Fundraising Strategies: Managing Inflation, Preparing for Recession

CURRENT ECONOMIC CONDITIONS

9.1% Current Inflation Rate

“There is a negative correlation between inflation and charitable giving. When inflation is higher, charitable giving can decline. This especially is true when the inflation rate is at 5% or higher.” - Dr. Patrick Rooney

CHARITABLE GIVING DURING RECESSIONS

<table>
<thead>
<tr>
<th></th>
<th>Average increase in charitable giving (after inflation)</th>
<th>Average increase in charitable giving (after inflation, in non-recession years)</th>
<th>Average decrease in charitable giving (in recession years)</th>
<th>Average decrease in charitable giving during and immediately after the Great Recession</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+3.3%</td>
<td>+4.7%</td>
<td>-0.5%</td>
<td>-4.2%</td>
</tr>
</tbody>
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FUNDRAISING BEFORE AND DURING A RECESSION

- Annual budgeting that builds an operating reserve
- Continue to identify new donors before the recession starts
- Continued stewardship of current donors
- During an economic downturn, donors are most likely to support the nonprofits with which they have the closest relationship
- Include the negative effects of the recession in your fundraising case for support
- Not every interaction is about asking

STAY IN TOUCH WITH DONORS

Inform
Involve
Invite

ADDITIONAL RESOURCES

Inflation and Fundraising with Dr. Patrick Rooney: https://youtu.be/RPKk4u8wX9c
Fundraising for a Recession: Stay the Course with Dr. Tim Seiler: https://youtu.be/tr0HZеЕ7VA
Fundraising in Challenging Times with Dr. Amir Pasic: https://youtu.be/Zr8IgQ9Ur0A

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