

# 5 Nonprofit Trends Shaping 2019

There's no doubt about it: 2019 will be a transformative year for the nonprofit sector.

While the past few years have exposed numerous challenges and taught a few hard-won lessons, new trends in digital transformation can help you overcome these obstacles and pave the way for a new era.

As you prepare for the year ahead, finalize goals and set new objectives, we invite you to consider how technology can help you overcome your organization's challenges.

## IT leaders will spend much more time in the boardroom.



## Prediction #1

Thanks to the digital transformation, the CIO role is rapidly evolving from IT leader to strategic business executives. But without proper insights, CIOs are struggling.

By 2020, **80% of IT executive leadership will be compensated based on business KPIs and metrics** that measure IT effectiveness in driving business performance and growth—not IT operational measures.<sup>1</sup>

### What you should do

To ensure your IT leaders can meet your organization's strategic objectives, adopt solutions that provide quick and easy visibility into organizational performance.

#### Select centralized data repositories with...

- Drag-and-drop data visualization
- Self-guided business discover tools
- Customizable dashboards for at-a-glance performance checks

## Prediction #2

Growth is one of the leading nonprofit business objectives in 2019, but meeting this goal means seeking revenue outside traditional membership dues.

Between 1953 and 2018 the percentage of revenue from membership dues **fell from 95.7% to 41.4% for trade organizations and 34.2% for professional associations.**<sup>2</sup>

### What you should do

#### Modern nonprofits need technology that...

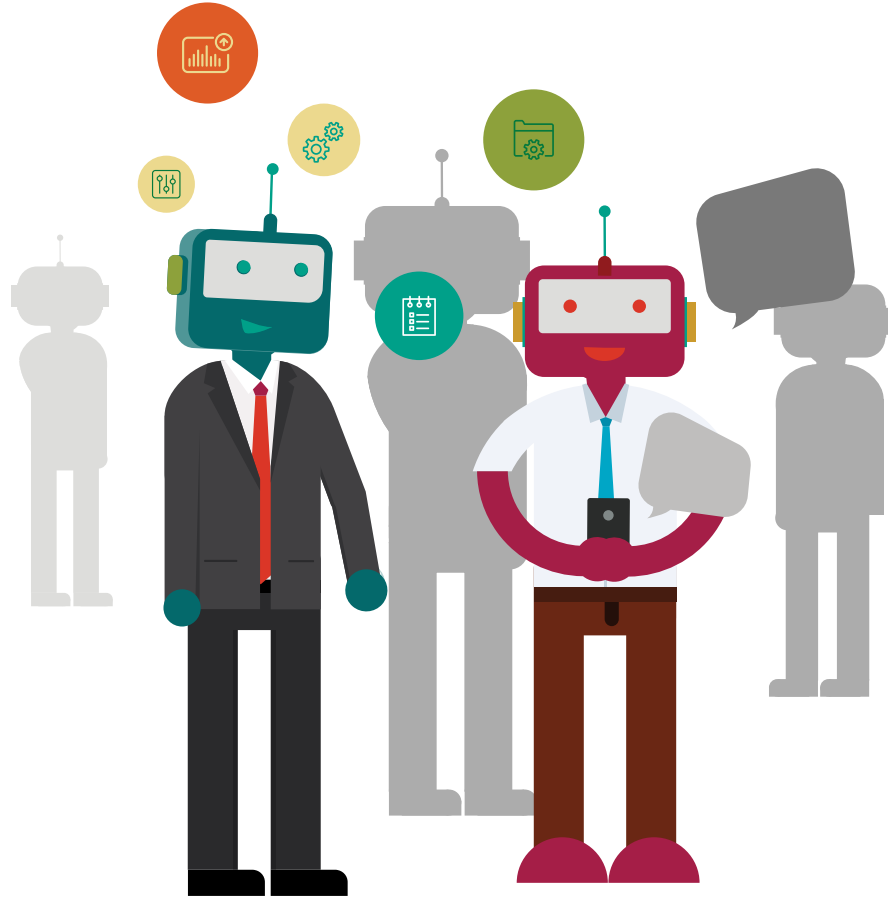
- Helps strengthen organizational agility
- Amplifies their message to new audiences
- Increases the value of member benefits

Adopting centralized data solutions will help you improve member experiences and quickly identify new opportunities for continued growth.

## Nonprofits will continue exploring non-traditional revenue opportunities.



## CIOs will apply AI technology in more meaningful ways.



## Prediction #3

Artificial intelligence (AI) still seems little more than wizardry, with few functional, real-world nonprofit applications. But that's changing.

**70% of CIOs** will aggressively apply AI to operations, tools and processes by 2021.<sup>3</sup>

### What you can do

Evaluate how AI technology can solve business issues in real time for your organization. Current AI applications include:

- Identifying retention risks within your database
- Helping spot new opportunities through lookalike modeling
- Leveraging chatbots for streamlined communication operations/efficiency

## Prediction #4

Constituents are demanding highly personalized and integrated experiences that mirror what they see as consumers.

Organizations with the strongest omnichannel customer engagement strategies **retain an average of 89% of their customers, as compared to 33% for companies with weak omnichannel strategies.**<sup>4</sup>

### What you can do

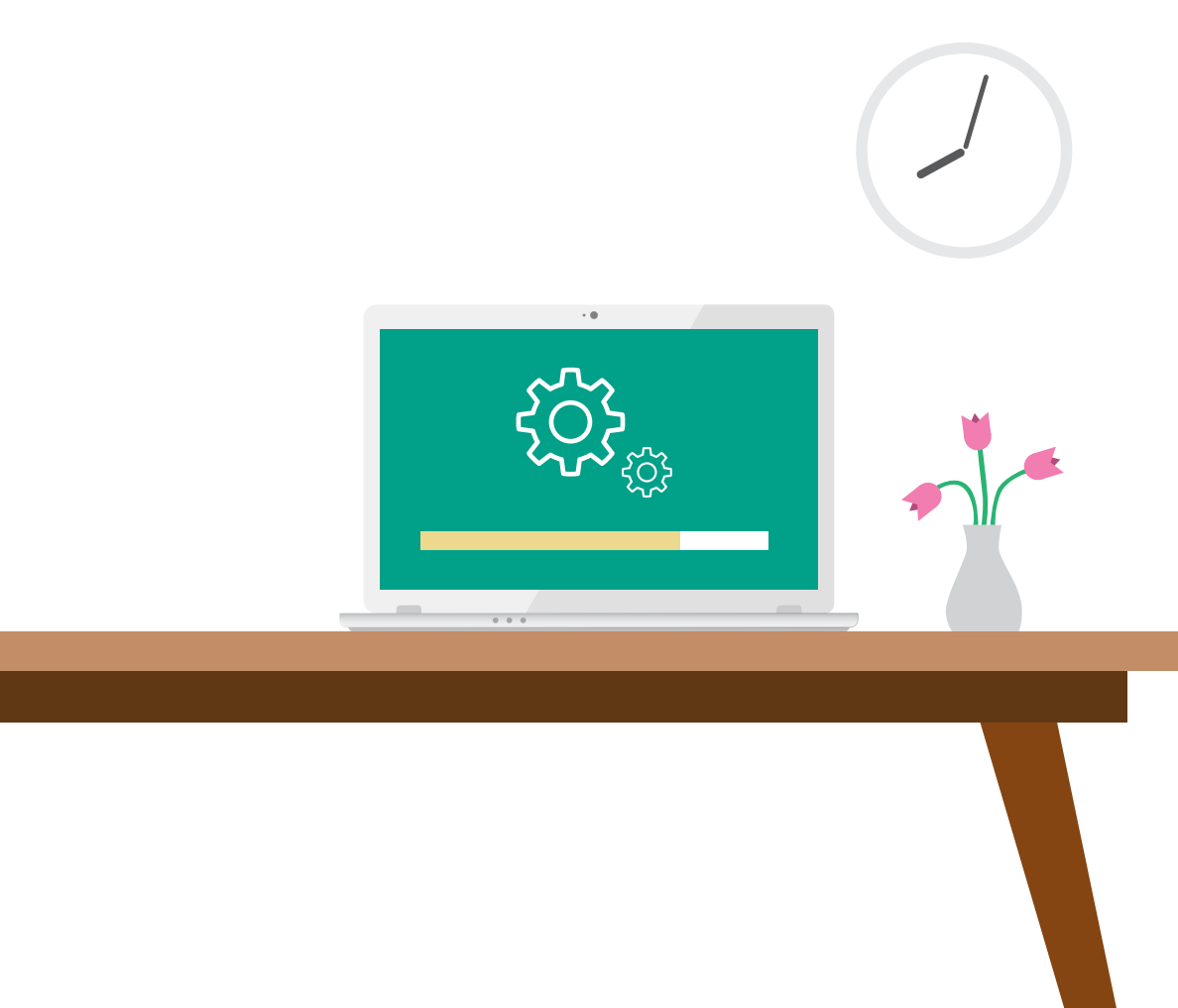
Adopt technology that allows you to recreate the power of in-person experiences through digital interactions.

By creating more immersive, unified experiences, you can drive expansion, engagement and retention.

## Nonprofit UX will take a cue from retail omnichannel strategies.



## Organizations will finally remediate technical debt.



## Prediction #5

Upgrading systems and technology requires time and specific technical resources not always readily available, but failing to do so has created issues for nonprofits, such as...

- Fragmented customer databases
- Outdated systems
- Time-consuming manual processes

**Companies are spending 90% of their budgets** keeping older IT systems up and running, leaving little for new digital development.<sup>5</sup>

### What you can do

2019 is the year nonprofits must finally address technical debt. But instead of opting for the impractical "rip and replace" solutions, organizations must recognize the cost benefit offered by new technologies, upgrades and streamlined processes.

**The future of nonprofit success hinges on having the proper insights, data and solutions** to help you meet member needs and reach new audiences. By embracing new technology today, you'll be prepared for the next phase of the digital transformation.

Ready to learn how to seamlessly manage all your information and interactions within a single platform?

[Request a Demo](#)

1 <https://www.idc.com/getdoc.jsp?containerId=prUS44420918>

2 <https://associationsnow.com/2016/12/data-nugget-dues-downsizing/>

3 <https://www.idc.com/getdoc.jsp?containerId=prUS44420918>

4 <https://www.digitalcommerce360.com/internet-retailer/>

5 <https://connectedfutures.cisco.com/article/accounting-technical-debt/>