In the constantly changing world of nonprofits, it's easy to feel like you're always playing catch-up with the latest trends, tools, and tactics. Whether you're grappling with the challenges of digital transformation, striving for increased engagement in your fundraising efforts, or simply trying to keep the lights on amidst budget cuts and staffing shortages, the pressure is on. But what if we told you that amidst these challenges lies a wealth of opportunity and innovation waiting to be unlocked?

Our team has just returned from the Peer-to-Peer Forum in Philadelphia, we have a treasure trove of insights that are too good not to share. Kicking it off we’d like to dive into data from the Top 30 programs shared during this insightful conference. Here are key data points that set the pace, and the trends you'll want to keep on your radar for 2024.

**Getting Back to More Realistic Expectations**

The nonprofit sector has experienced its fair share of challenges in recent years, making 2023 a pivotal year for reevaluation. Adjusting our expectations following the roller coaster of recent years in our industry became the mantra for many. The sector has seen significant shifts—from the dip experienced in 2020 due to the pandemic to the remarkable growth spurt in 2022, seeing a 19% increase in revenue and a staggering 58% growth in participation. Yet, as we navigated the complexities of 2023, it was clear that the winds of change were blowing, signaling a return to more realistic growth expectations.

**Overall Sector Growth**

Despite the challenges, the top 30 programs in the US saw revenue growth of 3.2%, surpassing the $1.1 billion mark and engaging over 3.8 million participants - a testament to the sector's resilience and adaptability. Programs like the American Heart Association's Heartwalk retained the top spot raising $106 million and the Alzheimer's Association had the largest dollar increase exceeding $100 million for the first time! *To download the full list of the top 30 programs for US and CAD, click on the appropriate download button below.*

**Participation vs. Revenue Growth**

While participation in the top 30 US events grew by 15%, this only translated into a modest 3% revenue growth compared to the previous years at 19% revenue and 58% participation. Although, 3% might feel like a step back all of this suggests that the post-pandemic rebound is plateauing and shifting back to more realistic growth expectations. Additionally, the discrepancy between participation and revenue growth highlights the challenge of converting new participants into active fundraisers. It's a reminder that "bringing in new people" comes with educating and motivating them to contribute to fundraising efforts. However, it's not all doom and gloom. This situation also presents an opportunity to focus on participant retention and engagement, recognizing that repeat participants raise more money than first-time participants.

**Embracing Innovation in Peer-to-Peer Fundraising**

The landscape of peer-to-peer (P2P) fundraising is diversifying, with traditional walks and rides still playing a dominant key role but new campaign types emerging as formidable contenders. The power of competition and ambassador fundraising programs. These innovations demonstrate that there's room for growth and creativity in the P2P space, challenging us to think beyond traditional models.

**The Outlook on Individual Giving**

Amid concerns about the decline of the individual donor and the impact of inflation, the P2P sector has shown remarkable resilience. The mixed outcomes across different program types suggest that P2P fundraising has yet to face the same challenges as other channels.

**The Path Forward: Innovation, Collaboration, Persistence**

As we look ahead, the key to success lies in our ability to innovate, collaborate, and stay persistent in our mission-driven work. The insights from the 2023 Top 30 P2P programs serve as a beacon, guiding us toward strategies that can amplify our impact and engage our communities more effectively.

Let this be a call to action for all nonprofit professionals: to embrace the lessons of the past year, to explore new avenues for engagement and fundraising, and to continue making a difference with unwavering dedication.

Insert two download buttons – make the buttons red.

<2023 USA P2P TOP 30 PROGRAMS> <2023 CAD P2P TOP 30 PROGRAMS>

*\*This blog post was inspired by insights shared by Marcie Maxwell, Managing Director of the Peer-to-Peer Professional Forum. The content within has been thoughtfully written by Kim Keith, Director of Sales and Marketing at Charity Dynamics. The perspectives and interpretations presented are intended to celebrate and expand upon the valuable knowledge imparted by Marcie Maxwell and we extend our heartfelt appreciation for her contributions to the nonprofit sector and for inspiring this piece.*