

Positive signs prevail in nonprofit sector despite COVID-19 disruptions

New research report findings

The 2021 Nonprofit Technology Trends Survey, sponsored by Sage Intacct, asked over 520 nonprofit finance leaders about how their organizations use technology to achieve mission success.

We asked about the challenges they've faced since March 2020 and it's no surprise that the COVID-19 pandemic was top-of-mind for respondents. The survey revealed how nonprofits are grappling with the challenges of a global pandemic – a summary of the results is presented below.



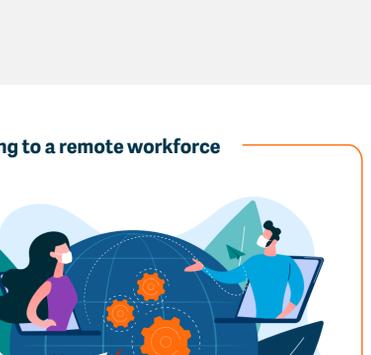
Since March 2020...



58% of respondents reported their organization experienced a decrease in revenue

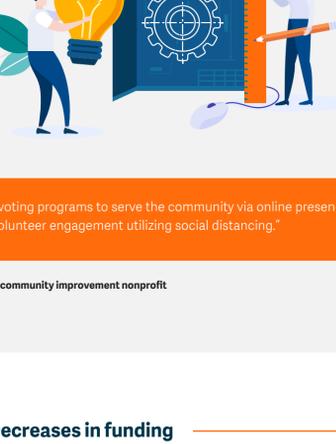
The biggest loss of funding came from individuals and corporations

31% said individual giving was down
30% said corporate giving was down



5 BIGGEST AREAS impacted by COVID-19

1 Program disruptions



70% said this was the biggest impact to their organization

"The biggest impact of COVID-19 to our organization has been disruptions to our program delivery activities and loss of in-person interaction within programs. We've also experienced a reduction of tuition income, which is our major revenue source."

An education nonprofit

2 Challenges shifting to a remote workforce

50% said this was the biggest impact to their organization



3 Innovations coming out of a virtual environment



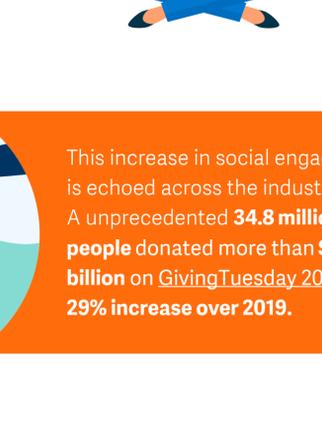
46% said this was the biggest impact to their organization

"Pivoting programs to serve the community via online presence and some continued volunteer engagement utilizing social distancing."

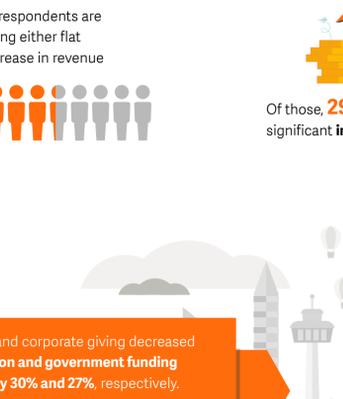
A community improvement nonprofit

4 Decreases in funding

40% said this was the biggest impact to their organization



5 Increased demand for services



35% said this was the biggest impact to their organization

"Inability to operate and offer regular programming—all have shifted to virtual programming. And trying to keep our audience engaged."

An education nonprofit

Beyond COVID-19

The top 5 internal frustrations cited by nonprofit finance leaders:



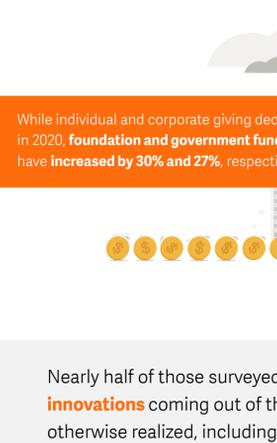
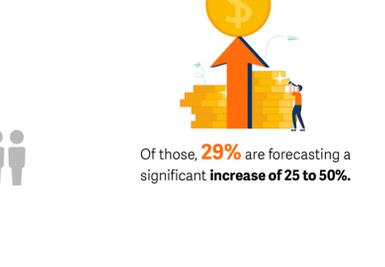
Signs of brighter days ahead

While it's clear that nonprofits have faced unique challenges with the pandemic, positive signals point to recovery and brighter days ahead.

With a virtual environment, nonprofits had to find unique ways to connect with constituents. According to GuideStar by Candid, developing a consistent social media strategy is vital to a nonprofit organization's success.

70% of survey respondents reported that they changed their social media strategy as a result of the pandemic and the results are impressive with **62%** seeing an increase in engagement.

62% seeing an increase in engagement



This increase in social engagement is echoed across the industry. A unprecedented **34.8 million** people donated than **\$2.47 billion** on GivingTuesday 2020 – a **29% increase over 2019**.

More positive signs

In the coming 12 months,

50% of respondents are forecasting either flat or an increase in revenue



Of those, **29%** are forecasting a significant increase of **25 to 50%**.

While individual and corporate giving decreased in 2020, **foundation and government funding** have increased by **30% and 27%**, respectively.

Nearly half of those surveyed (46%) reported they experienced **innovations** coming out of the pandemic that they wouldn't have otherwise realized, including:

"Collaboration with other agencies on a self-care strategy for staff/volunteers and more strategic fundraising awareness."
A human services nonprofit

"Forced pause is enabling us to focus on a long overdue reassessment of our business plan."
An arts, culture, and humanities nonprofit

"Refocus on core fundamental programming like food insecurity."
A human services nonprofit

During times like these, access to rapid, trusted financial insight is critical.



"I can be a strategic thought partner for my programmatic colleagues as we figure out how to redirect dollars in response to the pandemic. If we had not been able to quickly adjust our initial back-of-the-envelope plan with validated information from Sage Intacct, we might have overcommitted in a big way."

Jennifer Mitchell
Accounting Manager, The Ford Family Foundation

How Sage Intacct Can Help Speed Your Recovery
You can't control the pandemic and some of the unique challenges that come along with it. However, there are things you can control — specifically addressing the areas of internal frustration your finance team faces every day. Eliminating the things that slow and stop your finance team's ability to move your mission forward, Sage Intacct enables you to automate manual processes, connect key systems to track metrics in one place, and provide real-time reporting into key metrics, including outcome metrics.

Get the full report, download your complimentary copy of the **2021 Nonprofit Technology Trends Report**.



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