

**Sign Fact**

**Positive signs prevail in nonprofit sector despite COVID-19 disruptions**

**Nonprofit Sector**

58% of nonprofit leaders expect their organization to be successful in 2021, up from 48% in 2020. This is the highest level of optimism since the survey began in 2014.

**5** reported by COVID-19

**Proper planning**

70% of nonprofit leaders believe their organization has a solid plan in place to help them weather the current crisis.

**50+** nonprofit leaders

**Challenges will bring a creative solution**

50% of nonprofit leaders believe that the challenges they are currently facing will lead to creative solutions that will benefit their organization in the long run.

**46%** of nonprofit leaders

**Increased their marketing and public relations efforts**

46% of nonprofit leaders have increased their marketing and public relations efforts since the start of the pandemic.

**40%** of nonprofit leaders

**Increased in funding**

40% of nonprofit leaders have reported an increase in funding since the start of the pandemic.

**35%** of nonprofit leaders

**Increased demand for services**

35% of nonprofit leaders have reported an increase in demand for their services since the start of the pandemic.

**Beyond COVID-19**

**Top 5 challenges for nonprofits**

Lack of private foundation and corporate support	38%
Lack of government support for nonprofit organizations	32%
Reduced or no government support	32%
Lack of state and local government support and government funding for nonprofit organizations	29%
Reduced or no state and local government support	28%

**Signs of brighter days ahead**

70% of nonprofit leaders expect their organization to be successful in 2021, up from 48% in 2020. This is the highest level of optimism since the survey began in 2014.

**62%** of nonprofit leaders

**Increased their marketing and public relations efforts**

62% of nonprofit leaders have increased their marketing and public relations efforts since the start of the pandemic.

**More positive signs**

**Confidence in leadership**

85% of nonprofit leaders are confident in their organization's leadership, up from 78% in 2020.

**During these times, donors might have a different insight to share**

85% of nonprofit leaders are confident in their organization's leadership, up from 78% in 2020.

**Nonprofit leaders can't stop the pandemic**

85% of nonprofit leaders are confident in their organization's leadership, up from 78% in 2020.