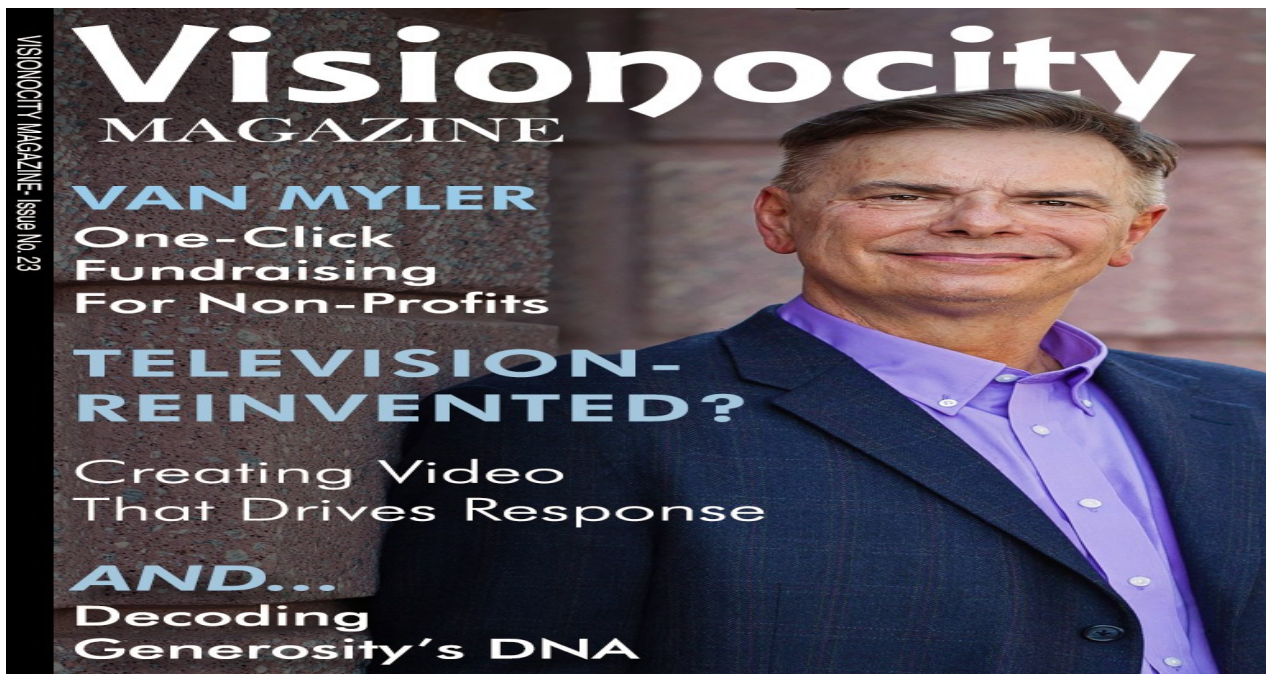




## Visionocity Magazine Reveals New Fundraising Opportunities For Nonprofit Organizations

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Internationally ranked online magazine Visionocity Magazine, with headquarters in Houston, TX, has dedicated the latest edition completely on articles about improving the reach and development for nonprofit organizations. They placed a spotlight on Tim Kachuriak, founder and CEO of NextAfter, one of the 500 fastest growing private companies in the country. He is helping nonprofits raise more money using sophisticated data analysis. In this article, Visionocity was able to ask some of the most pertinent questions, namely what makes donors give.

"Research shows that people are not becoming more generous as a society," says Lucy Hoger, founder and editor of Visionocity Magazine. "Even though the total revenues generated in the nonprofit industry continue to grow, the percentage of personal income that is donated has remained the same."

Tim was among the few key executives invited to contribute in a special expert edition of Visionocity Magazine, designed to provide information to the nonprofit sector and how nonprofits can thrive in today's market. In the article, he decodes the DNA of generosity, providing three of the most important lessons learned to date.

The concept of what makes donors give is something that NextAfter, has been studying for years. In fact, it is their main focus and they have developed a number of key methods for conducting nonprofit research. These include forensic research and a library of experiments, all of which they use to create results for nonprofits.

Tim Kachuriak is NextAfter's Chief Innovation & Optimization Officer. He says: "It took me some time to figure this out, but it finally occurred to me that my ultimate aim should not be merely to help organizations raise more funds, but to inspire pervasive, widespread, personal generosity. This means that my ultimate target customer is not an organization, but an individual - a donor. I launched NextAfter in 2012 to partner with nonprofit organizations, fundraising agencies, technology providers, and other organizations that serve the nonprofit community to perform online experiments designed to understand what makes people give."

To find out about Tim Kachuriak, NextAfter and his contributions to Visionocity Magazine, click [here](#).

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## Visionocity Magazine

*Visionocity magazine is written for the entrepreneurs, solopreneurs and business owners who 'get' the high-concept goals of running a successful business, but need down-to-earth, practical advice to achieve it.*

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