

# Make Dollars Make Sense

## The Not-for-Profit Perspective

Janice Kelner  
Unexus Management Services Inc.  
Past Executive Director, CAFE Calgary

# Important considerations

- Budget for both essential needs and stretch goals
- Be clear about your vision and mission
- Develop your “value proposition”
- Engage your whole board in fundraising
- Make it easy for supporters to contribute
- Plan ways to engage your supporters in your work
- Don't overlook members as potential sponsors
- BUT don't overtax membership financially

# Raising Funds

- Increase membership fees by offering additional value
- Expand membership base – consider partnering with another organization with compatible objectives
- Hold some fun networking events to raise funds and increase connection with and among members
- Hold a signature event each year
- Create a sponsorship brochure as a marketing tool
- Cultivate relationships with supporters to convert them to long-term sponsors

# Thank You

## CONTACT INFO:

Janice Kelner

Unexus Management Services Inc.

403-270-2695

[unexus@outlook.com](mailto:unexus@outlook.com)