

FUTURE-PROOF YOUR FUNDRAISING

A Checklist for Nonprofits

Fundraising has never been simple

Budgets are tight, expectations are high, and the usual playbook doesn't always work. That's why it's essential to focus your time, your team, and your resources on the activities that actually move your mission forward. Use this checklist to get clear on what's working, where you're strong, and where you can grow with purpose.

Strengthen your foundation

Make your core fundraising more stable, efficient, and resilient.

- Use storytelling to appeal to donors.
- Create urgency with limited-time matching gifts.
- Be transparent about your budget and impact.
- Turn one-time event donors into long-term supporters.
- Make monthly giving easy and visible.
- Improve your online giving experience.
- Keep donor data clean and actionable.
- Engage staff and board in fundraising conversations.
- Look for collaborative partnerships that align with your mission.

Explore new revenue opportunities

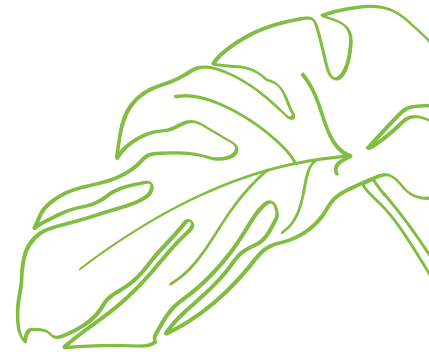
Test new ways to grow funding and expand your reach.

- Use AI and machine learning to identify supporters likely to give.
- Turn your expertise into trainings, guides, or consulting.
- Equip loyal supporters to run peer-to-peer campaigns.
- Develop mission-aligned earned income streams.
- Act quickly when social or political moments align with your cause.
- Make it easy for donors to give through their DAFs.
- Add donation options at checkout with business partners.
- Explore crypto as a future giving channel.

Build on what's already working

Double down on the strategies delivering results.

- Invest more time in high-ROI activities.
- Ask for multi-year commitments from major donors.
- Train your most engaged donors and volunteers to fundraise.
- Develop deeper, more strategic corporate partnerships.
- Keep recurring donors connected and valued.



This checklist is just the start.

Download our guide, [Future-Proofing Nonprofit Fundraising: 22 Strategies to Navigate Uncertainty: A Modern Fundraising Playbook](#) for more insights to help you fundraise with more clarity and purpose.