



Raising Funds & Friends

Your Non-Profit Needs BOTH to GROW

FUNDS

FRIENDS



GRANTS (FOUNDATIONS/GOVERNMENT)

- Perfect for new programs
- Applications/Reports time-consuming
- Funding takes months to arrive

MACRO (GALA) EVENTS

- High cost of staff time
- Many volunteers required.
- Good advocacy- good income?



PROGRAM-RELATED INCOME

- Usually tied to program staff
- Mission-focused - tuition, services
- Contracts with insurance or govt

MICRO (SOCIAL) EVENTS

- Volunteer days, comty fairs
- Parties with influencers
- Lectures, town halls



APPEALS and DIRECT ASKS

- Need a database to track communication
- Gift acknowledgement is key!
- Update:Ask Ratio is 3:1

MARKETING/ADVOCACY

- Social media - website - e-news
- Share Impact - reports, briefings
- Press releases / media lists



PLANNED GIVING and MAJOR DONORS

- Donor-advised funds - EIN on all marketing
- Bequests come from dedicated donors
- Endowment / Stock account