

2025 EOY Nonprofit Strategies

Preparing Teams & Audiences for Bigger Impact in 2026

Intended for:

Development Directors & Executive Leadership



Thank You For Your Dedication & Value



Prelude

A year like 2025 is what seasoned nonprofits have been preparing for over the last decade.

- Building systems that scale operations; providing more impact to the community efficiently
- Diversifying funds; mitigating Federal and State Funding risks

For active Nonprofits, 2026 becomes the **Year of Impact**. Where teams Double Down to empower their communities.

This deck provides **2026 Nonprofit Campaign Strategies** relate to:

- **Doubling Down on Impact:** Promoting Civic Engagement & Transparency
- **Strategies to Diversify & Stabilize Funds**
- Additional Resources including:
EBI Labs **G.I.F.T Framework for Development Directors leading EOY Strategies**



Contents

- 2025 EOY Strategies in Preparation for 2026 – The Year of Impact
- Doubling Down on Impact through Civic Engagement & Transparency
- Development Strategies to Diversify & Stabilize Funds
- Additional Resources
 - More Diversifying & Stabilizing Funds
 - More Civic Engagement Strategies



2026 is the Year of Impact

[The Purpose is Clear] The existence & success of Nonprofits *drive* Social and Economic Impact. Nonprofits are health to societies.

We know the Mission this year comes with surmounting pressure. This is a litmus test and the indicator to measure is **impact**.

This year brings organizations and communities **ignition to corral and strengthen our impact**.



In 2026, Strategies must drive
**Operational Impact &
Development/Fundraising Goals**



2 Strategies to Drive Impact in 2026

- Double Down on Impact
- Diversifying & Stabilizing Funds



Strategies & Solutions to Double Down on Impact

1. Promote Civic Engagement.

Civic Engagement is where community meets organization. Create avid reminders and a dedicated space to inform & solicit feedback of staff & your community about policies that enable or hinder your organization's mission.

Solution: Create, update, and promote a dedicated webspace. This becomes the central **Educational Resource** hub for Staff, Supporters, Constituents, Audience, and the General Public. Commit to annual updates.



Strategies & Solutions to Double Down on Impact

2. Leverage Transparency to Ignite Your Community. Vocalize Success, Pain, Vision/Goals, Gaps, Milestones, and ways to contribute (Call to Actions).

Solutions:

- Allow teams to schedule heads down days for unstructured brainstorming and content days to create independent content to be used for Internal Education & Public Awareness Funnels.
- Share content on website, social media for fundraising, channel monetization, and driving audience growth (constituents, partners, & volunteers).



2 Strategies to Diversify & Stabilize Funds

- Build WITH Small Businesses
- Monetize Social Channels & Content



Strategy to Diversify & Stabilize Funds - Build with Small Businesses

1. **Building WITH Small Businesses.** Similar to nonprofits, small businesses are too facing economic hardships. While their budgets are smaller, owners and operators are likely closely tied to local initiatives. Find scalable ways to deliver a service to local/small businesses that drive impact while offsetting operational & programmatic costs. Small businesses are a source for unrestricted funds.

Solution:

- Provide advertising space on website, emails, sponsored social media posts in exchange for donations, discounted services/products that offset operational and/or programmatic costs.



Strategy to Diversify & Stabilize Funds - Monetize Social Channels & Content

2. Turn up the volume on Content & Streaming Platforms. Digital content creates Evergreen, On Demand publication of your mission, your why, and opportunities to contribute. This drives brand awareness, engagement, and additionally, unlocks the potential to Monetize your channel; creating residual income for the organization while building community with supporters.

Solutions:

- Post all public facing content on social media platforms. Podcast, Events, Speaking appearances, conferences.
- Allow teams to schedule heads down days for unstructured brainstorming and content days to create independent content to be used for Internal Education & Public Awareness Funnels.
- Share content on website, social media for fundraising, channel monetization, and driving audience growth (constituents, partners, & volunteers).
- Ensure your organization is registered as a nonprofit on each platform to enable Fundraising and donation features within apps.



Where to Start?



Internal Temperature Check

Conduct an internal check with self, team, leadership, and then with the public.

- What is already a demanding industry can become a breeding ground for Burn Out & “Savior” Fatigue.
- Specifically for Development Directors, the pressure may be mounting; Directors are sometimes the closest to Revenue Related Reporting & Analytics.

Solutions:

- Host Joint meeting between Development and teams “Development Days”.
- Share progress, gaps, ways to contribute so the organization is ignited to lean in. Create a central report/dashboard for independent monitoring.
- Take it to the streets and communicate with the public. Taking this same approach with Constituents, People you serve, and your supporters creates an opportunity to amplify your Campaigns in real life & digitally

Remember: The Development/Fundraising Goals are owned by the organization.
Revise plans that involve every team, every supporter.



2025 EOY Strategies Recap



2025 End of Year Strategies Recap

- Double Down on the Mission; Continue to make **bold** asks
- Revisit Goals, Narrow the Focus
- Ignite Your Community. Lean into Transparency; Vocalize Success, Pain, & Vision.
 - Allow teams to schedule heads down days for unstructured brainstorming and content days to create independent content to be used for Internal Education & Public Awareness Funnels.
 - Share content on website, social media for fundraising, channel monetization, and driving audience growth (constituents, partners, & volunteers).



Additional Resources



G.I.F.T Framework

EBI Labs

G.I.F.T Framework

Ground, Identify, Focus, Translate

[G.I.F.T Framework Link](#)

The **G.I.F.T. Framework**—Ground, Identify, Focus, Translate—is a simplified, high-impact approach that helps Development Directors lead with confidence and clarity.

Lean teams don't need more tasks — they need clarity, sequence, and alignment. The G.I.F.T. Framework (**Ground, Identify, Frame, Translate**) does that by:

- Simplifying strategy into 4 actionable stages.
- Aligning board leadership and staff execution.
- Connecting fundraising, storytelling, and technology into one ecosystem.
- Re-centering impact storytelling as the catalyst for giving during uncertainty.



More Diversifying & Stabilizing Funds

- Create a Merch Store for WIN/WIN Giving;
 - Creates Brand Ambassadorship Program with no management
 - Add Mission Details on Back & QR Code Linked to Donation Page
- Decrease Donation Barriers:
 - Set miniums to \$1-\$5 for New Contacts, Re-Engaging Lapsed, and/or First Time Donors
- 2026 Stretch Goals - Look for ways your nonprofit can provide services to local governments for contract income



More Diversifying & Stabilizing Funds

Turn Supporters into Fractional Fundraising Staff

- Through platforms like PartnerStack, you give trained supporters a commission to serve as brand ambassadors and fundraising supporters.
- This could also be used for staff, alumni, families/individuals served to earn additional income by promoting your organization.
- **Note:** EBI Labs is partnered with PartnerStack, but there are other tools/methods available (Airtable, AWIN, etc.)



More Civic Engagement Strategies

- Underscore the importance of key elements affecting the Organization's ability to drive impact and increase donor contributions. Discuss during staff meetings upcoming policies impacting your organization.
- Create state/federal collaboratives to petition for increasing Giving Tuesday and Nonprofit Tax incentives. Dollar for Dollar with no minimum or maximums
- Partner with existing or applicable organizations to leverage content & amplify support for your cause



Additional Resources

1. EBI Labs
 - a. Nonprofit Page with Strategies, Partner Resources & Deep Dives, Resources and Upcoming Events
 - b. [G.I.F.T Framework](#)
 - c. Marketing Automation Strategies (Available Upon Request)
2. Additional Nonprofit Community Resources used to help build this Strategy book
 - a. <https://www.councilofnonprofits.org/trends-and-policy-issues>
 - b. **Nov 6 - [Community Boost + GoFund Me Marketing Strategies for Year End](#)**



More on EBI Labs



EBI Labs' Vision: Drive Social & Economic Impact



EBI Labs' Goal: Empower 1M orgs to achieve \$10M ROI through our partnership.

Our Why: Success of the whole depends on each individual's success. Empowered and supported Organizations are pillars to building and sustaining strength within the community. We have created this 2026 Nonprofit Strategies deck to encourage and support our Nonprofit Communities through Federal Funding Cuts and exacerbated circumstances facing the people they serve.

Why Nonprofits: Nonprofit organizations were built to fill in the gaps for so many communities and people. Nonprofits serve as life or death resources for some communities. While we may not yet have \$10MM to give each organization we support. we share, learn, build, and grow our knowledge, strategies, & ideas to provide solutions that help organizations win.

We thank our Nonprofit Leaders and their constituents for doubling down on the mission to advance all communities.

We STAND with you

#AlwaysForward



EBI Labs Team Introductions





Founder/Principal Consultant

Eboni Blake

As Founder/CEO & Principal Consultant of EBI Labs, Eboni leads strategic initiatives for nonprofit, healthcare, and enterprise clients, delivering measurable impact through operational innovation and tailored technology solutions.

Specializations & Accomplishments

- Deep expertise in the Salesforce ecosystem, agile coaching, and operational architecture,
- Successfully directed over 116 projects, supporting \$219MM+ in client revenue and reaching nearly 300,000 individuals.
- Eboni specializes in aligning business goals with scalable systems across CRM & PMO, transformations ensure client project drive impact



Founder/CEO



Senior Marketing Cloud Advisor

Brittany Smith

Being a seasoned Salesforce Marketing Cloud Architect with over five years of experience designing, implementing, and optimizing enterprise-level marketing technology solutions, Brittany brings a balance of technical expertise and strategic insight to every engagement.

Brittany leads the architecture and execution of complex, omnichannel campaigns across email and SMS. She partners closely with leadership to drive business outcomes through automation, personalization, and platform innovation; and has led full-scale Marketing Cloud implementations across industries such as healthcare, financial services, and government.

Specializations & Accomplishments

- Led full-scale Marketing Cloud implementations in healthcare and finance.
- Launched CRM-integrated preference centers and SMS programs.
- Developed automation journeys generating \$80K+ in new revenue.
- Journey Builder, Email Studio, MobileConnect
- AMPscript & Preference Center Design
- CRM Integration & Cross-Channel Strategy





Executive Project Manager
Briana Arnold

As a results-driven Project Manager, Briana Arnold specializes in leading Salesforce Marketing Cloud initiatives, CRM implementations, and Agile delivery to drive operational efficiency and technology transformation.

Briana has delivered enterprise-level solutions across healthcare, nonprofit, and public sector organizations—combining strategic leadership with hands-on execution to deliver scalable systems, maximize ROI, and ensure full user adoption.

Specializations & Accomplishments

- Expert at scaling PMOs, optimizing Agile delivery frameworks, and streamlining operations to maximize revenue and improve cross-functional collaboration—resulting in a 95% success rate in meeting quarterly KPIs.
- Successfully led full-scale Salesforce Marketing Cloud and CRM integrations for clients in financial services, healthcare, and the public sector—achieving 100% user adoption and alignment of business objectives across all engagements.



From EBI Labs
Thank You your Dedication, Time, & Value

