

5 Tips to Generate More Revenue



1

Honor Monthly Donors

Retain your monthly donors by honoring them in special ways (ie. send a free gift or host an exclusive event) to increase the chances they will continue to donate.

2

Promote Major Gifts

Major gifts bring credibility to nonprofits and attention from other major donors.

Acknowledge these donors in big ways. Making them feel like they are a big part of your organization will lead to their continued support.

3

Ask for Unrestricted Gifts

Show donors the benefit of unrestricted gifts. Use your monthly newsletter or annual report to show examples of how unrestricted gifts helped you immediately assist someone who was in need.

4

Diversify Your Income

Diversify your income to create more ways to gain revenue. Apply for grants, start an e-commerce store, or ask donors to start peer-to-peer fundraising campaigns. Make it easy for donors to give and let them know every dollar counts.

5

Develop an Active Board

It sets a strong example when your board members donate to your nonprofit. Set an annual dollar amount and ask them to either make a contribution or tap into their network to raise the money. This makes it easier to secure grants that require board donations.