



Nonprofit Marketing & Fundraising Trends for 2025



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Chapter 1

Introduction

In 2025, giving is [predicted](#) to increase by 3.9%, a positive shift from the steady decline we've seen since the pandemic. At the same time, nonprofits [are seeing](#) an average increase of 71% for their services. Despite the hurdles of hiring, tight budgets, and technology, nonprofits continue to make significant impacts in the communities they serve, and we need them now more than ever.

We've gathered the latest insights and examples of nonprofit fundraising and marketing to help guide your nonprofit in the years to come. We're continuing to see the impact of technological developments in artificial intelligence (AI) across every sector, which presents both opportunities and challenges for nonprofits. We're seeing how nonprofits tackle the critical issue of hiring and retaining employees with new policies and unique solutions. We're witnessing nonprofits slowly but surely grow their audiences on newer social media channels, such as TikTok. But more than anything, we're seeing how nonprofits can leap over the hurdles the world throws at them.

We hope these nonprofit trends and takeaways will help you feel grounded in what is sure to be a turbulent 2025. Let's go!



Marketing & Fundraising Tools for Nonprofit Teams

HubSpot for Nonprofits is an all-in-one digital marketing platform for nonprofits. We integrate with over 500 marketing tools to help nonprofits scale meaningful change. Gain access to the full suite of HubSpot tools and integrated apps for your nonprofit.

Marketing Hub	Sales Hub	Service Hub	Content Hub	Operations Hub
Email marketing	Contact management	Ticketing	Landing pages	Two-way data sync
Forms	Deal pipeline	AI chatbot	Website builder	Third-party integrations
Ad management	Quotes	Team email	AI blog	Custom field mappings
Mobile optimization	Live chat	Tickets closed reports	SEO recommendations	Programmable automation & bots
Campaign management	Meeting scheduling	Ticket automation	Custom domain	Webhooks
SEO	Sales automation	Help desk workspace	Live chat & email support	Datasets
Social media	Sales content analytics	Knowledge base	Content management	Reporting calculations
Predictive lead scoring	Custom reporting & sales analytics	Customer portal		

Apply for HubSpot for Nonprofits to Receive Discounted Pricing





Chapter 2

9 Nonprofit Trends to Watch in 2025

01 Foundations are predicted to experience the strongest growth in giving.

Foundations are [seeing](#) the strongest growth in giving, predicted to be up 5.3% in 2025—outpacing the growth of individuals/households, estates, and corporations. This means it's more essential than ever to tighten up your nonprofit's approach to foundations. You can do this by:

- Selecting foundations that align closely with your nonprofit's mission statement
- Reviewing previous grant recipients gifted by foundations to better understand their targeted nonprofits
- Ensuring your grant applications thoroughly follow a foundation's giving guidelines, including reports that demonstrate your nonprofit's impact
- Attending local conferences, webinars, and events to network with foundation representatives
- Leveraging your board members and volunteers to see if they have any connections to foundations

Foundation & Grant Tools for Nonprofits

✓ [Foundation Directory](#)

✓ [GrantStation](#)

✓ [Grants.gov](#)

✓ [Community Foundation Locator](#)






02 Responsible artificial intelligence will help grow and power nonprofits

Less than 3 in 10 nonprofits [use](#) AI. But because AI has grown in other areas, donors are expecting that same AI-powered personalization when interacting with nonprofits. That said, it's important to use AI responsibly and to ensure a human filters the information to avoid bias (such as when Amazon [stopped](#) using their hiring algorithm which inadvertently favored men over women).

Here are some case studies on how nonprofits can responsibly use AI.

- **Research initiatives:** AI can save nonprofits time normally spent on extensive research. For example, Learning Equity matched 12,000 learning resources with more than 2,000 learning categories, a task that would have normally taken months without the automation provided by AI.
- **Chatbots:** AI-powered chatbots can guide users through complicated processes, such as learning services or training non-profit volunteers. The Trevor Project leverages a human-supervised chatbot called Riley to train hotline volunteers, while Khan Academy uses its chatbot, Khanmigo, to help students, teachers, and parents with learning assistance.
- **Language translation:** Nearly 66 million people in the United States speak a language other than English at home. To reach these communities, it's important to translate your efforts into their language—a task that AI has accelerated and improved upon.

AI Tools for Nonprofits

- | | |
|---|--|
|  Raise |  Census GPT |
|  Kindsight |  HubSpot's Breeze |
|  Grantable | |

03 Customer relationship management (CRMs) will remain integral to managing donor relationships

Repeat donors will continue to make the majority of a nonprofit's funds, with 57% of donors [enrolled](#) in a recurring giving program—up 46%. Despite this trend, 15% of nonprofits [report](#) not using customer relationship management (CRM) software to track their relationships with donors. CRMs are essential for nonprofits looking to harness the full potential of their donor base, streamline operations, and maximize their impact.

Here's why CRMs are vital for nonprofit organizations:

- **Enhanced donor engagement:** CRMs enable nonprofits to segment donors, personalize communication, and track all interactions, leading to better donor retention and relationships.
- **Efficient fundraising:** Automating campaigns, tracking donations, and identifying trends help optimize fundraising strategies and efforts.
- **Improved volunteer management:** Streamlining volunteer recruitment, scheduling, and recognition fosters long-term volunteer commitment and engagement.
- **Impact reporting and analytics:** Real-time insights and powerful analytics facilitate data-driven decision-making and transparent reporting.
- **Streamlined event management:** Managing event planning, registration, and follow-ups through a CRM ensures successful and engaging events.

To fully capitalize on a CRM system's potential, it's important to select the right platform for your organization. HubSpot offers a 40% discount to nonprofits, ensuring organizations have access to the tool that scales marketing, boosts SEO, simplifies reporting, and engages core audiences—all in one place.

[Learn More about HubSpot for Nonprofits](#)

“

“HubSpot wasn't just a tool in our campaign for voter registration, it was a tipping point for technology use at our organization. I now spend half of my day nerding out on new ways to use HubSpot.”



KRISTEN ROGERS

Former Communications Director, IGNITE National

IGNITE
POLITICAL POWER IN EVERY YOUNG WOMAN



04 Hybrid events will continue to be a favorable format

The pandemic ushered in the rise of virtual and hybrid events—a trend that will continue through 2025. According to Bizzabo’s The State of In-Person B2B Conferences, 40.6% of respondents [rated](#) hybrid events as their favorite format. In fact, 67.8% of attendees preferred a blend of in-person and hybrid events versus 32.2% who preferred entirely virtual formats.

Events, either hybrid or in-person, will remain an essential way for nonprofits to raise awareness, build relationships, grow funds, engage with communities, and more. And events aren’t always about raising funds. Nonprofit organizations can leverage events to:

- Thank donors for their contributions, reminding them of their impact (and potentially encouraging them to give more).
- Gather contact information from new attendees, adding them to mailing lists for future communications and potentially sourcing new volunteers.
- Attract the attention of community leaders, including business owners, politicians, corporations, and more.
- Celebrate volunteers for their time and impact, increasing morale and encouraging continued involvement.



05 Hiring will continue to prove challenging

29.52% of nonprofit professionals [report](#) hiring as a prominent issue, with 36.84% reporting staffing shortages for 5-14% of positions. In fact, over 7 in 10 nonprofits currently have a job vacancy.

Shortages primarily have to do with job-related stress and low wages. Almost three out of four nonprofit professionals said salary competition impacted their ability to both hire and retain employees, while 5 in 10 cited stress and burnout as an obstacle in hiring. Internally, 95% of nonprofit leaders [cited](#) burnout as a concern for both themselves and their employees.

The staff shortage presents a crisis for nonprofits, with effects spreading beyond the organization and into the communities they serve. An unfilled position reduces a nonprofit's ability to deliver life-changing services to its community members.

There are several steps a nonprofit can take to make hiring and retaining employees easier in 2025, including:

- **Offering remote or hybrid work:** If positions can be conducted remotely, it can make hiring for the role easier. 8 in 10 job seekers [want](#) roles that offer them the flexibility of remote work. 57.7% of nonprofits [offer](#) remote work to offset the difficulties with hiring.
- **Raising salaries:** 83% of workers [expect](#) to get a raise in a given year. Though nonprofits often operate on tight budgets, if they intend to keep a critical employee, they should consider offering raises (something nearly two-thirds of nonprofits [did](#) in 2023).
- **Increasing benefits and offering bonuses:** 40.9% of nonprofit respondents [provided](#) more benefits, while 39.3% awarded bonuses to their employees. Benefits typically include paid time off, employer-sponsored health insurance, retirement programs, parental leave, and more, and they're critical for hiring and retaining employees.



06 Nonprofit consultants will offer as-needed subject-matter expertise

More than one-third of nonprofit consultants [have been](#) in their role for less than two years, indicating significant growth in the sector. Consultants are ideal for nonprofits because they can be hired on an as-needed basis rather than as full-time employees, which helps nonprofits save money while ensuring they get the needed support.

When an organization finds itself needing to fill a role, it should consider hiring a consultant if:

- The work is required for a short amount of time (e.g., to plan an event or conference).
- They need an unbiased perspective on a project, report, or assignment.
- The cost of hiring a consultant is less than the cost of hiring a full-time employee.
- No current employees have experience or expertise in the subject matter.
- They require assistance during transitional periods, such as after a leader resigns.

07 Digital fundraisers will offer nonprofits more impactful ways of raising money

According to M+R's Benchmarks report, desktop users [made](#) up 67% of donation transactions and 78% of revenue. Not only that but 54% of donors [prefer](#) to give online with a credit or debit card compared to other methods.

This trend makes digital fundraisers an essential way to tap into donors' preference for online methods. Rather than spending thousands of dollars on an in-person fundraiser, an entirely digital one could help nonprofits raise money while cutting down on costs.

[Read More on Nonprofit Fundraising](#)



08 Influencers will help nonprofits reach wider audiences than ever before

Influencer marketing is a strategy that leverages content creators to achieve certain goals, such as raising awareness, increasing traffic, or marketing a product or service. About half of nonprofit respondents to M+R's Benchmarks report [stated](#) they partnered with an influencer. Almost 8 in 10 collaborated with influencers with less than 10,000 followers, with 85% working with influencers in the 10k-100k range.

Nonprofits primarily report working with influencers to:

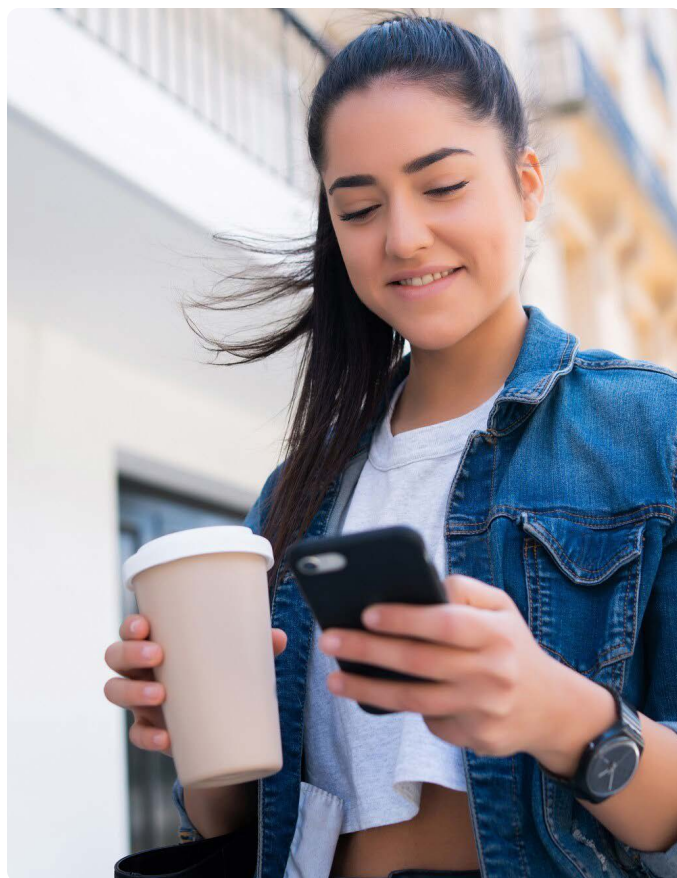
- Raise funds
- Shift public attitudes around a certain issue or topic
- Promote volunteer and advocacy efforts

[Read More on Influencer Marketing](#)

09 TikTok is seeing faster nonprofit audience growth than any other social media channel

According to M+R's Benchmarks Report, TikTok nonprofits [saw](#) an audience increase of 112%. In the Disaster/International Aid sector, follow count increased by a whopping 267%. This means nonprofit audiences on TikTok grew significantly faster than other social media channels, despite the fact only 39% of nonprofits report using the platform.

TikTok features a short, creative video format, providing a unique opportunity for nonprofits to tell their stories in an engaging and relatable way. With over 6 in 10 Gen Z users, TikTok [is](#) an especially effective channel to reach younger, more diverse audiences. And because of the platform's algorithm, which favors viewer engagement over follower count, even small accounts can reach wider audiences (and, sometimes, go viral).



On TikTok, nonprofits can:

- ✓ Raise awareness about their causes
- ✓ Mobile supporters
- ✓ Drive donations

[Read More about TikTok](#)

Here are a few ideas to help nonprofits get started on the channel:

- **Educational content:** Create short, informative videos explaining the core issues your organization addresses, potentially including tips, facts, and statistics relevant to your cause.
- **Behind-the-scenes:** Show footage of your team at work, including preparations for events or daily operations. You could also highlight stories of staff, volunteers, and beneficiaries to give your organization a face.
- **Challenges and trends:** To increase visibility, participate in trending challenges and hashtags related to social good, or create your own to engage the community and spread awareness.

Chapter 3

Nonprofit Marketing Must-Haves for 2025

In 2025, the key themes for nonprofits are building momentum, community, and excitement. The ways to achieve these goals will rely on data, technology, personalization, and a deep understanding of audiences. Organizations will need to invest in campaigns to invite potential lifetime members into their communities.



01 User-Generated Content

Over 9 in 10 people [trust](#) user-generated content (UGC) over advertisements or branded content. As an example, FightMND and their spokesperson Neale Daniher have raised money and awareness on Motor Neurone Disease (MND) for several years. However, the debilitating condition took away Daniher's voice, making it impossible for him to speak up on the issue.

So, FightMND [created](#) a TikTok campaign that relied entirely on UGC. Users could duet with a silent Daniher and explain his condition and FightMND's cause for him, thereby giving him his voice back. At the end of the campaign, FightMND raised nearly \$20 million and ranked #1 on TikTok's trending user-generated content for that month.

Takeaways for Nonprofits

Share stories directly from supporters, volunteers, and beneficiaries from your organization. Often, content created by those who truly believe in your cause can go a long way.

02 Segmentation & Personalized Campaigns

With all the data there is to collect, personalization is now a staple marketing strategy for organizations of all sizes. In 2025, segmentation and personalized campaigns will become even more targeted and help to boost engagement with audiences.

Key Generational Giving Differences

★ Gen Z (9-24 years old)

- 84% [support](#) nonprofit organizations or charities in some way
- 59% [donated](#) to charity as a result of social media
- 1 in 3 donors [plan](#) to increase their giving in the coming year
- 70% would [feel](#) motivated by impact reporting to increase giving
- 42% [engage](#) spontaneously with nonprofit organizations
- 9 in 10 [participate](#) in employer-sponsored nonprofit giving and volunteering
- 60% would [feel](#) motivated to donate after receiving a postal thank you letter
- Gen Z made an average of 5.3 donations in 2022
- 1 in 4 donors between 18-29 [prefer](#) social media communication from nonprofits
- Gen Z has an average attention span of eight seconds
- Over 80% [spend](#) their time on YouTube, followed by Instagram (75%), TikTok (69%), and Snapchat (63%)

★ Millennials (25-40 years old)

- 84% [give](#) to charity
- 4 in 10 Millennials are [enrolled](#) in a monthly recurring giving program
- Millennials [have](#) an average attention span of 12 seconds
- Millennials are the most likely to [research](#) nonprofits before making a donation
- Millennials [prefer](#) texting or app-based donations, or using a website online
- 23.3% [support](#) nonprofits long-term so it becomes part of their legacy
- 66% [research](#) nonprofits before making donations
- 22.4% [want](#) to see impact reports from nonprofits
- 26.8% [look](#) to social media for nonprofit-related information
- Millennials are most likely to [connect](#) with organizations on Facebook (70%), Instagram (64%), and X (33%)

★ Gen X (41-57 years old)

- 59% [donate](#) to charity
- The top vertical Gen X [donates](#) to is Environment Conservation & Wildlife
- The #1 reason Gen X might not [donate](#) to an organization is an outdated website.

Key Generational Giving Differences

- Gen X [gives](#) an average donation of \$732 across four charities annually
- Gen X [volunteers](#) more hours than any other generation
- 31% of Gen X donations were [prompted](#) by email
- Gen X [prefers](#) to donate via Facebook or social media, and text messages or apps
- For Gen X, tax-deductibility [is](#) a major factor in the decision to donate
- Gen X mainly [uses](#) Facebook (95%), followed by YouTube (80%), and LinkedIn (56%)



Boomers (58-75 years old)

- 72% [donate](#) to charity with an average giving of \$1,212 spread across 4.5 organizations
- Boomers [account](#) for nearly half of all charitable donations
- Boomers are the most likely to [donate](#) to religious organizations
- Boomers far [prefer](#) to donate by mail than other channels
- More than 40% [stopped](#) donating to a nonprofit because they didn't feel their money was being used strategically
- Boomers primarily [use](#) Facebook

Takeaways for Nonprofits

Segment campaigns down to the call-to-action based on a user's age or location, past donation behaviors, and recent data. Overall, ensure your digital and mobile experiences are functional at a minimum but ideally engaging for all ages.

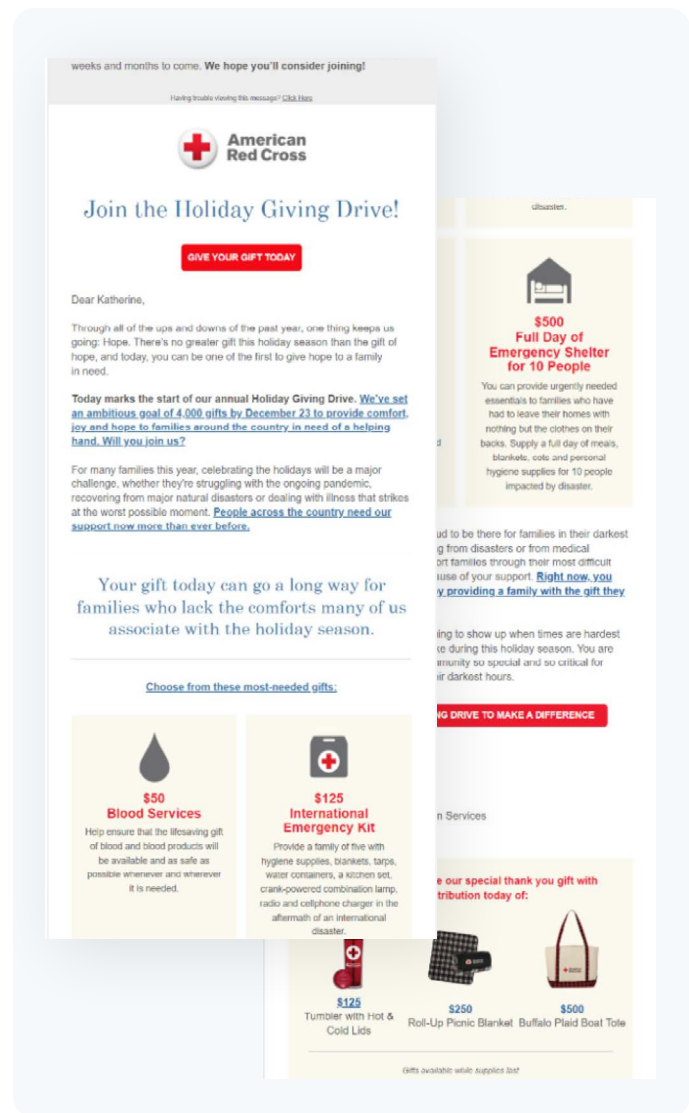
Include options for texting donations, recurring donation programs, and donations to specific individuals or programs, so folks can see where their dollars are going. Better yet, target your communications to include preferred platforms by age range. Provide information on gifts, such as whether they are tax deductible, and follow up with donors to show the impact of their donations.



Example of a Personalized Nonprofit Campaign

This example of a personalized nonprofit email campaign from the American Red Cross includes a few effective targeting options:

- ✔ Thank you for being a donor with first name personalization
- ✔ A description of how donations are being used
- ✔ Clear calls-to-action (CTAs)
- ✔ A variety of donation options (that clearly outline their impact) geared toward the recipient's demographic profile
- ✔ The ability to donate to a specific use instead of a generic donation
- ✔ Thank you gifts that help to raise brand awareness and thank donors
- ✔ Options to donate using the Red Cross website or app, or using Amazon Smile

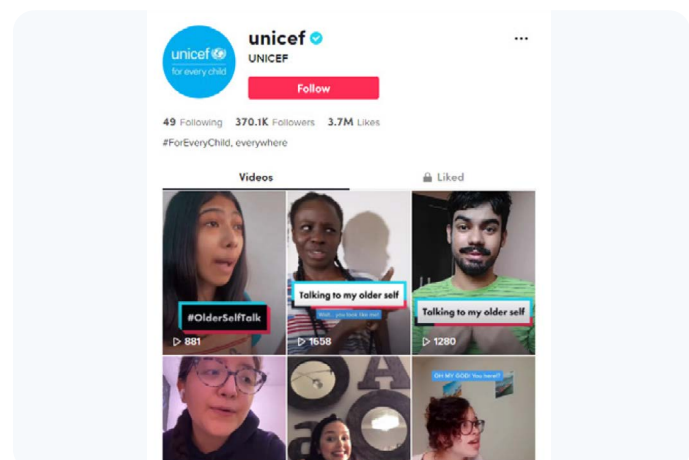


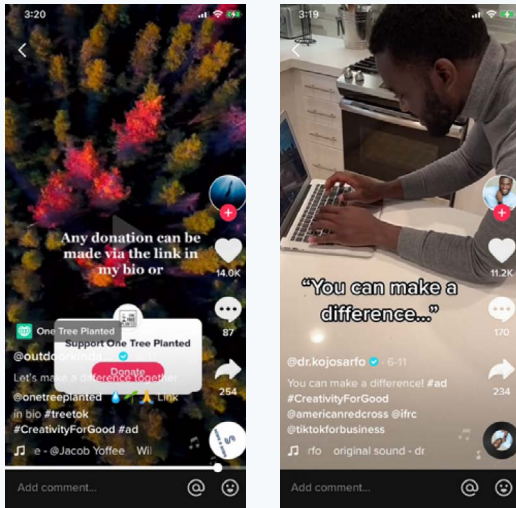
03 Social Media Challenges

Social media challenges—which have spread rapidly since the viral ALS #IceBucketChallenge in 2014—have built-in momentum and provide an engaging way for nonprofits to gain visibility and awareness for their organization. Together, timely and well-targeted challenges have generated millions of views, likes, and dollars.

UNICEF takes on the #OlderSelfTalk challenge

UNICEF has quickly jumped on trends like the #OlderSelfTalk challenge to raise awareness among young people about climate change.





Creators Join the #CreativityForGood Challenge

TikTok’s #CreativityForGood challenge combined the creative influence of top content producers with deserving organizations. They partnered with four global nonprofits—the [Malala Fund](#), the [It Gets Better Project](#), [One Tree Planted](#), and the [International Federation of Red Cross](#)—and asked creators to help spread awareness. To date, there are over 750 million views on #CreativityForGood videos.

04 Nonprofit Partnerships

Nonprofits frequently partner with other entities, including corporations, influencers, other charitable organizations, and more. As an example, in Brazil, civil organization Politize! wanted to encourage more young people to vote in their upcoming elections. So, they partnered with Fortnite to develop an interactive experience called “Votenite!” The result? +850 thousand players learned how to vote within the game, resulting in a 51% growth in first-time voters in Brazil.



05 Virtual & Hybrid Events

Nonprofits who transitioned to virtual events during the pandemic saw an increase in their fundraising goals, and 7 in 10 nonprofit event organizers said virtual events were deemed successful.

06 Community Building

Building community has always been a priority for nonprofits. You can use that skill to create collaborations. Partner with existing communities to tap into engaged audiences. For example, the tightly-knit Peloton community is [linked](#) with GirlTrek, The Steve Fund, The Center for Antiracist Research, and TAIBU Community Health Centre.

Partner with fellow nonprofits or community organizations that share your mission. For example, grassroots movements and mutual aid organizations joined together to raise awareness of how they help communities, and more than 300 partnerships formed between groups.



07 Accessibility

One in four individuals [is](#) a person with a disability. How does your nonprofit stack up in terms of accessibility?

In nonprofits, accessibility can look like:

- Including captions on videos
- Providing ASL interpreters at events
- Optimizing web content for accessibility by updating alt text and links for screen readers
- Using colors that meet Web Content Accessibility Guidelines
- Creating resources in multiple languages
- Using language and interfaces that are understandable
- Making content available on all devices

**Review Your Accessibility with HubSpot's
Free Checklist**



08 Equity



[Vanessa Chase Lockshin](#) of The Storytelling Non-Profit advises nonprofits to look at their donor makeup and how it impacts their organization. Are stereotypes about your donor audience potentially influencing how you speak to your constituents? Where are your dedicated marketing efforts? Does your data contain any potential biases?

The [Nonprofit Technology Network's Equity Guide](#) serves as a resource for organizations to inspect how technology can be used to further equity for staff and communities served. Teams can use this resource as a guide, rather than a checklist, to support ongoing technology equity work, particularly racial equity work, within their organizations.

Fundraising expert [Armando Zumaya](#) advises folks to focus on community, inclusivity, and creating a welcoming atmosphere to invite more POC leaders to be more involved.



09 Data Privacy

8 in 10 Americans are [concerned](#) about online security, and 95% of people are worried about their personal information being collected and sold without their permission. Cybersecurity breaches can expose donor information and cause them to seek out organizations with better data protection. They can also lead to hefty fines, lawsuits, and expensive IT support needs. Ensure you have [GDPR and CCPA disclosures](#) on your website if necessary or any other local requirements.

Read More on SSL



Chapter 4

Inspirational Nonprofit Marketing Campaigns We Loved

★ Best Friends and Fresh Step's Adopt a Stray

Non-profit organizations Best Friends and Fresh Step [wanted](#) to help raise awareness on the crowding of animal shelters, especially long-stay cats awaiting adoption. Together, they teamed up with the developers of “Stray,” an indie video game where users play as a stray cat.

They partnered up with streamers, who played the game with custom avatars made to resemble real long-stay cats awaiting adoption. While they played through the game, they shared details about the cats, encouraging viewers to for adoption, which helped drive a 124% increase in adoption applications.



★ CoorDown's Ridiculous Excuses Not To Be Inclusive



Italian nonprofit CoorDown [raises](#) awareness and promotes inclusion of people with Down Syndrome. To further their mission on World Down Syndrome Day, they launched a massive social media campaign, “Ridiculous Excuses Not To Be Inclusive,” asking people to share their experiences and then bringing to life the most absurd excuses in produced TikTok videos.

Through their efforts, more than 3,000 excuses were shared on social media, generating over 60 million views in just ten days.

★ FightMND's I'm Neale Daniher



For years, FightMND and their spokesperson Neale Daniher have raised money and awareness on Motor Neurone Disease (MND), a debilitating condition. However, MND took away Daniher's voice, making it impossible for him to speak up on the issue.

FightMND [brought](#) the issue to TikTok in a major campaign to raise awareness. Users could duet with Daniher and explain his condition for him, thereby giving him back his voice. The campaign ended up raising nearly \$20 million for FightMND and ranked #1 on TikTok's trending user-generated content for that month.

★ Girls Who Code's Girls Who Code Girls

It might surprise you, but almost half of all gamers [identify](#) as women. Yet, nearly 8 in 10 game developers identify as men, which often means stereotypical and narrow representations of women in video games.

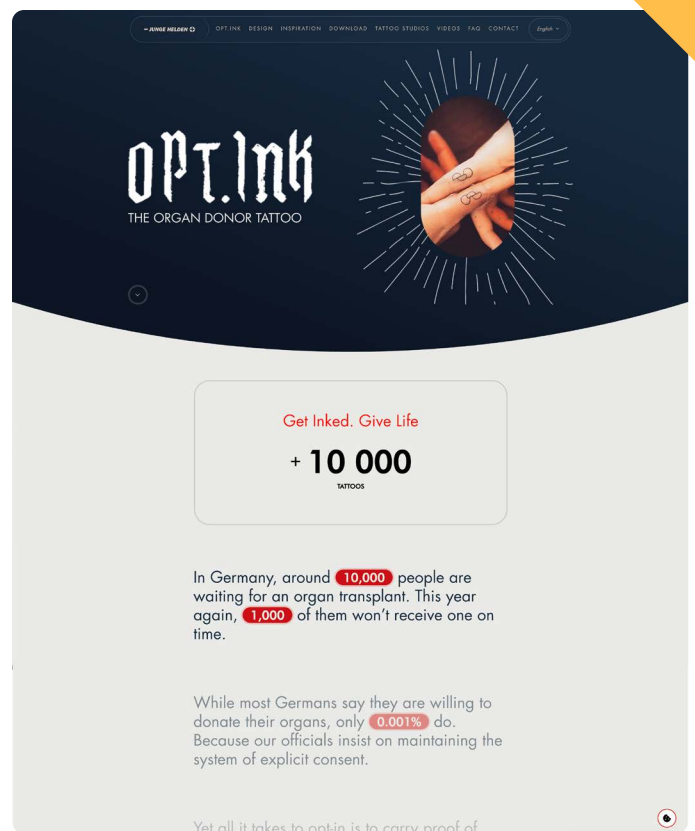
Girls Who Code aimed to raise awareness on this issue with their "Girls Who Code Girls" campaign, enabling girls to design their own, accurate avatars while learning different coding languages. Not only could participants design over 624 billion character combinations, they could permit gaming companies to license their character design for their games.



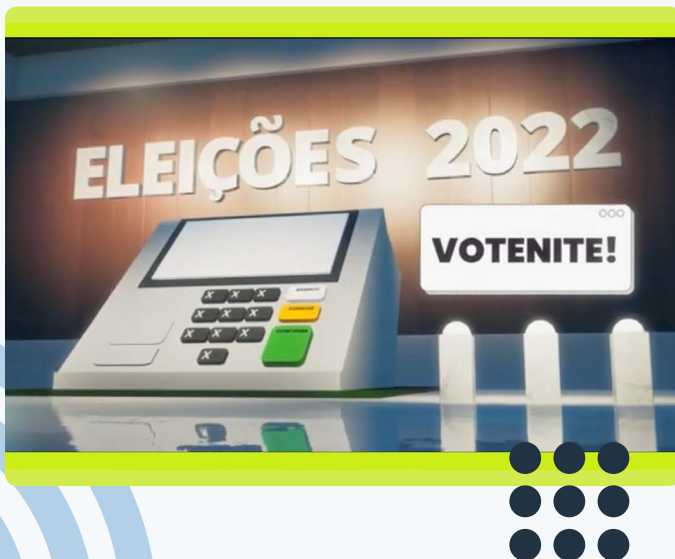
★ Junge Helden e.V.'s #OptInk

In Germany, over 8 in 10 [support](#) organ donations, but only 0.001% end up donating in their lives. Junge Helden e.V., whose goal is to raise awareness on organ donation, launched their campaign “#OptInk” to get more Germans consenting to donate their organs.

How? By going to any participating tattoo studio and getting a unique symbol tattooed onto them—for free. Over 250 studios participated in the campaign, inking more than 2,500 people which represents over 17,500 lives saved by organ donation.



★ Politize!'s Votenite



Civil organization Politize! [aims](#) to raise awareness on voting rights in Brazil. In particular, they wanted to encourage more young people to go out and vote. And what better way to teach them how to vote than an interactive experience with Fortnite, aptly called “Votenite?”

Over 850 thousand players learned how to vote through the game, later resulting in a 51% growth in first-time voters in Brazil. Not only that, but Politize! found players spent an average of seventeen minutes inside their experience.

★ Puissance Dys's Mindcraft

For decades, society has often [characterized](#) people with dyslexia as lazy or dumb. But, as dyslexic charity Puissance Dys points out, people with dyslexia often have unique skills—particularly the ability to quickly solve puzzles and immerse themselves in other environments.

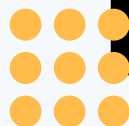
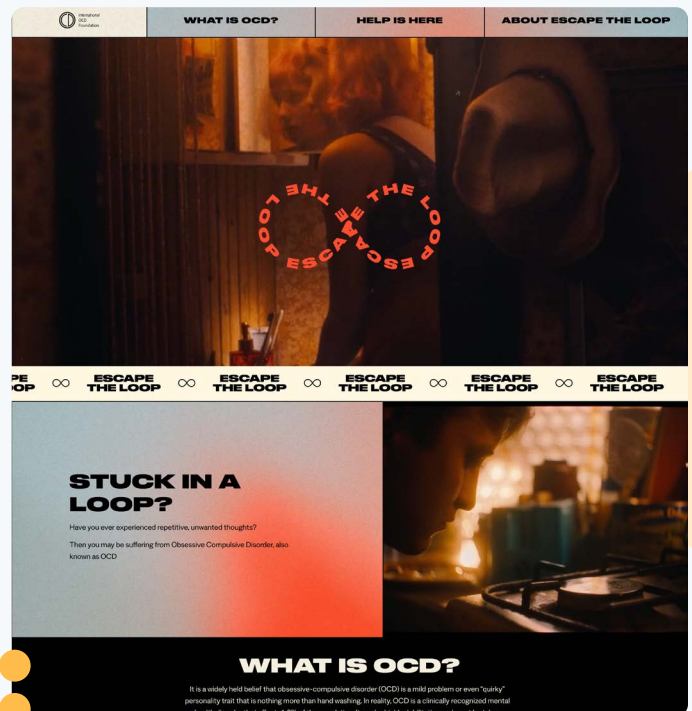


To demonstrate this point, Puissance Dys created “Mindcraft,” a map created on Minecraft specifically designed for dyslexic players. In their words, they describe Mindcraft as “the most difficult map in Minecraft – except for dyslexic people.” After the campaign’s launch, over 235,000 discovered their dyslexia through the game.

★ The International OCD Foundation's Escape The Loop

Nonprofit organization The International OCD Foundation [recognized](#) the misrepresentation of Obsessive Compulsive Disorder (OCD) in the media. So, to raise awareness, the organization created a series of GIFs on the popular platform GIPHY. All of these GIFs looped at the start before revealing the campaign’s message: you can escape the loop of OCD.

With zero media spend, the nonprofit drove more than four million impressions and over 3.5 million media engagements—all helping to educate mainly young audiences on the realities of OCD.



★ UNHCR's The Reluctant Shanty



The United Nations High Commissioner for Refugees (UNHCR) [saw](#) shanty music trending on TikTok, even landing a UK shanty singer Nathan Evans a #1 chart placement. They decided to work with Evans on “The Reluctant Shanty,” a song based on the real stories of refugees fleeing persecution on boats.

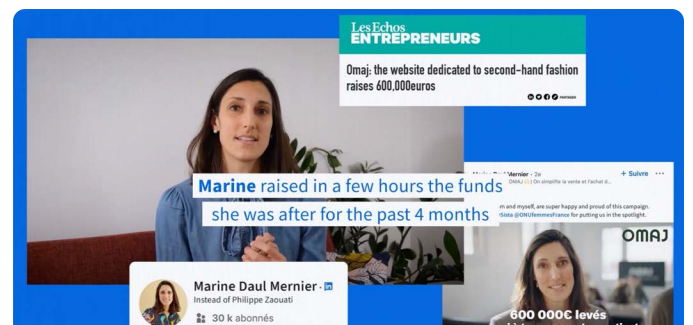
In one week, their campaign drove over 13.4 million views and an impressive 90% increase in average donations. UNHCR smartly took advantage of a niche’s rise in popularity to authentically and organically raise awareness for refugees.



★ UN Women France and Sistafund's #InMySeat

In the French tech industry, only 20% of workers [identify](#) as women, in part due to a lack of visible women working in the sector. To resolve this, UN Women France and Sistafund partnered with the thirty most followed men on LinkedIn who work in the tech industry. These men then swapped their accounts with their female-identifying counterparts, who then highlighted their careers and achievements.

Within twenty four hours, the content reached more than 7.4 million users and enabled participating women to sign deals, raise funds, and create more opportunities for women in the tech industry.



Chapter 5

Content Marketing Strategy for Nonprofits

The right marketing tech stack and content marketing strategy can set nonprofits up for success—especially if you can integrate your content management system (CMS) with your constituent relationship manager (CRM). The wrong combination of these two critical platforms can cause headaches, waste valuable time, and leave nonprofit marketing teams feeling frustrated when their organization isn't getting the visibility they deserve online.

Content marketing is the process of applying strategy to content creation, and producing videos, articles, and events that donors are searching for. It's also growing in popularity and interest among all marketers — for a good reason.

Benefits of content marketing for nonprofits include:

- ✓ Better audience retention
- ✓ More high-quality donors generated
- ✓ Increased conversion rates
- ✓ Improved search engine rankings, visibility, and brand awareness
- ✓ Expanded industry authority
- ✓ Dedicated, lifelong members

For nonprofit teams, content marketing relies on an understanding of the ideal audience and the tools to support fast-paced, high-quality content creation.



★ HubSpot for Nonprofits Case Study: [Fundraise Up + Habitat for Humanity](#)

Too often, nonprofits have relied on legacy technologies that make it difficult to donate online. Across the nonprofit industry, less than 20% of donors complete a donation online. Fundraise Up is changing that by prioritizing the needs of the digital donor, incorporating e-commerce principles, and eliminating friction in online giving. By using HubSpot and Fundraise Up, nonprofits like Twin Cities Habitat for Humanity were able to increase membership, donation revenue, and recurring donors. Twin Cities Habitat increased donations by 40% in their first year using HubSpot with Fundraise Up.

3X more monthly donor
40% increase in online donations

“Fundraise Up and HubSpot have revolutionized digital marketing for us. HubSpot’s marketing tools have significantly improved our donor retention, reactivation, and upgrades through marketing automation.”

Brian Juntti, Former Senior Director of Marketing and Communications, Twin Cities Habitat for Humanity

★ Content Planning & Strategy for Nonprofits

When planning nonprofit marketing campaigns, pick your battles. Marketing campaigns are a big undertaking, especially for small teams.

Use [inbound marketing](#) to identify content topics to attract your ideal audience. Inbound marketing and organic growth through search engine optimization (SEO) is a low-cost, sustainable way to reach wider audiences.

Strategically plan out three or four larger campaigns throughout the year and save time and resources for trend-driven or unexpected campaigns. For example, a flexible content strategy takes advantage of viral moments in pop culture, such as TikTok challenges.

Agility, responsiveness, and a strong content marketing process enable nonprofits to expand their reach and grow. Nonprofits often fall into the trap of over-planning and trying to stick to a calendar planned months before, which can lead to them missing out on a campaign that could boost engagement tenfold.

[Read More on Search Engine Optimization \(SEO\)](#)



Nonprofit Marketing Campaign Ideas

- 📄 [Annual report](#)
- 📄 [Use-generated content campaign](#)
- 📄 [Survey/data report](#)
- 📄 [Donor checklist to support your cause](#)
- 📄 [Volunteer help guide](#)
- 📄 [Templates for donors to ask for matching gifts or post on social media](#)

★ Content Marketing Goals for Nonprofits

Nonprofits can use content marketing to meet marketing, fundraising, and membership goals.

Content marketing goals for nonprofits can include:

- Brand awareness
- Donations (e.g., first-time donations, recurring donations, donations with matched corporate gifts)
- Membership
- Email subscribers
- Social media followers/engagement
- Conversion rates

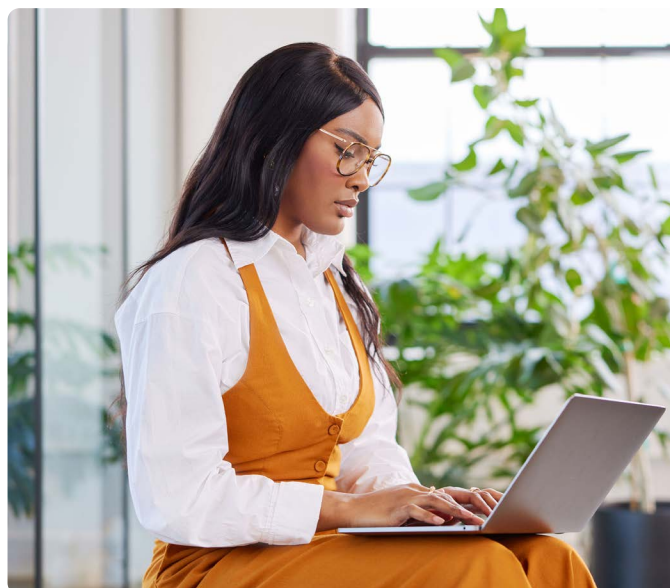
★ Content Creation Strategies & Tools for Nonprofit Teams

Smart Marketing Strategy #1: Repurpose Content

Turn existing content into new types of content rather than starting from scratch. For example, The Leukemia and Lymphoma Society has information for their audience such as downloadable guides, how-tos, webcasts, podcasts, and other content that has been repurposed into different formats to help spread awareness and gain a deeper understanding of the organization's mission.

The possibilities are endless. For example, you could repurpose a webinar on ways to start volunteering efforts in your constituents' communities into an educational email series with all the resources and tools they need to start a local chapter.

- Turn **blog posts** into **guides**
- Turn **podcasts** into **social media posts**
- Turn **webinars** into **email series**



Smart Marketing Strategy #2: Optimize Content

Review online assets like website pages, blog posts, social media profiles, landing pages, and email workflows to find places to optimize what's already working.

A quick win is [optimizing the URL structure and headers on your website and blog content](#). Many organizations don't even realize that their blogs don't include any relevant keywords or headers, which is what Google uses to identify and surface content. Keep URLs short, clear, and consistent and use relevant keywords (but don't stuff too many keywords to try and improve your web visibility.)

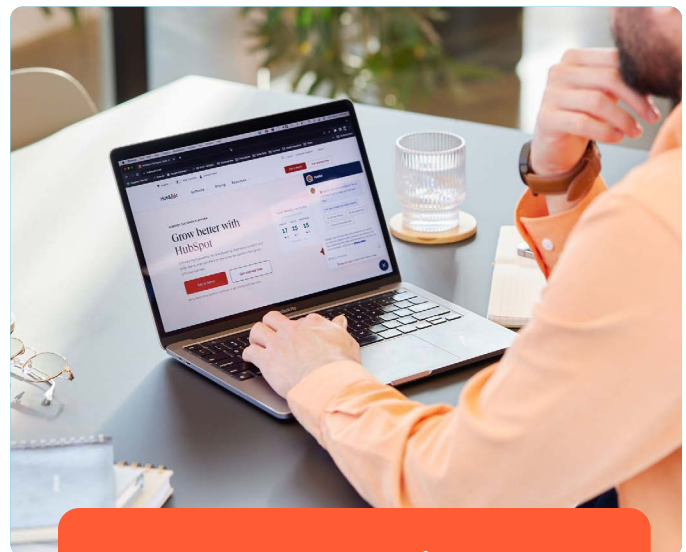
[Read More on Auditing Your Website to Improve SEO](#)



Smart Marketing Strategy #3: Use the Right Tools

Use tools like [HubSpot CRM for nonprofits](#) and [Canva](#) to create and design content marketing projects. Canva allows nonprofit marketers to create branded templates for social media, PDFs, videos, invitations, and other content campaigns, or add brand colors and logos to existing templates.

Hubspot created a library of free tools, templates, and more to help nonprofits make a greater impact in their communities.



[Access Free Nonprofit Resources](#)



★ **Content Marketing Types for Nonprofits**

The most common types of content marketing campaigns nonprofits create are:

- Events for members, volunteer opportunities, and webinars
- Blog posts
- Social media posts
- Online communities (e.g., Facebook Groups)
- Reports (e.g., annual reports)
- Downloadable offers, guides, and educational information
- Videos (e.g., member stories)



★ Content Promotion for Nonprofits

Nonprofits promote content using traditional methods such as email, social media, and advertising combined with smart segmentation and targeting using member and prospect data. Segment audiences using demographic data, previous donation activity, interactions with recent content, and personal preferences to maximize engagement.

Read More on Customer Segmentation



Chapter 6

Nonprofit Marketing Resources & Communities

As a nonprofit marketer, even if you are on your own team, you're not alone. There are communities and resources dedicated to supporting nonprofit organizations and specifically the marketers helping them grow.

★ Content Marketing Resources for Nonprofits

[HubSpot's nonprofit content library](#) includes free marketing, donor management, and planning & reporting resources, templates, and tools. Within that library, we've hand selected HubSpot Academy training courses and certifications that include hours of free video lessons, templates, and self-paced educational content to help marketers learn.

★ Grant Programs

Paid digital and social ads can have an incredible ROI for nonprofits. [Google's Nonprofit Ad Grants](#) provide up to \$10K per month in free ads for qualifying organizations.

[Create dynamic ads using strategic keyword](#) research and ad best practices, then send ads to donation pages, then add new donors to your email list and follow up with a recurring gift opportunity.

Read More on Google Ad Grants for Nonprofits



★ Social Media Communities for Nonprofit Marketers

With nearly 50,000 members, the longstanding Facebook group [Nonprofit Happy Hour](#) is a massive community of nonprofit volunteers, members, and employees. Reddit also has updates on its community [r/nonprofit](#), where you can search for and even provide answers. Plus, our [HubSpot nonprofit community](#) is a great place for any workflow-related questions.

Important Dates for 2025 Planning

- January 4, 2025: World Braille Day
- January 11, 2025: Human Trafficking Awareness Day
- January 19, 2025: World Religion Day
- January 20, 2025: Martin Luther King Jr. Day
- January 24, 2025: International Day of Education
- January 27, 2025: Holocaust Memorial Day
- February 1, 2025: Start of Black History Month
- February 4, 2025: World Cancer Day
- February 14, 2025: Valentine's Day + International Book Giving Day
- February 17, 2025: Presidents' Day
- February 20, 2025: World Day of Social Justice
- February 28, 2025: Rare Disease Day + Start of Ramadan
- March 1, 2025: Start of Women's History Month + International Wheelchair Day
- March 3, 2025: World Wildlife Day
- March 4, 2025: Mardi Gras
- March 6, 2025: World Book Day
- March 8, 2025: International Women's Day
- March 20, 2025: International Day of Happiness
- March 21, 2025: International Day for the Elimination of Racial Discrimination
- March 30, 2025: Eid al-Fitr
- March 31, 2025: International Transgender Day of Visibility
- April 1, 2025: Start of Arab American Heritage Month
- April 7, 2025: World Health Day
- April 18, 2025: Good Friday
- April 20, 2025: Easter
- April 22, 2025: Earth Day
- May 1, 2025: Start of Asian American and Pacific Islander Heritage Month
- May 5, 2025: African World Heritage Day
- May 10, 2025: World Fair Trade Day
- May 11, 2025: Mother's Day
- May 12, 2025: International Nurses Day
- May 17, 2025: Armed Forces Day + International Day Against Homophobia, Transphobia, and Biphobia
- May 20, 2025: National Rescue Dog Day
- May 25, 2025: International Missing Children's Day
- May 26, 2025: Memorial Day
- June 1, 2025: Start of Pride Month
- June 2, 2025: Volunteers' Week
- June 8, 2025: World Oceans Day
- June 14, 2025: Flag Day + World Blood Donor Day
- June 15, 2025: Father's Day
- June 19, 2025: Juneteenth Holiday
- June 20, 2025: World Refugee Day
- August 9, 2025: International Day of the World's Indigenous Peoples
- August 12, 2025: International Youth Day
- August 17, 2025: National Nonprofit Day
- August 19, 2025: World Humanitarian Day
- September 1, 2025: Labor Day
- September 5, 2025: International Day of Charity
- September 8, 2025: International Literacy Day
- September 10, 2025: World Suicide Prevention Day
- September 11, 2025: Patriot Day
- September 15, 2025: Start of Hispanic Heritage Month
- September 17, 2025: Citizenship Day
- September 21, 2025: International Day of Peace
- October 1, 2025: Start of National Disability Employment Awareness Month + Breast Cancer Awareness Month
- October 5, 2025: World Teachers Day

Important Dates for 2025 Planning

- October 10, 2025: World Mental Health Day
- October 11, 2025: National Coming Out Day + International Day of the Girl
- October 13, 2025: Indigenous People's Day
- October 16, 2025: World Food Day
- October 17, 2025: International Day for the Eradication of Poverty
- October 31, 2025: Halloween
- November 1, 2025: Start of National Native American Heritage Month
- November 11, 2025: Veteran's Day
- November 15, 2025: National Philanthropy Day
- November 20, 2025: World Children's Day
- November 27, 2025: Thanksgiving
- November 28, 2025: Black Friday
- December 1, 2025: Cyber Monday + World AIDS Day
- December 2, 2025: Giving Tuesday
- December 5, 2025: International Volunteer Day
- December 10, 2025: Human Rights Day
- December 25, 2025: Christmas
- December 25, 2025: Start of Hanukkah
- December 31, 2025: New Year's Eve

★ **Resource: Sample 2025 Nonprofit Marketing Plan**

Use this sample nonprofit marketing plan to map out 2025 and begin strategizing the biggest campaigns and partnerships for the year

2025 Nonprofit Marketing Goals

What are your main goals for your organization this year?

- ✔ Memberships
- ✔ Donor engagement
- ✔ Website traffic
- ✔ Brand awareness
- ✔ Donations
- ✔ New partnerships

2025 Marketing Initiatives

How will these initiatives help your organization achieve its 2025 goals? Where should your team invest the most resources?

- ✔ Content marketing
- ✔ Website improvements
- ✔ Partnerships
- ✔ Branded challenges
- ✔ Social media marketing
- ✔ Host virtual, hybrid, or in-person events
- ✔ Segmentation strategy
- ✔ Community building
- ✔ App creation

★ Sample Nonprofit Marketing Campaign Template

Project description (e.g., Annual Report Creation & Promotion)

📌 Strategy

Include donor personas, SEO/keyword research, channels

📌 Goals

Project goals and overall organization objectives

📌 Emails

Create emails leading up to, during, and after the campaign

📌 Landing page

Optimizing the landing page for SEO and conversion

📌 Social media

Create templates for your organization and for your audience to participate in the campaign

📌 Videos

Video content can be used in email, social media, and webpages

📌 Partnerships

Think of potential influencers, thought leaders, officials, or other organizations who would make effective partners for your campaign

📌 Analysis

Pick key performance indicators (KPIs) to measure the effectiveness of your campaign

2025 Sample Nonprofit Content Calendar

Q1 2025

- 8-10 blog posts
- 2 thought leadership articles
- 1 content marketing campaign
- 1 social media challenge or campaign
- 1 event

Q3 2025

- 8-10 blog posts
- 1 thought leadership article
- 1 educational resource/tool
- 1 social media challenge or campaign
- 1 new partnership
- 1 event

Q2 2025

- 8-10 blog posts
- 2 guest blog articles
- 1 content marketing campaign or data report
- 1 social media challenge or campaign
- 1 new partnership

Q4 2025

- 8-10 blog posts
- 1 thought leadership article
- 1 guest blog post
- 1 social media challenge or campaign
- 1 new partnership
- 1 annual report/year-end campaign

Chapter 7

Conclusion

2025 brings opportunities for nonprofit organizations to increase membership, strategically retain donors, and maximize giving efforts. We can't wait to see what you come up with — share your success stories on social media with us [@hubspot](#).

We're here to help you help others.



HubSpot for Nonprofits is here to support you. Our dedicated nonprofit program provides the marketing tools, resources, strategy, and community to help organizations grow and scale their impact.

HubSpot for Nonprofits has all the marketing, sales, and automation tools your team needs to bring awareness to the people who matter most, your communities. All at an exclusive nonprofit price.

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