

30+ Nonprofit Revenue Sources Workbook

A Workbook for Diversifying Revenue Sources
to Inspire Long-Term Sustainability

Table of Contents

Nonprofit Revenue Sources A-Z	3
Assess Current Revenue Streams	7
Identify Opportunities for New Revenue Sources	9
Develop Goals and a Strategic Implementation Plan	11
Monitor Revenue Sources, Provide Updates, and Adjust as Needed	12
Evaluate and Report	13



Revenue Diversification Ideas for Mission Longevity

Are you feeling the pressure to broaden your revenue sources? You're not alone! In fact, many nonprofits are reporting an ongoing need for additional revenue streams and growth, and are showing increased concern over long-term sustainability. [Data shows](#) that organizations with diverse revenue streams tend to be more resilient to economic change and two out of three nonprofits say they feel increased pressure to establish more revenue sources.

Never fear, that's why GiveSmart is here! Ease the pressure by following along with our handy workbook, full of checklists to identify your nonprofit's current revenue streams and determine opportunities for growth. Use this workbook to drive your organization's goals by inspiring new ideas to increase year-round revenue and spur mission longevity.

Nonprofit Revenue Sources A-Z

Affiliate Programs

Establish partnerships to promote products or services offered by a business or another organization and, in return, you can earn commission funds or referral fees generated from your promotional efforts.

Annual Gifts

Offer an avenue for annual contributions made by donors as a reliable source of income to support operations.

Capital Campaigns

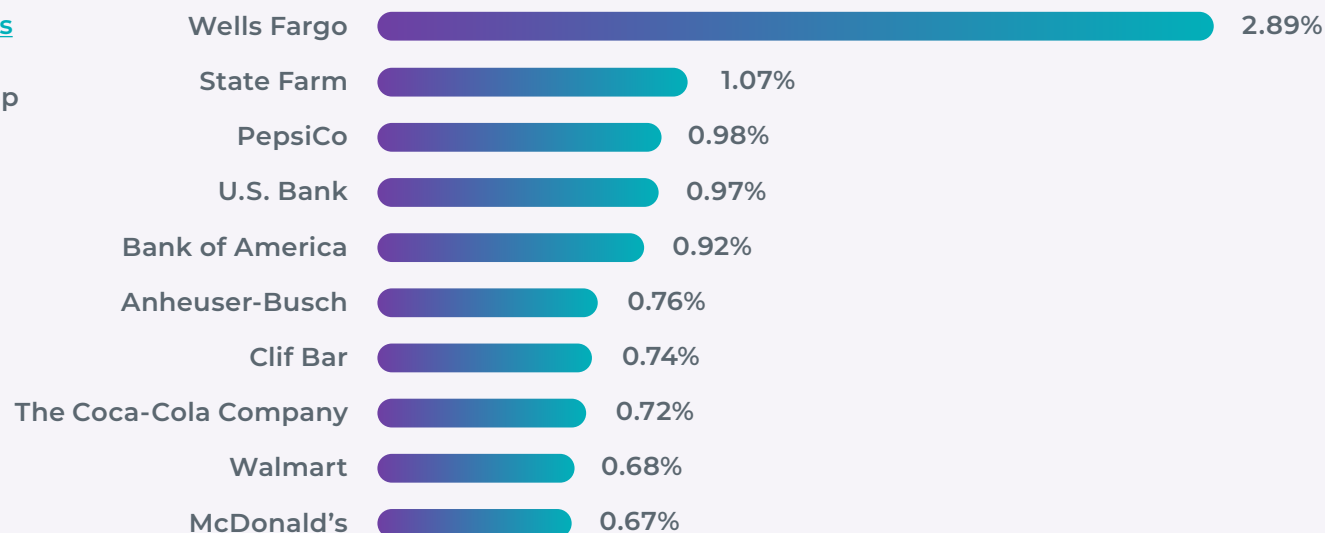
Implement time-sensitive fundraising efforts throughout the year to raise a specific amount of money for a particular project, program, or need.

Corporate Giving

Establish relationships with businesses and corporations to benefit from donations and sponsorships they can provide as part of their internal programs. Many companies have Corporate Social Responsibility programs of which your mission could be a beneficiary.

[This guide to corporate sponsorships](#) shares several companies that are exemplary sponsors. Here are the top corporate sponsors it lists, ordered by the percentage of nonprofits in [ZipSprout's database](#) they sponsor:

[Diversifying Nonprofit Revenue Streams: How to Raise More \(doublethedonation.com\)](#)



Digital or Online Fundraising

Implement fundraising campaigns online using channels like social media or fundraising platforms like GiveSmart.

Buttons: Add easy-to-find “Donate” buttons on your website

Forms: Embed donation forms on your website

Crypto: Enable these contributions using platforms that accept Crypto donations

Payment Options: Collect donations via platforms like GiveSmart that allow fast, easy donor checkout via diverse payment options on forms such as PayPal, Venmo, Apple Pay, Google Pay, etc.

Text-to-Give: Use platforms with text messaging capabilities to enable text-to-give programs for donors

Donor-Advised Funds

Utilize channels that can collect Donor-Advised Funds. These funds are often managed by public organizations that allow donors to make charitable contributions, receive an immediate tax benefit, and then recommend grants from the fund over time.

Events

Plan and execute fundraising events such as galas, auctions, golf outings, walk/runs, giving days (e.g., GivingTuesday), parlor events, etc. Additional revenue stream opportunities at [fundraising events](#) include:

Tickets: Offer tiered ticketing options for events like “VIP Experience Package” or “Online Bidding Only Access” to increase participation numbers and revenue

Items: Provide a diverse group of items for donors to bid on or purchase, including live auction, silent auction, buy-it-now, and more

Games: Add gamification to your event with indoor or outdoor games like heads or tails, wine pulls, [balloon pops](#), and more

Votes: Increase competitive spirit at events with a creative voting competition in which votes equal donations (at any amount!), such as “Vote for Our Signature Event Drink” or “Best Bartender,” etc.

Raffles: Include multiple and/or diverse raffles at events, including the classic 50/50, golden ticket, reverse raffle, tricky tray, and more

Foundations	Work with local foundations (private or public) or apply to benefit from grants or funds they provide to nonprofit organizations.
Grants	Apply for funds provided by government agencies, corporations, or other organizations (local, state, and national) that can support specific projects or general operations.
Individual Donations	Expand your active donor base through targeted donation campaigns. These can be used to fill gaps or engage donors multiple times a year, such as between large events when activity is low. According to Giving USA , individuals contributed more than \$319 billion in 2023.
In-Kind Donations	Seek donations in the form of goods and services from individuals, companies in your community, and others. This could be in-kind use of a venue for an event in place of a monetary sponsorship contribution.
Large or Major Gifts	Establish long-term, close relationships with donors to receive large gifts or major donations from individuals, families, or entities.
Legacy Gifts or Bequests	Offer an avenue for long-term or high-gift donors to establish a relationship with your organization and provide planned gifts, such as legacy or deferred gifts, bequests, estate planning, in memoriam contributions, and charitable gift annuities.
Matching Gifts	Implement programs in which employers or individuals can match the charitable contributions made by donors in a capital campaign or fundraising event. An estimated \$4–\$7 billion in matching gift funds goes unclaimed per year.
Memberships	Develop tiered membership programs with exclusive benefits to collect sustainable funds.
Peer-to-Peer, Crowdfunding, or Social Fundraising	Utilize peer-to-peer platforms and enable volunteers, staff, board, and other supporters to appeal to their networks on your behalf.
Program Fees or Earned Income	Explore fee-for-service models, such as in-house programs, classes, etc.

Recurring Giving

Offer forms with monthly or subscription-based donation models for automated, reliable revenue. On average, recurring giving accounts for 10% of a nonprofit's incoming, unrestricted revenue.

Sponsorships or Partnerships

Develop relationships with businesses (local, state, and national) and offer sponsorship opportunities for events and programs or dedications for new initiatives or projects (e.g., a new wing to a building would be named after the sponsor).

Stock

Utilize [platforms that can accept](#) and convert donations of appreciated securities, such as stocks, bonds, or mutual funds.

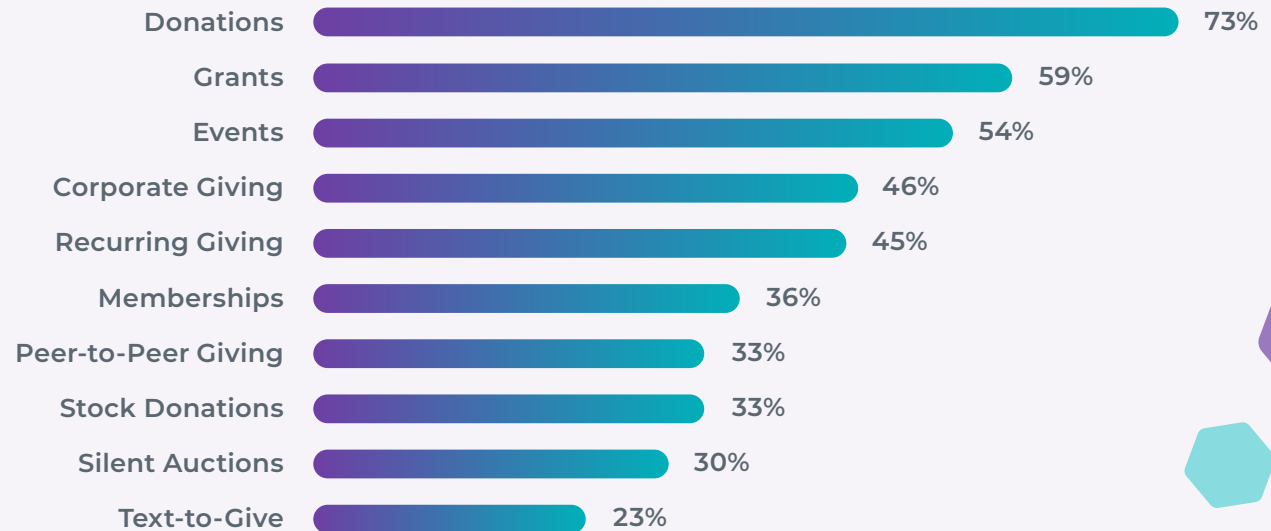
Storefront or Merchandise Sales

Develop and sell products or services related to your mission, such as branded t-shirts or coffee mugs.

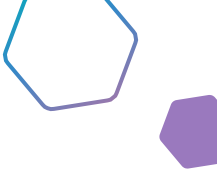
Trusts

Implement a program to accept planned giving mechanisms like trusts, managed by a trustee for the benefit of a nonprofit.

Top 10 Nonprofit Revenue Streams as of 2023



Assess Current Revenue Streams



To get started, you'll need to identify and list your current revenue streams by using the columns below, organized by restricted funds and unrestricted funds. Determine the percentage of total revenue each source contributes, and include that percentage next to the revenue source listed.



Restricted Funds		Unrestricted Funds	
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%
	%		%

In 2023, nonprofits reported:

Fund designation is **mostly restricted**



Fund designation is **mostly unrestricted**



Fund designation is an **equal split**
between restricted and unrestricted



Unsure



Risk Assessment

Now that you've listed your current revenue streams, it's time to identify any potential risks and vulnerabilities from over-reliance. For example, if any of the streams listed on the previous page contribute to a significant amount of your organization's revenue, consider how you can increase efforts elsewhere, or implement new efforts to balance your revenue streams for sustainability.



Identify Opportunities for New Revenue Sources

Next, using the handy list of Revenue Sources A-Z, identify any revenue sources your organization currently lacks or could improve upon in the future. Think about how your organization could implement these new revenue sources, and how long those efforts could take with your current team or Board. With that in mind, organize these revenue opportunities under short-term or long-term possibilities below.



Short-Term

Long-Term

2024 Annual Fundraising Calendar

GiveSmart's popular [Annual Fundraising Calendar](#) delivers the major holidays, recognized awareness moments, days of giving and connection, and fun days that are worth celebrating.

Use this guide to inspire year-round giving moments, events to fill fundraising gaps, and donor-engagement strategies.



GiveSmart can grow your nonprofit like never before.

We are more than the industry-leading fundraising and donor management partner for nonprofits and schools. If you're looking for a solution and one-on-one strategy from our expert fundraising specialists, as well as a support team that is there when you need them, [check us out](#).

Identifying **key dates and event timelines** is the first step any organization takes toward reaching its revenue goals.

But... then what? What else can you do to engage your supporters for the rest of the year?

GiveSmart's Annual Fundraising Calendar delivers the **major holidays, recognized awareness moments, days of giving and connection, and fun days** to help you round out your plans, better strategize to reach your goals, and steward your donors and volunteers.

Throughout the calendar, you'll find **tips and information on how you can use the highlighted days, weeks, and months** to be timelier with your silent auctions, galas, golf outings, and peer-to-peer fundraising.

Jump into our fundraising calendar, print or bookmark it, and **use it while creating a full plan that will grow your mission**. Cheers to a successful year!

Develop Goals and a Strategic Implementation Plan



- ☐ Define clear and achievable goals for each new revenue source
- ☐ Set specific targets for each new revenue source
 - ☐ Make goals specific and measurable
- ☐ Create a timeline for implementing new revenue sources
 - ☐ Give each revenue goal an attainable timeframe
 - ☐ Establish a calendar of goals to stay on track
- ☐ Allocate necessary resources and/or budget for new activities
- ☐ Create accountability with your team

Best Practices and Mistakes to Avoid

Best Practices

- ✓ Extensive research
- ✓ Data hygiene
- ✓ Realistic goals
- ✓ Implementation plans
- ✓ Up-to-date platforms
- ✓ Connect your mission

Mistakes to Avoid

- ✗ Doing too much at once
- ✗ Resource depletion
- ✗ No feedback
- ✗ Fast results
- ✗ Lack of analysis



Monitor Revenue Sources, Provide Updates, and Adjust as Needed

- ☐ Start with pilot initiatives for new revenue streams to test feasibility
- ☐ Track progress and assess performance against goals
- ☐ Adjust strategies as needed while you track progress based on what works and what doesn't
- ☐ Recognize and thank donors publicly and privately
- ☐ Provide regular updates to staff and stakeholders on the progress of the revenue sources

If you're unsure where to begin (or how to set the right goals), then start with our customizable [Nonprofit Goal Planning: Worksheets to Set Your Fundraising Goals](#).

We walk you through the questions to ask to find the right goals for your nonprofit, including ways to frame your successes and setbacks, setting goals that create urgency and inspire action, and setting goals that make each aspect of your multichannel outreach work harder for you.



Evaluate and Report

- ☐ Evaluate the impact of each revenue stream on overall financial health
- ☐ Gather feedback from stakeholders to improve fundraising efforts
- ☐ Recognize and thank donors publicly and privately
- ☐ Report on revenue diversification efforts in annual reports and to your Board of Directors

Continuous Improvement

- ☐ Keep up with trends and best practices in nonprofit fundraising
- ☐ Join nonprofit associations and attend fundraising conferences
- ☐ Continuously look for innovative ways to generate revenue

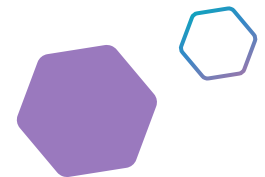
Additional Tips for Sustainability and Longevity

- ☐ Use compelling stories to connect with donors and show the impact of their contributions
- ☐ Be transparent about your financial needs and how funds will be used
- ☐ Partner with other nonprofits for joint fundraising efforts

What to Look For?

When evaluating the impact and outcomes of your new revenue sources, there are some key indicators that can help you determine if the new revenue sources are performing well for long-term sustainability. Think about how these key performance indicators (KPIs) compare to your established goals. Here's a list of important questions to ask to help you evaluate your nonprofit's return on investment (ROI):

- How much time have you/your team put into implementing it? How much money or value in resources?
- What is the current value generated by the revenue source versus the cost of implementing it?
- What is the rate of growth for the revenue stream(s)?
- How many donors have participated or contributed, and are they net new donors or returning/retained donors?
- How time consuming, or how much effort does it take to keep the program or revenue source up and running?
- Does the overall ROI prove net positive against implementation costs, donor engagement, and ongoing efforts?





About GiveSmart

GiveSmart is a leading fundraising, event and auction, and donor management software. Join thousands of nonprofits using GiveSmart as their all-in-one solution to innovate and raise more, save money, improve donor experience and better steward supporters.

To speak directly with a fundraising expert about GiveSmart's comprehensive fundraising and event features, visit givesmart.com/demo or call 800-667-8075.



GiveSmart[®]

© 2024 Community Brands HoldCo, LLC. All rights reserved. Community Brands®, GiveSmart®, and respective logos are trademarks or registered trademarks of Community Brands HoldCo, LLC and its affiliates.