

# Non-Profit Software - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Non-Profit Software Market size is estimated at USD 4.25 billion in 2024, and is expected to reach USD 5.83 billion by 2029, growing at a CAGR of 7.98% during the forecast period (2024-2029).

The market opportunities for non-profit software vendors are expansive and dynamic, presenting a landscape rich with potential for innovation and impact. As the non-profit sector evolves, software solutions providers tailored to its unique needs open several critical avenues for growth and improvement.

### Key Highlights

Marketing and outreach efforts are the ways NGOs raise donations. Smaller organizations confront marketing issues and may need more means to conduct campaigns. To overcome this, startups are developing various new marketing solutions that cater to the needs of all sizes of non-profits through simplified software. Besides, such solutions enable non-profits to better connect with clients and donors through multiple channels, increasing their reach.

Furthermore, charity organizations embrace artificial intelligence to automate backend activities and generate critical operational insights. This improves revenue while decreasing costs. AI supports charitable organizations in automating administrative chores, which is advantageous for non-profit organizations that lack dedicated human resource management or administration staff. In addition, integrating cloud-based services in charity organizations lowers the cost of deploying AI-based automation.

Fundraising software is intended to aid non-profit organizations in managing numerous

aspects of the fundraising process, such as donation tracking, donor management, online fundraising, event management, and communication with donors. The software is designed to aid non-profits in rationalizing their fundraising struggles and making the most of their virtual fundraising efforts by delivering a range of features that can assist organizations in engaging and attracting donors, tracking fundraising metrics and progress, and managing donations.

The non-profit organizations operate on a tight budget, relying on government grants, donations, and volunteers. With limited capital, software development and implementation can be complex, and organizations frequently need help to invest in technology solutions that could ultimately help them grow and be more effective.

The COVID-19 pandemic has been challenging, mainly as new Non-profit fundraising trends are explored, requiring more effort than before COVID-19. These trends regarding fundraising demonstrated new ways to raise money and continue their essential work, leading to the adoption of technology products such as fundraising software.

## Non-Profit Software Market Trends

### Fund Raising Software to Witness Major Growth

The implementation of fundraising software has experienced positive growth as people progressively utilize accounting data systems instead of the traditional approach of physically storing financial data. It is expected that the market for fundraising software is expected to expand significantly during the period of projection due to the rapid demand growth during the past few years.

In addition, the concept of digital fundraising is rising across the globe. Digital fundraising refers to using digital channels for fundraising activities, including social media, mobile apps, QR codes, or texting, to build networks with supporters. Non-profits can now utilize digital channels to reach donors and guarantee a regular donation flow throughout the year by leaving behind the outdated cycle of seasonal or biannual fundraising campaigns and events.

Moreover, according to Donorbox, by 2026, around 60% of the world's population is expected to use digital wallets. Digital wallets are anticipated to reach 5.2 billion in 2026 from 3.4 billion in 2022. The growing use of digital wallets is expected to capture those donors who are becoming contented with this smarter giving method. For example, over

150 million people are estimated to use Google Pay for digital transactions globally as of 2023.

For instance, non-profit organizations such as Maya's Hope witnessed an increase in the number of requests they received to support Ukrainian organizations and families. The number of givers to Maya's Hope through Donorbox (also used as a digital wallet) has doubled since execution, with a typical donation of USD 514. They raised more than USD 826,649 on Donorbox with peer-to-peer fundraising and the support of more than 41 supporters.

The growing use of digital wallets is expected to drive fundraising software by compelling, seamless incorporation for convenient online donations. Fundraising platforms must adjust to accommodate digital wallet transactions, providing users with a secure and quick way to contribute. This evolution lines up with the shift to cashless transactions and improves the efficiency of fundraising efforts.

### Asia-Pacific is Expected to Witness Significant Growth

Asia-Pacific is a diverse and dynamic region, possessing significant opportunities for economic development. However, it contains numerous gaps, especially in terms of addressing people's diverse social needs. Several factors driving the growth of non-profit organizations are increasing economic prosperity, an expanding middle class, and growing awareness of social and environmental issues. The region's diverse and dynamic societies face various challenges, prompting the establishment of non-profits to address issues like poverty, education, healthcare, and environmental sustainability.

A growing culture of philanthropy, both from individuals and corporations, contributes to supporting and developing non-profit initiatives. For instance, in September 2023, Asia Community Foundation, the Asia-focused independent community foundation, expanded its presence to the growing philanthropic community within the region. The foundation's main objective is to provide giving in Asia by facilitating efficient and secure giving through and from Singapore.

In June 2023, the International non-profit organization Wildlife Conservation International declared the public launch of Forests for People, a new charitable entity in New Zealand to enhance and support the welfare of indigenous communities in Southeast Asia. In partnership with the Frankfurt Zoological Society, Forests for People

runs a Mobile Education Unit in the Bukit Tigapuluh Ecosystem to educate students and local farmers on the importance of protecting this fragile and ecologically significant ecosystem. The new charity can receive tax-deductible donations from businesses, individuals, and philanthropic organizations in New Zealand and direct them to projects that would further provide a sustainable economic future, especially for disadvantaged communities at the forefront of the environmental crisis.

In January 2022, Advanced Solutions International (ASI), the provider of iMIS SaaS solutions for associations and non-profits, signed an agreement to become the fundraising success partner and provide personalized onboarding as well as support for the DonorPerfect fundraising software in New Zealand and Australia. DonorPerfect's comprehensive, user-friendly features deliver seamless functionality across the entire fundraising process.

Overall, government policies and partnerships with non-profits further stimulate the growth of organizations focused on social impact and community development, driving the market's growth opportunities significantly.

## Non-Profit Software Industry Overview

The non-profit software market is Semi-Consolidated, and the market studied is evolving with the continuous introduction of solutions, which provides a competitive advantage for the vendors operating in the market to stay ahead. Continuous innovation in software offerings and functionalities creates differentiating advantages for the vendors, and some of the players include Double the Donation, Neon One, LLC, Microsoft Corporation, Salesforce, Inc., and Bloomerang, LLC.

October 2023 - Community Brands announced the partnership between YourMembership AMS and Tides, a renowned non-profit and philanthropic organization for advancing global social change. YourMembership AMS became a recommended technology vendor for Tides projects to manage membership activities, boost member engagement, and increase non-dues revenue. Tides is a non-profit accelerator that builds a world of shared prosperity and social justice. Tides offer solutions such as infrastructure and expertise for impact investors, social change leaders, individual donors, foundations, corporate partners, and social purpose real estate. The partnership will help improve member management and boost revenue for many projects.

September 2023 - REACH and Double the Donation have partnered to boost non-profit fundraising efforts with an easy matching gifts integration through the company's 360MatchPro. The partnership brings matching gifts directly to non-profit REACH donation forms. A mutual client of REACH and Double the Donation will simply enter their 360MatchPro API keys into their REACH portal to connect their accounts.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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