**Fundraising Strategies**

Basic strategies to increase support from private sources and cultivate prospective funders

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**Individual Giving/ Major Gifts**

1. **Board Giving** – set giving expectations within the guidelines for board membership to secure a fixed gift.
2. **Who Knows Who** – circulate lists of prospective donors/funders amongst your contacts to discover any doors that could be open.
3. **Prospect/Donor research** – learn as much as you can about current and potential donors and giving trends by conducting internet searches, and speaking to people who may know them.
4. **Networking to identify supporters** - Connect with local business and civic associations. Check CRAIN'S list of events to learn about networking opportunities in your community.
5. **Engage program volunteers and Board members in expanding your organization’s network of supporters** – Find out if they are active with their alumni associations, or if they belong to a professional or business association.

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**Special Events**

1. **Maximize on past successful events** – Evaluate previous events to see how you may improve on them.
2. **Set goals to grow last year’s revenue** by introducing new elements (auctions, raffles) or reducing expenses.
3. **Develop a sponsorship packet** for your event that offers several levels of support and benefits to reduce the amount of single tickets that need to be sold.

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**Corporate Giving Strategies**

1. **Identify corporations** that target the population you serve - Are there any major businesses located near your organization?
2. **Research corporations’ websites** to see if they have “Corporate Responsibility”, “Global Citizenship”, “Community Investment” programs or initiatives that you may be able to tap into.
3. **Create opportunities to connect corporate sponsor to programs** that would be mutually beneficial (speaker series, volunteer opportunities, job or health fairs).
4. **Be up to date on NYC business activities**, read CRAIN’S and get their specialized lists (Top 100 Women in business, Largest Real Estate Firms, etc.)
5. **Design a corporate match campaigns to go with a crowdfunding initiative**

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**In-kind**

1. **Identify budget line items** that could be replaced with an in-kind gift (ie. snacks for your youth programs, gift certificates for your volunteers, audio visual costs at your event, etc.)
2. **Develop a wish list** of items that an institution or school could collect and would add value to the program such as toiletries, office and school supplies, toys, donated chairs, printers, computers, etc.
3. **Seek Pro-Bono professionals** to support or enhance current programs (publishing company to print newsletter, PR/Advertising company to develop communications materials, law firm to serve as legal counsel)

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CRE is a nonprofit consulting firm that provides the strategies and tools needed to build sustainable, high performing, organizations that improve people’s and drive social change.