The Impact Insight:

Nonprofit Fundraising and Donor Generosity

LinkedIn for Nonprofits



Nonprofits rely on a steady stream of new and recurring donors to continue delivering the critical services, research, and advocacy they provide all around the world. But today's tight macroeconomic climate is challenging fundraising teams to get creative about where they find the donors they need.

To find out more about the fundraising challenges facing organizations — and the opportunities available to them — LinkedIn for Nonprofits surveyed global nonprofit professionals, LinkedIn members, and average internet users.

Let's explore the results ↓

Pressure to find new donors is mounting

On average, surveyed nonprofit professionals **would like to see their number of donors increase by 39% this year.**

Among those who would like to see an increase in the number of donors this year, 59% think this will be difficult to achieve.*

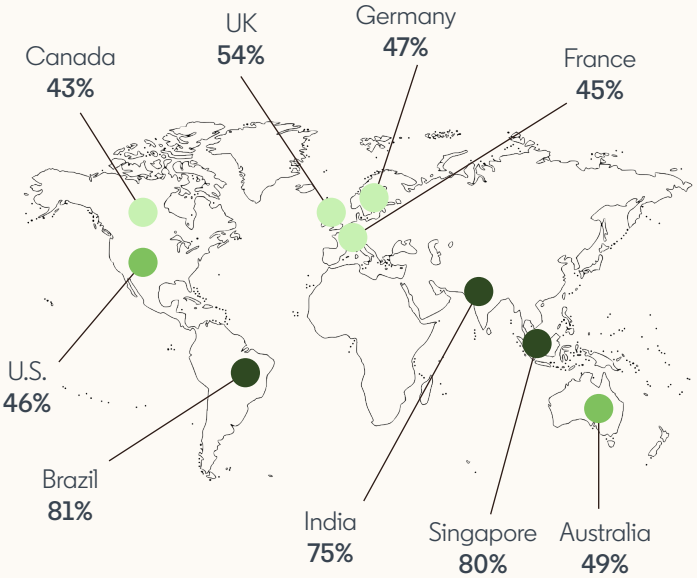
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Nonprofit C-suite leaders are particularly concerned about finding new donors.

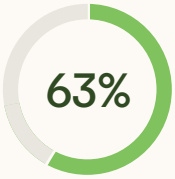


Nonprofit professionals are worried they have maxed out options to find new donors

% of respondents who agree they have maxed out their options



Although identifying new donors is a looming challenge, **64% of surveyed nonprofit professionals agree that the people they want to connect with to raise money for their organization are on LinkedIn.** In fact:

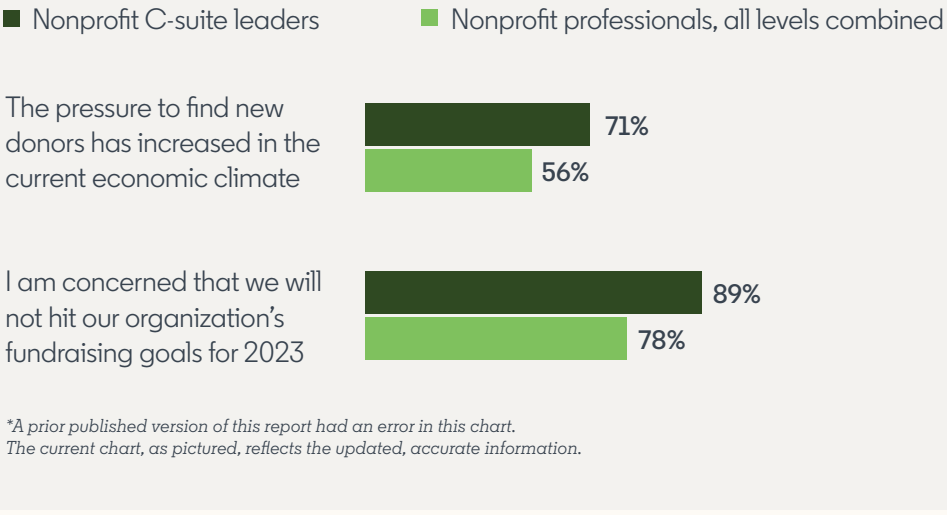


of surveyed nonprofit professionals say they have successfully used LinkedIn to connect with a potential donor.

Many fundraising teams use LinkedIn Sales Navigator to tap into the 930 million member-strong LinkedIn network, identify high-potential prospects, and establish a connection in a trusted, professional environment.

Attitudes toward fundraising challenges among global nonprofit professionals*

% of survey respondents who agree



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The pandemic poses lingering challenges for nonprofits



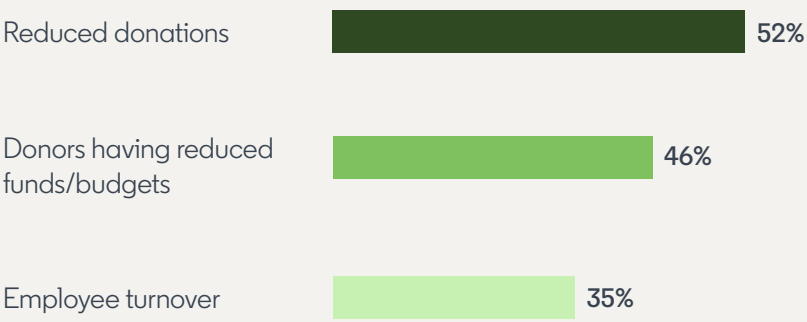
Nonprofits around the world faced unprecedented fundraising, talent, and operational challenges during the COVID-19 pandemic — and many organizations are still navigating those same challenges today.

Fundraising issues are top of mind, with 52% of surveyed nonprofit professionals that faced pre-pandemic fundraising concerns citing **reduced donations as a top lingering impact of COVID-19**. 43% of all surveyed nonprofit professionals also noted that finding new donors was a major concern they grappled with prior to the pandemic, and 57% feel that they've currently maxed out their options to source new donors.*

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Top continued impacts from COVID-19 pandemic

% of surveyed nonprofit professionals that also faced pre-pandemic fundraising challenges who agree

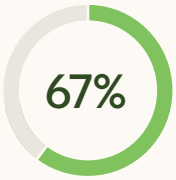




Nonprofits can leverage LinkedIn to connect with donors and decision-makers

Luckily, many professionals on LinkedIn remain committed to financially supporting the causes they care about. In fact, **LinkedIn members are more likely than the average internet user to donate to nonprofit organizations (87% vs. 75%)** — and when they donate, they donate more. And nonprofit fundraisers can reach more than just individual donors on LinkedIn.

Almost three quarters (74%) of nonprofit professionals surveyed agree they want to find more corporate donors but struggle to identify the right person to reach out to. Discounted fundraising solutions from LinkedIn can make it easier to identify the right decision makers — and get your nonprofit on their radar.



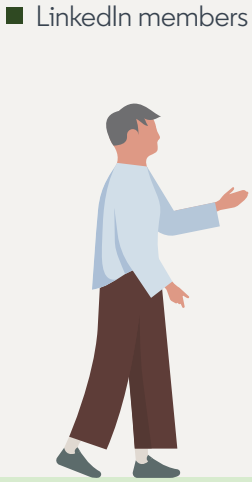
of surveyed global nonprofit professionals agree that LinkedIn is a valuable tool for fundraising.

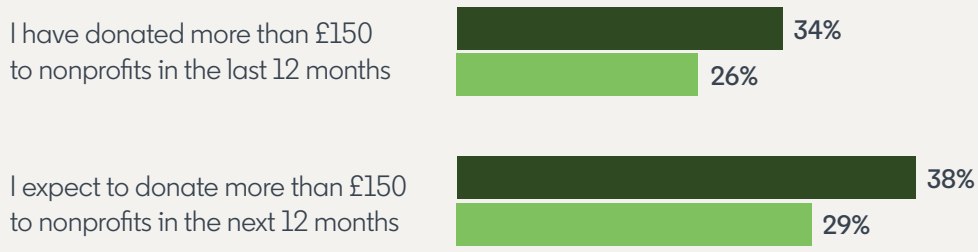
Even small, scrappy teams can tap into the power of LinkedIn for fundraising, with Sales Navigator Core designed for small-to-midsize organizations.



Donation attitudes and habits of global internet users who have ever donated to nonprofits*

% of respondents who agree





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About the Impact Insight

The Impact Insight dives into top issues facing the global nonprofit community, as informed by 2023 LinkedIn for Nonprofits survey data. To discover and inform these insights, LinkedIn for Nonprofits conducted two surveys in the U.S., Canada, UK, France, Germany, Brazil, Singapore, Australia, and India. The first survey sampled 5,073 nonprofit professionals and the second sampled 2,636 LinkedIn members and 2,636 non-members. Be sure to check out the first edition of the Impact Insight, which focuses on trends in nonprofit hiring, volunteerism, and board participation.

This is the second published version of Impact Insight: Nonprofit Fundraising and Donor Generosity. We regrettably discovered errors in the original published version. We have since corrected these errors and noted where updates were made for the second version. To contact LinkedIn for Nonprofits for specific questions about these updates, please email: LI4NPFAQ@linkedin.com.