

Jan McGowan Nonprofit Consulting Types and Sources of Development Funds

When considering your development plan, it can help to think about the types of funding that may be available, and the sources that might provide those types of funds. The following chart demonstrates typical sources for a variety of funding types.

Funding Type	Typical Sources				
	Individuals	Businesses	Government	Foundations	NP-trade groups-unions
Earned income (e.g. admissions)	x				
Sponsorships	x	x			
Cash donations	x	x			x
Memberships	x	x			
Grants			x	x	x
Fee for Service			x		x
Events (theme)	x	x			
Events (free fundraising)	x				
Social Media	x				
In-kind donations	x	x	x		x

Endowment

Endowments may be considered as a type of funding, as proceeds may benefit your annual budget as a revenue source. At the same time, many organizations need to identify sources of funds to build their endowment corpus (restricted investment portion of the endowment). Sources for endowment fundraising may typically include the following.

- Endowment Campaign (requesting funds, usually from individuals and businesses)
- Events (Special activities from which the proceeds are directed to the endowment, often as part of a campaign)
- Planned Giving (asking donors to plan a gift in their estates)
- Allocation (percent or dollar amount from annual fund directed to endowment)