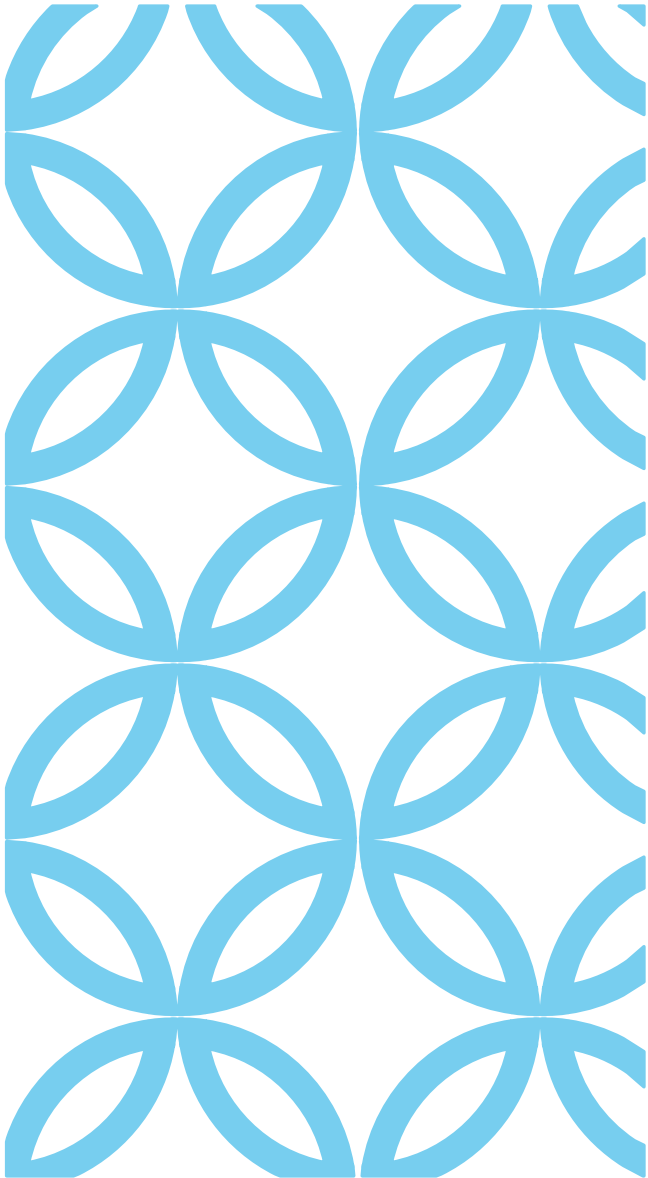




DIVERSIFYING YOUR FUNDING

LOOKING BEYOND THE
PUBLIC SECTOR



WHY ME?

- 30+ years experience fundraising, including:
- 15 years as the co-founder and CEO of **True Colors United**
- 2 years as Managing Director of the **Matthew Shepard Foundation**
- 7 years in Development & Membership Department at the **Human Rights Campaign**
- 5 years as a young leader with **Students Against Driving Drunk (SADD)**

GREGORY LEWIS
FOUNDER, NEXT IMPACT CONSULTING
GREGORY@NEXTEMPACT.COM
917-855-2533

KEY STRATEGIES

- **Build Diversified Revenue Streams**
- **Gotta Spend Money to Make Money**
- **Meet Donors Where They Are At**
- **Build Authentic Trusted Relationships**
- **Consistency, Consistency, Consistency**
- **Patience is Truly a Virtue**
- **Learn From Your Inevitable Mistakes**
- **Get Comfortable Being Uncomfortable**
- **Donor Data is as Valuable as Cash**
- **Budget, Track, Adjust, & Repeat**



Institutional Giving

- Government Funding
- Foundation Giving
- Corporate Giving

Individual Giving

- Annual Giving
- Recurring Giving
- Peer to Peer Giving
- Major Giving
- Planned Giving

Events

- Community Events
- Galas

Out of the Box

- Auctions & Raffles
- Workplace Giving
- Matching Gifts
- Beneficiary Proceeds

REVENUE STREAMS

GETTING TO KNOW EACH OTHER

WHO HERE CURRENTLY FUNDRAISES?

WHO HERE CONSIDERS FUNDRAISING THEIR PRIMARY RESPONSIBILITY?

WHO HERE CONSIDERS FUNDRAISING PART OF THEIR OVERALL RESPONSIBILITY?

HOW MANY YEARS HAVE YOU BEEN FUNDRAISING?

WHY DO YOU LIKE TO FUNDRAISE?

WHAT SCARES YOU ABOUT FUNDRAISING?

IF YOU ARE NOT CURRENTLY FUNDRAISING, WHY ARE YOU ATTENDING THIS SESSION?

IF YOU ARE CURRENTLY FUNDRAISING, WHY ARE YOU ATTENDING THIS SESSION?

GETTING TO KNOW EACH OTHER'S ORGS

WHAT IS THE SIZE OF YOUR ORGANIZATION'S BUDGET?

HOW MANY REVENUE STREAMS, INCLUDING GOVERNMENT FUNDING, DOES YOUR ORGANIZATION CURRENTLY HAVE OPERATING?

WHAT IS YOUR HIGHEST GROSSING REVENUE STREAM?

WHAT PERCENTAGE OF YOUR REVENUE COMES FROM YOUR HIGHEST GROSSING REVENUE STREAM?

IS YOUR ORGANIZATION FEARFUL OF FUNDRAISING? IF YES, WHO & WHY?

NOW, FOR YOUR QUESTIONS...

CONTACT INFORMATION

Gregory Lewis
Founder
Next Impact Consulting
gregory@nextimpact.com
917-855-2533

