

SUSTAINABLE FUNDING MODELS FOR NONPROFIT ORGANIZATIONS

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Center Street
Goldsboro, NC

Financial management complicated



www.Flickr.com : Walwyn

- Multiple donors, each with their own reporting requirements
- Overheads no one wants to pay for
- Gaps between funding but still bills to pay
- No profit margins
- Separate audits and bank accounts
- Restrictions on use of funding

“A NONPROFIT FUNDING MODEL IS A METHODOICAL APPROACH TO BUILDING A RELIABLE REVENUE BASE THAT WILL SUPPORT AN ORGANIZATION’S CORE PROGRAMS AND SERVICES.”

- The Bridgespan Group -



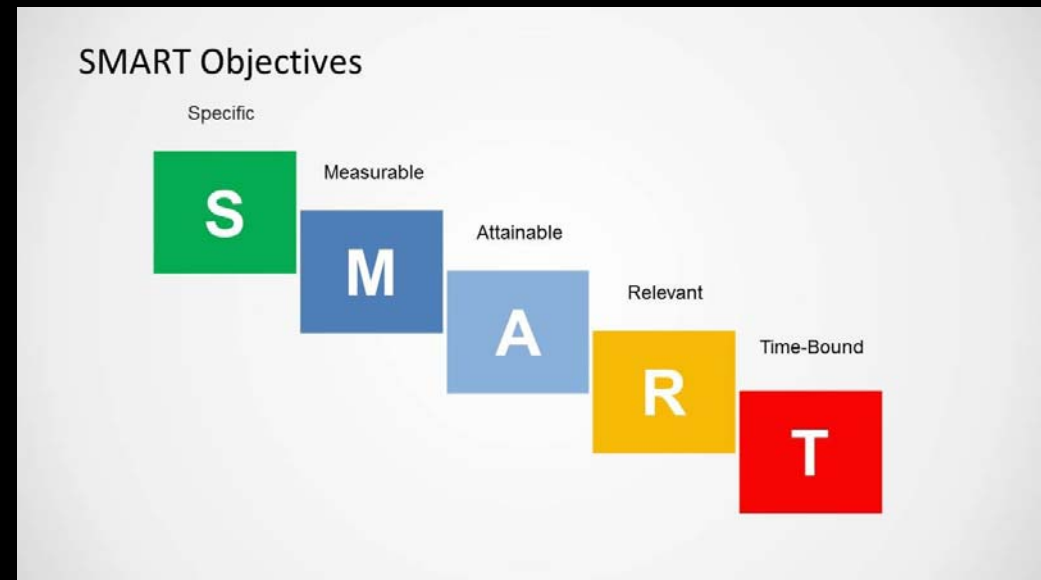
KEY STEPS TO SELECTING A FUNDING MODEL

- * Have a plan
- * Evaluate what you're already doing
- * Explore funding ideas
- * Narrow your focus
- * Set funding model options that are

SUSTAINABLE

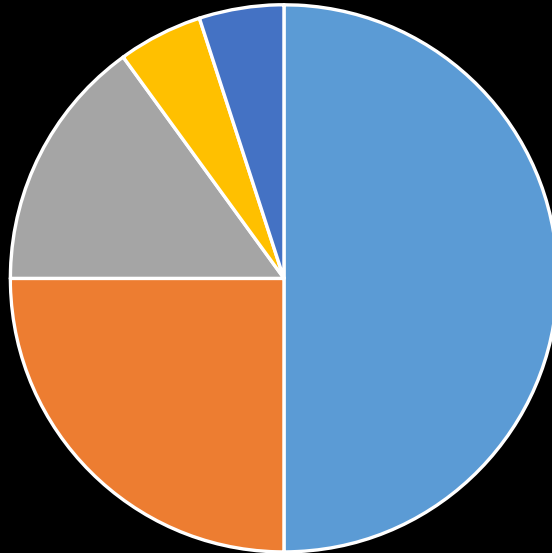
REPLICABLE

FEASIBLE



DATA is your best friend.

HYPOTHETICAL FUNDING MODEL REVENUE SOURCES



- Government & Foundation Grants
- Event Revenue & Corporate Sponsors
- Membership Dues
- Selling Goods & Services
- In-Kind Donations

EVENT REVENUES & CORPORATE SPONSORSHIPS



Historic Morganton Festival
Morganton, NC

FORMS OF CORPORATE SUPPORT

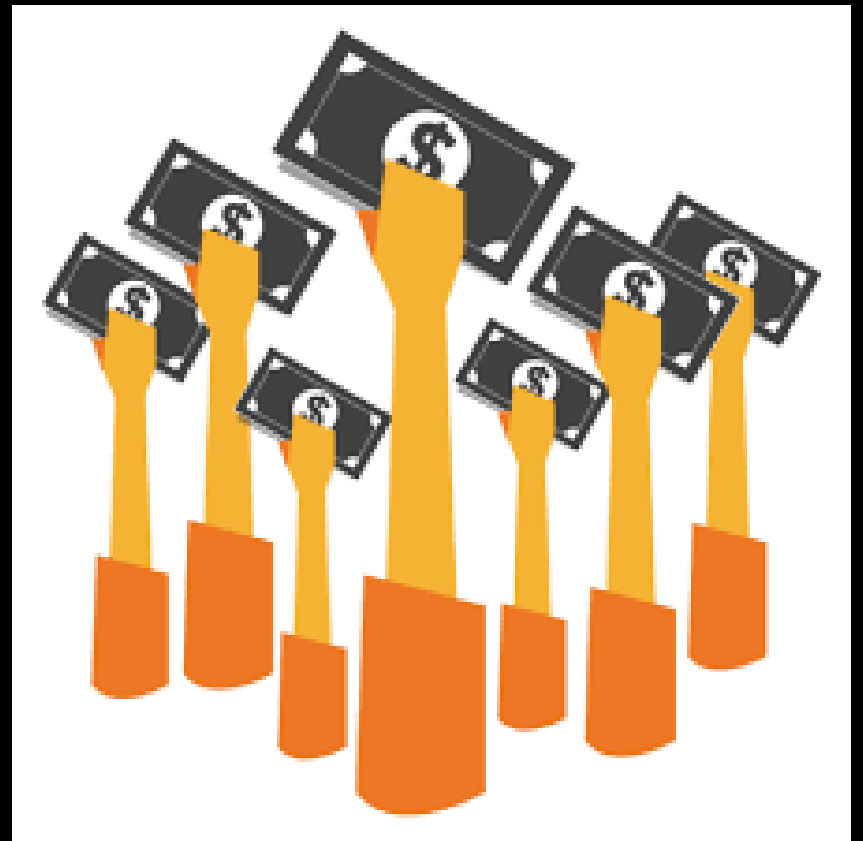
- Philanthropic—No strings donation
- Event Sponsorship—Short-term support
- Cause Marketing—Long-term thematic
- Pro Bono—Professionals offer services
- Matching Gifts—Corporations match gifts made by employees
- Paid Release—Corporate employees receive paid release days to volunteer during regular work hours
- In-Kind Gifts—Companies give product donations rather than cash contributions
- Check-out Campaigns—Consumers give at the cash register when checking out

OTHER SOURCES OF REVENUE

15% MEMBERSHIP DUES

5% SELLING GOODS AND SERVICES

5% IN-KIND DONATIONS





Fundraising strategies during pandemic conditions

- * Online donation plans to match offline solicitations
- * Crowdfunding
- * Peer-to-Peer fundraising
- * Email Marketing
- * Direct Mail
- * Virtual Programming linked to a PayPal account

Hickory's Oktoberfest would not be possible without the support of our Sponsors.



PRESENTED BY:



2019 Sponsors:



AND the experienced efforts of our dedicated volunteers.



THE WORK OF TODAY IS THE
HISTORY OF TOMORROW, AND
WE ARE ITS MAKERS.

- Juliette Gordon Low

Rocky Face Mountain Recreational Area
Alexander County, NC
Photo by: Alisha Stamey