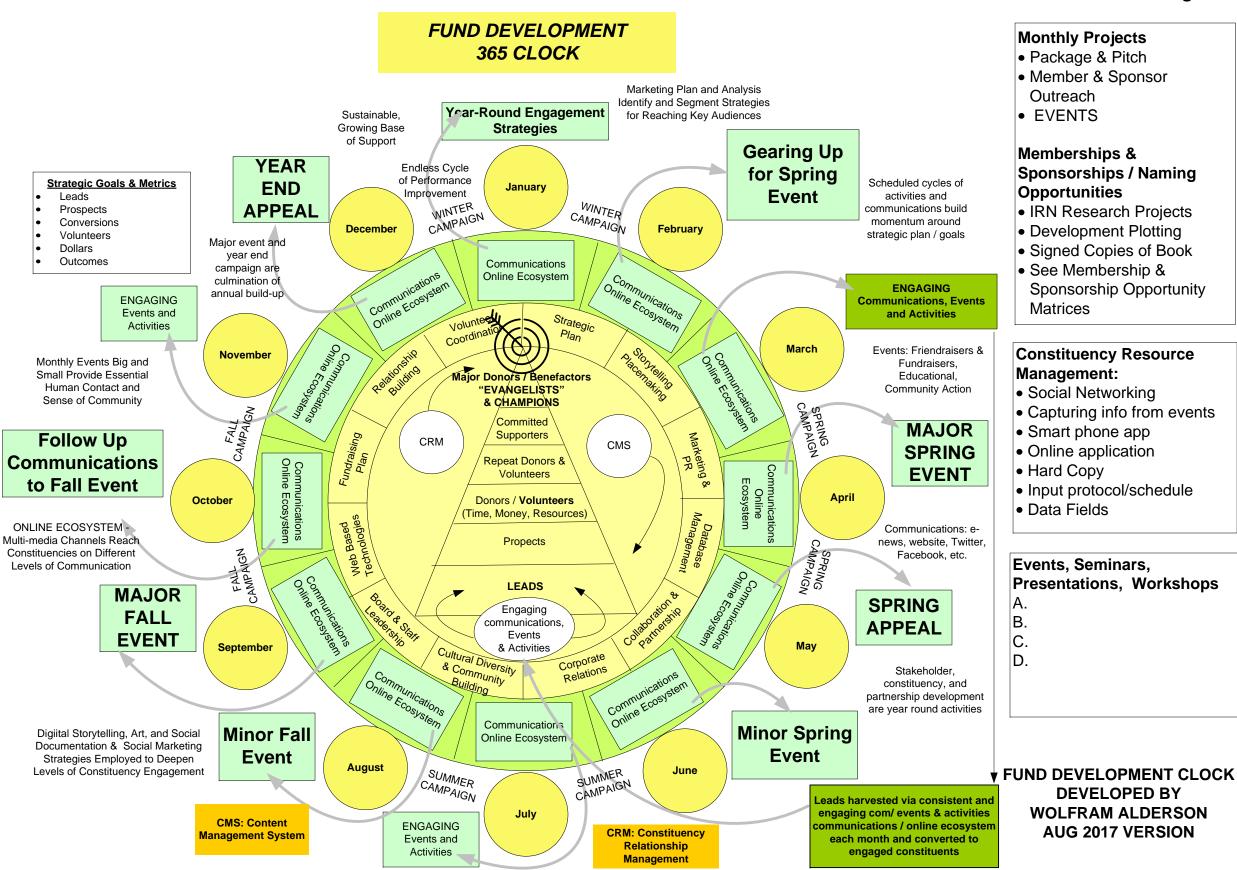
Fund development is like building a clock.

What is this for? The purpose of this fund development "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 developed into prospects, volunteers, donors, members, sponsors, committed supporters, etc.

Funding Considerations & Opportunities



FUNDING CAMPAIGNS

- Annual Operating Fund
- Capital Campaigns
- Endowments
- Project Based Campaigns
- Funding Research Projects
- Social Enterprise
- Other:

MAJOR SOURCES OF FUNDS FOR NONPROFITS

- 1. Foundations
- 2. Corporations

Corporate foundations
Direct corporate contributions
In-kind contributions
Corporate sponsorships
Matching gifts
Cause-related marketing
Workplace appeals

3. Government

Grants, Earmarks

4. Individual gifts

Crowd-sourcing (e.g. Kickstarter)

Direct Mail

Memberships

Special Events

Telephone solicitations

Computer online solicitations

Infomercials and telethons

Vehicle donations

Door-to-door canvassing

Solicitation of major donors

Planned giving

- 5. Memberships & Sponsorships
- 6. Interest and investment Income
- 7. Endowments
- 8. Advertising
- 9. Earned Income

Products & Services/Fees