sinek



Planned Capital Investments

- A renovated chancel and altar platform, restored to its historical intention, with imagery and accessibility that honors our strategic planning and therefore the commitment to diversity and inclusion that lies at the heart of our calling.
- Renovations to the Parclose Chapel, which is currently where our altar servers sit and where the piano is housed, to make space for an architecturally crafted ramp that makes the altar accessible to everyone.
- The addition of two new stained glass windows to the Parclose Chapel ramp, providing beauty and light to the new sacred space.
- Renovations to the Chapel of All Saints, making it a distinct sacred space and giving our existing mosaic a new home as a defining feature.
- The addition of two new stained glass windows to the Chapel of All Saints.
- Repair and renovation to the spaces used by our youth and music programs, addressing the safety and capacity of our basement.
- The restoration of bricks and mortar on our historic building.
- The restoration of stained glass windows on our historic building.
- Critical repairs to the roof on our education building.
- Additional support for community partnerships who address outreach and social justice in the Charlotte area.

The Campaign for St. Peter's (Phase I):

Chancel and Chapels	\$2,500,000
Restoration to Brownstone, Brick, and Stained Glass	\$1,500,000
Renovation and Repairs to the Basement	\$500,000
Roof Repairs	\$240,000
Outreach and Social Justice	\$500,000
Architecture and Design	\$138,000
Campaign Operating Expenses	\$275,000
The Campaign for St. Peter's Fundraising Goal:	\$5,653,000

The Campaign for St. Peter's (Phase II) Estimated:

Remaining Cost of Restoration to Brick and Brownstone and Windows over 10 years	\$5,500,000
Additional Investment in Outreach and Social Justice	\$500,000





Thank you

Clare Jordan
cjordan@capdev.com

Q&A and Discussion