



For several decades, nonprofits have relied on events to raise money. An event was the means to acquire new donors and inspire current donors to give more. Events grew in size and frequency. During this same time, donor retention kept decreasing. And we kept hearing from donors – through numerous surveys and studies – that they didn't feel connected with the nonprofits they were supporting. In many ways, events created a buffer between donors and their charities.

Without any events for the foreseeable future, there is an opportunity to approach fundraising from a new perspective – the donor's perspective.

Presenter: Sharon Danosky

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