Easy Fundraising Tips for Community Nonprofits

by Bend Weekly News Sources

No matter what the cause or how large or small they are, there's one thing most community nonprofits have in common: There's never enough money to do all the things that need to be done. But fundraising can be difficult and time-consuming, especially for very small organizations.

So what's a community group to do? Here are some easy fundraising tips:

* Apply for a grant from your community charitable foundation. The mission of community foundations is to support local groups and leave the funding needs of national causes to someone else. And most community foundations are willing to walk local groups through the application process, so applying for that grant may be easier than you think.

* Research cause-specific philanthropies. For instance, both PetSmart Charities and the PetCo Foundation make grants to registered 501(c)(3) nonprofit animal welfare groups.

* Partner with a business. Area businesses may be willing to donate or sell their product at a steep discount to groups with a cause. For instance, NuVim Chief Executive Officer Rick Kundrat offers his company's health beverage in powder form to nonprofits, schools and community groups at a 40 percent discount, or $30 for a box. Sold on the Web and retail stores for $50, NuVim helps build the immune system and sturdy joints. Each box contains a month's supply, which organizations can resell to raise funds. To find out how NuVim can partner with your organization, call Kundrat at 201-556-1013 or visit www.nuvim.com.

* Use the Web. Joining Internet retailers' affiliate programs and registering with "shop-to-give" Web sites like www.igive.com and www.goodsearch.com are easy ways for your group to earn some money. While the commissions are small, they can add up. Be sure to include links to the Web sites in your emails and other correspondence.

* Ask for money and accept online payments. You might be surprised by how many people will click that "donate" button on your Web site. And be sure your brochure includes an address and instructions for donating to your group.