

Fundraising trends in 2023

Targeted fundraising campaigns

It is more effective to **focus on a specific case** for fundraising than on a problem without personalising it to someone who suffers from it

Create hyperpersonalised messages

People are becoming even more accustomed to receiving **highly personalised messages** and this trend begins to influence fundraising

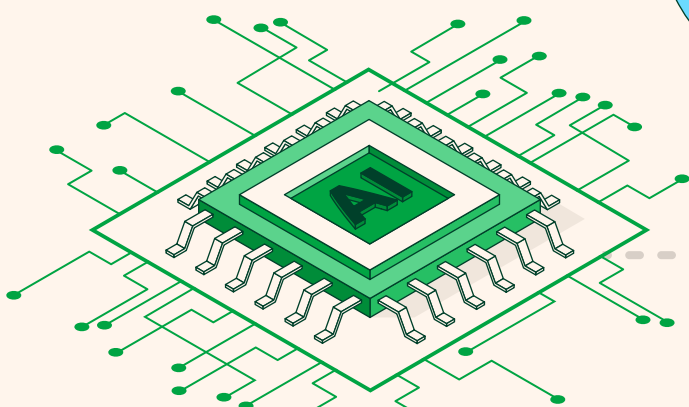


Transparency, an upward value

Donors want to know where their money is going. To meet this need, it is useful to include a space on the website where the **social impact can be observed**

Email has not gone out of fashion

The number of users just keeps growing and the **return on investment (ROI) is four times greater** than other marketing formats



The importance of artificial intelligence

One of the simplest uses of AI are chatbots, which can be used for **providing personalised attention or processing donations**

Source: Donorbox