

DIVERSIFY YOUR FUNDRAISING REVENUE

INCREASE YOUR ORGANIZATION'S
IMPACT AND REDUCE RISK

JUNE 2023





Let's Discuss

- **Why Diversify**
- **Steps to Diversify Revenue**
- **Common Funding Sources**
- **Ways to Find Funders**
- **MUST Dos and Don't Forget**
- **Key Takeaways**

Diversify
What
Does
it
Mean?

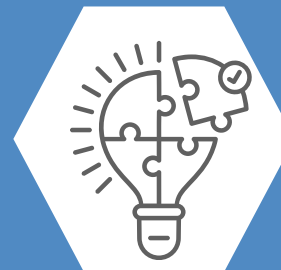
Funding

Funding

Funding

**Identifying new ways to bring
money into your organization
and leverage those
opportunities.**

Why Diversify?



**Creates security
and stability for
your organization**



**Is crucial to your
organization's
sustainability.**



**You will be Better
prepared for the
things you can't control**

**You can't eliminate risk,
but you can mitigate it
by being prepared.**



**Mitigate
Risk**



Funding



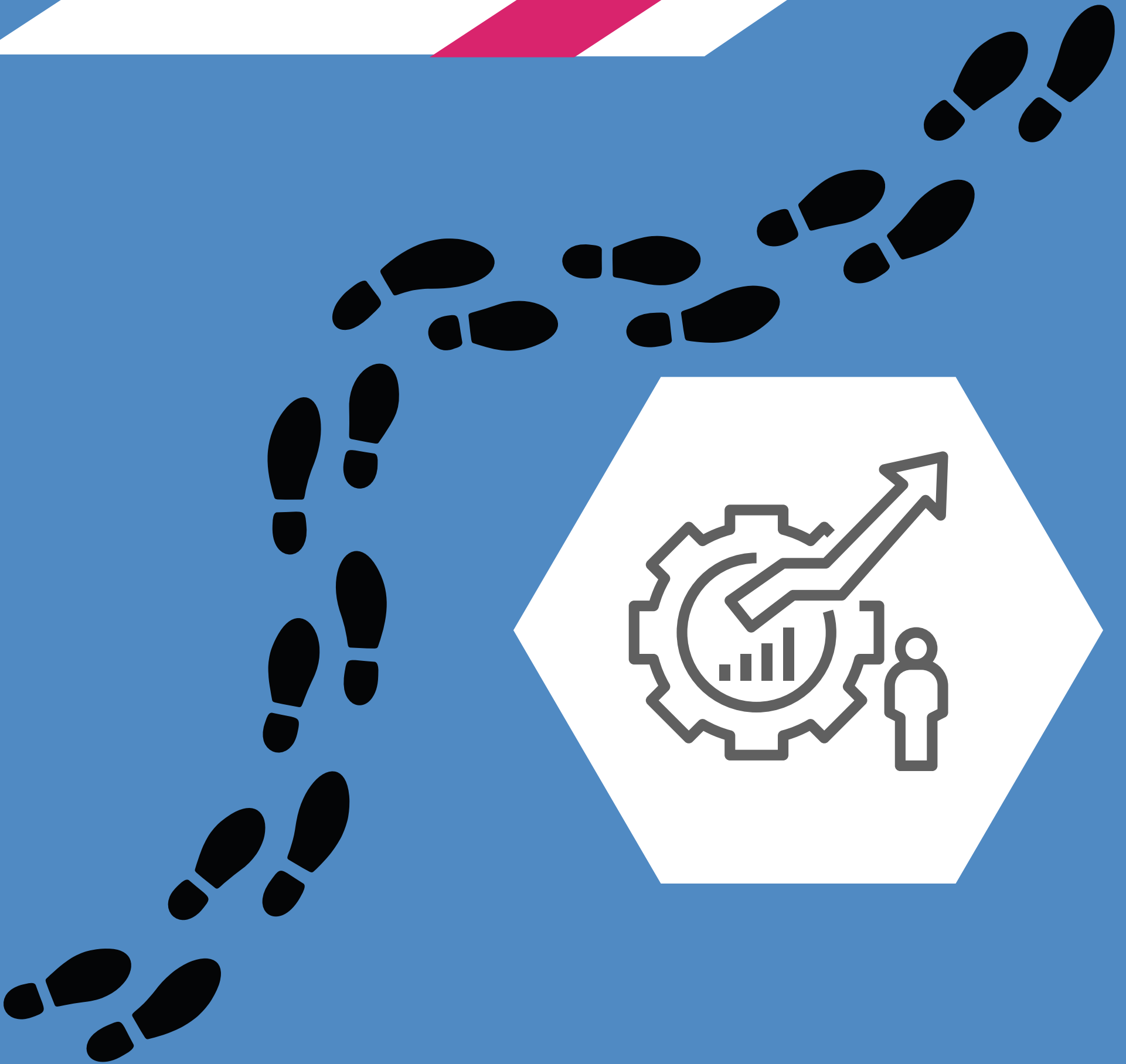
Funding



Funding

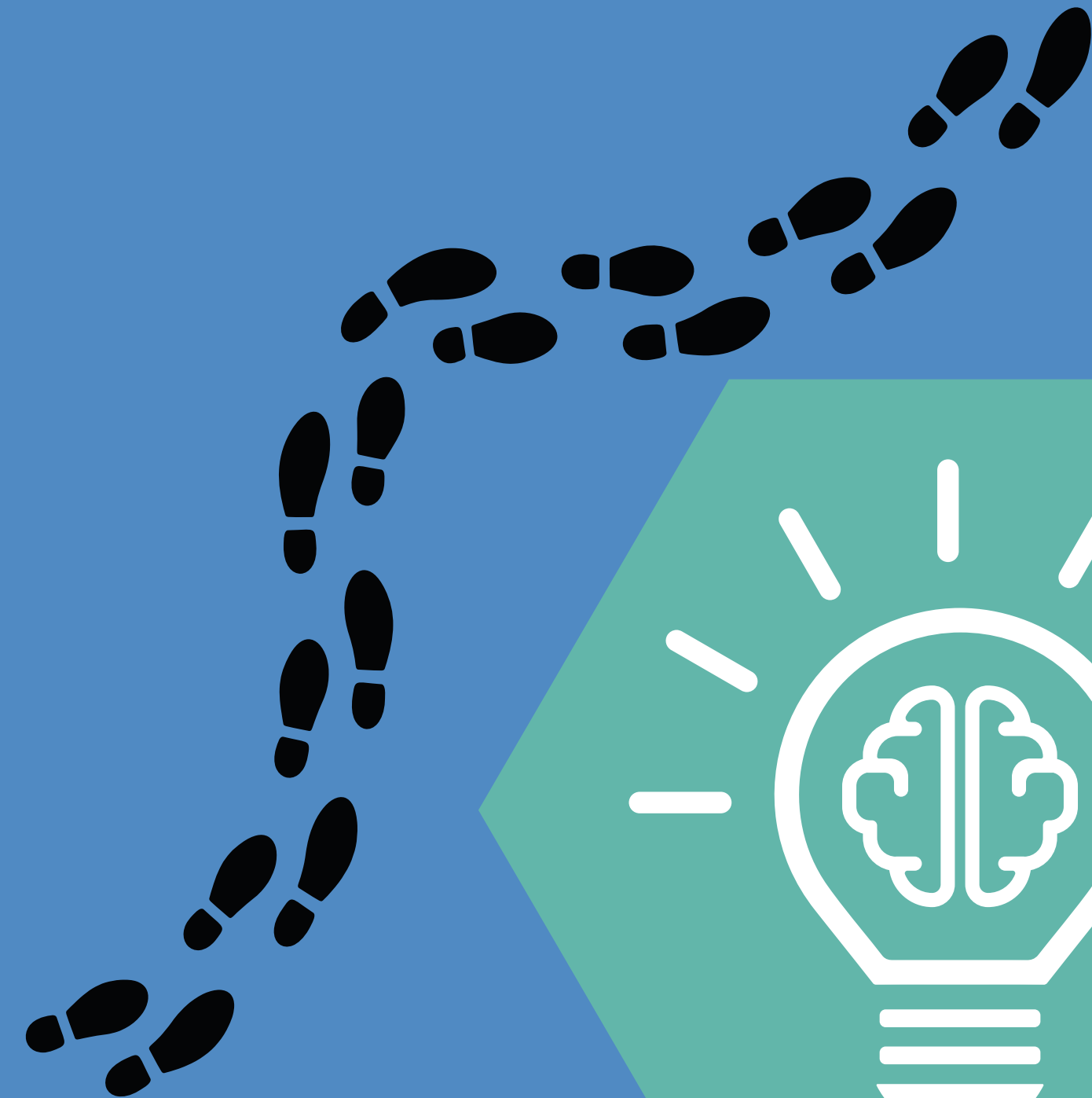
Steps to Diversify

1: Evaluate your current streams of revenue



Steps to Diversify

2: Identify opportunities for new revenue streams



Steps to Diversify

3. Create a plan of action



Steps to Diversify

4. Test
your

assumptions



Steps to Diversify

5. Continue to evaluate your revenue streams

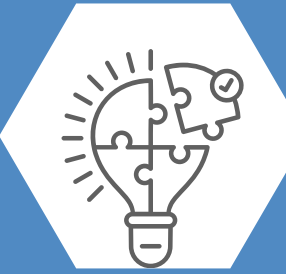




Funding Avenues for Most Nonprofits

- **Corporations**
- **Foundations**
- **Local or State Government**
- **Events**
- **Charitable Contributions**
- **Local Businesses**
- **Local Banks**

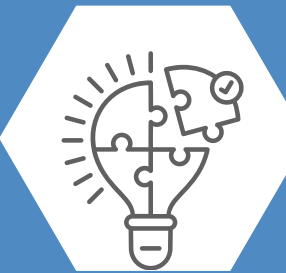
Ways to find funders



Subscriptions Services
Foundation Directory
Donor Search



Industry Journals
Westchester
Business Journal



**Good Old
Fashioned Research**
- Shake the Bushes -



Review Organizations
Similar To Your Own



Set Aside Time
Each Week to Prospect and
Make Connections

(MUST Dos)

**Great
Sources
of
Funding**

- **Annual Giving Campaign**
- **Build A Major Gifts Campaign**
- **Virtual Fundraising Event**
- **Peer-to-Peer Fundraising**
- **Recurring Gifts Campaign**
- **Matching Gifts Campaign**



**Don't
Forget**

- **Add a Recurring Gifts option on your donation page**
- **Always Ask Your Vendors for support**
- **Don't Overlook Large Medical Practices**
- **Grants – play the long game ask for multi-year funding**

Key Takeaways

- Help protect your organization from financial risk
- You can increase your organization's long-term sustainability
- Be proactive and make diversified funding a part of your organization's strategy



Resources

Foundation Directory

<https://fconline.foundationcenter.org>

Donor Search

<https://www.donorsearch.net/>





**THANK
YOU**