



15

**FUNDRAISING
STRATEGIES EVERY
NONPROFIT
SHOULD USE**



*Bonus Marketing
Tips For the Best
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THE Philantrepreneur™
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15 FUNDRAISING STRATEGIES EVERY NONPROFIT SHOULD USE

15 FUNDRAISING STRATEGIES EVERY NONPROFIT SHOULD USE outlines fundamental types of fundraising divided into categories which include,

1. Individual – focuses on strategies to attract and retain individual donors.
2. Community – broad-based strategies, that could be used to build support, awareness, or address a community issue.
3. Business – focuses on building business or corporate relationships.
4. Crossover – concepts overlap in community and individual areas.

Depending on your organizational model, mission and purpose, some strategies will be more effective than others. However, to remain sustainable every nonprofit should have multiple methods implemented to create a diversified fundraising plan.

As you gain understanding of each strategy, review and assess your own efforts, where the gaps might be, and how to improve by implementing additional strategies.

As a Bonus we included some marketing recommendations. We feel marketing and fundraising are like peanut butter and jelly – they just go together, and when you plan one you should plan the other.

WATCH FOR OUR NEW TRAINING



It is one thing to know about the strategies and another to implement them. There is so much more to say about these 15 fundraising strategies. We know because we have provided training on them for years. However, as technology advances, so do we. We are updating our training and excited to launch a new series that will include new technology and ways to think about fundraising. With access to this eguide you will receive first notice of the training release with extra bonuses.



INDIVIDUAL FOCUS

1. APPEALS

Appeals are specific ask that have designated time periods. There two types of appeals, organizational and program.

1. *Annual Member Appeal* is an organizational appeal and funds go toward general operating cost.
2. Program Appeals focus on a specific program of the organization. These appeals generate 'restricted' funds because the appeal designated a program.

Appeals can be launch at any time but should close at a specific time. At that time an evaluation should be conducted measuring response based on expenditures. A solid response rate is around 25-30% but the levels should be high enough to cover expenses and have a net profit.

2. MEMBERSHIPS

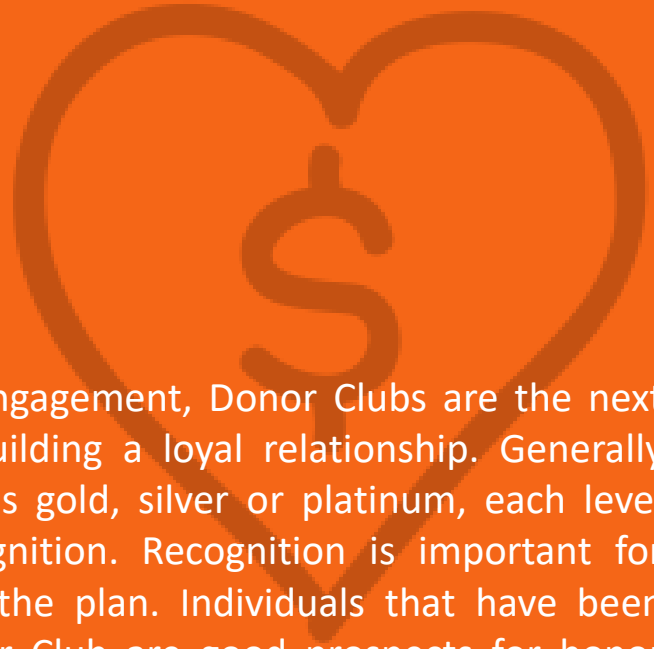
One of the first and most successful ways an organization can use to start fundraising is through a membership platform. Benefits are easy to deliver, i.e. newsletters, member only events, and other mission-focused activities. Membership campaigns will build mission awareness and is the foundation for fundraising efforts. Easy to initiate and builds an active database of individuals that have shown a level of interest.

3. DIGITAL GIVING

Fund development via the internet is the fastest growing segment. It can handle all aspects of your development plan but more importantly it can be used as the tool itself. We won't cover the 'how', that's comprehensive training but list the elements.

1. On your website – yes, a website with your own domain (a Facebook page is not considered a credible website).
 - Clear impact statement and mission statement.
 - The ability to give electronically, i.e., donate button, sponsor opportunities, and other revenue generators.
2. Use social media features, donate tool, and communication.
3. Virtual Events, auctions, etc..

The digital landscape allows an organization to implement cutting edge strategies such as, artificial intelligence marketing, SMS text, auto-responders, and more. Get to know and use these tools . A website should speak eloquently about the mission, but digital tools gets the message out.



4. DONOR CLUBS

While members are the first level of engagement, Donor Clubs are the next step toward member retention and building a loyal relationship. Generally distinguished by levels of giving such as gold, silver or platinum, each level provides additional benefits and recognition. Recognition is important for donor clubs and should be a part of the plan. Individuals that have been nurtured through the levels of a Donor Club are good prospects for honor recognition, major gifts, legacy, and endowment consideration.

5. MAJOR GIFTS

Securing major gifts is a long-term strategy and about building relationships with the right people. Many small nonprofits feel they cannot get major gifts however, size doesn't matter, and any significant donation to a nonprofit organization is considered and should be treated as a major gift. The dollar amount required to be considered a 'major gift' is determined by the organization. The success of acquiring major gifts is often tied to the maturity level (not size) of the organization. There are specific strategies and types to be considered.

6. LEGACY GIVING

Bequest, or often called *Legacy Giving* is the process of inviting donors to establish or designate within a will, trust, or insurance policy that an organization will be the beneficiary. This was a long-term process, now websites promote and even ads are run to solicit Legacy Donors, and can be used in large and small organizations.



COMMUNITY FOCUSED

7. EVENTS

Events can serve several purposes such as awareness, community service, and fund development. When the initial plans are drafted, it is important to differentiate which of these will be the primary goal, set expectation, and align marketing language with the goal. All events are not for fundraising, but they all support it. Events are often labeled as 'signature' or program events. Signature events are heavily branded, i.e., Annual Gala, whereas a program event focuses more on the organization's mission.

Events also can be expensive so create a budget to help determine realistic outcomes and measurable benchmarks for success. Don't forget to add staff/volunteer time as a line item.

8. GRANTS

There are several types of grants, and some missions are more favorably support the acquisition of grants. Most grants are competitive with no guarantees. Funding is specific in nature and requires the organization to demonstrate funds will be used for clearly defined priorities of the grantor. Grant applications require a detailed *budget*, *program description*, *evaluation process* and other specific information designated by the grantor. There are grants available for operational needs, but most are for a specific program, are restricted, and must be used only for the intended purpose.

9. CAPITAL CAMPAIGN

A community-based capital campaign is used specifically to raise funds for capital improvements i.e. purchasing a facility, renovation and expansion. It has a detailed plan with much of the development occurring before the campaign is announced to the public. It has a start and end date and usually launches with major announcements that detail monetary goals and the plans for its use.

These campaigns can also utilize other strategies (grants, sponsorships etc...) to reach the goal.



10. AFFILIATIONS/SERVICES

With almost everyone at some time making an online purchase, it only makes sense to take advantage of the rebate/donation programs available. Many shopping sites (Amazon, Grocery stores, etc.) offer organizations the opportunity to register as the beneficiary of rebates when a shopper makes a purchase.

There are also affiliate programs linked to products and services. An organization can receive a referral rebate if one of their followers uses their 'affiliate link'. These are great in a resource area on the website as a benefit to members and/or visitors with access to things like wholesale travel, software or recommended resources, and services.

11. EARNED INCOME

In today's environment, traditional fundraising strategies alone may not be sufficient for a nonprofit to grow. Earned income is a form of social enterprise and a way to use existing assets to generate revenue. Your assets could be renting space, offering products and services, or even a business venture. This is called social enterprise ventures that will:

- Generate new and unrestricted revenues
- Decrease reliance on traditional fundraising activities
- Differentiate themselves from their nonprofit peers
- Open new relationships with current and new investors
- Achieve greater mission effectiveness
- Serve more people better
- Attain greater long-term sustainability and growth

To stay non-taxable, earned income should be related to the mission and not be more than 50% of the annual revenue.



CROSSOVER – INDIVIDUAL & COMMUNITY APPEALS



12. IN-KIND

In-kind donations fall into both individual and community sources and provide valuable support for nonprofits. Some common examples include food, clothing, and supplies, however, also include service driven support such as expert financial and marketing guidance, someone delivering a speech or workshop for free, or building your website at no cost. If in-kind donations work for your organizational model, they can save you money. However, don't turn them down if they cannot be directly used for your programs, consider it they could be used in an auction or bartered for other services.



13. ENDOWMENTS

An endowment is a structured fund that consist of gifts and/or bequests. An endowment could be from a single person or established through a campaign. Donors may set up an endowment to fund a specific interest; or a nonprofit's governing body may set up an endowment. In any case, an endowment requires that the principal remain intact in perpetuity, for a defined period, or until sufficient assets have been accumulated to achieve a designated purpose. The income is generated from the dividends paid on the principle.



BUSINESS FOCUS

The following areas are not considered donor generated funds and are not tax-deductible but can provide a great source of revenue for the organization.

14. SPONSORSHIPS

A sponsorship is a financial relationship that can cover many different types of support. They can be for one event, a series of events, or a special project. Sponsorships are mutually beneficial relationships that involve the exchange of something of value and have clear responsibilities. Sponsorships do not strictly refer to cash, in many cases it includes a corporate donation of products and services.

Sponsorships are a contracted agreement with specified *deliverables and responsibilities* assigned to each partner. To broaden the pool of potential sponsors, multiple levels and types of sponsorship are often developed to create opportunities for support at various financial or in-kind contribution levels. For example, a media sponsor typically offers publicity support, a sole/exclusive sponsor takes on the entire sponsorship responsibility, and a title sponsor is one whose name typically appears within the name of the event or product. The key is to have clearly defined responsibilities and benefits (for each level) and present them to a potential sponsor via a written agreement.

SPECIFIC TRAINING AVAILABLE

15. PARTNERSHIPS

Corporations are opting out of sponsoring one-time special events and fundraisers. They are looking for strategic long-term partnerships where they can get the best return on investment. The impact of a partnership is that support can be diversified and include special events, programs, advertising, etc. In proposals every possible available benefit that they will receive for partnering should be presented and collaboratively come to an agreement.

RESOURCES

<https://PhilantrepreneurFoundation.org>
for resources, content specific blogs, services
and support.

GOOGLE AD GRANT - \$10K EVERY MONTH

FREE eGuide- Learn what it is, how to apply, and how to use
it. <https://philantrepreneurfoundation.org/501c3freemoney>



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With extensive experience in the nonprofit sector, Dr. Boyd brings a deep understanding and details practical application of nonprofit management and systems. She has served in numerous leadership roles, managed multiple conferences and events, and for over 8 years taught Nonprofit Management at University of Nevada Las Vegas (UNLV). As an author and educator, she has developed numerous training programs and is your resource to build capacity guiding nonprofits to reach their full potential.



MARKETING

- This is when your entrepreneurial hat comes on, and you are business focused. A dynamic fundraising program needs a dynamic marketing plan ready to implement. A Nonprofit Marketing Plan is essential for success and is a document that outlines the activities needed to execute any type of campaign. It should also include the tools required and set up ready to use. Don't forget to include networking as one of the strategies.
- Most nonprofits begin outlining their marketing plans and assigning roles. However, with the advancement of technology some roles may be automated.

Before developing a marketing plan these items should be ready to go.

- Mission & Vision: Every plan should stem from the mission and vision.
- The language which states the need in terms of the impact. Never approach fundraising from a position of scarcity but rather the impact, change and results. This often is called an Impact Statement: How are you making a difference
- Website Functionality: accept donations, user experience, easy to navigate. Most websites are built to be an organizational brochure. You might want to consider using landing pages which targets a specific goal.
- Goals and Outcomes: Prioritize

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<https://ThePowerTool.now.site>

