

## **SEO DETAILS:**

Page Title: What Will 2024 Bring for Nonprofits and Strategic Planning? | [INSERT RELATED SERVICE] | [INSERT FIRM NAME]

Meta Description: [NAME OF FIRM] discusses how nonprofits are thriving in 2024 despite financial challenges. From technology enhancements to advocacy and risk management, nonprofits are forging ahead with determination.

Headline: What Will 2024 Bring for Nonprofits and Strategic Planning?

## **BODY COPY:**

The past several years have brought forth some major obstacles for nonprofits, particularly from a financial standpoint. However, the nonprofit sector has proven to be both resourceful and resilient—finding creative ways to overcome even some of the biggest challenges. Now, in 2024, some might even argue that the nonprofit sector is stronger than ever.

Looking to the year ahead, it is anticipated that 2024 will mark a continuation of strategic investments for many nonprofit organizations. These investments will largely be focused on new technologies designed to improve operational efficiency, but nonprofits are also likely to invest in other important efforts that range from advocacy and risk management to compliance and more.

With a better understanding of strategic planning and investment trends in the nonprofit sector, organizational leaders can make better informed decisions that meet the changing needs and evolving goals of their own nonprofits.

### **Improving Efficiency (with Help from Technology)**

There's no denying that the past several years has seen the emergence of many innovations and technologies, including AI and automation software. In 2024, it is believed that nonprofit organizations will increase their investments in these technologies as a means of streamlining their own operations and maximizing efficiency.

In fact, according to one annual [BDO survey](#), nonprofit leaders reported digital transformation as one of their top three priorities in the coming year. And with so many excellent innovations now available at an affordable price point, nonprofits can implement these new technologies and use them to their advantage.

What is one of the most useful technologies for improving efficiency and automating time-consuming manual processes for nonprofits? [Enterprise resource planning \(ERP\) platforms](#), which make it easy for organizations to automate everything from finance and human resources to services and supply chain. And with so many different ERP platforms now available, nonprofits can take their time comparing options to find one that best suits their organization's unique needs and goals.

### **Investing in Other Efforts**

In addition to major investments in new technology, many nonprofits are also embracing change by investing in other important endeavors. Some examples of areas where nonprofits are likely to invest in 2024 and beyond include:

- fundraising
- donor relations
- advocacy

- compliance
- risk management
- finance and accounting
- new program creation

Compared to previous years, more nonprofits are also beginning to explore strategic partnerships with other organizations in 2024 and beyond. By partnering with organizations that share similar goals, it is possible to combine resources (including investment spending) and reach a larger audience. All of this can lead to a broader overall impact for nonprofits looking to make a real difference among their respective audiences.

### **Optimizing Communication with Donors**

Last but not least, it is expected that 2024 will be the year that more nonprofits begin investing in their communication with donors and funders. More than ever, those donating to these causes want to know how their money is being spent *and* that their funds are secure. As a result, nonprofits are expected to maintain more transparent communication with their donors while leveraging data and analytics to develop more successful fundraising campaigns.

Combine all of this with the fact that donors want more information about nonprofits' cybersecurity and risk mitigation strategies. Today, nonprofits are expected to disclose information on everything from their cyber risk mitigation and service impact data to their operations and impact. All this demand for increased transparency means organizations need to be prepared to spend more on communication and analytics.

### **What Else Will the Future Hold?**

Now that these organizations are becoming increasingly removed from the financial impacts of the COVID-19 pandemic, many nonprofits are beginning to revisit and refine their investment strategies. Most notably, it is anticipated that nonprofits will continue to invest their funds in technology that will streamline operations and improve overall efficiency.

However, the most successful and forward-thinking organizations will look beyond ERP platforms and other technologies to increase spending in other critical areas, including donor communication and risk management. With smarter allocation of funds, nonprofit organizations can continue working towards their goals and mission—making the most out of every penny they receive.

### **CLOSE:**

If you have any questions or would like additional information, please contact [NAME] in our [DEPARTMENT] at [NUMBER] or [EMAIL].

**SUGGESTED IMAGERY:**



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