

THE WEEK ON THE RADAR

WHAT NONPROFITS SENT, SAID AND POSTED.

Emails, news, videos, podcasts and AI research from the week of **October 19 – October 25, 2026.**

191

emails

96

news articles

231

videos

38

podcast episodes

OCTOBER 19 - OCTOBER 25, 2026

THE WEEK IN BRIEF

From Monday to Sunday the radar picked up **556 items**: 191 emails, 96 news articles, 231 videos and 38 podcast episodes. AI models did a first reading of 509 of them. This is what stood out.

EMAILS

191

from 74 organizations



▼ 7% fewer than the week before (206)

NEWS ARTICLES

96

from 26 sources



▲ 19% more than the week before (81)

VIDEOS

231

from 72 channels in 28 countries



▲ 23% more than the week before (188)

PODCAST EPISODES

38

from 16 shows



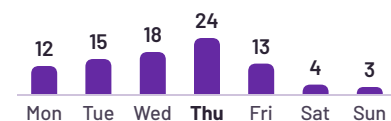
▲ 12% more than the week before (34)

24 of 39

Thursday, the matches came due

emails on October 22 asked for money: matches of 3X, 4X, 5X, even \$10 for each \$1. **7 subject lines offered one.**

Fundraising emails per day



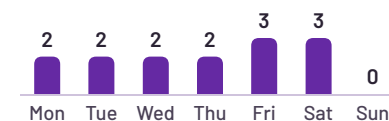
14

The midterms reach the inbox

subject lines were about the election or voting, against 8 the week before.

Election Day is November 3.

Subject lines about the election, per day. Counted by code



48%

Urgency rose in the inbox

of emails aim for urgency, against 39% the week before, and hope fell from 50% to 43%. **Compassion leads, at 49%.**

Share of emails. 191 this week, 206 the week before

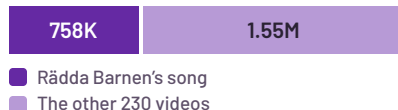


33%

One song, a third of the views

of the week's 2.30M video views went to Rädda Barnen's song against violence toward children. **World Vision Korea posted 5 of the top ten.**

Views of the week's 231 videos, by October 26

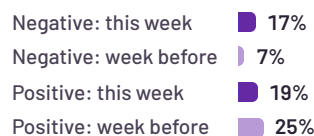


16 of 96

The news turned darker

articles read as negative, against 6 of 81 the week before. **Government funding was the gloomiest: 8 of 15.**

Share of articles by tone



44 of 78

Podcasts sound more worried

opinions were worried, against 37 of 73 the week before. **Leadership was again the top problem (19 of 31 episodes).**

The 78 opinions, by tone



The same AI model read both weeks, so their labels can be compared, with care: feelings and tone are soft labels. Subject-line counts are plain code.

WHAT THE RADAR FOLLOWS

405 organizations

33 countries

37 news feeds

158 YouTube channels

27 podcasts

01 WHAT LANDED IN THE INBOX

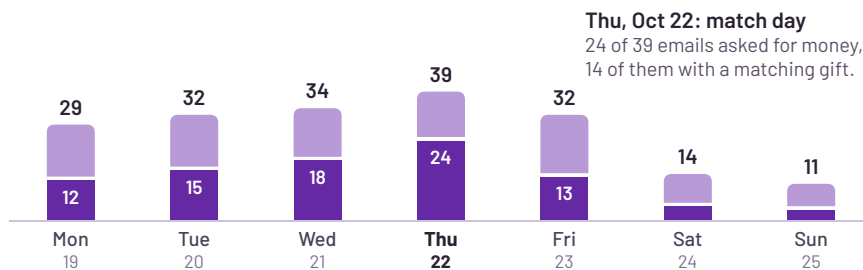
EMAILS

191 emails reached us from **74 nonprofits**, nearly all in the United States: fewer than the week before (206), with as many appeals (89, against 90). They peaked on **Thursday, October 22**, as matching gifts came due.

191 emails received	74 organizations wrote	46% made money the main ask (88)	20 subject lines offered a match
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Appeals peaked on Thursday, as matches came due

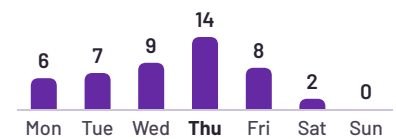
Emails received per day. Dark: fundraising appeals. Light: every other purpose. n = 191



Matches and the election

Emails per day using a matching gift, and subject lines about the election

Device: a matching gift

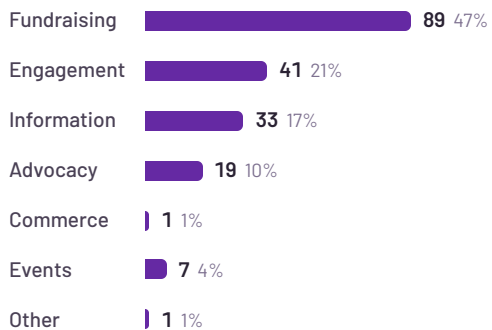


Subject line: the election



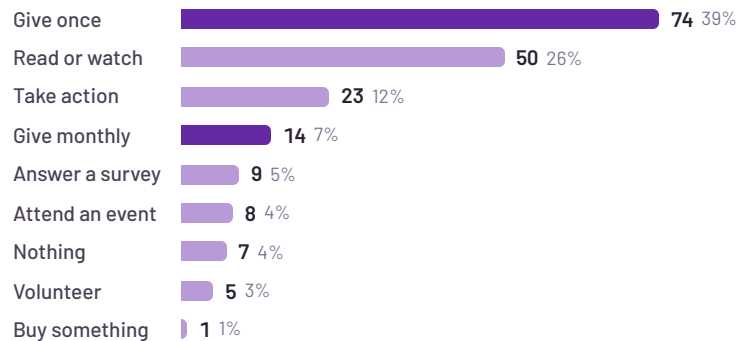
47% of emails were appeals

What each email is for, one label per email. n = 191



Money is the main ask in 46% of emails

The one thing each email most wants you to do. Dark: asks for money. n = 191



Match day, by the clock

Six of the 24 fundraising emails that arrived on Thursday, October 22. Central Time

- | | |
|--|--|
| 7:02 am Today Only: Your Gift = 3X the Thanksgiving Meals · Food Bank For NYC | 10:25 am One more day for animals · Humane World for Animals |
| 8:09 am 5x MATCH UNLOCKED: Give before midnight! · American Cancer Society | 11:09 am 🦉 Get into the Owl-o-ween spirit by giving a hoot about birds! · Audubon |
| 10:03 am Your gift MATCHED to help workers with disabilities thrive · Easterseals | 4:14 pm Today only: Every \$1 will be matched with \$10 · The Nature Conservancy |

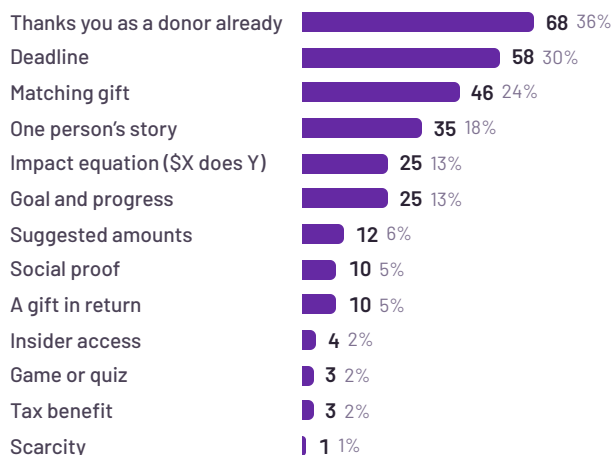
01 · EMAILS, CONTINUED

HOW THEY ASK

Devices and feelings are softer labels than purpose and ask. Read the first two charts as a rough guide.

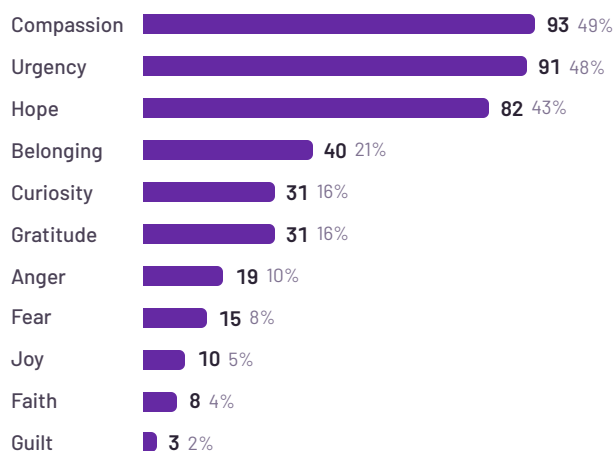
Most often: thanking you as a donor already

Emails using each persuasion device; up to three per email. n = 191



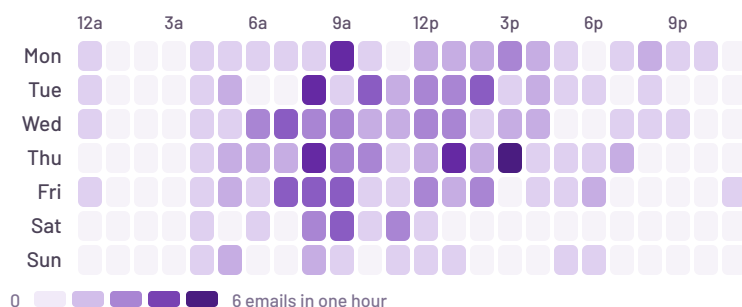
Compassion and urgency, neck and neck

Feelings each email aims for; up to three per email. n = 191



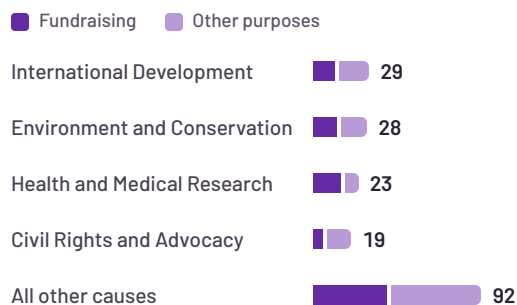
A weekday inbox, busiest on Thursday

Emails by day and hour of arrival, Central Time. n = 191



Health sent the most appeals

Emails per cause, for causes with 18 or more. n = 191



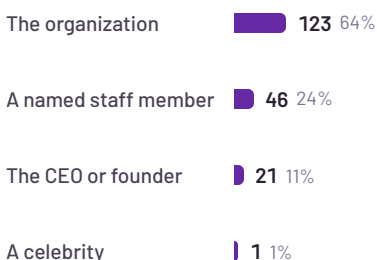
53% hang on a date

The date or season an email is tied to. n = 101 of 191



Who it says it comes from

The voice of each email. n = 191



50%

use the reader's first name in the text; 17 put it in the subject line, and 25 subject lines carry an emoji.

Words that set the week apart

Main words, with the number of emails each one marks



Main words are the terms that make one email different from the others. Statistics, not AI.

02 NEWS

WHAT THE TRADE PRESS WROTE

96 articles from **26 sector publications**, more than the week before (81). Running a nonprofit led the topics again, then philanthropy and fundraising, with public policy and government funding behind. Most stories read as neutral; 16 read as negative, against 6 the week before.

96

articles published

26

sources, of the 37 feeds we follow

65%

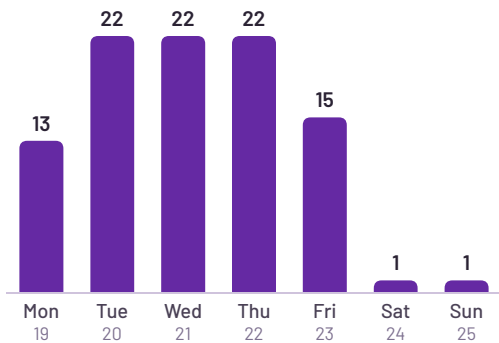
read as neutral

17%

read as negative

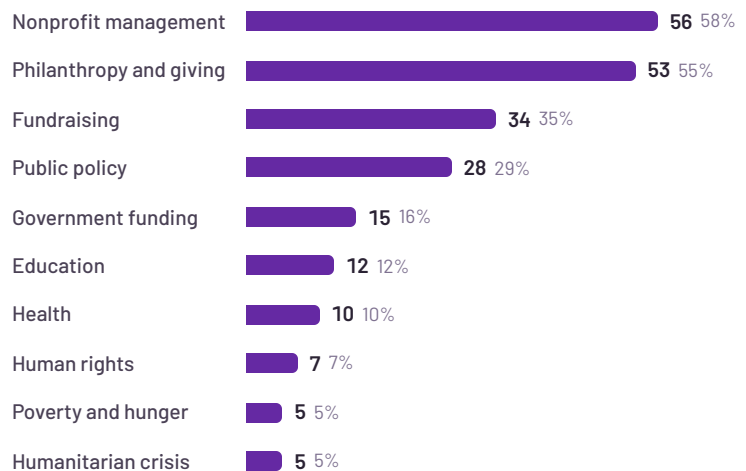
A Monday-to-Friday trade

Articles published per day. n = 96



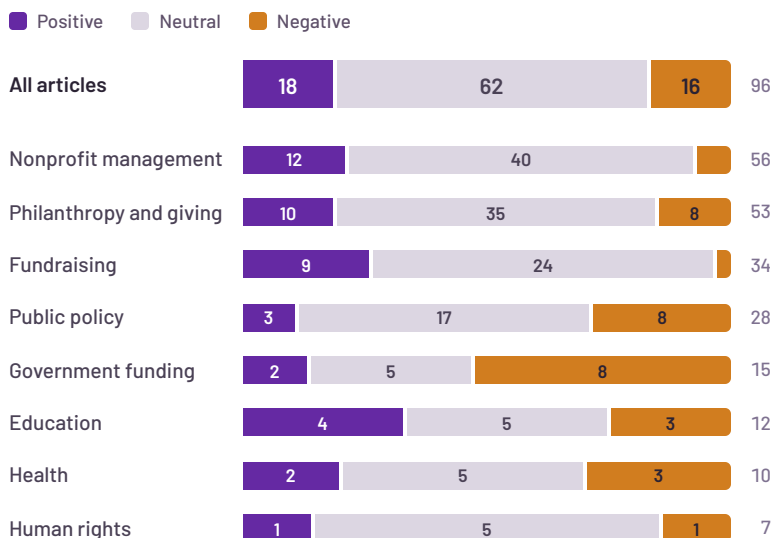
Management first, as most weeks

Topics of the articles; up to three per article. n = 96



Mostly neutral; government funding reads negative

Tone of each article, overall and for the eight most covered topics. n = 96



Pride, curiosity and hope

Feelings each story leans on; up to four per article. n = 96



Topics, tone and feelings are an AI model's reading. The news labels have not had our hand-labelled test yet: read them as a rough map, not as findings.

02 · NEWS, CONTINUED

IN THE HEADLINES

Six stories chosen by us for range, then what the news could start.
Each headline opens the article.

Six stories from the week

In the order of the list, not of importance

- 1** THE AGITATOR · MONDAY

Don't Blame It On the Election

● Neutral Fundraising · Philanthropy and giving
- 2** THE CHRONICLE OF PHILANTHROPY · MONDAY

Federal cuts took a big bite out of small charities: a median 28% of their budgets

● Negative Government funding · Nonprofit management
- 3** NONPROFIT LAW PROF BLOG · WEDNESDAY

Temple University Terminates \$55 Million Gift

● Negative Philanthropy and giving · Fundraising
- 4** THE CHRONICLE OF PHILANTHROPY · THURSDAY

Donors are wary of AI. A 'human at the helm' policy can help

● Neutral Philanthropy and giving · Fundraising
- 5** M+R · THURSDAY

Benchmarks 2027: Bigger, better, bizarre-r!

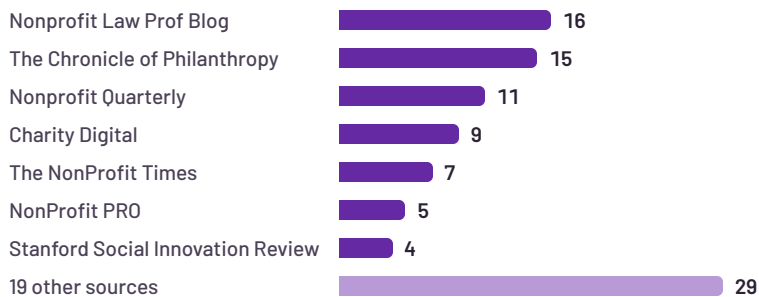
● Positive Philanthropy and giving · Nonprofit management
- 6** MEDIA CAUSE · FRIDAY

Year-End Fundraising: Read the Results Before 2027 Planning

● Neutral Fundraising · Philanthropy and giving

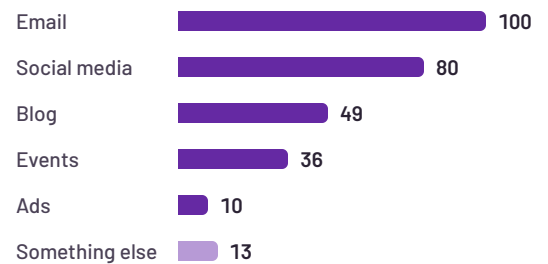
Who published

Articles per source: the seven most active of 26. n = 96



288 ideas, a third of them for email

For each article the AI drafts three ideas a nonprofit could use, each with a channel. n = 288



Six ideas the news could start

Drafted by the AI model from one article each. We picked the six; the wording is the model's

EMAIL

Send a thank-you and impact update to two-year-plus donors this quarter.

Loyal donors supply most revenue, per the cited RKD study. From an article in The Agitator.

EMAIL

Add a short legacy gift mention to your existing newsletter.

Uses a channel you already run at no cost. From an article in The Chronicle of Philanthropy.

EMAIL

Recruit board members and volunteers as ambassadors to forward campaign emails.

Ambassadors extend reach to new potential supporters. From an article by Get Fully Funded.

CHECK

Run a donor-eye audit: test appeal, form, and receipt on a real phone.

Finds friction donors hit before year-end giving peaks. From an article in NonProfit PRO.

BLOG

Publish a clear 'human at the helm' statement on how AI is used.

Addresses donor wariness with transparency. From an article in The Chronicle of Philanthropy.

NOTES

Keep a December log of what broke and surprised you.

Reasons behind totals fade before budgets are set. From an article by Media Cause.

03 WHAT THEY POSTED ON YOUTUBE VIDEOS

231 videos from **72 channels** in **28 countries**, in 17 languages. 77% run under three minutes and 53% are Shorts. Rädga Barnen's song against violence toward children was watched most.

231

videos posted

72

channels, of the 158 we follow

28

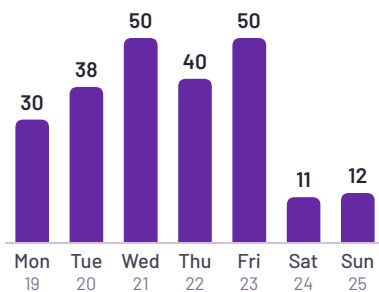
countries

2.30M

views by October 26

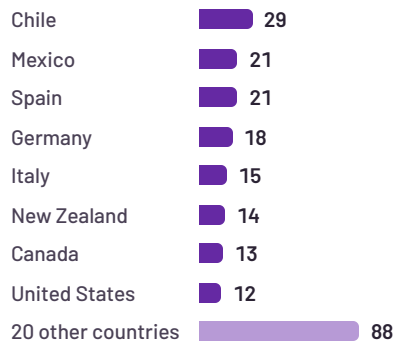
Busiest: Wednesday and Friday

Videos posted per day. n = 231



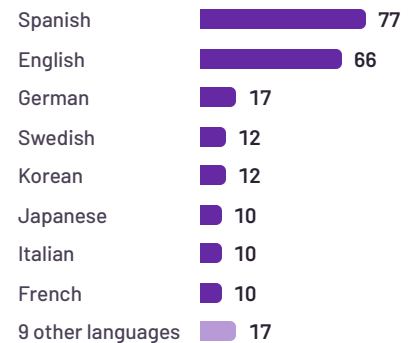
Chile first, then Mexico and Spain

Videos by the organization's country. n = 231



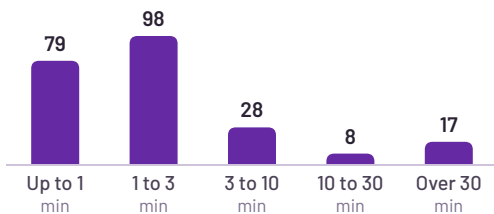
Spanish, English, German

Videos by language. n = 231



Mostly short, with some very long

Videos by length, as YouTube reports it. n = 230; 1 scheduled video has no length yet



53%

are Shorts: 122 of 231 videos.

1:22

is the median length, in minutes and seconds.

257

views for the median video. Half had fewer.

The five most watched drew 85% of the views

With their views on October 26. All 231 videos together: 2,304,019. The one-line descriptions are ours.

1	Rädga Barnen - Låt inte våldet göra våld på barndomen A song of a childhood by the lake: don't let violence take it away.	RÄDDA BARNEN SWEDEN · VIDEO, 2:01	758,135
2	조흔 위기 아이들을 돕는 "위드베어" A bear keychain for donors to a campaign against child marriage.	WORLD VISION KOREA SOUTH KOREA · SHORT, 0:52	683,559
3	[#event] 잘자란 아이들 인터뷰 - 감동 성장 스토리 Three young adults who grew up with sponsors' help.	WORLD VISION KOREA SOUTH KOREA · VIDEO, 6:09	373,171
4	Budget 2027 : les conséquences pour l'aide humanitaire France's 2027 budget would cut aid by 11%, the sixth cut in two years.	ACTION CONTRE LA FAIM FRANCE · SHORT, 1:00	87,839
5	도움받던 청년이 도움을 주기까지 인생상담소 #shorts Once helped by aid, he now runs a disaster-relief volunteer group.	WORLD VISION KOREA SOUTH KOREA · SHORT, 1:10	46,090

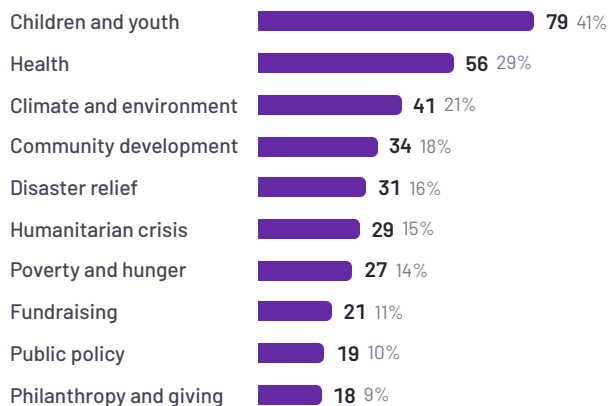
03 · VIDEOS, CONTINUED

WHAT THE TRANSCRIPTS SAY

191 of the 231 videos had a transcript. AI asked each one five questions: who speaks, about what, why, how, and the ask.

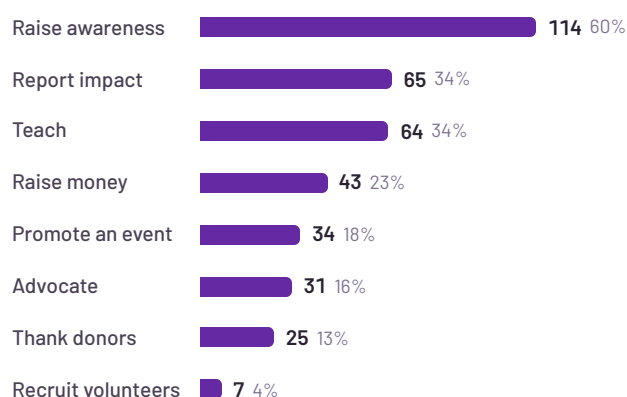
Children and health lead again

Topics of the videos; up to three per video. n = 191



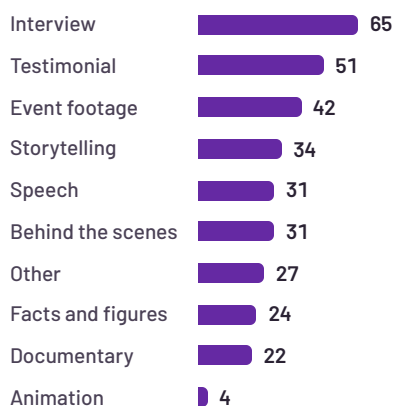
Most raise awareness; 34% report impact

Why the video was made; a video can have several aims. n = 191



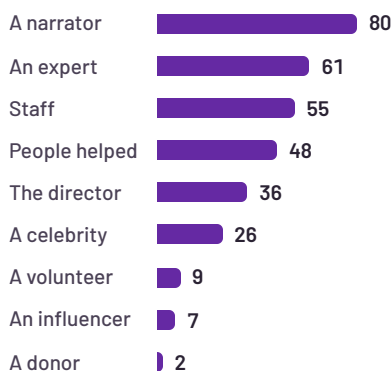
Interviews and testimonials

How it is told. n = 191



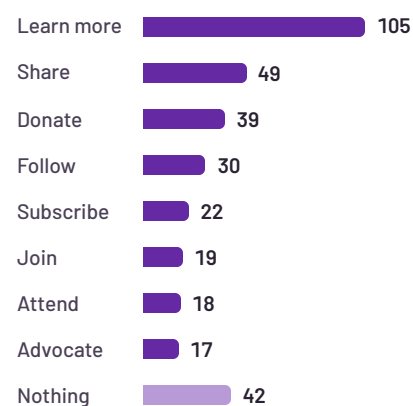
Narrators and experts do the talking

Who speaks. n = 191



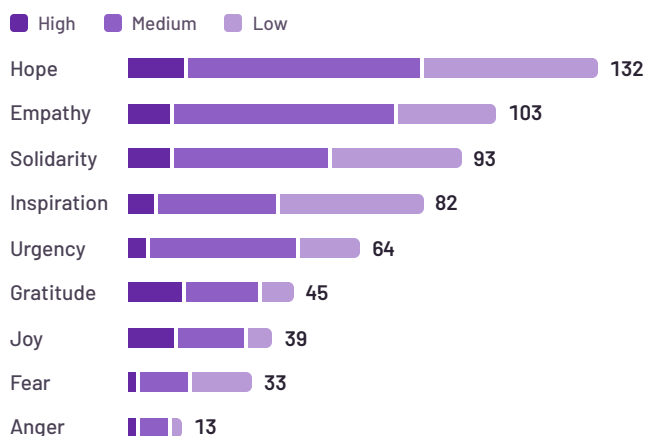
78% ask for something

What the video asks you to do. n = 191



Hope leads, mostly at low or medium strength

Feelings each video appeals to, and how strongly. n = 191



The money videos ask for the gift

Videos by aim (rows) and ask (columns). n = 191

	Learn more	Donate	Share	Follow	Attend	Join	Nothing
Raise awareness	74	24	38	17	9	10	17
Teach	45	5	15	10	1	7	12
Raise money	25	31	16	12	6	7	1
Report impact	34	15	12	7	5	3	24
Promote an event	18	7	13	13	17	6	1
Advocate	20	3	13	1	1	5	

The video labels have not had our hand-labelled test yet: read them as a rough map, not as findings. A video without a transcript is not labelled.

04 WHAT THE SECTOR SAID OUT LOUD

PODCASTS

38 new episodes from **16 shows** about the sector. We read the transcripts of 31, about 12 hours of talk, and pulled out **242 statements**: what hosts and guests think, recommend, learned and expect.

38

episodes posted

16

shows, of the 27 we follow

12

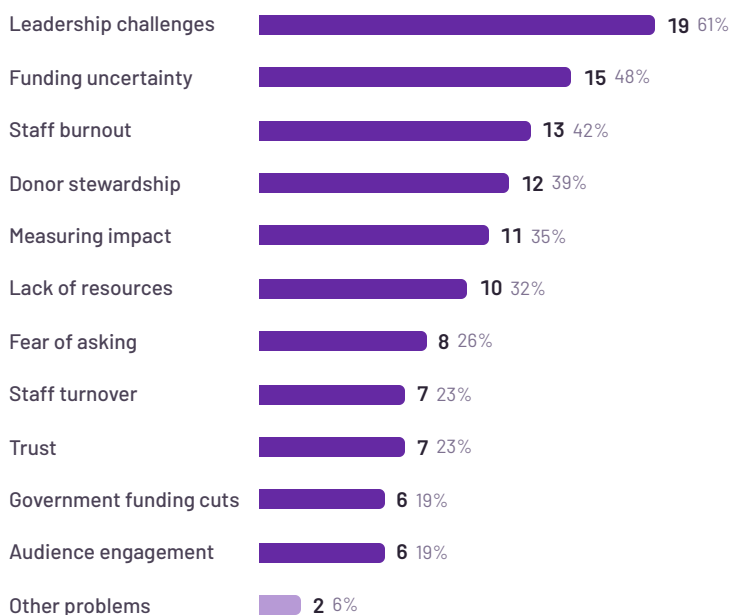
hours of talk read

242

statements pulled out

Leadership is the problem raised most

Problems the episodes discuss; an episode can raise several. n = 31 episodes with a transcript



Mostly advice and opinions

Statements by kind. n = 242

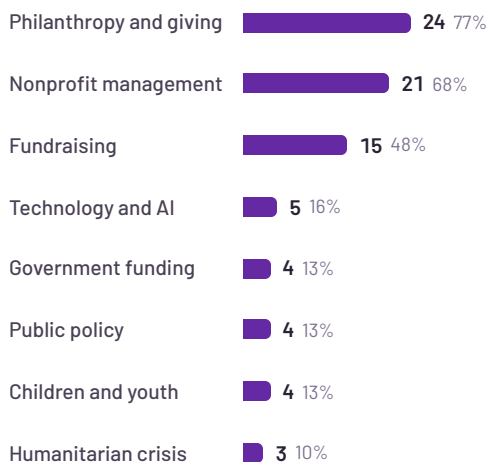


Opinions by tone. n = 78



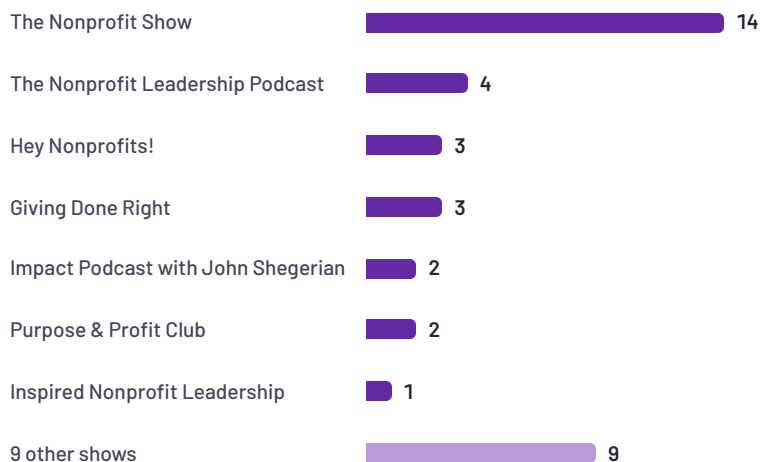
The same three subjects fill the talk

Topics of the episodes; up to four per episode. n = 31



Who posted

New episodes and clips per show: the seven most active of 16. n = 38



04 · PODCASTS, CONTINUED

WHAT THEY SAID

Eight statements from the week, in our words. Code matched each one to its place in the transcript; the show's name opens the episode.

LESSON · IT WORKED

Revenue fell about 70% in 2023. Since it began showing donors life on the ground, as a filmmaker would, it has grown 70% or more every year.

Yuriy Boyechko, Hope For Ukraine · on [Nonprofit Nation with Julia Campbell](#)

LESSON · IT WORKED

Canvassing at the zoo changed monthly giving: each new donor's handwritten thank-you was in the mail before the shift ended, on a card of the animal they talked about.

San Diego Zoo · on [Sustainable Giving](#)

LESSON · IT WORKED

Opening a gala with a \$50,000 ask from a cold stage freezes the room. His order: live auction, mission moment, then the paddle raise.

Trey Morris, Morris Auctioneers · on [Hey Nonprofits!](#)

RECOMMENDATION

Before building the budget, write a contingency plan: what you will do if expenses run 5% over, or growth beats the plan.

Jeremy Brown, Kari Hub · on [The Nonprofit Show](#)

OPINION · WORRIED

Funders paying for policy advocacy, on the left and the right, have sped up polarization rather than healed it, he argues.

Daniel Stid, American Enterprise Institute · on [Giving Done Right](#)

PREDICTION

As requests keep growing, foundations will lean more on AI to evaluate grant proposals, just as nonprofits use it to write them.

Erik Daubert · on [The Fundraising School Podcast](#)

OPEN QUESTION

46% of nonprofit CEOs say burnout is very much a concern, nearly double the year before. Why are we still losing this fight?

Dana Snyder · on [Missions to Movements](#)

LESSON · IT WORKED

A museum that stretched its campaign timeline, with prospects to back it, just got its largest gift ever, from a donor new to its community.

Amy Eisenstein and Andrea Kihlstedt · on [All About Capital Campaigns](#)

Management draws the most advice and the most lessons

Statements by topic (rows) and kind (columns). n = 242

	Opinions	Recommendations	Actions taken	Lessons learned	Predictions	Open questions	Plans
Nonprofit management	29	37	6	11		6	4
Fundraising	11	20	2	10		7	1
Philanthropy and giving	20	8	4	2	2	4	
Technology and AI	3	3	3		1	2	1
Education	1		2	5		1	1
Climate and environment	4				2		2
Public policy	5		2	1			
Animals		3	2			1	

05 WHAT THE READINGS ADD UP TO AI RESEARCH

AI models did the first reading of **509 of the week's 556 items**. Side by side, the readings show what no single inbox can: a different feeling leading on each channel, two separate conversations, and two different asks.

509

items read by AI, of 556

242

podcast statements, 98%
matched to the transcript

288

ideas drafted from the news

17

languages in the videos

Three patterns from the week

What the readings show when they are put side by side

1

Each channel, its own feeling

Compassion leads in the inbox (49% of emails, urgency 48%), pride in the news (46%) and hope in videos (69%). Fear and anger never pass 20%.

2

Two conversations

News and podcasts talk about running a nonprofit: management is a topic in 58% of articles and 68% of episodes, and in 3% of videos. The videos talk about children and health.

3

Two different asks

Email leads with the gift: money is the main ask in 46% of emails, and 20 subject lines offered a match. On video, 55% say "learn more" and 20% ask for a donation.

What the AI read

Items with their AI reading done, of the week's items

Emails labelled **191** of 191

News articles analyzed **96** of 96

Videos read **191** of 231
40 had no transcript, so no labels

Podcast episodes read **31** of 38
7 had no transcript

Podcast statements matched **237** of 242
Code looks up every quote in the transcript; the rest are trusted less

The media talk about the sector; the videos, about the cause

Share of items on each topic, %. One topic list for all three sources

	News n = 96	Podcasts n = 31	Videos n = 191
Nonprofit management	58%	68%	3%
Philanthropy and giving	55%	77%	9%
Fundraising	35%	48%	11%
Public policy	29%	13%	10%
Community development	3%	3%	18%
Human rights	7%	6%	9%
Humanitarian crisis	5%	10%	15%
Climate and environment	3%	6%	21%
Poverty and hunger	5%	0%	14%
Health	10%	6%	29%
Children and youth	4%	13%	41%

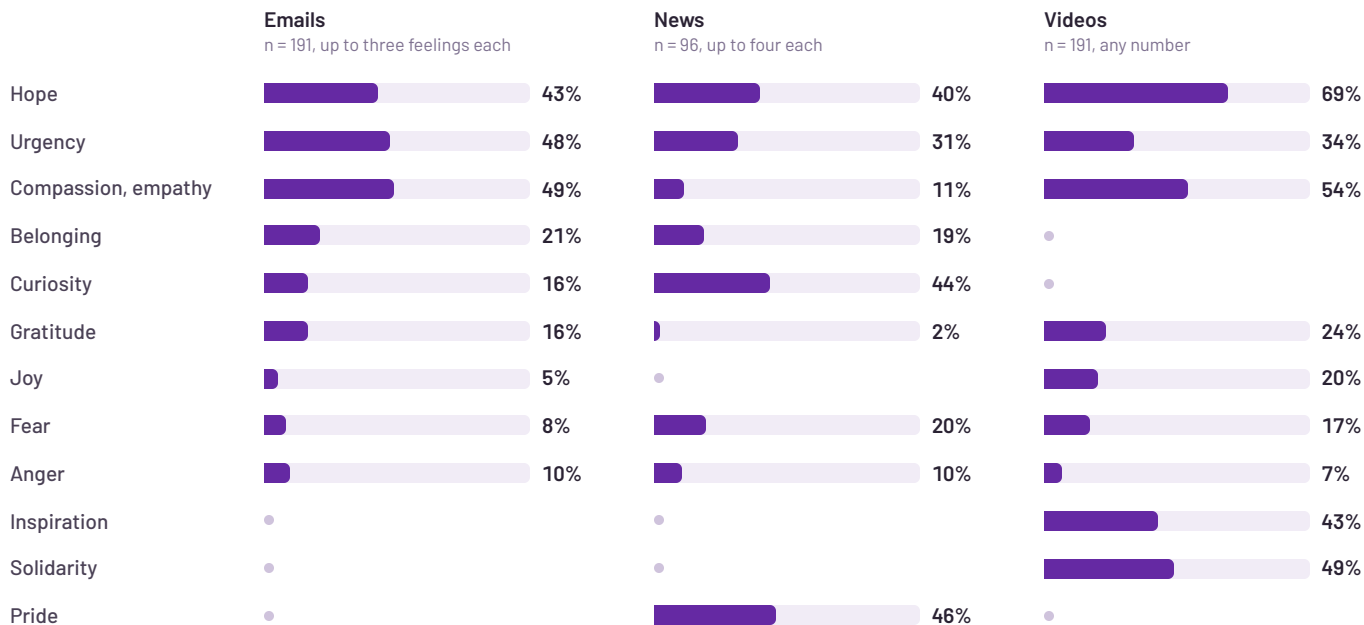
05 · AI RESEARCH, CONTINUED

SIDE BY SIDE

The same questions, asked of different channels. Feelings first, then what each channel asks you to do.

Each channel leads with its own feeling

Share of items that aim for each feeling, on one 0–100% scale



A dot: that source's list of feelings has no such entry. Email labels say "compassion"; news and video labels say "empathy".

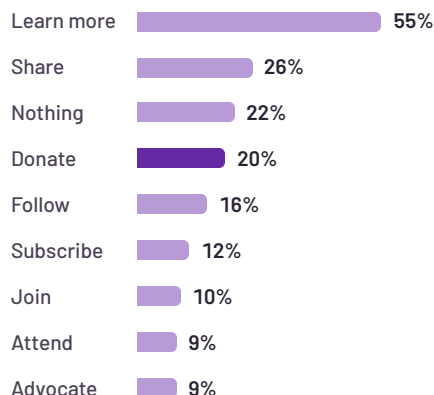
By email, the gift comes first

The main ask, one per email, % of emails. n = 191



On video, "learn more" comes first

Asks per video, % of videos; a video can make several. n = 191



Dark bars: asks for money. Two different samples: the emails come from 74 nonprofits we subscribed to, nearly all in the United States; the videos from 72 channels in 28 countries.

How the AI reads

The same rules for every source

Fixed questions, fixed answers

Every item of a kind gets the same questions, and each answer comes from a closed list. Labels cannot be invented, so they can be counted.

Only what is there

A video or episode without a transcript is not labelled. Nothing is guessed from a title.

A first pass, then people

Email labels are tested against 200 emails labelled by hand. News and video labels have not had that test yet: read them as a rough map.

ABOUT THIS REPORT

HOW TO READ IT

What is behind the numbers

So you can decide how much to trust them

The week

Everything Giving Radar collected from Monday, October 19 to Sunday, October 25, 2026, counted by the day it arrived or was published, U.S. Central Time. Views are YouTube's own counts, read on October 26.

Emails

We subscribe to nonprofits' public mailing lists with a separate address for each one, since September 18, 2026. We read as a recent subscriber who has never given, so much of what arrives is a welcome series. Nearly all of this week's emails came from organizations in the United States.

News, videos and podcasts

37 news feeds, 158 YouTube channels of organizations on our list, and 27 podcasts about the sector. All of it is public.

Counted by code, labelled by AI

Anything with a right answer (dates, links, words, views) is counted by plain code. AI models answer fixed questions from fixed lists of answers. A video or episode without a transcript is not labelled.

How far to trust the labels

Email labels are tested against 200 emails we labelled by hand; persuasion devices and feelings are softer and serve as a rough guide. The same model read this week and the week before, so the two weeks' labels can be compared, with that care. **News and video labels have not had that test yet: read them as a rough map, not as findings.** Podcast statements are matched to the transcript by code; the eight shown here were found there.

What we leave out

No figure about one organization's emails is published below 15 emails, so this report has none. A blank means not researched, never "no". The full method is at givingradar.com/method.

Coming up on the giving calendar

Dates fundraisers plan around, from our Giving Calendar

All October	Breast Cancer Awareness Month · still in the inbox this week
Oct 31	Halloween
Nov 11	Veterans Day
Nov 15	National Philanthropy Day
Nov 26	Thanksgiving
Nov 30	Cyber Monday
Dec 1	GivingTuesday · five weeks away

The whole year is at givingradar.com/calendar.

On the blog

No new post this week. The latest ones

The first ten days of asking

How we read nonprofit emails with AI

How we read nonprofit news with AI

How we read nonprofit videos with AI

How we read nonprofit podcasts with AI

All posts are at givingradar.com/blog.

EVERY MORNING

START THE DAY KNOWING WHAT THE SECTOR ASKED FOR.

Giving Radar Daily is a short, free morning email for fundraisers: what nonprofits sent, said and posted the day before.



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