



2025 en tres retos

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A new year begins and, with it, new horizons are also opened up and new challenges are seen. Below, we list the three main challenges that the Third Sector will have to face in 2025:

In an ever-changing and increasingly competitive landscape, technology will play a key role in ensuring the adaptability, resilience and success of any non-profit organization. The reasons are multiple: from efficiency in creating audiovisual content to computer security. Technology will be capital in all matters relating to donor recruitment, the acquisition of contact data and its proper storage and use. When technology maps hundreds of thousands of data points and uses artificial intelligence to generate information, donor management will be based on knowledge, not conjecture.

Of course, the incorporation of Artificial Intelligence into the digital package will be a tool without which non-profit organizations will hardly be able to be competitive.

2. Telling good stories

This is not a new trend, but storytelling as an approach is absolutely capital in the branding of any organization. And the Third Sector is no exception.

What is new is that the history that organizations tell is no longer their own but, increasingly, that of those people who are benefiting from the impact of their work.

3. Measurable impact

For the communication ad extra — public in general and potential donors — and ad intra — current donors, board of directors, trustees, equipment, etc. — it is essential to measure the real impact of the actions carried out by an organisation. Likewise, it is increasingly important to present observable and measurable indicators in the proposal of any project if you want to articulate a "pitch" with chances of success in terms of funding.

This point is particularly difficult in the area of think tanks, where measuring the impact of ideas practically forces the use of some indirect indicator, but it is rapidly becoming a license to operate in this market.

Like any challenge, these three elements also reflect an enormous opportunity for those organizations that are able to integrate them as soon as possible into their action protocols.