



## Strategies for Nonprofit Resilience in 2026 and Beyond

As nonprofits approach the end of 2025, they face significant challenges due to disruptions in fundraising and philanthropy caused by uncertainties in local and federal funding streams. Below are key strategies to help nonprofits diversify revenue sources, combat donor fatigue and build resilience to navigate these fundraising challenges into 2026 and beyond.

# Diversifying Revenue Sources

Our work with large and small nonprofits suggests that in the face of these challenges, we must be ready to adopt a variety of strategies to diversify revenue streams, reducing reliance on a single source of funding and ensuring greater financial stability. Below are key strategies nonprofits should consider:

1

## Develop Individual Giving Programs

Cultivate relationships with high-net-worth donors, encourage recurring contributions and promote planned giving options like bequests and trusts.

2

## Expand Corporate Partnerships

Secure sponsorships, engage in cause marketing and establish workplace giving or matching gift programs with corporations.

3

## Pursue Foundation Grants

Apply for private and collaborative grants, including capacity-building funding for organizational development.

4

## Launch Earned Income Ventures

Develop fee-for-service programs, mission-aligned social enterprises and monetize intellectual property.

5

## Host Fundraising Events

Organize signature events, peer-to-peer campaigns and virtual fundraisers to engage donors and raise funds.

6

## Leverage Technology for Digital Fundraising

Use crowdfunding platforms, online giving campaigns and social media to attract and engage donors.

7

## Build Membership Programs

Offer tiered memberships with exclusive benefits to appeal to a broader range of supporters.

8

## Explore Government and Public Funding

Apply for federal and state grants, partner with agencies for service contracts and advocate for public funding.

9

## Invest in Endowments

Establish endowment funds to generate long-term investment income and solicit contributions for these funds.

10

## Strengthen Partnerships and Collaborations

Collaborate with other nonprofits on shared services and joint fundraising efforts.

11

## Engage in Advocacy and Policy Work

Influence policies to increase funding opportunities and build grassroots community support.

12


## Utilize Data and Analytics

Use donor segmentation and impact measurement to tailor fundraising strategies and demonstrate organizational outcomes.

13

## Build a Culture of Philanthropy

Engage board members, volunteers and donors through storytelling, recognition and active participation in fundraising efforts.



By implementing a combination of these strategies, nonprofits can create a more resilient and diversified revenue base, enabling capacity to better withstand economic uncertainties and continue fulfilling their missions.



# Overcoming Donor Fatigue

Nonprofits can address donor fatigue effectively by implementing thoughtful strategies that re-engage donors, build trust and foster long-term relationships. Below are key approaches to consider as you enter 2026:

1

## Personalize Donor Engagement

Tailor communications, segment donors and express gratitude through personalized notes or calls.

2

## Focus on Impactful Storytelling

Share success stories, showcase beneficiaries and use data to demonstrate the tangible impact of donations.

3

## Diversify Fundraising Approaches

Offer non-monetary ways to contribute, launch creative campaigns and host engaging events.

4

## Communicate Transparently

Share challenges, provide regular updates and acknowledge donors' financial pressures.

5

## Build Long-Term Relationships

Focus on stewardship, create donor journeys and publicly recognize contributions.

6

## Reduce Over-Solicitation

Space out campaigns, limit fundraising appeals and respect donor preferences.

7

## Leverage Technology

Use CRM tools, automate communications and engage donors on social media platforms.

8

## Foster a Sense of Community

Build donor networks, celebrate milestones and involve donors in decision-making processes.

9

## Offer Flexible Giving Options

Promote recurring donations, planned giving and in-kind contributions.

10

## Reignite Passion for the Mission

Reinforce the nonprofit's purpose, involve donors in volunteer opportunities and celebrate their impact.

By focusing on these strategies, nonprofits are more likely to combat donor fatigue, strengthen relationships and sustain donor engagement over the long-term.



# Gallagher is here to help! We can support nonprofit clients through:

## Risk Management Solutions

Helping nonprofits identify and mitigate risks associated with funding disruptions.

## Strategic Planning

Assisting in the development of diversified funding strategies and contingency plans.

## Employee Benefits

Offering tailored benefits packages to attract and retain talent.

## Organizational Wellbeing

Providing resources to enhance financial, physical and emotional wellbeing for nonprofit staff.

## Insurance Solutions

Delivering comprehensive insurance coverage to protect against operational risks.

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