ADVISORY · PUBLISHED JULY 2026
Q3 2026 · VOLUME 01

AN ADVISORY PERSPECTIVE FROM HAPPY COG

Digital *Outlook.*

A point of view for the people who run digital at mission-driven organizations.

What the first half of 2026 taught nonprofits across design, development, search, fundraising, and donor data — and where the second half is heading.

happy cog

WRITTEN FOR NONPROFIT & MISSION-DRIVEN TEAMS
EXECUTIVE DIRECTORS, COMMS & DEVELOPMENT LEADERS, DIGITAL DIRECTORS

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What's *inside.*

Organized by discipline, because that is how most teams are structured — and because the pressures land differently in each one. Industry data is flagged by source throughout so you can weigh it yourself.

00 HOW TO READ THIS OUTLOOK

A point of view, *not a vendor pitch.*

This is written for the people who run digital at nonprofits and mission-driven organizations: the executive directors, communications and development leaders, digital directors, and the small teams who carry all of it at once. You have a real audience, a website that has to do several jobs, a donor file you have spent years building, and less budget and staff than the work requires.

It synthesizes what changed across design, development, search, paid media, fundraising, and donor data in the first half of 2026, then sets out where we believe the second half is heading and what we would do about it. We have organized it by discipline because that is how most teams are structured, and because the pressures land differently in each one.

The most important takeaway sits above the disciplines. Two forces are pulling against each other. Nonprofits raised more money online in 2025 than in any recent year, and at the same time the donor base kept shrinking and AI began breaking the link between search interest and website visits. The organizations that come out of 2026 stronger are the ones that convert this moment into lasting, recurring relationships instead of treating it as a windfall.

Throughout, we flag industry data by source so you can weigh it yourself. Where our own results sharpen a point, we include them in *From our portfolio* callouts. Those figures are aggregated and anonymized from the accounts we manage, never any single organization's identifiable numbers. Where the evidence is genuinely unsettled, we say so. There is more than one place this year where the hype ran ahead of the results, and we would rather be useful and honest than confident and wrong.

01 THE YEAR IN FIVE SHIFTS

Five shifts defined the first half of *2026*.

Read together, they describe a single direction of travel. The organizations that win are the ones who own their donor relationship and feed clean, first-party data into every system that now sits between them and the people who give.

01 *The surge that will not repeat.*

Online revenue rose sharply in 2025, driven by crisis response and fear about federal funding rather than durable growth. M+R, whose benchmarks track the sector every year, said plainly that a double-digit increase across nearly every cause is not normal. Plan the second half for reversion, not continuation.

02 *The donor base kept shrinking while the dollars grew.*

2025 was the fifth straight year the number of donors declined. More money came from fewer, larger, and often one-time gifts. The unsolved problem underneath the good headline is that most first-time donors never give a second time.

03 *AI broke the link between search and your site.*

Brand searches for nonprofits rose while visits from organic search fell — a split M+R named the great divergence. Discovery is moving into AI answers that summarize your work without sending anyone to your site, and most organizations cannot yet see whether it is happening.

04 *The Google Ad Grant became a floor, not a program.*

Rising competition for nonprofit keywords, the bid ceiling on non-automated bidding, and the click-through requirement mean the $10,000 monthly grant can no longer carry acquisition on its own. It works as a base that a paid and answer-engine layer is built on top of.

05 *Capacity became the binding constraint.*

Federal funding cuts, flat or shrinking digital teams, and sector turnover near one in five staff mean the organizations that pull ahead are the ones investing in durable systems, recurring giving, clean data, and governance — rather than chasing every new feature.

OUR OVERALL READ

This is not a year to chase the newest platform or acronym. It is a year to get the fundamentals AI-ready: structured, authoritative content; clean first-party donor data; fast, accessible, semantic builds; and a retention program strong enough to turn a first gift into a second one. Those are the inputs every AI system, on every surface, now rewards — and *the ones no platform can take back from you.*

02 THE MACRO PICTURE

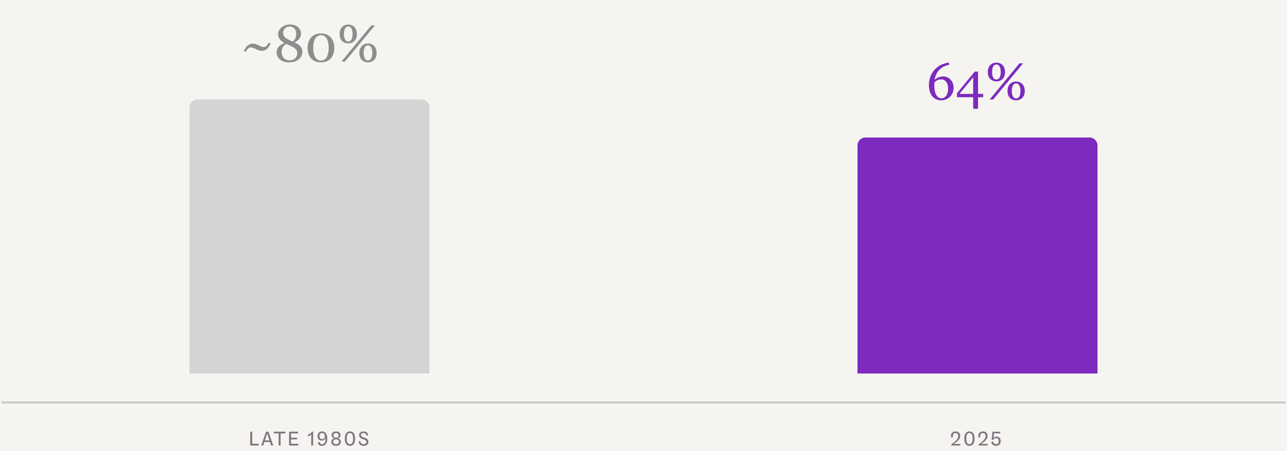
The money grew. *The base did not.*

Total charitable giving in the United States reached a record $617.20 billion in 2025, the first time it has crossed $600 billion, according to Giving USA. Bequests jumped almost 20 percent, the largest move of any source. Read quickly, that looks like a healthy sector. Read closely, it is a sector leaning on fewer and larger relationships than it used to.

$617B	64%	5th	~15%
Total US giving in 2025, a record (Giving USA)	Share of giving from individuals, down from ~80% in the late 1980s	Consecutive year the donor base shrank (FEP)	Average rise in online revenue in 2025 (M+R)

Where the money comes from is narrowing

INDIVIDUAL GIVING AS A SHARE OF TOTAL · GIVING USA



TWO PRESSURES RESHAPING THE PICTURE

Federal funding turned volatile.

Two-thirds of nonprofits that receive federal money reported a drop in 2025. The Urban Institute found that the share of nonprofits planning to hire fell from 52 percent at the end of 2024 to 38 percent within months, while the share planning layoffs more than doubled. Nearly 85 percent expect demand for their services to rise at the same time. Public media and hunger organizations saw some of the steepest online revenue increases precisely because donors responded to the threat.

Capacity is thinner than the output suggests.

Sector turnover runs near 19 percent, well above other industries, and most digital teams stayed flat or got smaller in 2025 even as they were asked to publish and raise more. The work is not getting simpler, and the teams doing it are not getting bigger. That single fact should shape every technology and channel decision this year: favor systems that reduce ongoing effort over ones that add it.

HAPPY COG'S TAKE

Diversification is the strategy, and durability is the test. We advise the organizations we work with to treat the 2025 surge as a chance to build recurring revenue, not a new baseline to budget against. Grow monthly giving, get ready for donor-advised funds, and invest in the mid-level donors who are worth keeping for years.

The organizations that outperform in 2026 are not the ones with the biggest campaigns. They are the ones that feed clean data into the right channels and *can tell whether the money that came in last year is still there this year.*

Sources: Giving USA 2026 (IU Lilly Family School of Philanthropy); M+R Benchmarks 2026; Fundraising Effectiveness Project; Urban Institute 2025 National Survey of Nonprofit Trends and Impacts. Forecasts and benchmarks are directional.

03 DESIGN

Design has two audiences now, and *one of them is a machine.*

For a nonprofit, design still does the persuading. It is what turns a first-time visitor into someone who trusts you with a gift, a volunteer sign-up, or an email address. In the first half of 2026, a second audience became impossible to ignore: the AI crawler and the answer engine that read your site to decide whether to summarize, cite, and recommend you at all.

WHAT THE FIRST HALF TAUGHT

Trust moved above the fold, and honesty is the line to hold.

Impact numbers, real program photography, third-party ratings, and clear financial transparency migrated up the page, because the visitors who matter most — major donors, funders, journalists, and increasingly AI systems — look for credibility signals first. Manufactured urgency erodes trust faster than it raises money.

A human-authorship reaction took hold.

As template-driven, AI-generated sites flattened the visual baseline of the web, the organizations that stood out leaned into real photography, genuine stories, and craft that reads as made by people. For mission-driven brands, that authenticity is not a style choice. It is the asset.

Accessibility stopped being a QA checklist.

With the Department of Justice's ADA Title II rule setting WCAG 2.1 AA as the standard and compliance deadlines arriving in 2027 and 2028, accessibility became a structural requirement. Most nonprofit sites still have significant gaps because it was treated as a final-stage audit instead of a design decision.

Designing for the machine became a real discipline.

Strict heading hierarchy, semantic structure, clean components, and accurate labeling now decide whether an AI can interpret your content and cite it. Your annual report, your policy brief, and your program pages have a reader who never sees the design.

OUTLOOK FOR THE SECOND HALF

Expect the tension between human expression and machine legibility to sharpen rather than resolve. The organizations that do this well hold both at once: distinctive enough that a person remembers you, structured enough that a model understands you.

Accessibility and machine-readability turn out to be the same work, because the semantic structure that helps a screen reader is the structure an AI crawler depends on too.

HAPPY COG'S TAKE

Brand expression, accessibility, and machine-readability are three requirements of one build, not three projects. We design for the person and the crawler in the same pass, so the page that moves a donor is the same page an AI can parse and an assistive device can navigate. A site that looks beautiful but cannot be read by a machine, or by a person using a screen reader, is an incomplete deliverable. *The discipline is refusing to trade one for another.*

Sources: DOJ ADA Title II final rule (WCAG 2.1 AA; deadlines Apr 2027 and Apr 2028); WebAIM Million 2026; UsableNet 2025 digital accessibility litigation data. Directional.

04 DEVELOPMENT & CONTENT PLATFORMS

Most nonprofits do not have a content problem. They have a *structure problem*.

The content is usually good. The trouble is that it sits in PDFs, slide decks, siloed databases, and old newsletters, disconnected from the website where it could be doing more work. A research report lives on one orphaned page instead of surfacing next to the program it supports, the campaign it informs, and the outcomes it proves. In the first half of 2026, the organizations that fixed this pulled ahead, because a well-structured content model is now what makes your work portable across search, AI answers, and whatever comes next.

WHAT THE FIRST HALF TAUGHT

A content model is the foundation that decides whether a platform lasts.

When content types are modeled so they relate to each other, new programs slot in without breaking the architecture and the design evolves within the system instead of requiring another rebuild. This is the work that separates a platform that lasts a decade from one that needs replacing in five years.

Governance became the real requirement, not the feature list.

At most enterprise nonprofits, publishing rights are spread across a dozen or more people who do content entry as a small fraction of their jobs. Role-based permissions that match your actual org chart, template locking, approval workflows, and clear revision history are what keep a site coherent as the team changes.

The CMS migration wave is the largest the sector has seen.

With the nonprofit CRM market near $846 million and close to half of organizations weighing a switch, replatforming is on nearly every roadmap. The honest finding is that the bottleneck is usually governance and architecture maturity, not the platform logo. Evaluate whether you can extend what you have before you migrate.

AI moved into the build under supervision.

AI-assisted development compressed timelines, which shifted the engineer's job toward review, architecture, security, and performance. That governance is what keeps speed from turning into risk.

OUTLOOK FOR THE SECOND HALF

We expect product-data thinking to reach the nonprofit website: the idea that your content is structured data first and a rendered page second. We also expect more organizations to formalize how they govern AI-assisted work, and to treat security as an everyday build concern rather than a final audit, given how heavily the sector is targeted.

HAPPY COG'S TAKE

Build something that gets better with use instead of worse with age. Every dollar not spent on the next emergency redesign, bug fix, or one-off landing page is a dollar that goes to the mission. We build nonprofits an intentional content model, an extensible design system, and publishing workflows sized for the staff they actually have, with humans governing the AI-assisted parts. The advantage that lasts is not the trendiest stack. *It is structure, speed, and a system your team can run without us in the room.*

Sources: W3Techs 2025 (CMS market share); nonprofit CRM market sizing (GrantPipe, 2025); Enterprise CMS Guide 2026. Directional.

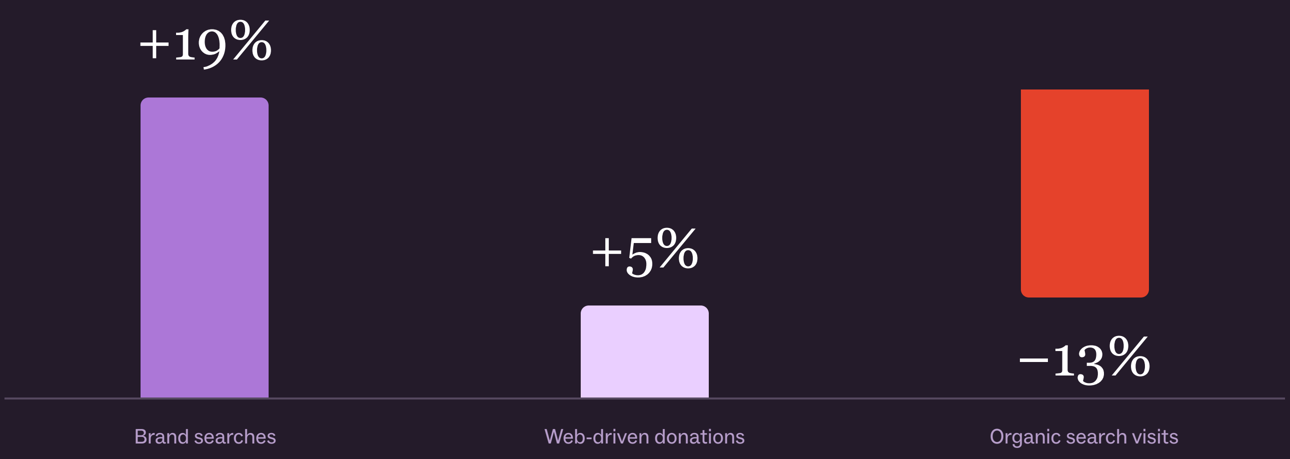
05 DIGITAL MARKETING I · SEARCH & ORGANIC VISIBILITY

The results page stopped being the destination. It became *the answer*.

AI Overviews and AI assistants now resolve a large and growing share of searches without a click. For nonprofits, that changed what it means to be found — and it produced the clearest single data point of the year.

THE GREAT DIVERGENCE

In a study of 17 nonprofits, M+R found that visits from organic search fell about 13 percent year over year in one month, while searches for those same organizations' brand names rose almost 19 percent. Interest went up. Traffic went down.



The takeaway: people are still looking for you. They are just getting their answer before they reach your site — web-driven donations still rose a few percent, because the people who pushed through were the motivated ones.

WHAT THE FIRST HALF TAUGHT

AI answers went mainstream.

Roughly a quarter of Google searches triggered an AI Overview in early 2026, and a growing share of the public now starts with a generative assistant instead of a search box. When an AI Overview appears, users click a traditional result far less often.

Your research is being read by machines first.

Impact reports, policy briefs, and program data are exactly the kind of authoritative content AI systems summarize and cite. Whether you get credited depends on structure: findings tagged to program areas, methodology separated from conclusions, and authorship and dates encoded into the content rather than just printed on the page.

Brand mentions began to rival links.

Earning credible mentions across high-trust places — news coverage, professional communities, partner sites — is emerging as a driver of AI visibility, alongside content freshness and how useful a single passage is on its own.

Most organizations cannot see any of it.

The metrics that matter now — how often you are cited, your share of voice against peer organizations in AI answers, and traffic attributable to AI referrals — are not yet in anyone's standard dashboard.

WHERE THE EVIDENCE IS GENUINELY UNSETTLED

Analysts disagree on how much AI citation still depends on ranking in classic search. One reading puts the overlap near 75 percent; a 2026 re-analysis puts it closer to 38 percent. Both cannot be precisely right. Our working position is that ranking still matters a great deal and is no longer sufficient on its own. A meta-analysis of more than fifty citation studies found the strongest predictors of being cited are simply that your content is accessible to AI crawlers and ranks well in conventional search — which comes back to the fundamentals.

OUTLOOK FOR THE SECOND HALF

Expect AI answers to keep taking share of informational search, and expect the measurement gap to become the real problem. Building visibility into whether you appear in AI answers is, in our view, one of the highest-return moves a nonprofit can make this year, because you cannot manage what you cannot see.

HAPPY COG'S TAKE

This is still SEO, in its evolved state, not something that replaces it. The clean technical foundations, clear topic structure, and genuinely authoritative content that have always won search are the same things that make an organization citable by AI. On top of that we add an answer-engine layer: structured answers, schema, content written to be useful at the passage level, and an off-site reputation strong enough that AI systems trust you enough to recommend you. That is why we now treat *"are we part of the AI answer?"* as a core reporting question rather than an afterthought.

FROM OUR PORTFOLIO · AGGREGATED & ANONYMIZED

In one national health-focused foundation we manage, a brand-new AI Assistant channel showed up in Google Analytics for the first time in the first half of 2026, going from zero recorded sessions to a small but real stream of highly engaged visits, with about seven in ten completing a key action. Referrals from ChatGPT to the same organization grew roughly 43 percent half-over-half. In the same account, organic sessions were essentially flat while organic key events rose almost 12 percent: fewer visits, but more of the people who arrived did something that mattered.

In absolute terms AI referrals are still a fraction of one percent of traffic, so we report it straight. The volume is small today. The curve is the point — and it is why we instrument AI visibility now rather than after it matters.

Sources: M+R "Searches up, traffic down" study (17 nonprofits); Contently / Pew / Seer / Conductor (AI Overviews and zero-click); flagship Digital Outlook citation meta-analysis. Directional.

06 DIGITAL MARKETING II · PAID MEDIA

The grant is the floor. The strategy is what you *build on it*.

Nearly every eligible nonprofit knows about the Google Ad Grant: up to $10,000 a month in free search advertising. In the first half of 2026, the more useful truth became clear. The grant is a base, not a program, and treating it as the whole plan leaves acquisition exposed at exactly the moment reach is getting more expensive.

$2.48

Returned for every $1 of paid search across the sector — the strongest of any channel (M+R)

$10K/mo

Ad Grant ceiling — excellent for capturing your name and mission, not built to win competitive queries

WHAT THE FIRST HALF TAUGHT

The Ad Grant tightened and shifted.

Verification moved to a new provider, the click-through requirement and conversion rules stayed strict, and the bid ceiling only lifts under automated bidding. Competition for nonprofit keywords keeps rising, which means a grant account alone increasingly loses the auctions that matter most.

Paid search outperformed the grant by a wide margin.

Across the sector, paid search returned roughly $2.48 for every dollar spent, the strongest of any channel, while grant dollars returned a fraction of that. The grant is excellent for capturing people already searching your name and mission. It is not built to win competitive, high-intent queries.

Platform automation went end-to-end, so guardrails matter more.

Meta's Advantage+ and Google's Performance Max increasingly own creative, targeting, and bidding. They optimize toward spending your budget, which is why clean conversion data and human review of recommendations — rather than auto-applying them — are what keep automation honest.

Creative became the main lever.

With targeting and bidding automated, the message and the imagery are where a mission-driven organization can still meaningfully differentiate, and connected TV moved closer to a real prospecting channel as costs came within reach.

OUTLOOK FOR THE SECOND HALF

Expect more automated surfaces, more ad placements inside AI interfaces, and a heavy cyclical calendar pulling attention and cost around. The organizations that do well will feed the algorithms clean first-party data, keep brand and non-brand separate, and judge programmatic and upper-funnel media on incremental reach rather than last-click return, which always undersells it.

HAPPY COG'S TAKE

Treat paid media as a precision tool, not a growth shortcut. We keep a well-run grant account doing what it does best, then build a paid search, social, and answer-engine layer around it for the queries and audiences the grant cannot reach. We use automation where it earns its place and keep people in the loop: clear guardrails, recommendations reviewed rather than accepted by default, and a steady focus on feeding clean data. *A single profitable channel you understand beats five you turned on because a rep suggested them.*

FROM OUR PORTFOLIO · AGGREGATED & ANONYMIZED

The pattern shows up cleanly in our accounts. At one national health-focused foundation, disciplined management of paid search roughly doubled return on ad spend half-over-half on essentially flat budget, while cost per completed action fell by about half and click-through more than doubled. The gains came from structure and management, not from spending more.

The counter-example is just as instructive. At one advocacy organization, the cost of reach climbed hard: paid-search investment nearly doubled and clicks rose, but cost per conversion went up about 120 percent. Reach is getting more expensive for mission-driven causes — which is the strongest argument we have for owning your audience rather than re-buying it every campaign.

Sources: Google Ad Grants program documentation 2026; M+R Benchmarks 2026 (advertising); Getting Attention grant-management benchmarks. Directional.

07 FUNDRAISING, RETENTION & FIRST-PARTY DONOR DATA

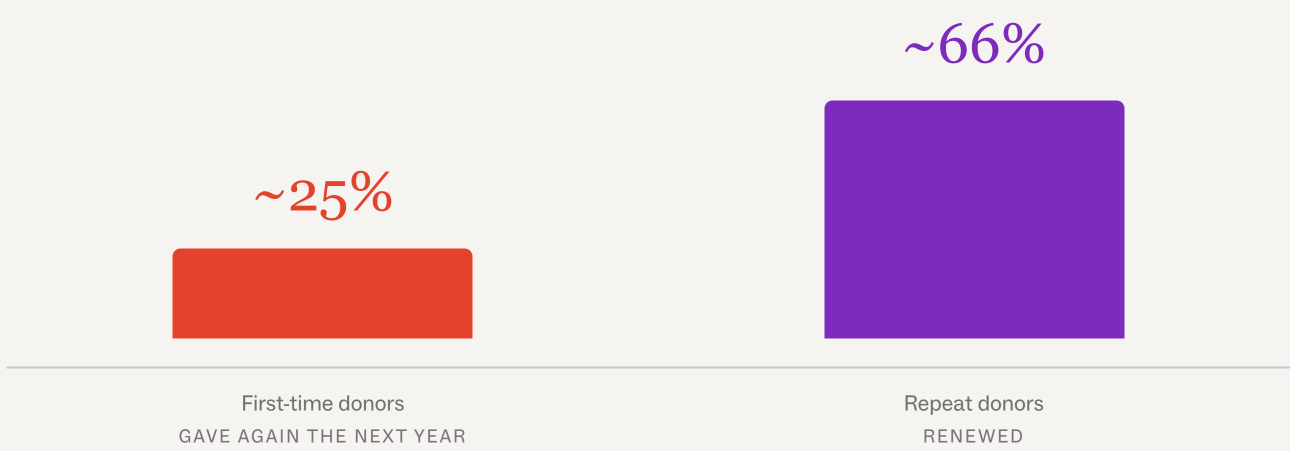
Acquisition is the story everyone tells. Retention is the one that *decides whether you are healthy*.

If your organization grew online revenue in 2025, the number that matters now is how much of it comes back. With acquisition costs rising and a majority of revenue coming from returning donors, the economics of 2026 reward the organizations that turn a first gift into a second, third, and fourth one. This is the nonprofit-specific heart of the report, and it is where most of the sector is quietly losing ground.

~43%	3 in 4	$0.20	27%
Overall donor retention (FEP, 2025)	First-time 2024 donors who did not give again in 2025 (M+R)	Cost to retain a dollar vs ~$1.50 to acquire one (Neon One)	Share of online revenue from monthly giving (M+R)

The retention leak, in one comparison

SECOND-YEAR RETENTION RATE · M+R



WHAT THE FIRST HALF TAUGHT

The retention leak is the sector's biggest unsolved problem.

About three of every four first-time donors from 2024 did not give again in 2025, while prior donors renewed at roughly two in three. The dollars grew, but the relationships did not, and a growth year built on one-time gifts is fragile by construction.

Monthly giving is the most durable revenue there is.

Recurring donors retain far better than one-time donors and are worth many times more over their lifetime, yet a majority of donation forms still default to a one-time gift. That default is one of the highest-return changes a nonprofit can make.

First-party data became the fuel for everything.

Clean, consented donor data now powers your email and SMS, your ad targeting, your personalization, and your AI tools at once. It is the single asset that improves every other channel and the one no platform can take back.

Owned channels held their value.

Email still drove a meaningful share of online revenue and rose in value per subscriber, and mobile messaging, though small, grew fastest of any channel. The audience you actually own is your hedge against rising paid costs and a privacy-first, cookie-light web.

OUTLOOK FOR THE SECOND HALF

Expect the organizations that treat 2025 as a windfall to feel the reversion, and the ones that used it to build recurring revenue to be steadier. Expect donor-advised funds and mid-level giving to matter more, and expect measurement to shift from one-time campaign totals toward lifetime value and retention rate as the numbers leadership actually watches.

HAPPY COG'S TAKE

Build the retention engine before you spend more on acquisition. For most nonprofits, the fastest gain in 2026 comes from raising repeat rate and recurring giving among the donors you already have, not from another acquisition push. We default forms to monthly where it fits the cause, design a real first-90-days welcome sequence for new donors, fix the involuntary churn that comes from failed cards, and measure lifetime value rather than the size of a single campaign. *Owning the relationship is the strategy, and everything else works better because of it.*

FROM OUR PORTFOLIO · AGGREGATED & ANONYMIZED

Across the mission-driven accounts we measure, the organizations that held or grew value did it by keeping the donors they had, not by winning new ones more cheaply. Where acquisition costs rose, the accounts with the cleanest first-party data and an active recurring program absorbed it best. The pattern is consistent: the most valuable audience a nonprofit has is the one it already owns, and paid media works best layered on top of that rather than in place of it.

Sources: Fundraising Effectiveness Project (Q4 2025); M+R Benchmarks 2026; Neon One 2025 Generosity Report; Virtuous 2026 Nonprofit Benchmark Report. Retention figures vary by methodology; treat as directional.

08 THE THREAD THAT TIES IT TOGETHER

AI became the layer between your mission and *the people who support it.*

Read the disciplines side by side and the same shift shows up in each. An AI layer now sits between your organization and your audience — summarizing, recommending, and increasingly deciding whether people ever reach you directly.

YOU		THE NEW INTERMEDIARY		THEM
Your mission	→	*The AI layer*	→	Your supporters

IN DESIGN & DEV	The crawler is a new audience, and structure is how you speak to it.
IN SEARCH	AI decides who gets cited, and authority plus structure is how you earn it.
IN PAID MEDIA	AI runs the campaign, and your first-party data and creative are the inputs that steer it.
IN FUNDRAISING	The donor relationship is what you defend, and the data you own is what makes every channel work.

The practical consequence is that the old lines between building the site, managing content, running media, and keeping donors have dissolved into one system. Your AI visibility depends on a fast, accessible, semantic build, content structured to be cited, an authoritative reputation across the web, and clean first-party data — all at once. That is why we increasingly bring these capabilities to a problem together rather than in sequence.

It points to a clear investment for the next several years: own your donor relationship and own your first-party data. AI systems surface the organizations they are most confident are credible, and the donors you keep are the ones no algorithm can reprice. The nonprofits that hold both, even as they raise money through search, social, and AI surfaces, are the ones that will still have a direct line to their supporters when this land grab settles.

09 WHAT TO PRIORITIZE IN H2 2026

Where we would *start*.

If we were setting the agenda for the rest of the year, this is where we would begin. None of it requires chasing the newest feature. All of it strengthens the fundamentals every AI surface now rewards — and every item names the signal that should move it up your list.

01 *Make retention the center, not acquisition.*

Default your donation forms to monthly, build a first-90-days welcome sequence, and fix failed-card churn. Signal: if one-time gifts drove most of your 2025 growth, treat this as your top investment.

02 *Instrument your AI visibility.*

Start tracking whether your organization shows up in AI answers and how much traffic AI assistants send. Signal: if brand searches are up while organic visits are flat or down, you are already in the divergence.

03 *Treat the Ad Grant as a floor and build around it.*

Stand up a paid and answer-engine layer for the queries the grant cannot win. Signal: if you are using well under $10,000 a month of grant credit, or grant return is a fraction of paid search.

04 *Make the site machine-legible and accessible in one pass.*

Fix semantic structure, schema, and WCAG 2.1 AA together — it serves donors, search, AI citation, and your ADA and Section 504 obligations at once. Signal: federal funding or a public-facing footprint makes this a must-fix.

05 *Consolidate and clean your first-party donor data.*

It is the fuel for automated media and the hedge against a privacy-first web. Signal: write an AI governance policy before you point AI tools at donor data — roughly half of nonprofits have none.

06 *Diversify durable revenue.*

Grow recurring giving, get ready for donor-advised funds, and invest in mid-level donors. Signal: so a single volatile funding source or a reverting surge does not decide your year.

10 HOW WE THINK ABOUT THE YEAR AHEAD

React to every announcement, or *build what compounds.*

The temptation in a year like this is to react to every announcement: a new AI feature, a new giving platform, a new acronym. We would push the other way. The platforms will keep shipping, the demos will keep impressing, and some will quietly disappear. Underneath all of it, the work that pays off for a nonprofit is steadier: a fast and accessible site, content structured so it can be understood and cited, a clean and consented donor file, and a retention program that turns a first gift into a lasting relationship.

That is also how we read our own role. AI has made execution cheaper and faster for everyone, so the value of a partner is no longer doing the work. It is knowing which work matters for your mission, having the discipline to skip the rest, and being honest about what the evidence does and does not yet support. That is the approach we bring to every engagement, and it is the thinking behind this outlook.

This document is a point of view, not a forecast we will defend to the decimal. We would rather be useful and honest than precise and wrong.

11 SOURCES & METHODOLOGY

How this was *put together*.

This edition synthesizes industry sources published across the first half of 2026, including sector benchmarks, platform announcements, and forecasts from the organizations listed below. Statistics are paraphrased and attributed to their originating organizations. All forecasts are vendor- or analyst-stated models rather than audited results and should be treated as directional. Where sources conflict, or where a trend underdelivered, we have said so in the text.

The Happy Cog figures in the *From our portfolio* callouts are aggregated and anonymized from the accounts we manage, drawn from Google Ads and Google Analytics 4 for January to June 2026 compared with July to December 2025. The current half is partial. No individual organization is identified, and figures are presented as portfolio patterns or de-identified examples. Where a figure relies on an account-configured conversion value rather than audited donation revenue, we note that returns are account-defined and directional.

SELECTED SOURCES

Giving USA 2026 — IU Lilly Family School of Philanthropy

M+R Benchmarks 2026, and the M+R “Searches up, traffic down” nonprofit study

Fundraising Effectiveness Project — Quarterly Reports, 2025

GivingTuesday Data Commons — 2025 results

Virtuous — 2026 Nonprofit Benchmark & AI Adoption Reports

Neon One — 2025 Generosity Report

Urban Institute — 2025 National Survey of Nonprofit Trends and Impacts

Chariot / K2D — 2026 Donor-Advised Fund Fundraising Report

Contently, Pew Research Center, Seer Interactive, Conductor — AI Overviews and zero-click search

Google Ad Grants documentation (2026); Getting Attention benchmarks

U.S. DOJ — ADA Title II final rule (WCAG 2.1 AA); WebAIM Million 2026; UsableNet

W3Techs (2025 CMS market share); nonprofit CRM market sizing (2025)

PEOPLE FIRST.™

happy cog

The best work starts with a good *conversation*.

If you are rethinking how your organization gets found, raises money, and keeps its supporters in the year ahead, we would love to help you make the most of it.

START A CONVERSATION

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Nonprofit & Mission-Driven Edition · Vol. 01