

# The State of Martech 2025 in Nonprofit

Three Big Bets to Future-Proof Your Business

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# Foreword

Humans' reliance on technology has increased exponentially since 2020, when apps and websites became a necessity for people to continue to connect and collaborate with one another.

Five years later, our collaborations and connections with one another are being enhanced by a different catalyst of change – the proliferation and democratization of AI.

As a result of both of these pivotal moments and resulting innovation, the Nonprofit sector has seen increased engagement.

By embracing the latest technology shifts, Nonprofits are seeing an increase in recurring donations, higher recruitment, and retention of volunteers. And as you'll learn in this report, there is still more that lies ahead.

The State of Martech 2025 in Nonprofits is rooted in research and provides recommendations for creating human-centric, actionable go-to-market technology strategies. We hope you find these insights valuable.



**Sara Faatz**

Director Technology

Community Relations

**Digital Experience Team  
at Progress**

# Introduction

Remember when fundraisers rang your doorbell with clipboards in hand, and you'd need to call or mail someone to cancel a donation? That era is over. Today's donors tap a web or mobile app screen, not open an envelope.

What started as a COVID workaround, introducing online donations, is increasingly the default. Charity and membership organizations are no longer easing into digital; they're being pushed there by shifting donor expectations. Online donations aren't just a convenience. They're a necessity.

Our research shows that outperforming nonprofit organizations don't simply digitize, they adapt their engagement strategy to match how donors and volunteers behave today. They invest in the right Martech capabilities to scale relationships, not just reach. Those that delay risk falling behind not only in revenue but in relevance, trust, and long-term impact.

## What Are Nonprofit Organizations and Associations?

Non-profit organizations and associations include charities, professional groups, and membership-based entities like the Red Cross, Unicef, and WNF. They serve donors, members, and beneficiaries rather than shareholders and often use marketing technology, sometimes vertical-specific, to manage campaigns and engagement. These organizations may collaborate with universities, corporations, and even retail or FMCG brands to run fundraising or awareness efforts that involve consumers.

## A New Metric to Evaluate Martech

Based on five years of data science research, we introduced a new and meaningful metric for evaluating Martech: Stack Value. A “stack” refers to the combination of tools a company, or a specific business unit, uses to engage customers across service, marketing, content, and analytics.

Our research is grounded in over a decade of analysis: 1,500+ real-world Martech stacks, 14,000+ tools available on MartechMap.com, and 4,500+ curated requirements from our independent proprietary data warehouse, spanning 16+ industries and 30+ countries.

These data points are mapped against capability maturity benchmarks based on the Capability Maturity Model (CMMI) from the Carnegie Mellon University.<sup>1</sup>

One of our key insights is that higher maturity isn't always better. Especially in Red Martech, we found that chasing maturity for its own sake can add cost without improving outcomes. By contrast, industry outperformers show a distinct pattern, investing in the right capabilities at the right time, which correlates with higher revenue-per-employee ratios.

## How Martech Drives Value

The Stack Value methodology helps organizations quickly see in a single chart where to invest (Green Martech), where to evolve cautiously (Amber Martech), and where to rationalize tools that add cost without great customer value (Red Martech), all tailored to their specific vertical. This empowers teams to make decisions that directly drive customer engagement and business performance.

Consider CMS: In the Nonprofit sector, it's categorized as Green Martech, delivering high value at an average maturity of 2.7. In BFSI, it's Amber Martech—valuable for the right use

cases when kept at a moderate maturity level of 2.2. In Education, CMS is seen as Red Martech, requiring the right expertise to reach a high maturity of 3.0 to deliver foundational impact.

For this industry report, we combined our industry benchmarks with how leading analyst firms forecast the future of Travel & Transportation. We identified the most compelling industry shift and the impact on their go-to-market models and Martech investments. This report summarizes that evolution in three big bets so you can start preparing for the future today.

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<sup>1</sup>[Wikipedia - CMMI Model](#)

# The Shift From One-Time to Always-On Giving

Charity and membership organizations are experiencing a fundamental shift in how they operate. The traditional reliance on offline fundraising, direct mail, email, and in-person events is being replaced by digital fundraising platforms. COVID forced organizations to introduce this method during the pandemic, but this shift is no longer temporary. Online donations are no longer just a convenience, they're a necessity.

The percentage of online donations has doubled in recent years, growing from 6% in 2019 to 12% in 2024.<sup>2</sup> Online donations generate donation amounts that are 4.1 times higher. As demographics shift, some nonprofits are experiencing a sharp decline in support from older generations and a rise in engagement from younger audiences. This dynamic forces nonprofits into a delicate balancing act as they navigate the transition. But there are more shifts.

There is a shift in channel usage.

- 33% of online donations were made on a mobile device in 2023.<sup>3</sup>
- While 57% of nonprofit website traffic came from mobile devices, 75% of revenue came from desktop devices.<sup>4</sup>
- Email remains a powerful digital marketing channel, but it requires a strategic approach that involves closely monitoring campaign performance.<sup>5</sup>

And then there are shifts in the way donations are done.

- 63% of donors prefer to give online with a credit or debit card.<sup>6</sup>
- Revenue from monthly giving accounted for 31% of all online revenue in 2024.<sup>7</sup>
- Revenue from one-time giving fell by 5%, while revenue from monthly giving rose by 6%.<sup>8</sup>
- 85% of nonprofits with peer-to-peer (P2P) used programs to promote event attendance.<sup>9</sup>
- 75% of nonprofits with peer-to-peer (P2P) used programs to recruit volunteers.<sup>10</sup>
- 66% of donors worldwide volunteer with nonprofits.<sup>11</sup>

## A Real-World Example

*Consider a donor who, in the past, would receive a fundraising letter in the mail, fill out a form, and send a check. Today, that same donor can use a mobile app to donate within seconds and receive instant feedback on how their contribution is being utilized. This real-time interaction enhances transparency and builds a stronger emotional connection between the donor and the organization.*

<sup>2,4</sup> Double the Donation - "Nonprofit Fundraising Statistics to Boost Results in 2025"

<sup>3,7,8,9,10</sup> <https://mrbenchmarks.com, 2024>

<sup>5,6,11</sup> Nonprofit Tech for Good - "2025 Online Fundraising Statistics for Nonprofits"

## How Online Donations Reshape Go-to-Market Strategy

The rise of digital giving and online engagement has fundamentally altered how nonprofit organizations go to market. Traditional strategies focused on seasonal pushes, mass emails, and in-person events are being replaced by integrated digital campaigns that must feel personal, seamless, and real-time.

To succeed in this new landscape, nonprofits must align their Go-to-Market (GTM) strategy with how donors and volunteers want to engage, across devices, channels, and causes. This evolution results in three clear GTM priorities.

### **Big Bet #1: Leverage Data for Donor Engagement at Scale.**

Donors want relevance, not repetition. They expect personalized engagement built on data, not generic outreach.

### **Big Bet #2: Streamline Personalized Online Engagement.**

Donors expect convenience, not complexity. They want mobile-first recurring giving flows, not desktop-only one-time forms.

### **Big Bet #3: Expand Digital Platforms for Volunteer Reach.**

Volunteers want access, not obstacles. They expect to connect and contribute across borders, not just at local events.

These shifts are already shaping the strategies of outperforming organizations. By focusing Martech investment where it aligns with actual donor and volunteer behavior, nonprofits can future-proof their mission and expand their impact.

## Why Act Now on Technology & AI?

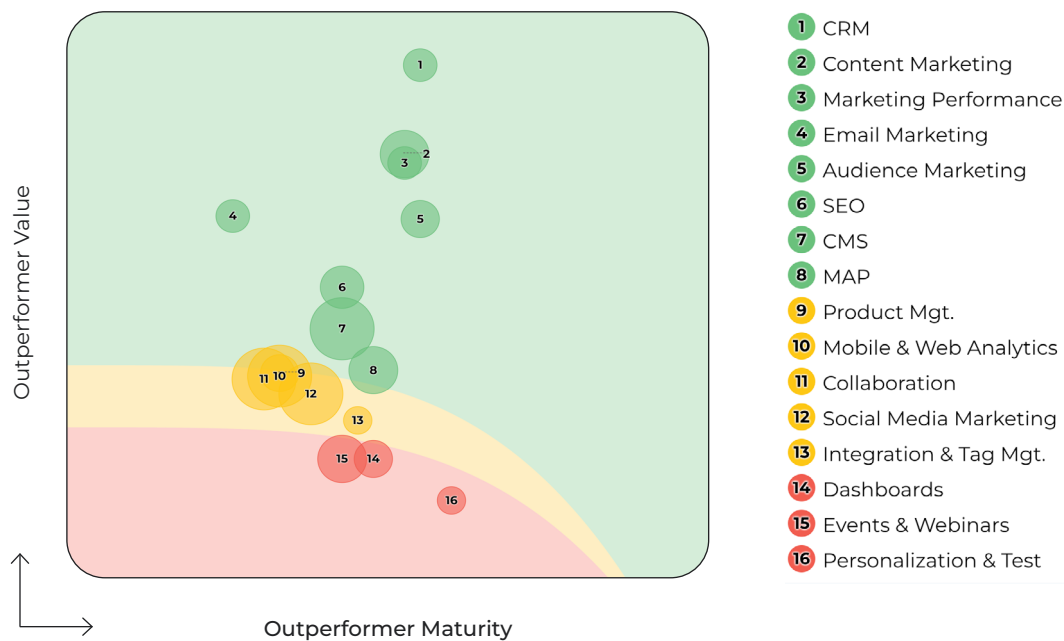
Nonprofit organizations use a wide variety of marketing technologies with different levels of success. The quadrant below demonstrates which technologies are used and which ones contribute most to company value (left axis). The right axis shows how proficient (mature) nonprofits are to reap those benefits.

The role of technology, particularly Content Management Systems (CMS) and Digital Experience Platforms (DXP), is crucial in enabling this shift. A CMS helps teams publish and manage web content, while a DXP combines multiple technologies, including elements of digital commerce, to deliver,

optimize, and personalize end-to-end digital experiences.

These technologies ensure a seamless omnichannel experience, provide real-time engagement, and allow organizations to scale their operations efficiently. The need to adapt is urgent, as organizations that fail to modernize risk losing relevance and donor trust. For years, these technologies have operated in silos, failing to deliver a cohesive donor experience. No one role owns the stack with a cross-organizational mandate, and that lack of ownership is reason enough to act now on technology.

### Stack Value Quadrant - Nonprofit Organizations and Associations



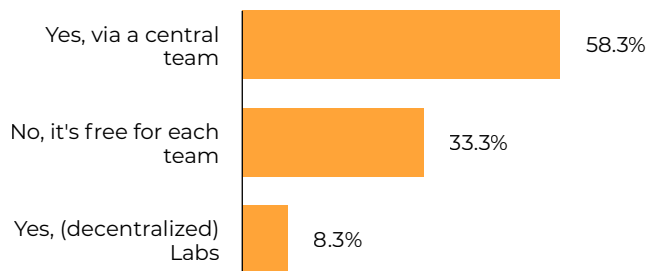
Note:

Bubble size = prevalence in Outperformer Stacks



But that's not all, there's also Generative AI. 67% of nonprofits state they have an AI policy in place. 58% have a central team for that.

### Do you have a GenAI policy?<sup>12</sup>



At minimum, organizations should establish a GenAI policy that defines clear guardrails: what's never allowed, what's always allowed, and when to involve the central team for advice. A GenAI policy should cover not only security, privacy, and compliance but also guidance on data removal and decommissioning unused solutions.

Despite having an AI policy in place, GenAI is still being used mostly in basic content and data tasks. This suggests that the maturity and breadth of adoption are not reflected in the high AI policy number.

*Data* use cases match the *content* use case, which is not very common across industries. However, this may be due to the relatively lower adoption of *content* rather than an unusually high adoption of *data* use cases.

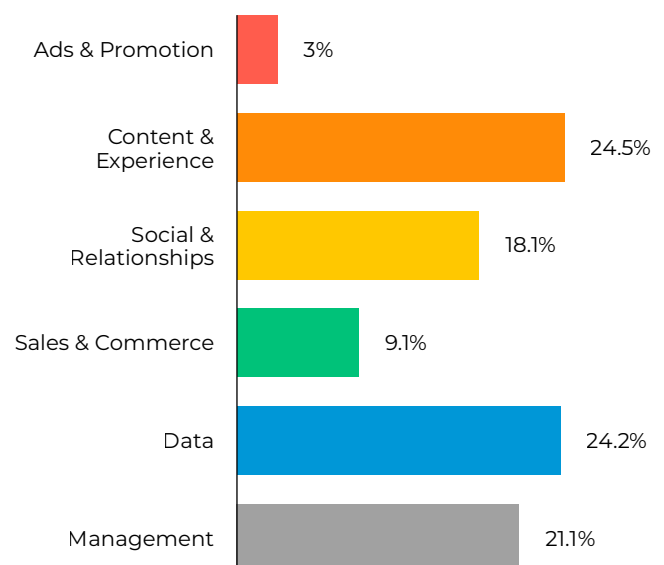
The absence of GenAI use in Social Media Marketing is striking (see also *Big Bet #3*). It may be that current tools already meet most needs, especially for scheduling and

analytics. One might still expect at least some use of GenAI for copy ideation or campaign generation. This gap suggests untapped potential rather than a lack of relevance.

Regarding the *social and management* domains, it looks like Generative AI is especially used for improving chatbots. One *management* use case appears in the top 10: *Transcription, Notes & Summaries* for internal meetings.

Nonprofits use GenAI in *content* scenarios, such as brainstorming, creating, and producing copy, but also testing the results that content is generating. It's promising to see generative AI applied in content testing. This is a positive step toward improving content performance, especially since nonprofits are not particularly proficient with the specialized *Personalization & Testing* tools available in the market (see the first *Big Bet*). In the context of content, Generative AI is also being used for *Image/Video Ideation*.

### GenAI Adoption by (AIDARI) Category<sup>13</sup>



<sup>12,13</sup> Data source: 2024 GenAI Survey, chiefmartec & MartechTribe

<sup>13</sup> 33 recorded use cases (12 organizations responded)

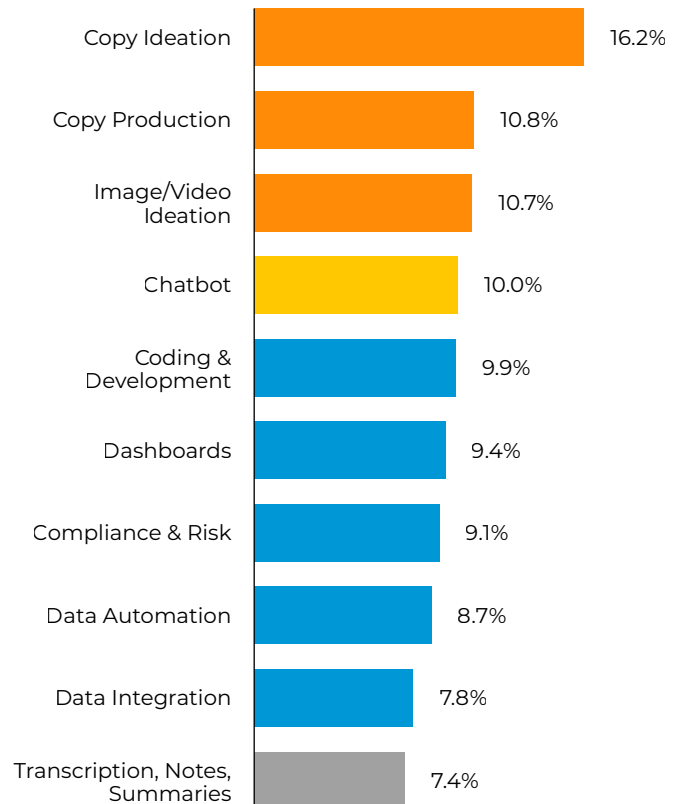
Additional resources about [AIDARI categories](#)

There is quite a variety of *data* use cases adopted in the data domain. The *data* use cases are not about exploring or drilling into customer data but rather about *Data Integration* across different platforms, including schema mapping, data transformation, metadata generation, and data tagging or scraping. Nonprofit organizations are embracing GenAI for *Data Integration*, which is not surprising, as even outperformers struggle with *Integration & Tag Management* tooling (see *Big Bet #1*). With that in mind, the adoption of GenAI for data use cases seems less like a bold innovation and more like a workaround, a way to compensate for what core platforms fail to deliver.

GenAI is supporting nonprofits with *Coding & Development*, *Data Integration*, and *Data Automation* to personalize and improve experiences and run experiments across different platforms. GenAI also is used to enhance *Dashboards* and get better insights.

Among nonprofits that have a GenAI policy in place, the technology is also being used for *Compliance & Risk* purposes, aligning with broader goals of corporate responsibility.

#### Top 10 GenAI Use Cases<sup>14</sup>



<sup>14</sup> Data source: 2024 GenAI Survey, chiefmartec & MartechTribe  
33 recorded use cases (12 organizations responded)  
Additional resources about [AIDARI categories](#)

# The Three Big Bets

This report introduces three big strategic bets, each driven by technological advancements and evolving customer behavior and backed by research and proprietary data. These bets come with actionable go-to-market technology recommendations grounded in our unique Stack Value research.

## 1. Leverage Data for Donor Engagement at Scale

Shift from broad, non-personalized donor campaigns to integrated, performance-optimized digital outreach. Adopt data-driven segmentation and real-time analytics to tailor engagement strategies and maximize donor value.

## 2. Streamline Personalized Online Engagement

Move beyond one-time, email-only campaigns optimized for desktop. Design mobile-first, cross-device experiences that encourage monthly recurring donations and personalized outreach across channels.

## 3. Expand Digital Platforms for Volunteer Reach

Transition from local in-person volunteering to scalable digital collaboration. Launch virtual volunteer programs, support peer-to-peer engagement, and deliver online training to activate a global volunteer base.

|            | Big Bet 1                                                                                                                                                      | Big Bet 2                                                                                                                                                                                   | Big Bet 3                                                                                                                                |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Shift      | <b>FROM</b> Broad non-persona donor campaigns<br><b>TO</b> Personalized outreach with performance-focused digital campaigns                                    | <b>FROM</b> Desktop-optimized one-time donation email campaigns for desktop users<br><b>TO</b> include monthly giving, which is mobile-first                                                | <b>FROM</b> Local Volunteering<br><b>TO</b> Global digital collaboration and donations                                                   |
| Strategy   | <b>Leverage Data for Donor Engagement at Scale</b>                                                                                                             | <b>Streamline Personalized Online Engagement</b>                                                                                                                                            | <b>Expand digital platforms for volunteer reach</b>                                                                                      |
| Tactics    | 1. Develop basic donor segmentation models to understand engagement patterns.<br>2. Measure and analyze impact<br>3. Take Data-Driven decisions (in real-time) | 1. Use basic donor segmentation models<br>2. Personalize campaigns for recurring donations in addition to the one-time donation campaigns<br>3. Prioritize campaigns for desktop and mobile | 1. Launch virtual volunteer programs<br>2. Support P2P digital engagement<br>3. Offer online training for volunteers                     |
| Technology | 1. CRM, CMS, MAP, Audience Marketing<br>2. Marketing Performance, Mobile & Web Analytics, Dashboards<br>3. CRM, MAP, Integration & Tag Mgt.                    | 1. CRM, MAP, Email Marketing<br>2. Personalization & Test, CMS, MAP, CRM, Content Marketing<br>3. Mobile Marketing, Mobile Apps, CMS, SEO                                                   | 1. CMS, MAP, Product Mgt.<br>2. CMS, MAP, Social Media Marketing, Events & Webinars<br>3. Agile & Lean Mgt., Collaboration, Product Mgt. |

# #1 Leverage Data for Donor Engagement at Scale

## The Shift

Charity organizations have long relied on broad donor campaigns, mass emails, seasonal pushes, and generalized messaging. But donor expectations are shifting. With digital fundraising now becoming mainstream, personalization has become a requirement. One-time, desktop-centered campaigns no longer suffice. Donors increasingly expect relevant, mobile-first experiences, especially as 57%<sup>15</sup> of nonprofit traffic comes from mobile devices, yet most giving still happens on desktops.

While most donations still occur on desktops, mobile-first experiences are already critical during the donor acquisition phase. As this mobile behavior increasingly extends into the giving phase, nonprofits must proactively optimize for mobile journeys across the entire funnel.

## The Big Bet

Organizations must move from blanket outreach to integrated, performance-optimized campaigns to stay relevant and increase donor lifetime value. This involves using behavioral and channel data to segment audiences, personalize messaging, share achievements in the field, and orchestrate real-time communication across platforms.

## Tactics

To enable this evolution, charities should:

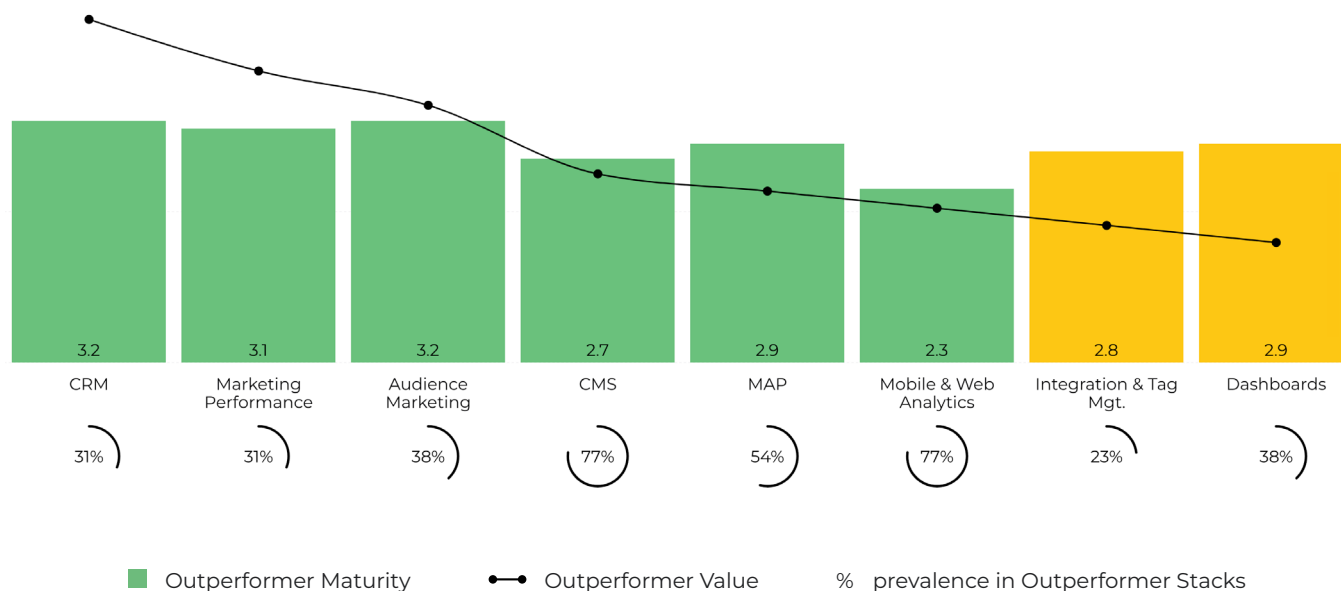
- Build donor segmentation using Customer Relationship Management (CRM), CMS, and Marketing Automation Platform (MAP) platforms.
- Deliver mobile- and desktop-friendly messaging journeys
- Shift focus to real-time performance tracking and decision-making

## Technology's Role

For this bet, Green Martech delivers increasing value as proficiency grows (capability maturity), while Amber Martech provides foundational value when applied with care and skill, based on our research.

<sup>15</sup> ["Double the Donation - Nonprofit Fundraising Statistics to Boost Results in 2025"](#)

## Data-Driven Donor Engagement at Scale-stack



### Develop basic donor segmentation models.

Segmentation starts with strong foundational tools. *CRM*, *CMS*, and *MAP* platforms work together to manage donor relationships, publish relevant content, and automate campaign flows. Outperformers enrich these profiles using *Audience Marketing* tools, which apply data science to build lookalikes and optimize messaging strategies based on donor behavior and identity graphs.

### Take data-driven decisions (in real time).

Acting on insights requires systems that talk to each other. *CRM* and *MAP* handle personalized execution, while *Integration & Tag Management* platforms facilitate data flow. That said, native integrations between core platforms often outperform third-party connectors in this space, suggesting nonprofits should prioritize tight connections between their core systems over complex middleware.

### Measure and analyze impact.

Nonprofits track performance using *Marketing Performance* tools to understand ROI across channels. For real-time website insights, *Mobile & Web Analytics* tools like Google Analytics help visualize engagement trends. However, while *Dashboards* such as PowerBI are in use, their impact remains modest, most organizations gain more immediate value from reporting tools built into their *CMS* or *MAP*.

## #2 Streamline Personalized Engagement

### The Shift

Charity organizations have traditionally focused on email campaigns optimized for desktop users and one-time donations. However, donor behavior is evolving, especially in the stage before giving via desktop. The future of giving is recurring, mobile-first, and frictionless. One-time engagement tactics are giving way to sustained digital relationships, as recurring giving becomes more prominent and mobile traffic continues to grow. Mobile-first experiences are already vital in the donor acquisition phase, and it's only a matter of time before donation behavior catches up.

### The Big Bet

To stay competitive and grow donor value over time, organizations must shift from standalone email blasts to integrated campaigns that support monthly giving across both mobile and desktop experiences. This requires moving

beyond single-channel thinking and designing more sophisticated donation journeys that support habitual, convenient contributions.

### Tactics

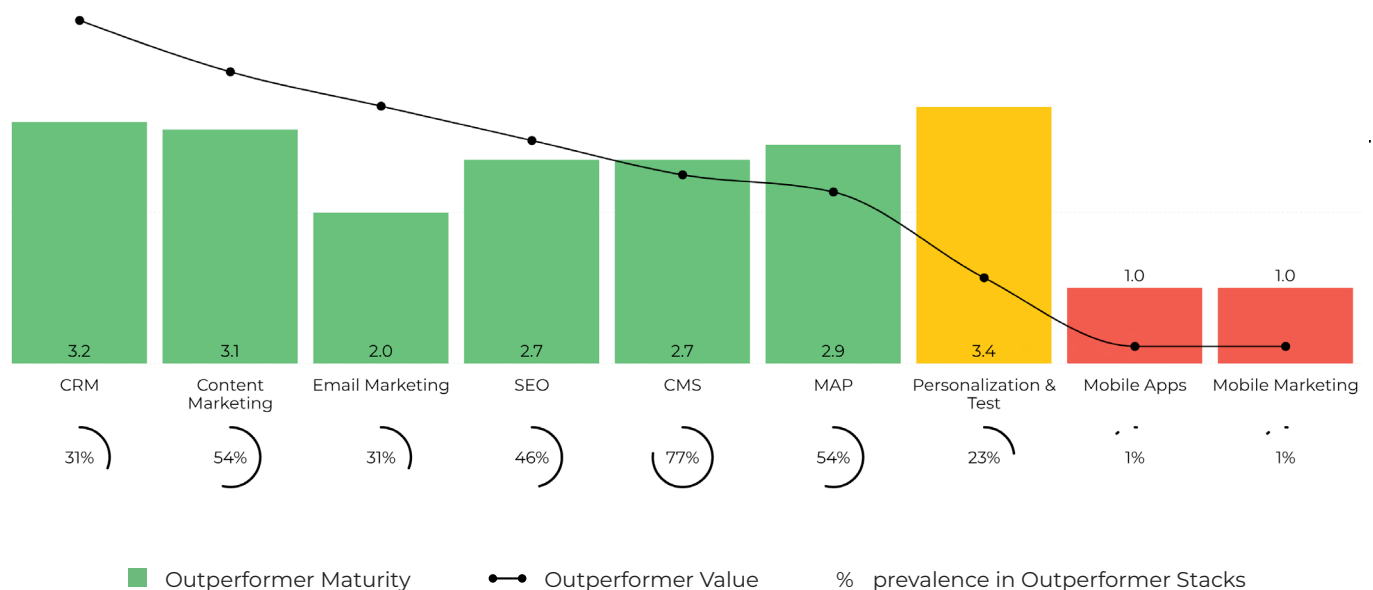
To execute this shift, nonprofits should:

- Use basic donor segmentation models to identify recurring gift potential
- Design campaigns for both one-time and monthly giving flows
- Ensure all campaigns are optimized across desktop and mobile.

### Technology's Role

For this bet, Green Martech delivers increasing value as proficiency grows (capability maturity), while Amber Martech provides foundational value when applied with care and skill, based on our research. Red Martech, however, often yields diminishing returns. So investing in skills there should be approached with caution.

### Streamline Personalized Engagement-stack



**Use basic donor segmentation models.**

Recurring giving starts with identifying the right people. *CRM* platforms store donor history, while *MAP* and *Email Marketing* tools support segmentation and automated flows. These systems help teams target high-potential recurring givers with personalized content over time.

**Personalize campaigns for recurring donations.** Outperformers increasingly rely on native personalization features within *CMS*, *MAP*, and *CRM* platforms rather than third-party experimentation tools. However, *Personalization & Test* tools like Hotjar or UserPilot remain available for deeper UX optimization. Meanwhile, *Content Marketing* platforms help teams rapidly create and reuse tailored assets to support more consistent campaign themes. Hence, a key driver in turning one-time donors into long-term supporters.

**Prioritize campaigns for both desktop**

**and mobile.** Mobile-first journeys are critical at the top of the funnel, even if giving still leans toward desktop. Instead of investing in standalone *Mobile Marketing* or *Mobile Apps*, nonprofits are better served by ensuring their *CMS* supports responsive mobile-friendly design. *SEO* ensures these optimized journeys are discoverable, while mobile-ready *Email Marketing* flows can keep the donor journey frictionless across devices.

## #3 Use Digital Platforms to Expand Volunteer Reach

### The Shift

Charities have traditionally relied on local, in-person volunteering, bound by geography and logistics. But with digital engagement becoming the norm, there's a growing opportunity to involve supporters regardless of location. The shift is clear: from neighborhood volunteering to borderless collaboration. A central role is there for the rise of fundraising platforms, such as iRaiser, GoFundMe, Classy, Fundly, etc. Ensure that the systems in your engagement backbone integrate well with your fundraising platform.

### The Big Bet

Organizations must embrace virtual volunteer programs and digital peer-to-peer (P2P) engagement to unlock a global base of support. By investing in scalable digital platforms and training, nonprofits can activate communities online, expand reach, and deepen engagement

beyond physical constraints. It is key to ensure the CMS integrates with Fundraising Platforms out there.

### Tactics

To make this shift tangible, organizations should:

- Launch virtual volunteering initiatives accessible across time zones
- Enable P2P engagement through shared platforms and social tools
- Provide accessible, online training resources for volunteers

### Technology's Role

For this bet, Green Martech delivers increasing value as proficiency grows (capability maturity), while Amber Martech provides foundational value when applied with care and skill, based on our research.

### Digital Platform Expansion for Volunteer Reach-stack





**Launch virtual volunteer programs.** Virtual volunteering hinges on scalability. *CMS* and *MAP* platforms help manage content and engagement flows at scale, while *Product Management* tools support the design and rollout of new digital initiatives. These systems must also integrate with fundraising platforms to connect giving and volunteering experiences where relevant.

**Support P2P digital engagement.** To activate peer-to-peer efforts, *Social Media Marketing* and *Events & Webinars* platforms are essential. Whether it's volunteers promoting causes or sharing event invites, these tools help nonprofits reach wider audiences through trusted voices. Coordinated messaging across *CMS* and *MAP* keeps campaigns aligned across volunteer-driven efforts.

**Offer online training for volunteers.** Ongoing learning and onboarding benefit from *Agile & Lean Management* tools, which help teams develop and refine volunteer programs iteratively. *Collaboration* tools support internal teamwork, file sharing, and asynchronous updates, while *Product Management* platforms help map volunteer needs to learning journeys, ensuring digital training programs evolve with feedback and demand.

# FROM HERE TO INFINITY

The screenshot displays the Progress Sitefinity CMS interface. At the top, a header bar includes the title "Repurposing Content: How to Do ..." and buttons for "Save as Draft" and "Publish". Below this is a rich text editor toolbar with various formatting options. The main content area features a large image of a smiling woman. A "CONTENT BLOCK" is highlighted with a green border, containing the headline "Bring Your Brand to Life - One Digital Moment at a Time" and a sub-headline "Progress® Sitefinity® isn't just a CMS—it's a customer-first digital experience platform trusted by brands with global impact." To the right of the editor, an AI menu is open, showing options like "Compose new text", "Improve writing", "Summarize text", "Make text shorter", "Make text longer", and "Change tone". At the bottom left, a "People in motion..." search bar is shown with a grid of four related images. At the bottom right, a workflow diagram illustrates the process: Review (circular arrow icon) → Approve (checkmark icon) → Publish (green arrow icon) → Sync (circular arrow icon).

## #ScaleWithSitefinity

# About The Author

Frans Riemersma founded [MartechTribe](#), a company specializing in Martech research and benchmarking.

With 30+ years in consultancy, he combines qualitative expertise with quantitative Martech data on stacks, vendors, and requirements in a proprietary Martech Data Warehouse.

He is the author of *[A Small Book on Customer Technology](#)* and co-author of *Marketing Tech Monitor*, *Customer Technology Sector Trends*, and *Hello Firstname*.

In collaboration with Scott Brinker, he also co-produces the [MartechMap](#), an overview of the marketing technology landscape.



**Frans Riemersma**  
Founder and CEO  
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**Creative design and information graphics** by Angela Ribeiro da Silva at [Dattura](#).

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