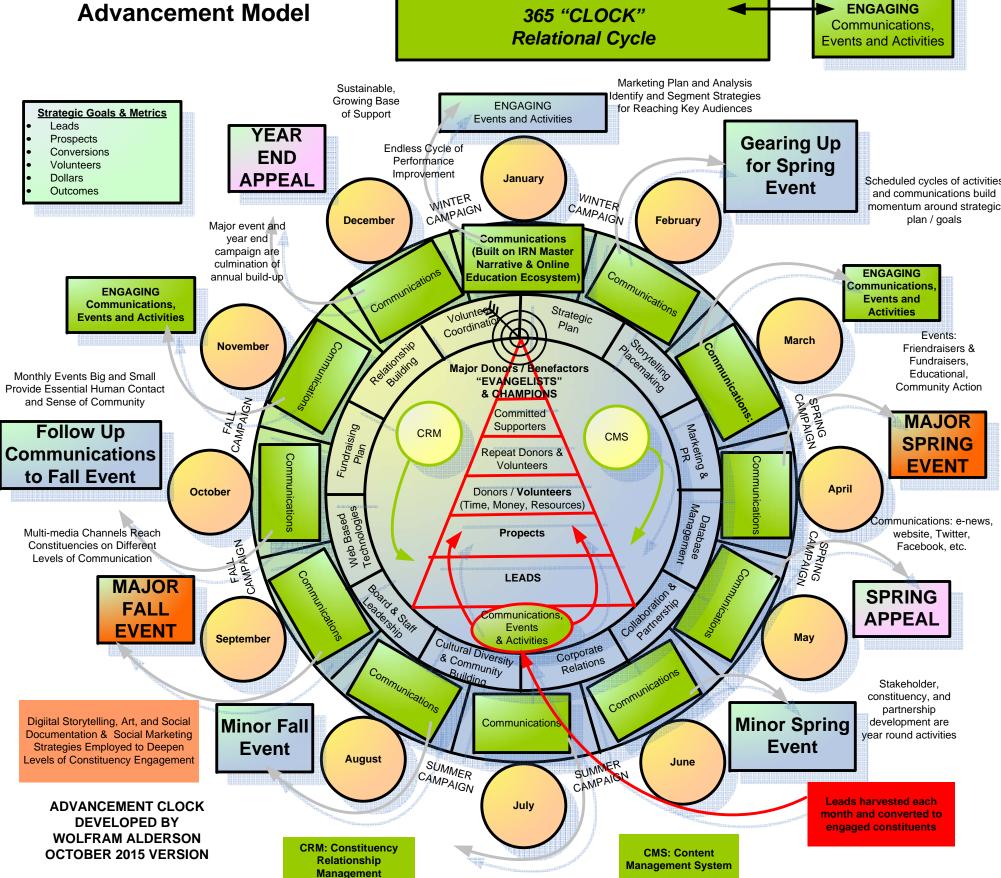
# 2015 Institute for Responsible Nutrition

What is this for? The purpose of this Advancement "clock" is to show the monthly-year-round relationships between organizational activities, communications, events, and fundraising. On a monthly basis, "leads" are "harvested" from strategically planned activities, communications, and events, and (relationships) developed into prospects, volunteers, donors, members, sponsors, committed supporters, etc.

Year-Round Cycle of



**ADVANCEMENT** 

#### **Funding Considerations & Opportunities**

#### Monthly Projects

- Package & Pitch
- Member & Sponsor Outreach
- EVENTS

# Memberships & Sponsorships / Naming Opportunities

- IRN Research Projects
- Development Plotting
- See Membership & Sponsorship Opportunity Matrices

## Constituency Resource Management:

- Social Networking
- Capturing info from events
- Smart phone app
- Online application
- Hard Copy
- Input protocol/schedule
- Data Fields

### Events, Seminars, Presentations, Workshops

- A. Luncheons, House Parties
- B. Movie / Media Viewings
- C. Collaborative Events
- D. Annual IRN Major Event
- E. Educational Events, Summit

#### Communications

- A. NationBuilder Website (CMS) & Scoop.It Site
- B. E-news
- C. Social Media Channels
- D. Movies / Documentaries
- E. Reports, White Papers,
- FAQs, etc.

#### **FUNDING CAMPAIGNS**

- Annual Operating Fund
- Capital Campaigns
- Endowments (IRN, Robert Lustig)
- Project Based Campaigns
- Project Specific Funding (Designated)
- Social Enterprise, Impact Investing, Social Finance
- Season Appeals
- Other:

#### MAJOR SOURCES OF NONPROFIT FUNDS

#### . Earned Income

- Products
- Services
- Social Enterprise

#### II. Foundations

- Designated Funds
- •General Support (Undesignated) Funds

#### **II. Corporations**

- •Corporate Foundations Grants
- •Direct Corporate Contributions
- •In-Kind Contributions
- Corporate Partnerships / Sponsorships
- •Matching Gifts, Employee Matching Funds
- Cause-Related Marketing
- Workplace Appeals
- •Cy Pres Awards

#### V. Government

- Grants
- Contracts

#### V. Individual Gifts

- Crowd-sourcing / Online Campaigns
- Major Donors
- Direct Mail Email/Snail Mail
- Memberships
- Special Events
- Advertising
- Solicitation Of Major Donors

#### VI. Investing

- •Interest and investment Income
- Endowments