

Accelerating Generosity in Uncertain Times

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QUICK POLL

THE CURRENT LANDSCAPE

Which challenge feels most pressing for your organization right now?

1. Staff burnout & turnover
2. Donor uncertainty
3. Rising community needs
4. Fear about sustainability



The Current Landscape



STAFF BURNOUT & TURNOVER

Leaders have been carrying heavy burdens — feeling more exhausted than ever.



DONOR UNCERTAINTY

Fear around recurring and long-time donors pausing or reducing gifts. New donor hesitation.



RISING COMMUNITY NEEDS

Communities continue to need more, while resources feel less stable.



Communicating in Uncertainty



**Transparency
builds trust**

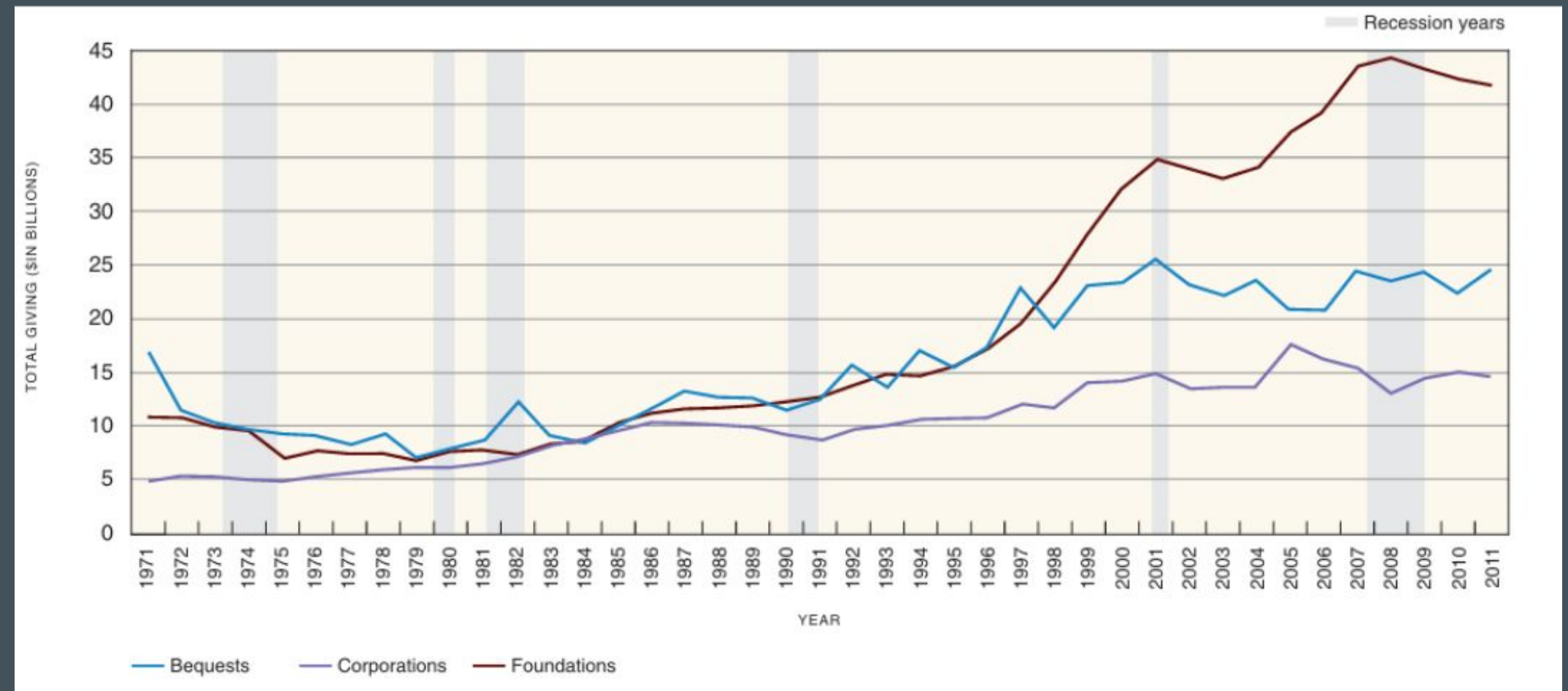
**Stay mission
focused**

**Inspire, don't
panic**



What History Teaches Us

2008 Recession



Faith-driven giving endures crisis



Campaigns Can Still Thrive

- Clear, specific vision inspires confidence

- Strategic messaging matters

Here's where we are → Here's what we need → Here's what it will do

- Scenario planning protects against downturns

- Leverage non-financial generosity (time, networks, advocacy)



Reasons Not to Pause

Rising Urgent Needs in the Community

Pausing may feel safe, but it can actually cost more long-term.

Momentum Builds Engagement

Momentum fuels mission. Don't lose it — keep your people focused and moving.

Steadiness and Resilience are Valued

Steadfast missions inspire donor trust and lasting strength.



QUICK POLL

MOVING FORWARD IN FAITH

In this season, which best describes your organization's posture?

1. We're pausing big initiatives until things stabilize
2. We're cautiously testing new opportunities
3. We're moving forward boldly in faith and vision
4. We're still discerning the best path



Moving Forward in Faith



Build From Within



Tightening your operations and deepening your donor care will make you stronger when the economy improves.



QUICK POLL

DONOR ENGAGEMENT

When it comes to your donors, what do you sense most?

1. Long-time donors giving less or pausing
2. New donors hesitant to commit
3. Donors asking for more transparency before giving
4. Donors shifting from money to time/advocacy



A high-angle, low-key photograph of five people of diverse ages and ethnicities huddled together in a circle, smiling warmly at the camera. The lighting is bright and soft, highlighting their faces. The composition is centered around the text "DONORS ARE DIFFERENT".

DONORS ARE DIFFERENT



Giving USA 2025 Insights



Giving
USA™

A public service initiative
of The Giving Institute

Local
Impact
Drives
Support

Generosity Still
Grows

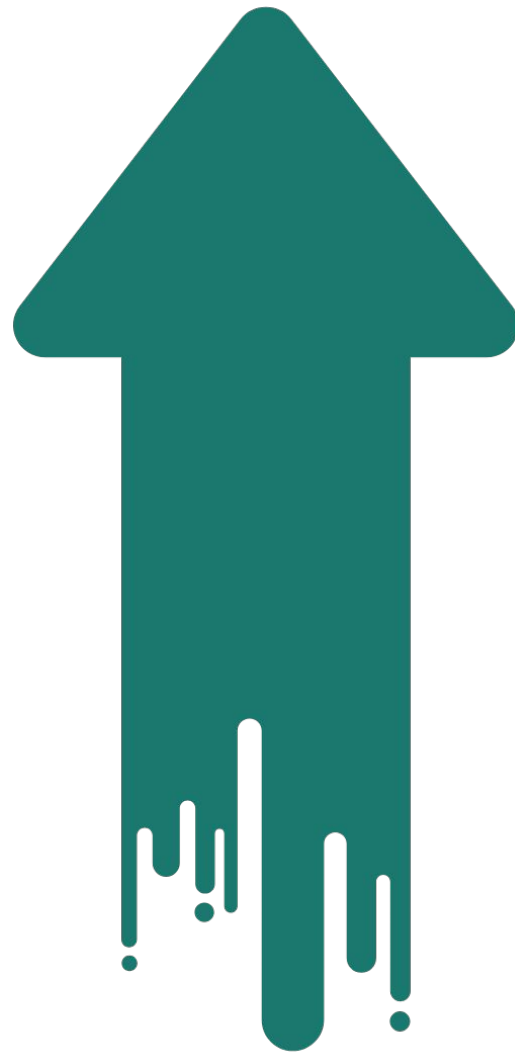
Trust
Fuels
Giving



“Some trust in chariots and some in horses, but we trust in the name of the Lord our God.”

-Psalm 20:7





Takeaways

Keep mission central

Lead with transparency

Move forward with faith



Questions?

THANK YOU

