

Fundraising That Works

Moving Beyond Emotions and Volunteers

Today's nonprofit organizations need to use every tool available to ensure funding in a tight-money environment. Tom Ralser, author of *ROI for Nonprofits, The New Key to Sustainability*, explores why a slow economy need not be threatening, and how a strategy that moves beyond emotions and incorporates ROI cannot only strengthen your funding portfolio, but the nonprofit organization itself.

Topics:

- ✓ Why the Investment-Driven Model™ is more likely to provide sustainable funding in a tight money economy
- ✓ Alternatives to traditional, emotionally-based campaigns
- ✓ Why people and organizations invest in nonprofits... it's not what you may think
- ✓ Developing *investable outcomes*: translating specific outcomes into specific benefits for different stakeholder and investor groups
- ✓ Misconceptions about ROI and its application
- ✓ Professional solicitation campaigns vs. Volunteer-based campaigns

Contact Information

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