



information



All About Fundraising

Fundraising is a key part of nonprofit success. Without sufficient funding, nonprofits can't properly finance their organization, develop programs, or otherwise invest in their communities. Virtual fundraising, event fundraising, peer to peer fundraising, and merchandise fundraising are just a few of the many ways to fundraise for your nonprofit. Fundraising is also a great way to get all nonprofit staff, volunteers, and partners involved.



Resources

There is a lot to know about fundraising. From different laws and regulations to the types of fundraising and how to transform transactional relationships into transformational ones. Learn more below about how to fundraise more effectively for your nonprofit.

QUICK READ: 5 Fundraising Laws to Know About

LISTEN: Overcoming Rejection from a Frontline Fundraiser

READ: 10 Steps of Successful Peer Fundraising

WATCH: 3 Ways to Be a Better Fundraiser TedxTalk

DEEP DIVE: A Guide to the Different Types of Fundraising



Organization Tip

Donor profiles are comprehensive documents that compile all of a donor's information into one file. This is an easy way to organize and access donor information including their name and job title, contact information, and social interests. Don't know where to start? Check out the attached example: [Donor Profile](#)



"Try This"

Get your board involved! Board members are a great tool; make sure you are using them to their full potential by reminding them to prioritize fundraising. Board members give us the opportunity to expand our fundraising capabilities. There are many ways that board members can fundraise such as event planning or writing letters.



Brookings Council of Nonprofits



Take a break this month!

Join us this Thursday, April 27, 4-5 pm at Cubby's for a Brookings Council of Nonprofits Social Hour. This replaces our Friday morning meeting for April. Gather in the meeting room at the back of Cubby's for a no-host "Mental Health" social time.



Brookings Area United Way does not own any linked documents unless specifically noted. The Information X-change is a way to compile and disseminate nonprofit information to local networks. No profit is incurred through click-throughs or the sending of this newsletter.