

DIVERSIFY

Even though it can seem like more work, having multiple funders for your organization or project can help build stability over the long run.

ASK

Asking for money can be scary, but it's hard to raise the cash you need without being explicit. Be real about your financial needs with your community, & ask them to help out. Even if folks can give just \$5, giving increases community ownership & your accountability to those closest to your mission.

4 ways to STRENGTHEN YOUR NONPROFIT FUNDRAISING STRATEGY

FIT THE MISSION

While funder's interests can seem to change at the drop of a hat, your organization exists for a reason. When looking for funding, center the good work you're already doing, and find funders that fit it (rather than changing your projects to fit the flavour of the month!)

SAY THANKS

As the saying goes, it's cheaper to keep a donor than to get a donor. Showing appreciation through a tour-invite or hand-signed thank-you card helps build relationships & increases donor retention.