

# 6 Stats to Diversify Revenue Streams



Six out of 10 organizations report that their nonprofit or school feels the impact of the economy. With ever-changing economic conditions, take this opportunity to review your nonprofit or school's revenue streams. Consider new ideas, expand on your current streams, and get creative with your appeals.

Data shows that organizations with diverse revenue streams tend to be more resilient to economic change.

**1** We recently asked organizations which revenue streams their organizations are targeting to overcome economic hardships and they ranked their options:

- |   |                              |
|---|------------------------------|
| 1. Individual Contributions/ Donations  | 5. State/Local Grants        |
| 2. Corporate Giving/Sponsorships  | 6. Large Fundraising Events  |
| 3. Small Fundraising Events   | 7. Foundations               |
| 4. Social and Digital Fundraising (P2P, text-to-donate, recurring giving, etc.) | 8. Federal Grants            |
|   | 9. Programs/Services Revenue |
|   | 10. Retail                   |



## Did you know?

About **30%** of annual revenue for nonprofits comes in during November and December; between #GivingTuesday and the last two days of the year. Use end-of-year giving and the holiday giving spirit to boost your fundraising options and get creative with your year-end appeals!

**2** Boost your bottom line by appealing to your donors with **recurring giving**. Not only do recurring giving donors have a higher retention rate, but they also trend higher in annual donation amounts than one-time donors.

42% more

Recurring donors give **42% more per year** than those who make a one-time gift

On average, recurring giving accounts for **10%** of a nonprofit's incoming, unrestricted revenue

10%

## Pro Tip!

Make sure your organization is registered to benefit from programs like Amazon Smile and Give with Bing. Ensure your supporters are signed up and using those opportunities so more money comes your way.



**3** Running a **peer-to-peer campaign** or adding social fundraising to your planned campaigns can make a large difference in your revenue. Let your volunteers, staff, board, and other supporters appeal to their networks on your behalf!

\$12,543

average amount raised by peer-to-peer fundraising campaigns

## Get Creative!

Expand your sponsorship opportunities! Outside of your traditional asks, include advertisement opportunities in newsletters or give sponsors more opportunities to get involved and have their name associated with your mission. #CorporateSocialResponsibility



**4** Has your organization considered a **donor advised fund (DAF)**?

Total contributions to DAFs increased

**20.6%** (10.1% of total estimated charitable giving) in 2021 in the U.S.

**5** Diversify funds and double your potential fundraising revenue by seeking out and securing **matching funds** at local, state, and national levels.

An estimated **\$2-\$3 billion** is donated through matching gift programs annually

An estimated **\$4-\$7 billion** in matching gift funds goes unclaimed per year

More than **65%** of corporate foundations offer matching grant opportunities

**6** **Grants** are competitive and time consuming, but when secured, can make a significant difference in your ability to target and fund different needs for your mission. Search for grants at local, state, and government levels, and don't forget to search for government-funded AND corporate grants.

40%

Federal grants represent **40%** of government funding sources

Corporations represent **17%** of non-governmental grant funding

17%

## Did you know?

The federal government's grants division offers a [grants.gov](https://www.grants.gov) mobile application for on-the-go grant searching.

