



2026 Fundraising Benchmarks Report

Explore 2025's data-backed trends, key metrics,
and strategies to help you raise more in 2026



Introduction

This report is built to help nonprofit teams across the world understand the real story behind today's fundraising trends. Using aggregate data from over 33,000 campaigns and 4,400+ nonprofits, we highlight what's changing, what's holding steady, and what that means for 2026 planning.

Inside, you'll find benchmarks, performance insights, and strategic prompts designed to help you evaluate where your fundraising stands and what to lean into next. We'll also take a look at regional fundraising performance data across the United States, Australia, New Zealand, and Canada to further help define national trends and performance.

Whether you're refining existing campaigns or rethinking your approach entirely, this report gives you the data, context, and tools to amplify fundraising this year, and beyond.

How We Built This Report

This report draws on aggregated data from over 33,000 fundraising campaigns and 4,400+ nonprofits. Using median values for accuracy, we benchmarked performance globally and regionally in USD—then cross-referenced results with sector trends from 2024–2025 to ensure a comprehensive, relevant view of what's driving results today.

A Note from Raisely's CEO



Every year when we provide these benchmarks, nonprofits remind us what it means to lead with purpose. You accomplish so much with limited resources, adapt through uncertainty, and show up every day for the people and causes that matter most.

At Raisely, we believe better data leads to impactful decisions—when it's clear, actionable, and built for the teams driving change.

Thank you for the work you do. We're proud to be in your corner.

— Anush Vinod

CHIEF EXECUTIVE OFFICER, RAISELY



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Macro Fundraising Trends

What We're Seeing at the Global Level and Why it Matters

Before diving into regional and campaign-specific insights, it's important to understand how sector fundraising performed at a macro level. The trends below reflect global fundraising activity and provide a high-level view of donor behavior, value, and engagement in 2025 vs. 2024.



Why this matters

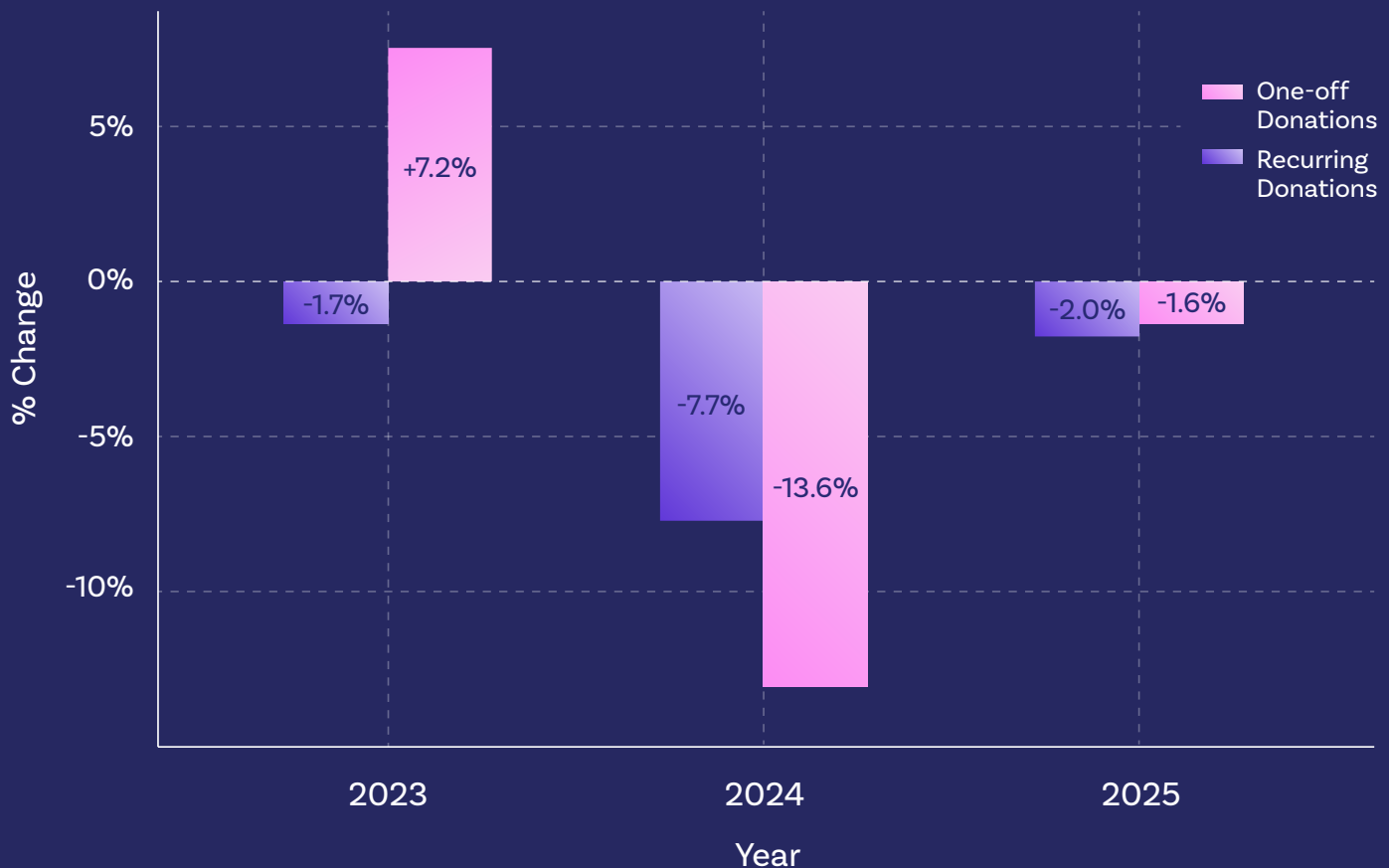
These global patterns help set realistic expectations and highlight where the sector is gaining traction. By understanding the bigger picture, nonprofits can better frame their own results, spot early warning signs, and adjust their 2026 strategy with more clarity and confidence.



How did overall fundraising performance shift year-over-year?

In 2025, we saw a modest -2% decline in median fundraising per nonprofit compared to 2024. Both one-off and recurring donations softened slightly, with one-off contributions down -2.2% and recurring giving down -1.1% YoY.

Year-over-Year % Change in Median Fundraising Volume per Nonprofit



While the shift isn't dramatic, the consistent dip across donation types signals a plateau in donor value growth.



How did overall fundraising performance shift year-over-year?

We did a further analysis on nonprofit size as it relates to median fundraising volume for large and small charities. Nonprofits generating over \$100,000/year in revenue experienced a -5.7% decline, with one-off donations dropping -12.1%, despite a 48% rise in recurring contributions.

Nonprofits generating

<\$100k

per year

↑ 7.4% fundraising increase

Nonprofits generating

>\$100k

per year

↓ 5.7% fundraising decrease

Nonprofits generating less than \$100,000/year in revenue saw a +7.4% fundraising increase, driven by a 58% surge in recurring giving.

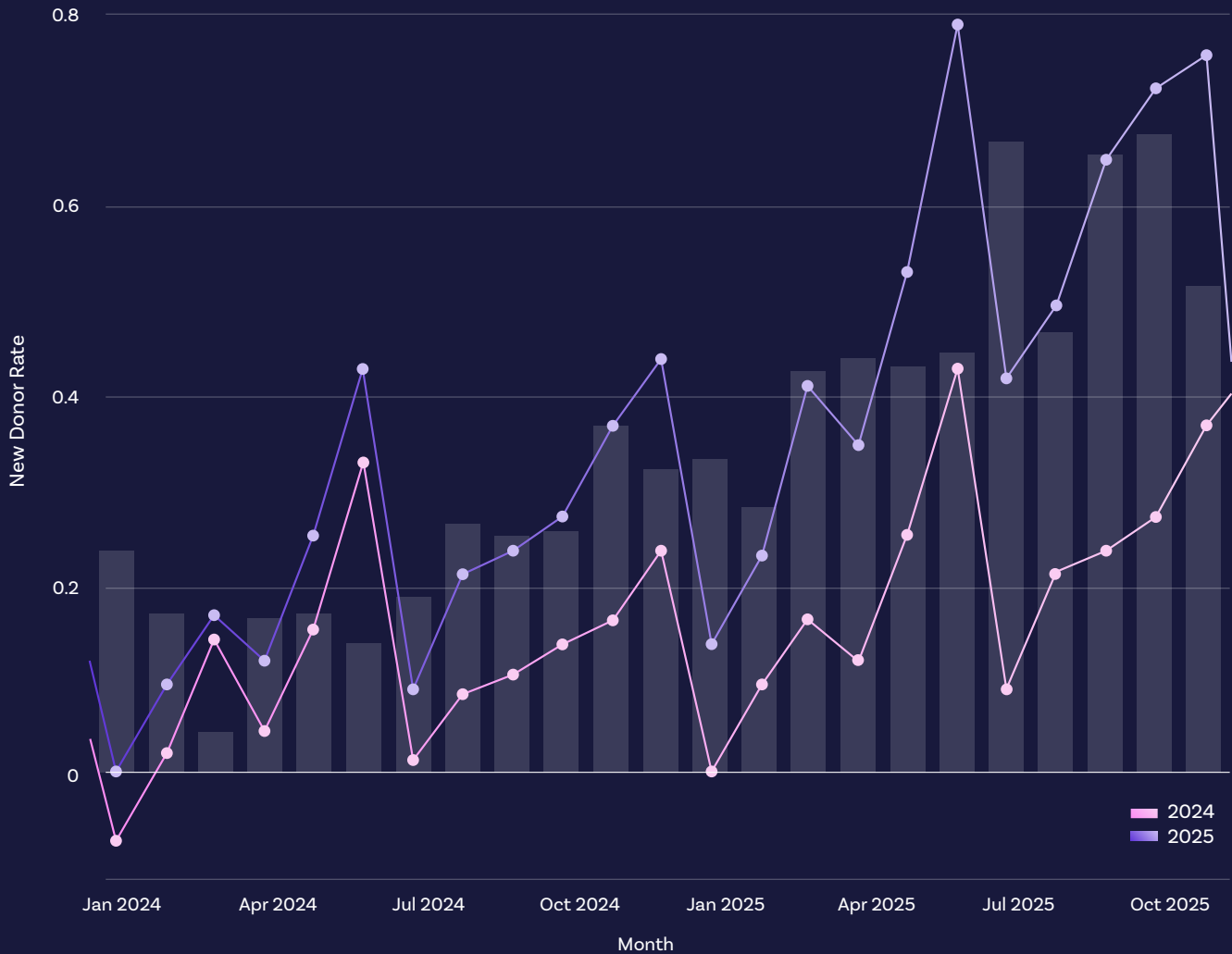
This divergence signals that while donor retention is strengthening, one-off giving – particularly at scale – is softening. Heading into 2026, strategies should double down on sustaining recurring programs while revitalizing one-time donor engagement.



Are nonprofits acquiring more new donors than last year?

In 2025, new donor acquisition trended higher across nearly every month, showing stronger and more consistent growth compared to 2024. Seasonal spikes were more pronounced, especially in the spring and end-of-year, indicating successful engagement.

Median New Donor Rate per Nonprofit



In 2024, growth was flatter with smaller month-to-month changes and lower peaks. In contrast, 2025 saw sharper increases and greater volatility, suggesting that nonprofits leaning into timely campaigns saw stronger results.

This shift underscores the importance of intentional planning around seasonal campaigns. Natural giving peaks still exist, but it's the strategy around them that determines success.



Predictions Based on New Donor Acquisition Trends

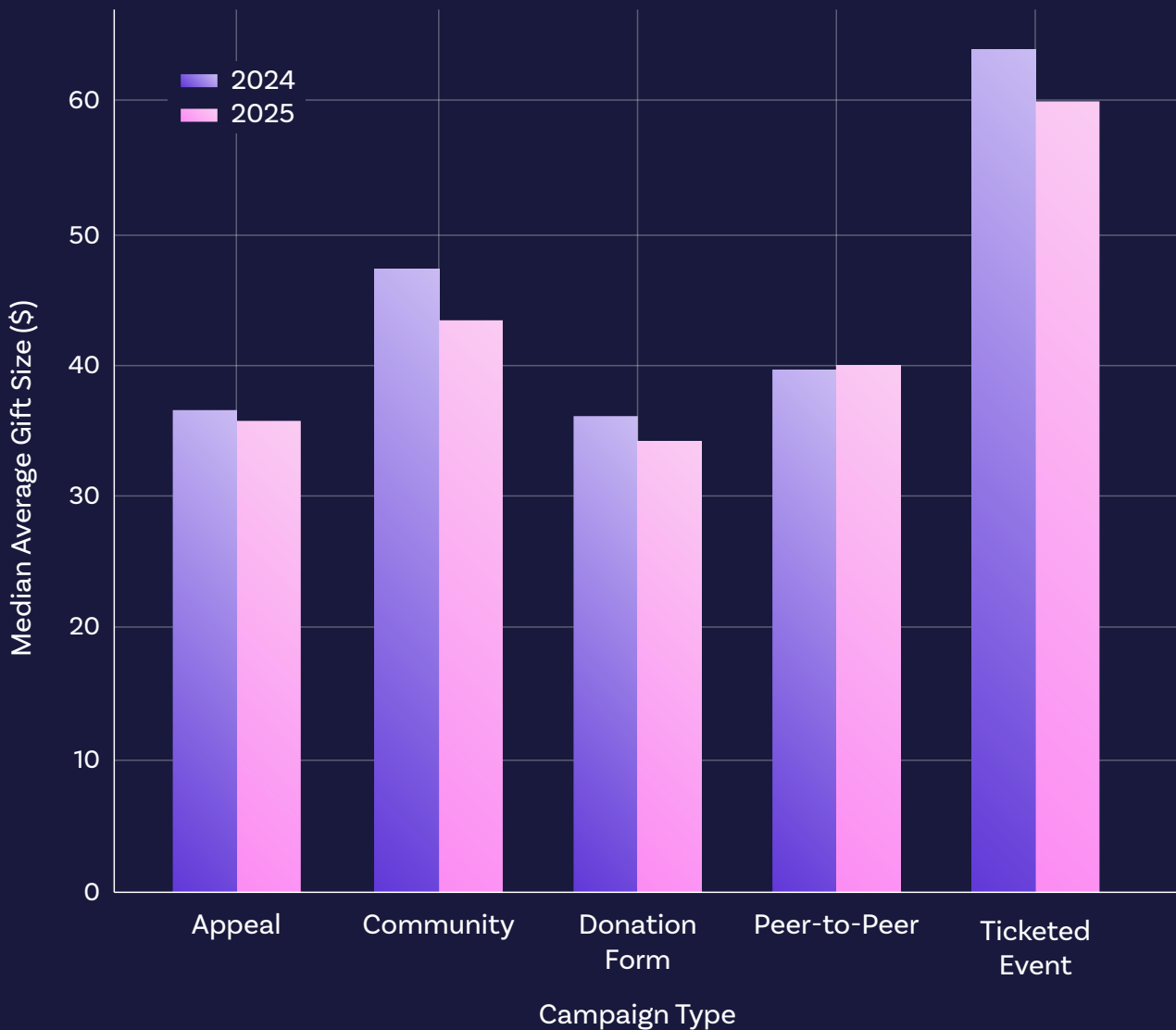
1. **Seasonal moments will still matter in 2026**, but they'll require strong campaign execution. Spring and Q4 are high-potential windows, but only if paired with clear asks, urgency, and accessible messaging for new supporters.
2. **Year-round acquisition will matter more.** The stronger 2025 trend shows what's possible when campaigns are planned with intention. Don't wait for donors to come to you—design proactive outreach that runs consistently and builds momentum.
3. **Lower acquisition in 2024 may reflect unclear onboarding.** Campaigns may have been speaking more to existing supporters than welcoming new ones. Build or refine clear introductory pathways into your donor onboarding process using segmentation in your CRM.
4. **Retention and acquisition must work together.** The best-performing campaigns will not only attract new donors but also include follow-up plans to keep them engaged.



Has the average donation size changed year-over-year?

Between 2024 and 2025, the median average gift size declined across most campaign types, indicating a modest but consistent dip in donor generosity. While the individual drops were not dramatic, the broad scope of the trend points to larger behavioral or economic shifts.

Median Donated Amount per Donation Event by Campaign Type



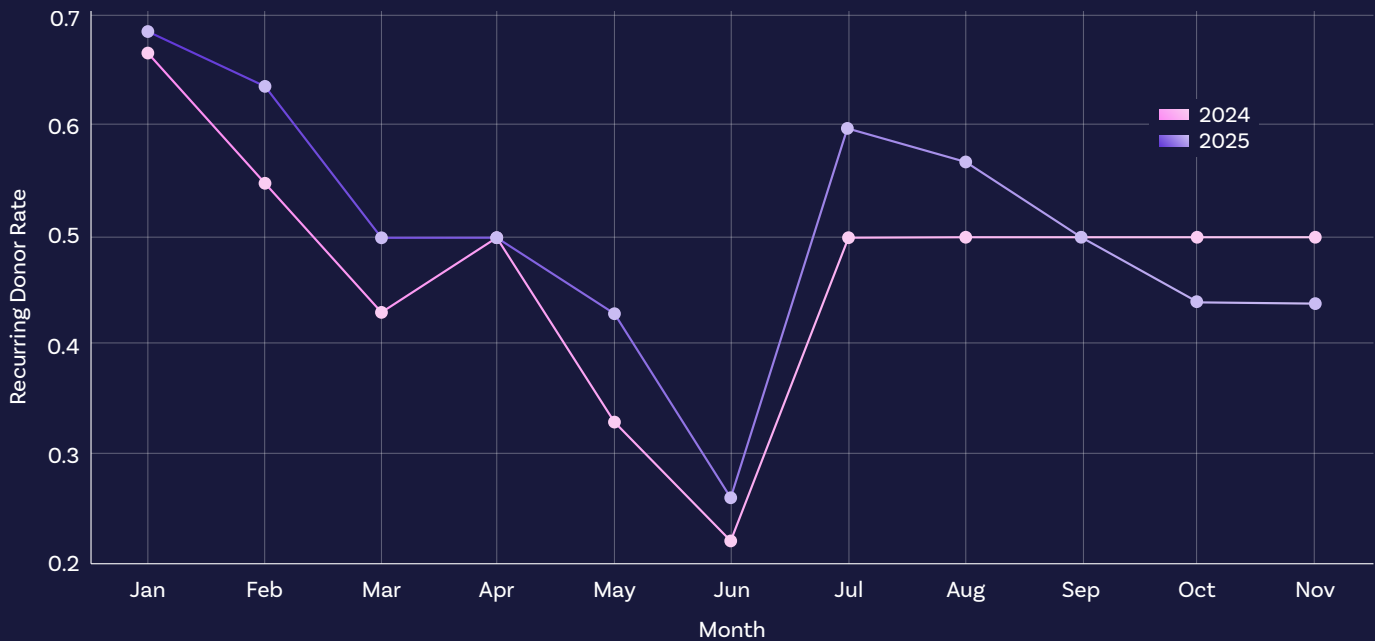
Even with steady donor numbers, a decline in average gift size has significant implications at scale. For 2026, this highlights the importance of value-focused strategies: deepening donor relationships, communicating impact clearly, and doubling down on resilient channels – while simultaneously reevaluating the positioning of channels showing decline.



What's changed in one-time vs. recurring giving trends?

Using data from January 1 to November 30 in 2024 compared to the same months in 2025, the median recurring donor rate increased by approximately +10.5% YoY. Recurring donors, or recurring givers, are supporters who donate multiple times within a year and provide consistent, reliable funding for your nonprofit.

Median Recurring Donor Rate YoY



Month-over-month comparisons show a consistent lift in 2025 recurring donor engagement, particularly strong from January through August. Seasonal patterns remain similar across years, but the elevated 2025 levels suggest improved retention strategies or a stronger emphasis on recurring giving programs.

This positive trend indicates a meaningful shift in donor commitment, and offers a promising foundation for more predictable revenue streams in 2026.



“The growth in recurring giving reflected in this report mirrors what many of us are experiencing in the fundraising industry. Donors are being more intentional. They want clarity, consistency, and trust. In conversations I’ve had with organizations over the past year, donors want personal outreach and thoughtful messaging aligned with their preferences, which reinforces that relationship-based fundraising isn’t a nice-to-have, it’s essential as we plan for 2026.” — [Stephanie Willis](#)

DATA AND RESEARCH CONSULTANT FOR NONPROFIT FUNDRAISERS & AUTHOR OF *THE ART AND SCIENCE APPROACH TO FUNDRAISING DATA AND RESEARCH*



Campaign and Donor Trends

What's Working (and What's Not) Across Campaign Types

Campaign performance reflects strategy, not just format. Campaign-level data shows how donors are responding to the way each campaign is planned, positioned, and followed through. The outcomes are less about the type itself and more about how each format is used.



Why this matters

Campaign strategy is where planning meets execution. Every campaign type brings different expectations from your donors, and from your team. Understanding the structure and strategy each format requires helps you focus your efforts, shape the best experience, and drive strong results.

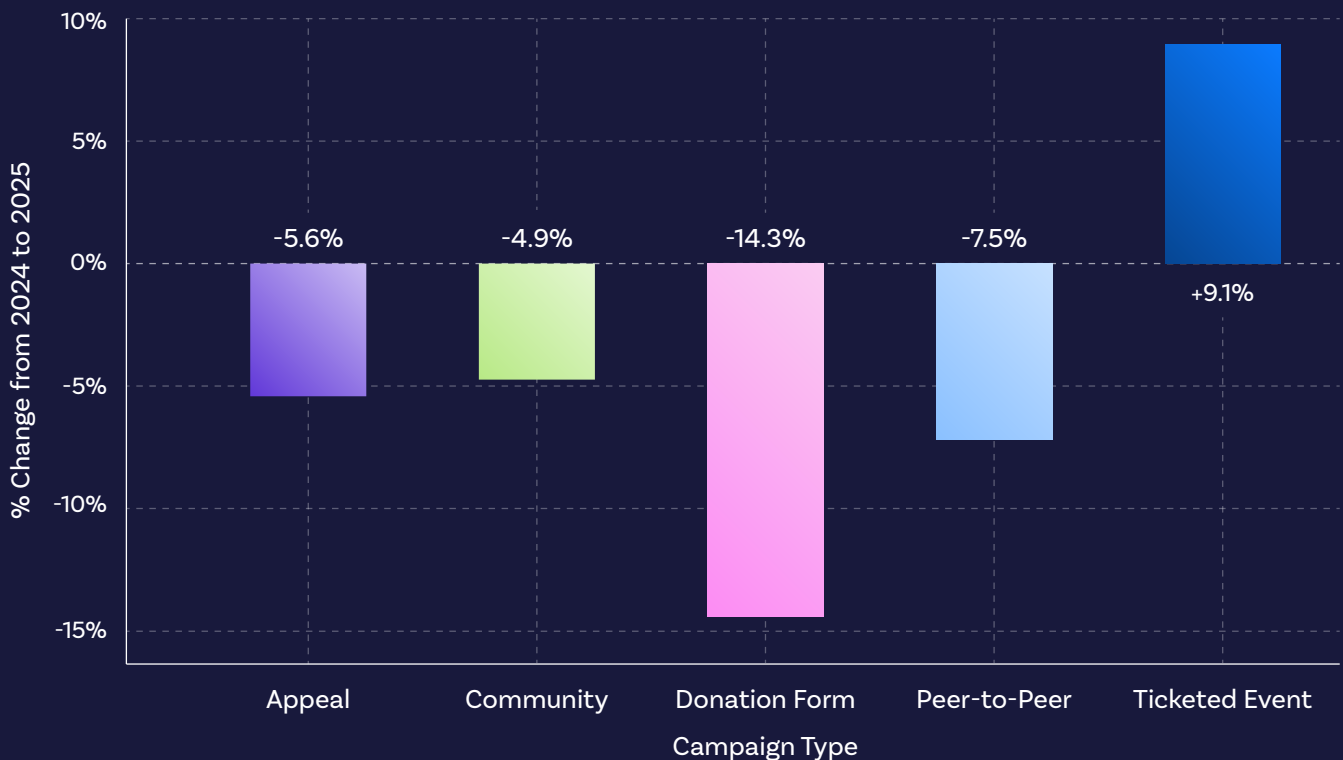


Which campaigns drove the greatest fundraising results?

In 2025, fundraising performance varied across campaign types. But rather than focusing on the format itself, the real insight lies in how each campaign is planned, positioned, and supported.

- » **Ticketed Events** grew in total volume (+9.1%), showing strong potential when urgency and experience come together.
- » **Peer-to-Peer**, or P2P, remained the highest-volume format, even with a -7.5% dip, reinforcing its reach and the importance of thoughtful post-campaign engagement.
- » **Donation Forms** declined by -14.3%, which highlights the need to use them intentionally. These always-on tools are essential for capturing ongoing support, and their performance improves when paired with clear impact messaging and default recurring options.
- » **Appeals and Community Campaigns** remained steady, continuing to serve as a consistent tool for driving action when supported by timely calls to give.

Year-over-Year % Change in Median Fundraising Volume by Campaign Type



Fundraising pros agree: urgency and deadlines drive action.

Time-sensitive campaigns like events and appeals performed best in 2025. As covered earlier, Ticketed Events were the only channel to show year-over-year growth, while Appeals held steady. In contrast, general Donation Forms saw the steepest drop, reflecting their lack of built-in urgency.

But urgency doesn't come from campaign type alone. Messaging plays a critical role in how supporters perceive your ask. In [15 Tips from \\$1 Billion Raised](#), Liz T. from Double X Health Collective shares:



We learned that people don't just give to causes—they give to moments. So now we always tie our asks to a concrete need or deadline.

— Liz T., Double X Health Collective

Below, three fundraising leaders explain how urgency turned strategy into results:



Setting a deadline for when we needed the money by—and that urgency actually created the donations we needed.

— Debbie H., Save the Kiwi



Matching funding has always given a big boost and a great reason to share the campaign with a new audience (the matching partner).

— David C., Heart Foundation NZ



Creating a countdown timer on the page for an urgent, specific need was one of the most effective unconventional tactics we've used.

— Vicki R., Charlies Foundation for Research

Want more like this?

[Get the Raisely guide](#) where nonprofit pro-fundraisers share their most effective, high-conversion tactics.



Which campaigns drove the most amount of unique donors?

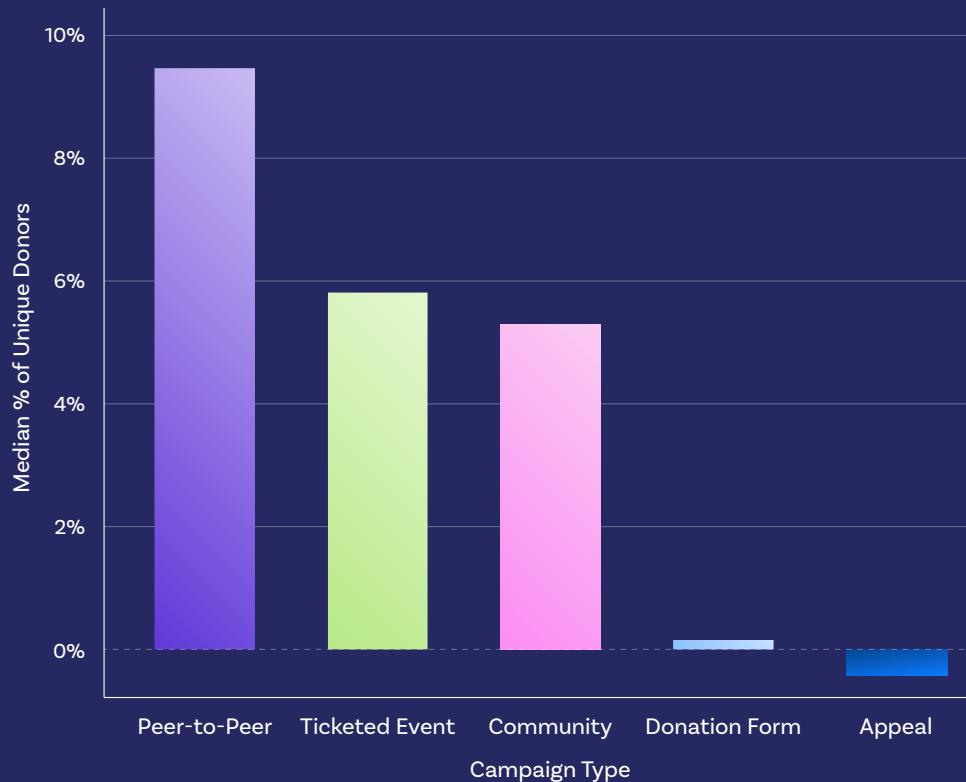
Growth in unique donors is a key indicator of acquisition strength. In 2025, Peer-to-Peer campaigns drove the highest increase in unique donors, affirming their reach and virality through personal networks.



Why this matters

As shown earlier in the report, new donor acquisition slowed across the board in 2025. This underscores the importance of using campaign formats that actively invite new donors into your community. Adding acquisition-focused strategies, like Peer-to-Peer or Community campaigns, can help expand your reach and reduce dependence on legacy supporters.

Median Number of Donors per Nonprofit by Campaign Type



Ticketed Events and **Community campaigns** continued to bring in unique donors at a steady pace, likely due to their built-in outreach mechanics and shared experience formats. **Donation Forms** showed modest growth, which aligns with their role as always-on tools more suited for ongoing support than active acquisition. **Appeals** declined in unique donor acquisition, reinforcing earlier insights that they tend to resonate more with known audiences. To strengthen acquisition across these formats, consider how each campaign is structured to reach, welcome, and convert new supporters.



Combine Ticketed Events with Peer-to-Peer for Greater Reach and ROI

Ticketed events are a powerful way to build momentum for your cause and engage high-value supporters. But they can also require significant resources. To make the most of your efforts, [consider pairing a Peer to peer campaign with a ticketed event feature.](#)

By enabling supporters to create their own fundraising pages, you extend your reach beyond the room—whether your event is in-person or online. You can also integrate event registration and merchandise sales, creating a unified, donor-driven experience that amplifies both impact and engagement.



Here's how your next campaign could look when you bring Peer-to-Peer and ticketing together.

What is the Wellbeing Walk?

Wellbeing Walk is an inspiring charity event that brings together individuals, families, and communities to walk for a world without cancer. It's a day filled with positivity, solidarity, and purpose.

Here's how it works:

- Sign up and get a ticket to the event
- On October 15th, gather with fellow supporters at Central Park
- Encourage friends and family to sponsor your walk, contributing to vital cancer research.

[Learn More](#)

Merchandise

Wellbeing Walk T-Shirt
Wear it proudly and be a visible advocate for our cause.

Wellbeing Walk Cap
Stay stylish while showing your commitment to ending cancer.

Wellbeing Walk Socks
Keep your feet warm and your heart warmer with these special socks.

[Get your merch](#)

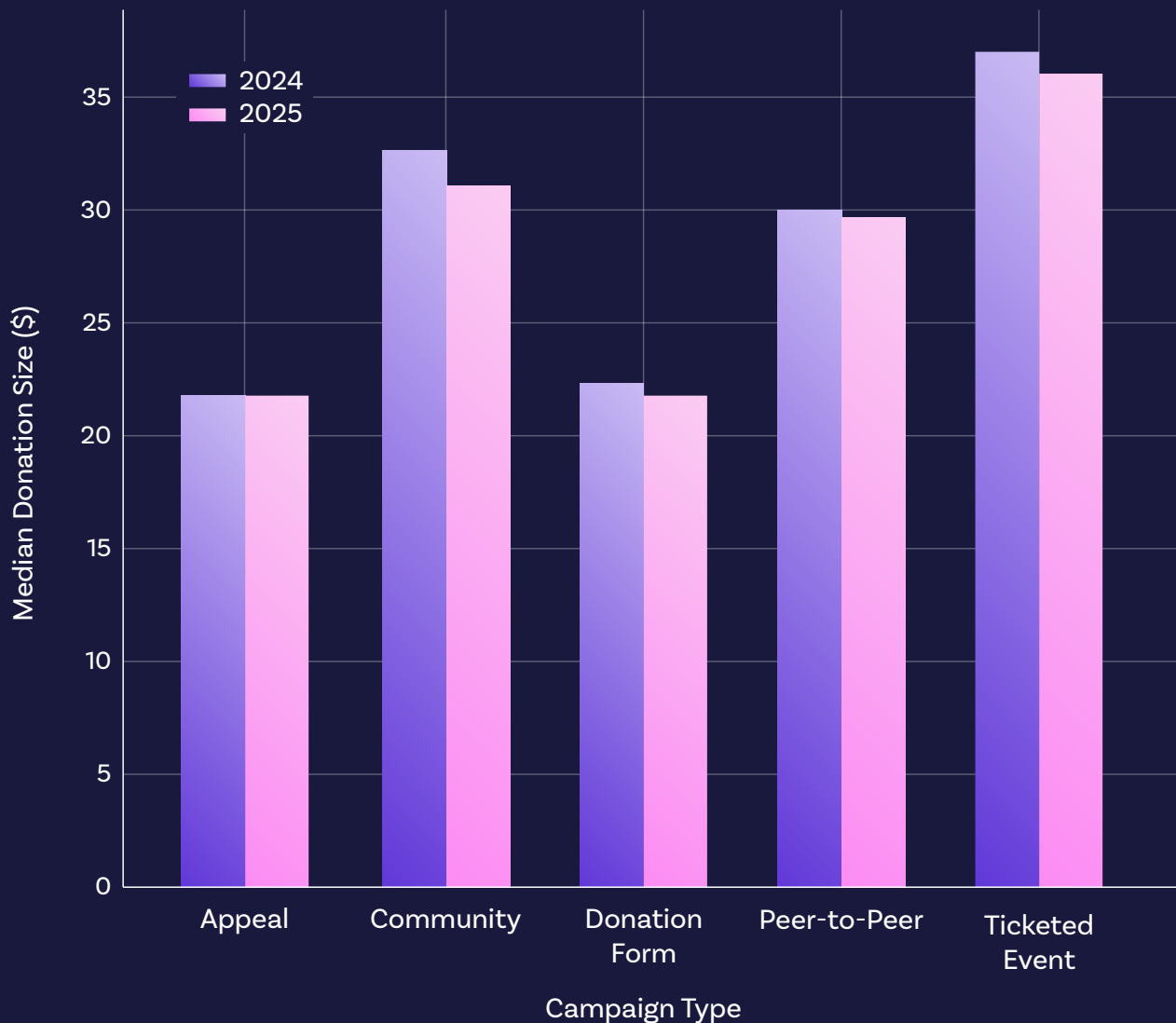
[Build and launch your free campaign with Raisely](#)

→



Which campaign types drove the largest average donation amount?

Median Donation Volume per Nonprofit by Campaign Type



Between 2024 and 2025, changes in median donation size varied widely by campaign type

- » **Donation Forms** led growth with a modest +1.3% increase.
- » **Peer-to-peer** held stable with only a -0.7% decline.
- » **Community campaigns** dropped -4.4%, breaking a multi-year streak of consistency.
- » **Appeals** declined slightly (-0.5%), continuing a flat trend.
- » **Ticketed Events**, while median gift size declined slightly (-5.6%), Events still outperformed in overall giving. Rather than seeing this as potential saturation, nonprofits should view it as a call to refresh event experiences through new formats, pricing strategies, or donor incentives.



This signals both a shift in donor behavior and increased pressure on nonprofit operations.

As many individuals navigate economic shifts in their day-to-day lives, even small donations carry weight. Economic conditions vary by region, but they're impacting generosity across the board—so when reviewing your own benchmarks, remember that every gift is made in context, and make an effort to meet supporters where they are with messaging that respects their reality and reinforces the impact of every contribution, no matter the size.

As major U.S. tax changes take effect in 2026, nonprofits must adapt to new compliance demands and evolving donor incentives. The good news: mid-level donors in the U.S. will gain access to higher non-itemized deductions, creating a timely opportunity to expand giving.



Want more like this?

[The 2026 Fundraising & Finance Guide](#) outlines what's changing and how to adjust your strategy now.



“As the economy continues to shift, we are seeing a smaller number of donors who are giving more, and many of our lower dollar donors are pausing their giving or giving a reduced amount. I would suggest offering a lower donation amount as a starting point to be inclusive of your donors who may not be able to give as much, so that they still feel included and know that their gift matters.”

— Sara Hoshoooley

FUNDRAISING CONSULTANT AND STRATEGIST,
FOUNDER OF [CHARITY SHIFT](#)



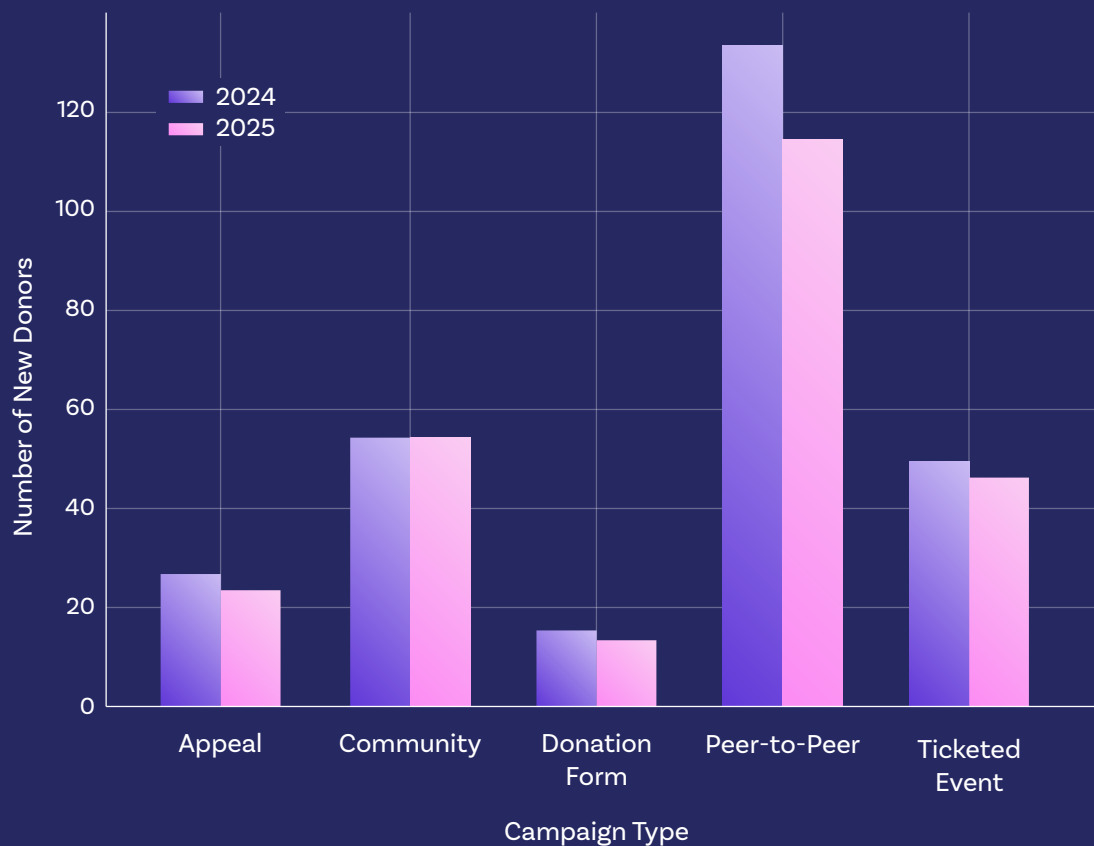
Which campaign types helped acquire the most net new donors?

Net-new donor acquisition declined across most campaign types in 2025, likely due to over-reliance on familiar networks. Peer-to-peer and ticketed events may be tapping the same champions, while appeals and donation forms tend to resonate more with returning supporters.

Community campaigns held flat YoY, possibly because they continue to attract mission-aligned first-time donors through local partnerships and in-person engagement. The key shift needed is a move away from predictable circles and toward broader, intentional donor diversification.

- » **Peer-to-Peer: -14.3%**
- » **Appeals: -14.8%**
- » **Donation Forms: -18.8%**
- » **Ticketed Events: -6.1%**
- » **Community campaigns: held flat YoY**

Median Number of New Donors by Campaign Type



To diversify acquisition, try this:

- » Rotate or expand P2P fundraisers to new audiences
- » Pair events with outreach to untapped segments
- » Design appeals that speak to first-time donors, not just loyal ones
- » Optimize donation forms with entry-level context for newcomers
- » A/B test messaging strategies by donor familiarity level

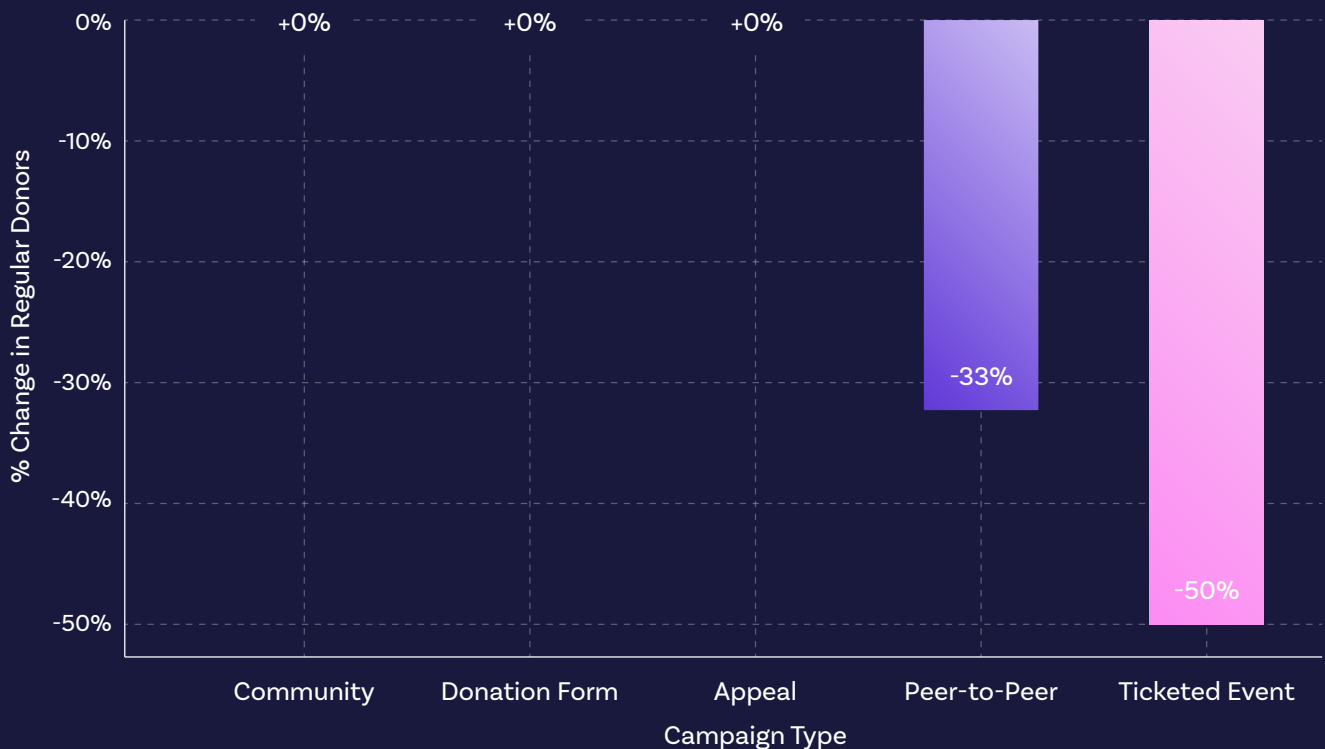


Which campaign types drove the highest amount of repeat donors?

Community, Donation Form, and Appeal campaigns each held steady in recurring donor retention from 2024 to 2025. These formats often align with consistent messaging, mission-driven storytelling, and familiar engagement patterns which are factors that support long-term connection.

While some campaigns excel at acquisition, these types are better positioned for retention when built with intention. Strategy, not format alone, determines whether supporters stay engaged over time.

Median Number of New Donors by Campaign Type



- » **Peer-to-Peer campaigns** are typically socially-driven and tethered to a personal relationship, not always the nonprofit itself. Donors often give because someone they know asked them, whether it's a friend's charity run or a colleague's birthday fundraiser.
- » **Ticketed Events**, similarly, are often moment-based campaigns, such as galas, auctions, or seasonal fundraisers. Their transactional nature, where the donor exchanges value (e.g., a dinner or experience) for a donation, can make it harder to convert attendees into long-term repeat givers.

These trends suggest that while Peer-to-Peer and Events drive strong acquisition, they require a retention plan. Donors acquired through social or event-based campaigns often give because of a personal ask or a one-time moment. Post-campaign strategies, like impact updates or next-step engagement, are critical to turn first-time givers into loyal supporters.



Diversifying Recurring Giving Strategies



“One emerging strategy I’m seeing is the rise of **using P2P for crowdfunding-style giving with philanthropic intent**—smaller, but recurring support options that create space for donor choice and collective impact. Five Bucks is a prime example: by inviting people to contribute just \$5 a week and vote on funding outcomes, it reimagines philanthropy as inclusive, democratic, and consistent.

This approach taps into the very elements donors are gravitating toward: flexibility, transparency, and meaningful agency.”

— Daniel Barraza

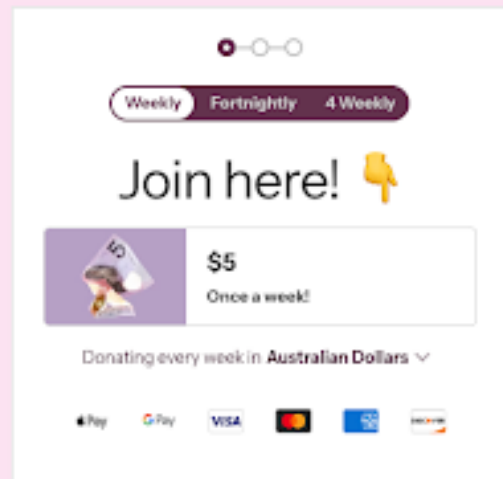
RAISELY CUSTOMER SUCCESS MANAGER AND PARTNERSHIPS LEAD

Inspired by this approach?

SMALL CHANGE, BIG IMPACT.

Our members chip in \$5.00 a week and once a year, vote to give **all** of the pooled funds away.

670 BUCKAROOS ALREADY GIVING 🦘



[Connect with our team](#) and explore how your nonprofit can build a recurring, community-powered campaign on Raisely.



The Lifetime Value of a Donor



Why this matters

Throughout this guide we've looked at a snapshot of a donor in a moment in time. But the lifetime value of a donor (LTV) helps us understand their long-term support and the strategies that help us increase the total value of a donor.

The key to increasing a donor's lifetime value? Get them to give more than once. Donors who become recurring givers — even with small amounts — consistently show the highest LTV, outperforming even one-time donors who give larger lump sums.

Turning one-time supporters into recurring donors is one of the most impactful strategies you can deploy.

What the Data Says: Recurring Giving and LTV Make an Impact

18.11%

2025

↑ 10.45% vs previous year: 16.39%

\$24.34

2025

↑ 1.15% vs previous year: \$24.06

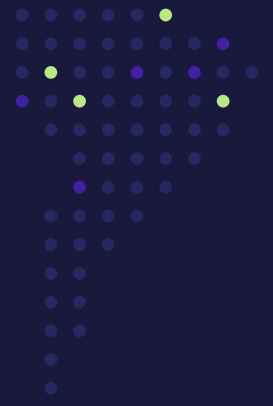
In 2025, recurring donors increased by **+10.45%** year-over-year, and average recurring gift amounts grew by **+1%**. These supporters continue to be the most consistent and high-value segment in the donor base.

Recurring giving thrives when campaigns are built to support long-term engagement. As seen throughout this guide, formats like Community, Appeals, and Donation Forms provide the structure for ongoing connection, however, results with LTV are driven by strategy, not format alone.

Know Your Donor Retention Rate

You can use [Keela's free calculator](#) to measure how well you're keeping supporters—and where to improve.





Giving Trends by Region

Australia, New Zealand, The United States, and Canada

While global trends offer valuable benchmarks, fundraising performance also hinges on local context. This section breaks down how key campaign and donor metrics played out across Australia, New Zealand, United States & Canada, and highlights where strategies aligned, where they diverged, and what that means for future planning.



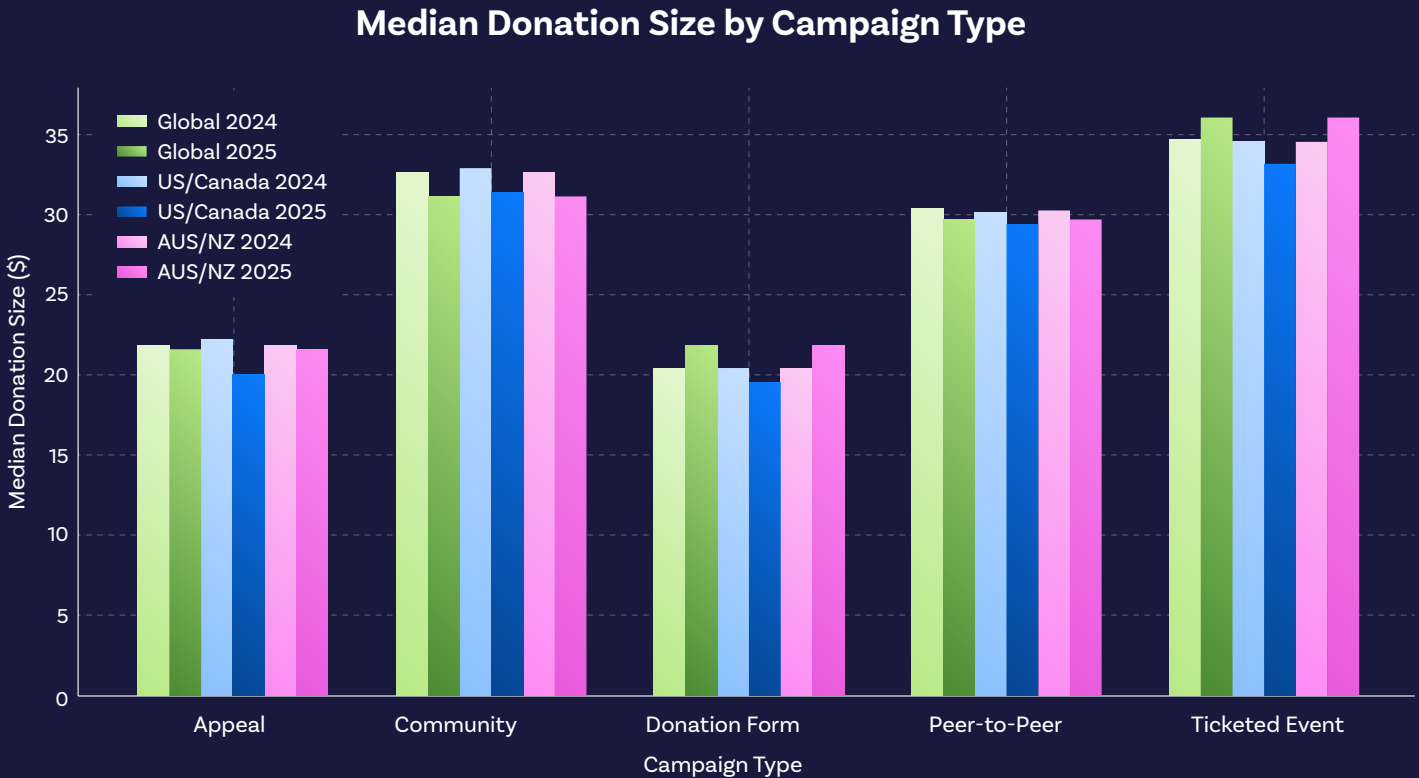
Why this matters

Regional differences reveal not just what's performing, but why. Understanding donor motivations, behaviors, and engagement by geography helps nonprofits generate region-specific strategies, enhance messaging, and commit to the campaign formats that resonate most with their audiences in 2026.



Which campaign types drove the largest average donation amount?

Across the board median donation sizes shifted modestly YoY, but patterns varied by region and campaign type



- » **Appeals** declined globally and more sharply in U.S./Canada, suggesting donor fatigue or messaging misalignment. Australia/New Zealand held flat, showing greater resilience.
- » **Community campaigns** saw declines across all regional segments at the same rate YoY.
- » **Donation forms** saw mixed performance across regions, with an increase in Australia/New Zealand, but decreased in the U.S./Canada. This split may reflect differences in how forms are integrated into campaigns or refined for donor experience.
- » **Peer-to-peer campaigns** remained stable across all regions confirming its global reliability.
- » **Ticketed events** were the most divergent. While U.S./Canada saw slight decline in median donation size, Australia/New Zealand increased and global figures landed with an increase in 2025. Australia and New Zealand appear best positioned to maintain or grow value in event-based fundraising.





“We’re seeing an increase in donations when matched giving is offered, but this is now anecdotally more expected, and we see a drop when matched giving isn’t offered.”

– Balanced Effect

RAISELY PARTNER

Strategic Insights for 2026

Australia & New Zealand

- » Focus on personalization and community-driven asks
- » Assess ticketed event strategy (pricing, format, value perception).
- » Optimize Donation Forms and P2P campaigns to better match regional donor motivations.

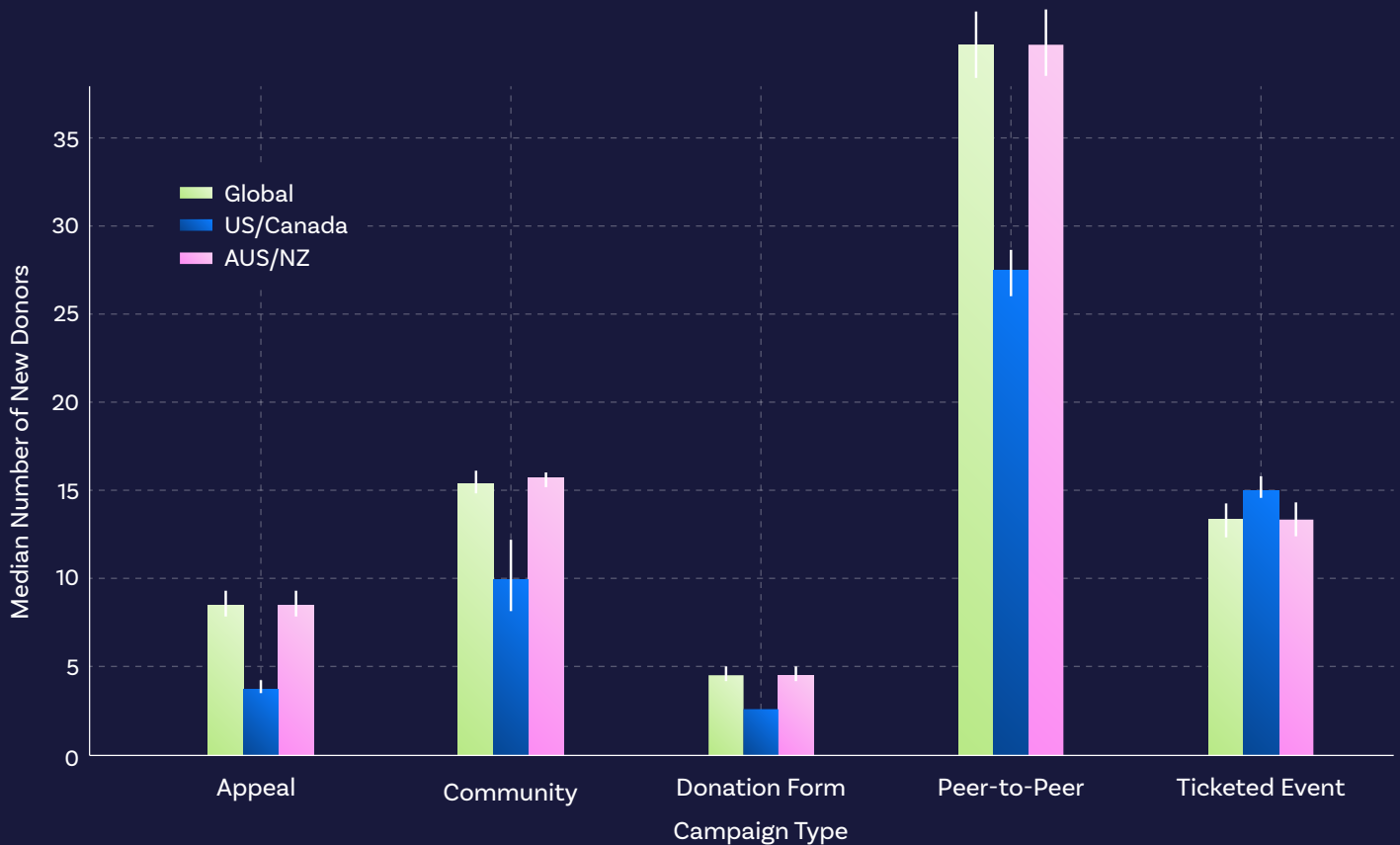
The United States & Canada

- » Invest further in ticketed events, where donor value is increasing.
- » Double down on Donation Forms with thoughtful follow up and segmentation execution.
- » Maintain steady use of Appeals and P2P, which showed stable performance.



Which campaign types helped acquire the most net new donors?

Median Number of New Donors Acquired per Nonprofit by Campaign Type



- » **Peer-to-peer** remains the dominant driver Globally and in Australia/New Zealand. However, it underperforms in the U.S./Canada, suggesting the need for regional adaptation.
- » **Community campaigns** consistently perform well across all regions, confirming their broad acquisition potential.
- » **Appeals** are flat globally and in Australia/New Zealand, but weaker in U.S./Canada, suggesting diminishing acquisition impact.
- » **Donation Forms** consistently show the lowest new donor acquisition across all regions, reinforcing their primary role as a conversion tool rather than a driver of net-new supporters.
- » **Ticketed Events** performed best in the U.S./Canada, with Australia/New Zealand and Global following closely behind. Differences are modest, but North America leads.

This integrated view shows that Community campaigns are the most stable and universally effective acquisition channel. Peer-to-Peer remains strong but requires a region-specific strategy, and other formats may need repositioning or fine-tuning to drive new donor growth.

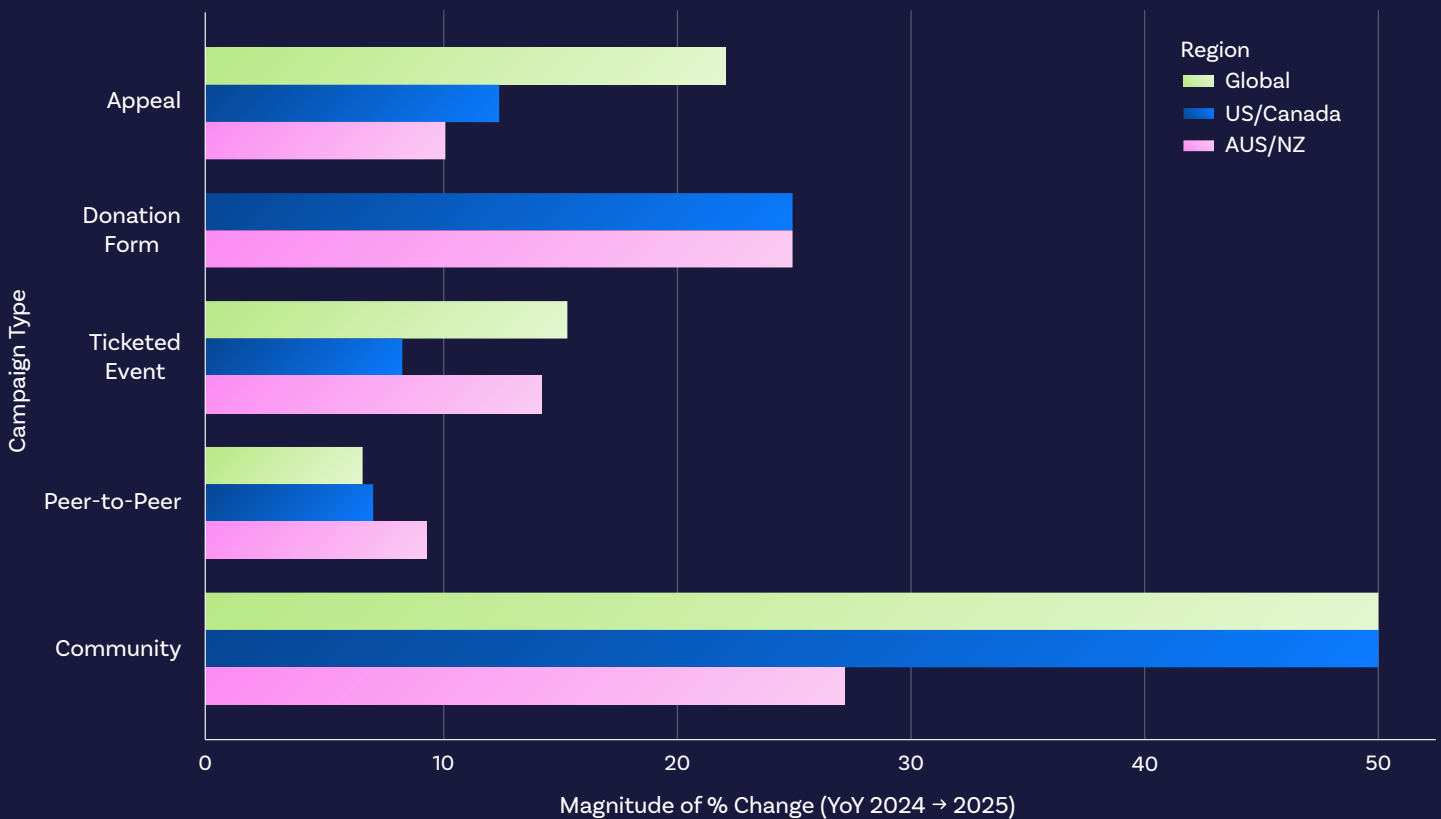


Which campaign types drove the highest amount of recurring donors?

When assessing year-over-year performance, one of the clearest indicators of long-term health is growth or consistency in repeat donor counts across regions compared to global trends.

The data below highlights YoY % changes in repeat donors across campaign types offering a clearer view of where performance aligns with norms, and where outliers may need closer attention.

Median Number of New Donors Acquired per Nonprofit by Campaign Type



- » **Appeals:** Solid recurring donor growth across all regions, with the strongest gains globally (+22.2%), followed by the United States and Canada (+12.5%), and Australia/New Zealand (+10.0%).
- » **Donation Forms:** Significant gains in Australia/New Zealand (+25.0%), however, U.S./Canada declined sharply (-25.0%), and Global performance remained flat YoY.
- » **Community Campaigns:** Drove the strongest recurring donor growth across all regions, including +50.0% in Global and US/Canada.
- » **Peer-to-Peer and Ticketed Events:** Saw modest recurring donor growth across all regions, with particularly strong results for Ticketed Events at the Global level (+15.4%), and Australia/New Zealand with Peer-to-Peer (+9.4%).



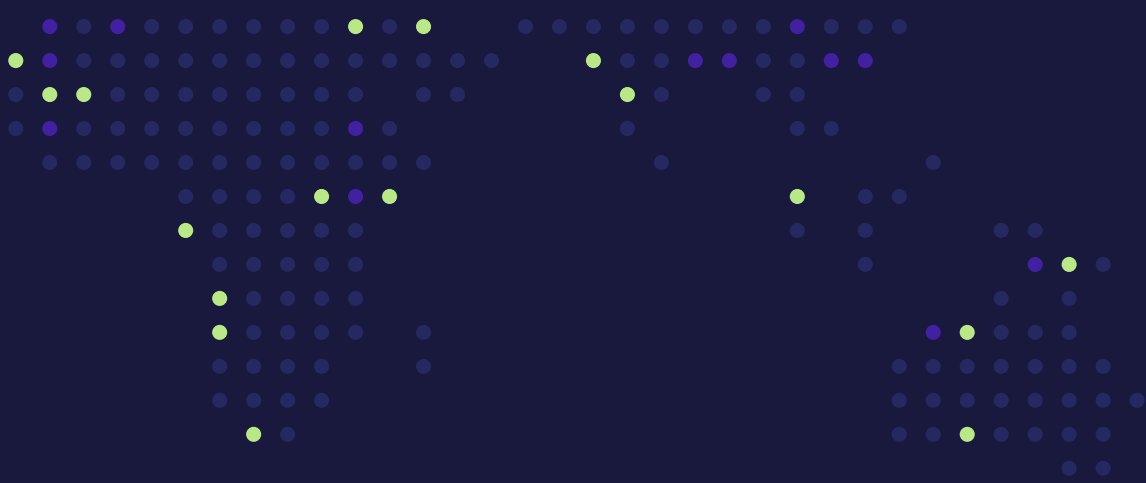
Which campaign types drove the highest amount of recurring donors?

Nonprofits aiming to grow long-term donor value with recurring giving should invest more intentionally in **Community Campaigns and Appeals**, which show the strongest year-over-year growth in repeat donor acquisition across regions.

At the same time, **Donation Forms** may need strategic rethinking in the U.S./Canada. Consider pairing these campaign types with storytelling, segmentation, or post-conversion engagement tactics to boost retention.

For **Peer-to-Peer and Ticketed Events**, it's recommended for nonprofits to lean into region-specific strategies where repeat growth is strongest and avoid a one-size-fits-all approach.





Conclusion & Takeaways:

How to Apply These Insights in Your Nonprofit

2025 brought more stability across the fundraising landscape but also revealed challenges in retention and campaign performance. Looking ahead, success in 2026 will require clear strategy, strong stewardship, and smart systems that help you amplify goals, and build with intention.

Use this data not just to reflect on the past year, but to take action, and make informed decisions that help you meet the moment, adapt with confidence, and fundraise with purpose.



Recommended 2026 Strategy by Campaign Type

Campaign Type	Data Indicators	2026 Strategy
Appeal	Low and flat median donation size; driven by volume	<p>Leverage for high-volume, high-urgency moments such as Giving Tuesday or year-end campaigns. Appeals perform best when they create urgency and reach.</p> <p>Pair with upsell tactics like suggested higher gift amounts tied to impactful outcomes, or recurring giving options, and follow up with targeted retention efforts.</p>
Community	Drop in gift size; stable donor retention	<p>Double down on donor connection and culture. Focus on deepening donor relationships through local impact and segmented donor journeys. The consistent retention suggests loyalty, even if gift size is falling.</p> <p>Build a culture of recurring giving through shared goals, milestone campaigns, and authentic supporter recognition.</p>
Donation Form	Flat growth; reliant on passive one-time giving	<p>Shift from passive to purposeful giving. Refine forms for mobile, run A/B tests on copy and layout, and incorporate urgency through match deadlines or impact statements.</p> <p>Highlight and default to recurring giving to increase lifetime value.</p>
Peer-to-peer	Strong donor acquisition; weak retention	<p>Amplify lifetime value by focusing beyond the event. Strengthen reach by improving post-campaign retention. Support fundraisers with onboarding tools, gamify participation to drive activity, and extend the donor lifecycle with follow-up stories and incentives.</p> <p>Make it easy for participants and donors to stay involved beyond the initial campaign.</p>
Ticketed Event	High-value, but declining	<p>Reinvigorate with premium experiences and smart timing.</p> <p>To maintain strong returns, revisit event value propositions through hybrid formats, tiered access, or integrated P2P extensions. Use messaging that emphasizes exclusivity, community, or shared impact to strengthen conversion and retention.</p>



Explore what's possible with free campaigns on Raisely.

Get inspired by real examples from other nonprofits in [Raisely's Campaign Showcase](#), and see how you can bring your next appeal, community fundraiser, or peer-to-peer campaign to life.

Five Key Takeaways You Can Bring into 2026



1. Recurring giving is your most stable revenue stream. Start early and highlight it.

Campaigns that make recurring options visible and easy to select see better long-term value. Build recurring giving into your campaigns from the start, especially in formats like peer-to-peer and events where recurring giving is traditionally overlooked.



2. Donor acquisition is steady. Now focus on long-term retention.

Use automation and CRM tools to follow up quickly, segment communication messaging, and help first-time donors engage with the impact your nonprofit is making holistically with support, rather than the moment they're donating to initially.



3. Donation Forms need intentional design and follow-through.

To get the most return on investment with Donation Forms, make sure these forms are enhanced for mobile experience, clearly tied to impact for your cause, and trigger a complete donor journey.



4. Urgency still works, but only when it feels meaningful.

Tie every ask to a clear need, timeline, or outcome so donors understand why their gift matters right now. Pair these donation events with your CRM for follow up, and secure long-term value with recurring donations - don't forget to highlight long-term impact with regular giving.



5. Every campaign type has potential when executed with care.

Successful fundraising isn't just about choosing the right campaign format. Success depends on how well that format is supported with development plans, messaging, stewardship, and follow-up. Focus less on the type of campaign and more on how they're planned and delivered.



Ready to Turn Insight Into Impact?

Now that you know where the sector is heading, the next step is turning insight into impact. Whether you're refining appeals, launching a community campaign, or rethinking your event strategy, Raisely gives you the tools to build campaigns that meet today's expectations.



[Start building for free](#)

Create your next campaign on Raisely in minutes—no code, no cost, no friction. Every campaign is fully branded and designed to convert.



[Get a guided overview](#)

Book time with the Raisely team to explore how our platform can support your fundraising goals this year.



Built for Nonprofits To Run Campaigns That Stand Out and Convert

Raisely is a modern fundraising platform built specifically for nonprofits, and part of the **Velora** suite of nonprofit operations technology. Raisely helps mission-driven nonprofits launch fundraising campaigns that convert. Whether it's peer-to-peer, events, appeals, or recurring giving, Raisely makes it easy to create donor-centric experiences that drive results for your nonprofit.

Every campaign is free to build, fully customizable, and enhanced to drive conversion. From simple donation forms to full campaign pages and websites, Raisely puts your team in control of design, messaging, and donor engagement.

As part of Velora, Raisely connects with a powerful ecosystem of nonprofit technology, including **Aplos** for fund accounting and **Keela** for CRM and donor engagement. Together, these tools simplify operations across fundraising, finance, data, and communications—so your team can focus more on impact and less on admin.

