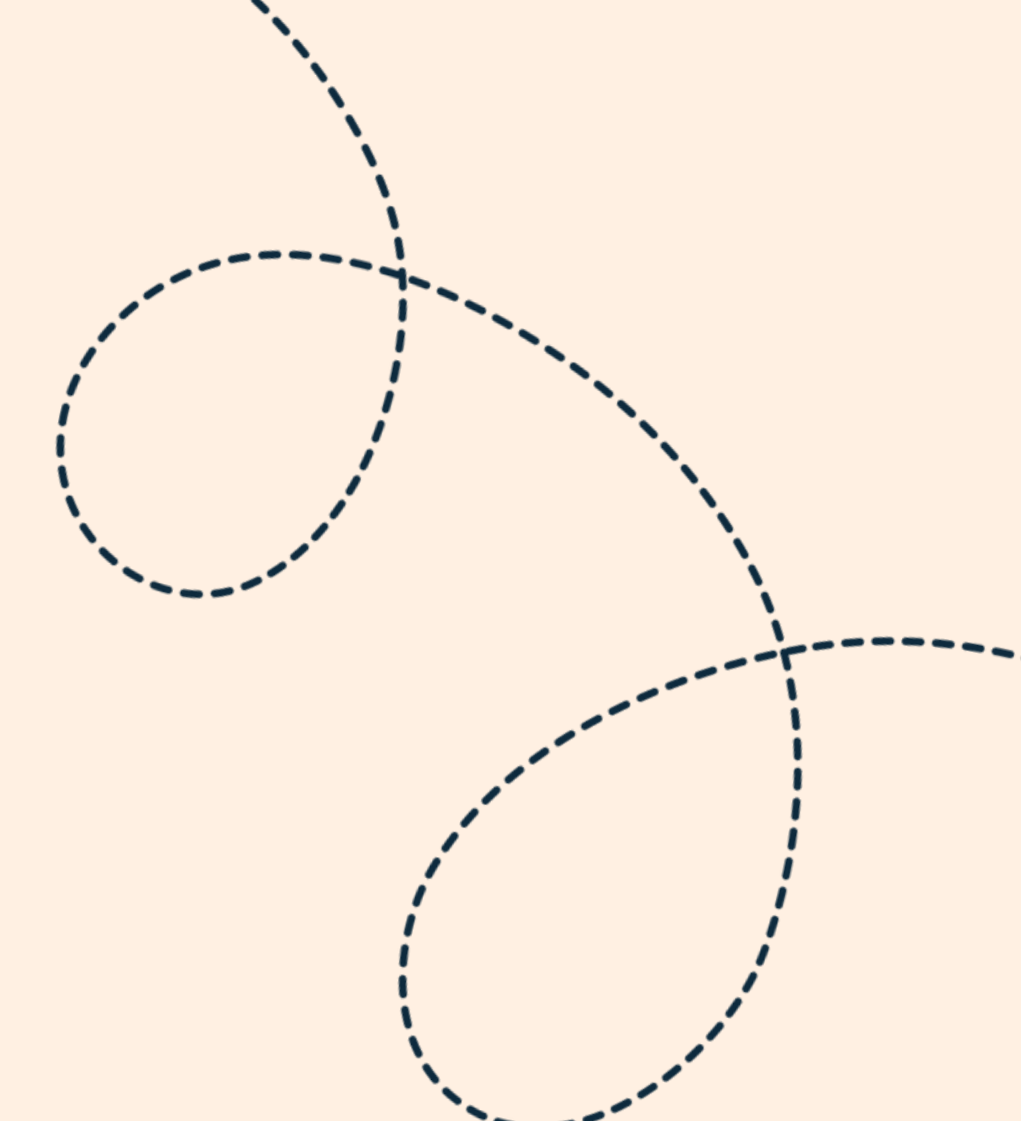




The Ultimate Guide to **Non-Dues Revenue** for Nonprofits

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For any membership organization, generating non-dues revenue is an essential part of overall success. However, for a nonprofit, generating non-dues revenue is much more than just a robust fundraising strategy. Maintaining your nonprofit status while diversifying income is a delicate balance but an important one to achieve.

If your organization is struggling to raise extra funds, don't worry — we can help. Behold, the ultimate guide to non-dues revenue for nonprofits!

1

Education

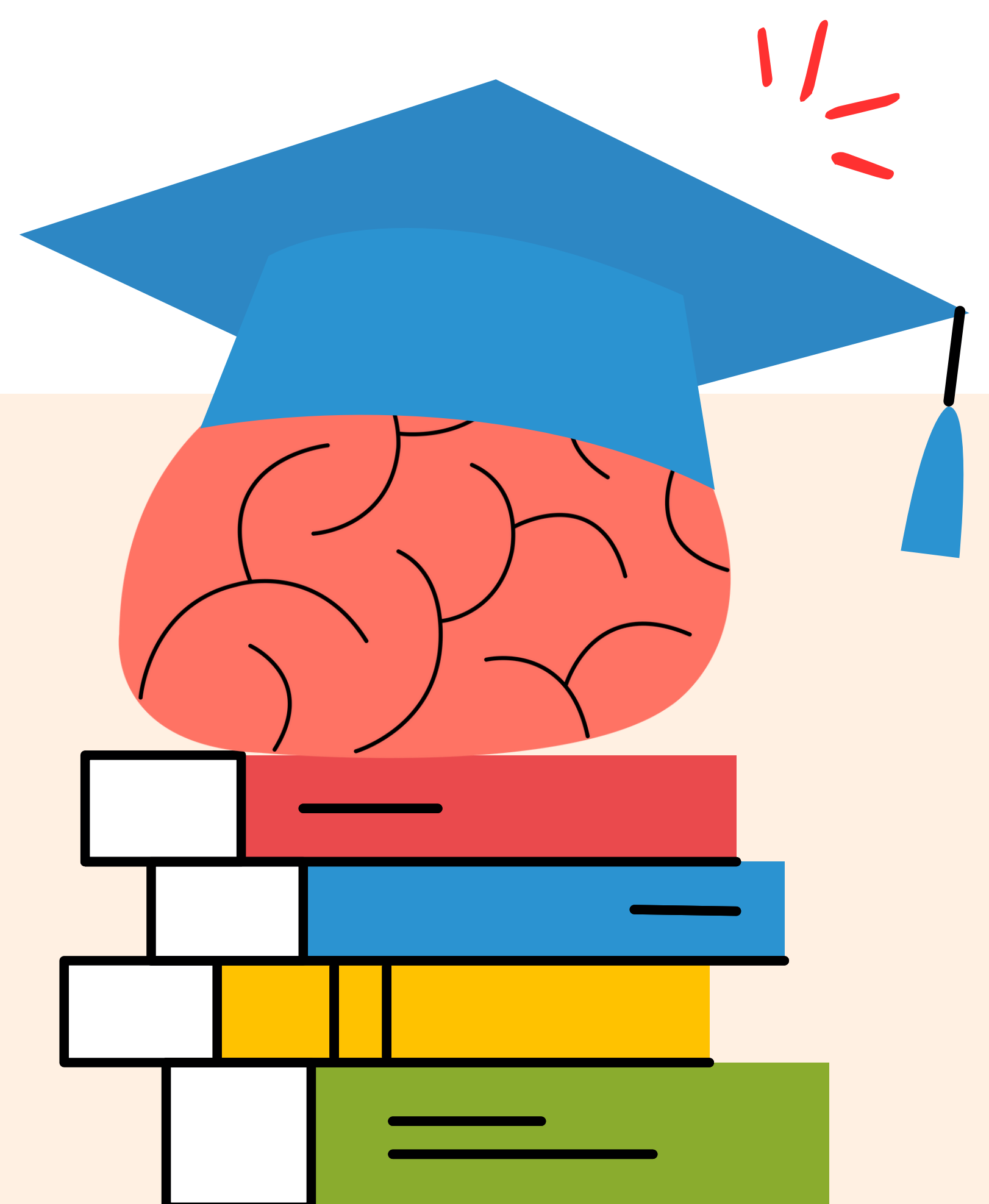
Educational programs come in many forms — certifications, training programs, accreditations, etc. — and can be a great source of non-dues revenue for your nonprofit. Your members will love the flexibility as these programs can be on-demand recordings or live via virtual, in person or hybrid avenues.

Providing members with professional development will ensure they have the latest knowledge and the best credentials after their name. Ultimately, they want proof that they're up to date in their industry.

Things to consider: make sure the sessions you offer are worth the price and features that entice individuals to attend. This can be done by having a unique educational course or a highly accredited speaker/educator.

Implementing a Learning Management System (LMS) can greatly enhance your educational offerings and streamline management. Discover how Classroom LMS by Personify can help you create and manage your educational programs seamlessly.

[Learn More.](#)



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Live Events

Nonprofit-hosted events are the ultimate win-win — members can receive entertainment and value while nonprofits can generate revenue on the back end. Events can be anything from auctions and galas to conferences and lunch and learns. They don't have to be anything fancy, but they do need to provide members with value.

Things to consider: ticket pricing should reflect what is being offered at the event. Educational sessions with highly regarded speakers can be more expensive than small events with local educators. You don't want to price people out of an event or experience higher operational costs than ticket revenue.

Note: If you decide to go the conference route, you can typically incorporate other methods of fundraising as well. For example, you can allow exhibitors to set up booths at your event or offer several different advertising, sponsorship or signage options.



3

Sponsorships

Another great way to generate revenue is by asking companies within your industry if they'd be willing to sponsor your organization. Nonprofits, like your own, provide industries with value, so many companies are willing to form a partnership of some sort.

The potential revenue from sponsorships is limitless. Utilize everything from physical sponsorships like banners to digital sponsor slots on your mobile app.

Things to keep in mind: no one wants to go to an event where everything is sponsor-city, so don't go overboard!

To generate interest in corporate sponsorship, consider...

- Putting together a comprehensive sponsorship package
- Provide a list of sponsor benefits
- Post information on your nonprofit's website
- Ask members to assist with recruiting



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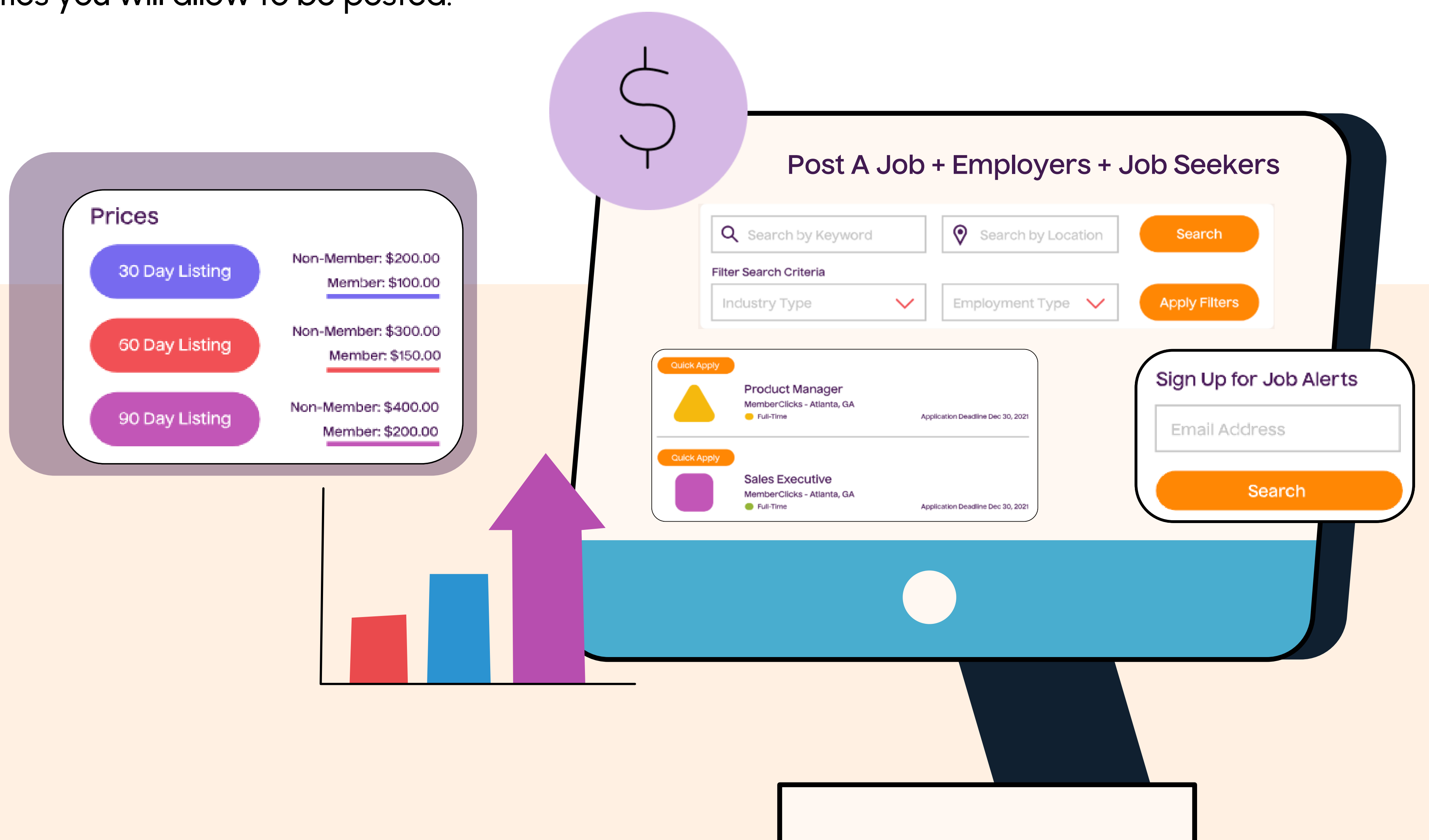
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Job Boards

Offering a job board can be a significant non-dues revenue source for your nonprofit. A job board allows employers to post job openings and members to search for opportunities within their industry. You can charge for job postings or offer premium placement for an additional fee. Additionally, job boards can enhance member engagement by providing a valuable service that keeps members returning to your site regularly.

Things to consider: do you want this to be a members-only job board? Or open it up to the public? Think about what you will charge for job listings and what kind of opportunities you will allow to be posted.

Discover how WildApricot's Job Board can help you create and manage your job board seamlessly. We utilize a revenue-share model, so it's free to set up and a passive way of generating non-dues revenue. Our clients have seen remarkable success, with some generating 16x the value of their AMS using our job board software. [Get Started Today.](#)



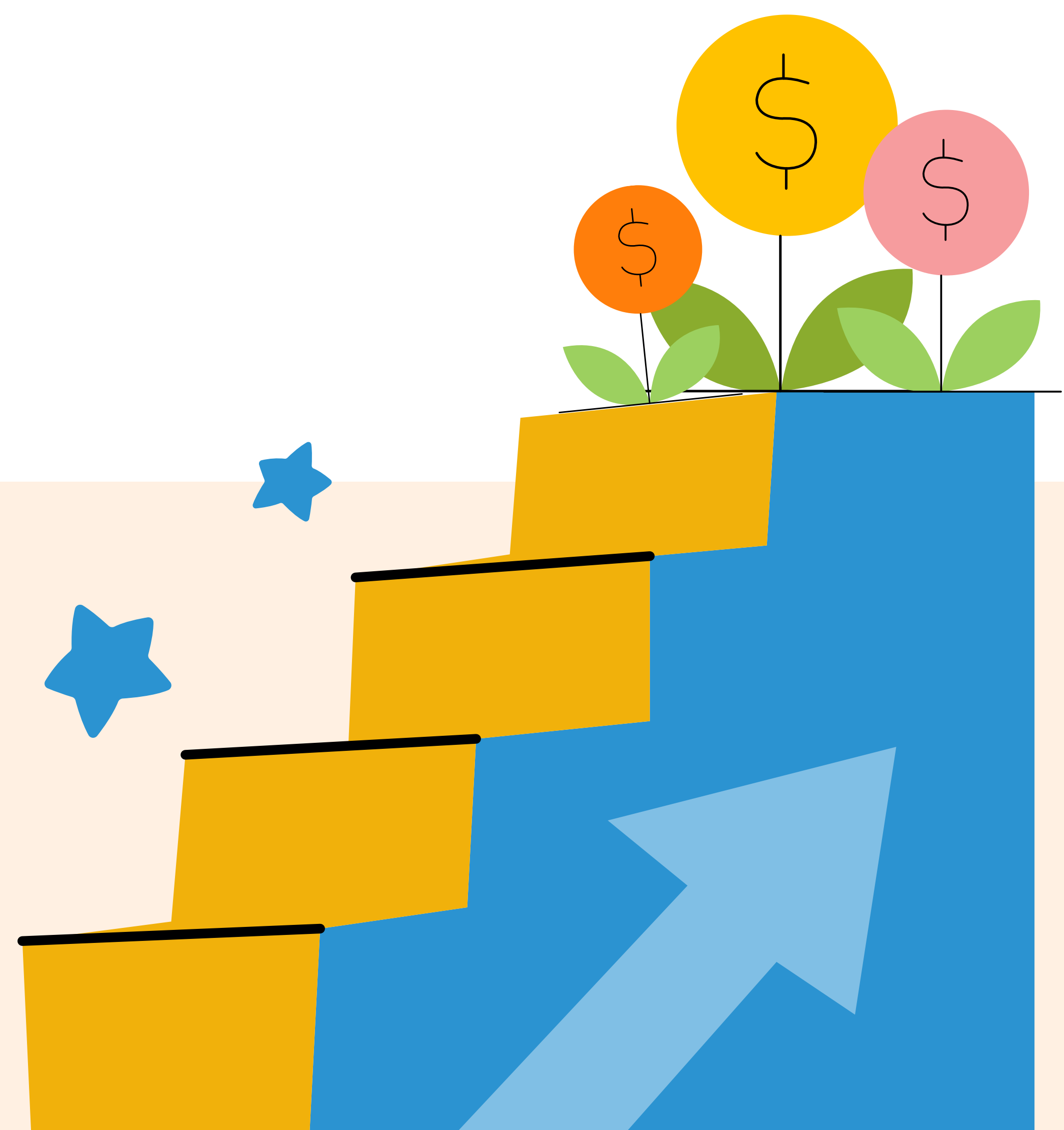
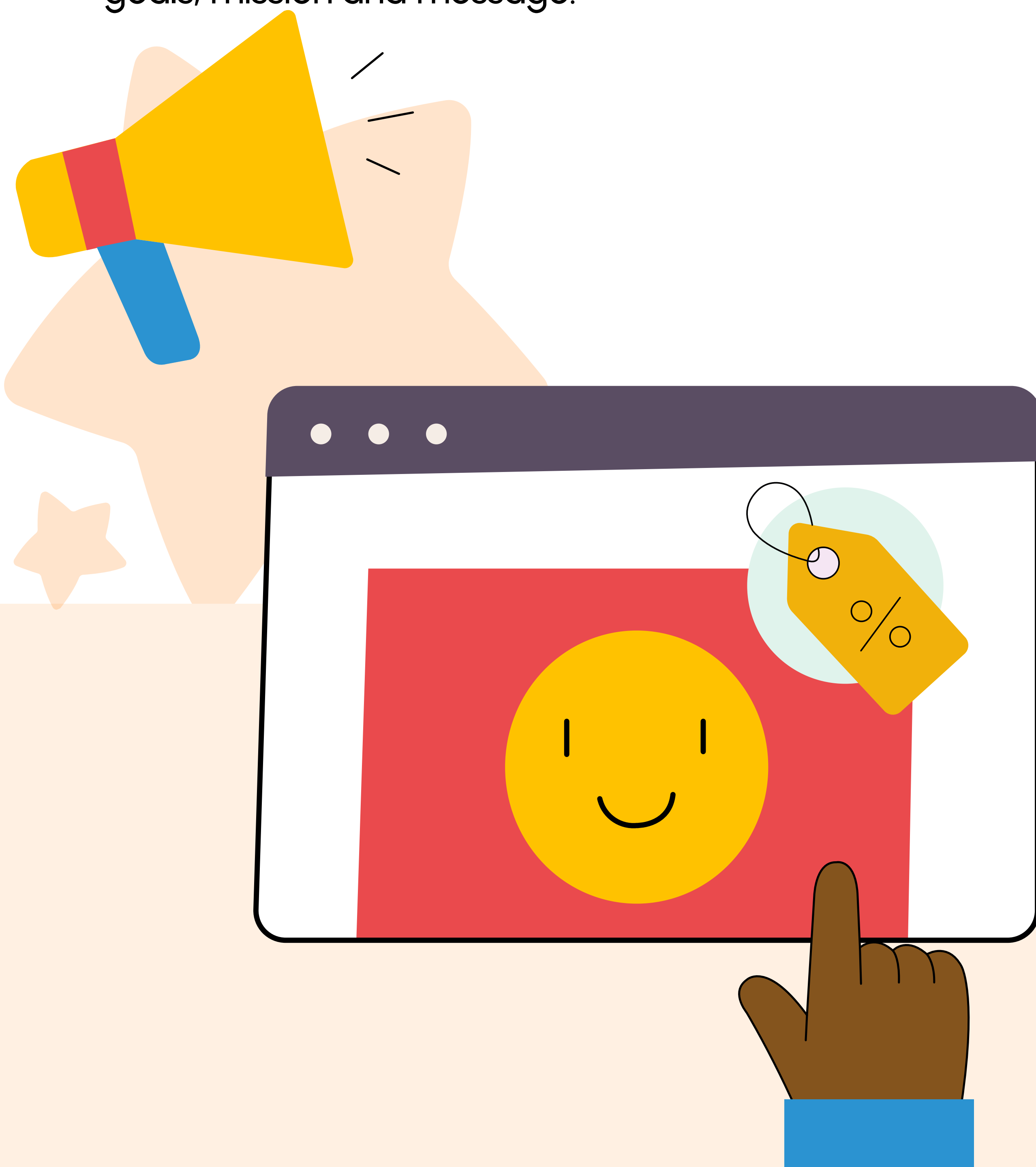
Advertising

You put a lot of time and energy into your organization's collateral — your website, your newsletter, your new member packets, etc. — so why not leverage those pieces to generate additional revenue?

Things to keep in mind: anything your nonprofit shares on your website should align with your goals, mission and message.

To capitalize on the full potential of advertising, try some of the following techniques:

- Utilize online banner ads on your organization's website
- Offer ad space in your organization's newsletter
- Allow flyers to be placed in your new member packets
- Offer ad space on your organization's mobile app or online community (if you have one)



Webinars

If your organization has a really great educational offer, consider monetizing it by transforming it into a webinar. The only way for this to work, however, is if the content is extremely valuable. For example, consider putting together a panel of nonprofit experts to speak about a particular industry topic or trend. Most people don't mind paying a small fee if it means hearing from the best of the best.

You can offer these webinars at a fee to members or as a free benefit of membership and at a fee to non-members. If you have any additional administrative costs, you can always reach out to corporate sponsors.

Things to keep in mind: do you want to provide recordings of the webinar post-event? This would be for attendees who want to revisit the content or for people who couldn't attend live. This could also create an additional revenue stream if sold as on-demand content.

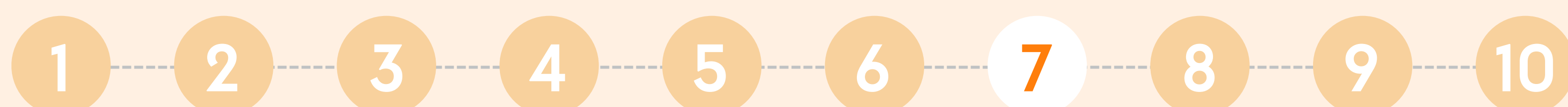
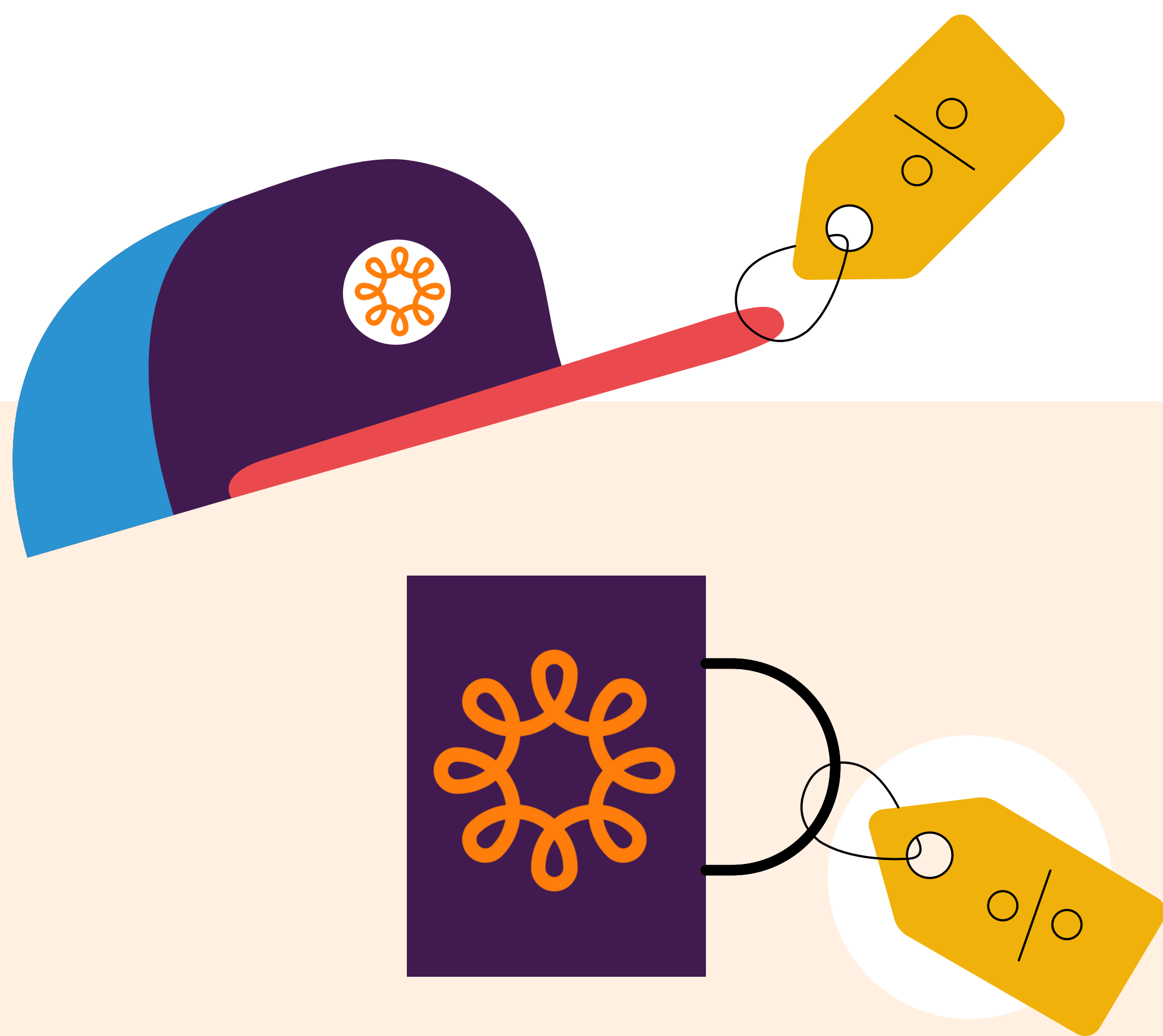


Merchandise Sales

Selling branded merchandise can be another great way to generate non-dues revenue. Merchandise can be anything from t-shirts and bags to mugs and koozies. You can even offer subscriptions to scholarly journals or other publications.

Things to consider: if your current merch isn't selling, ask your members what they want to see! You don't want to purchase a bunch of hats that sit in a storage closet and don't sell.

Note: If you decide to go the merchandise route, be sure to sell your products year-round and encourage members to wear branded apparel at your nonprofit's annual meetings and events. If your members see other members wearing your organization's merchandise, they'll be more likely to purchase some as well.

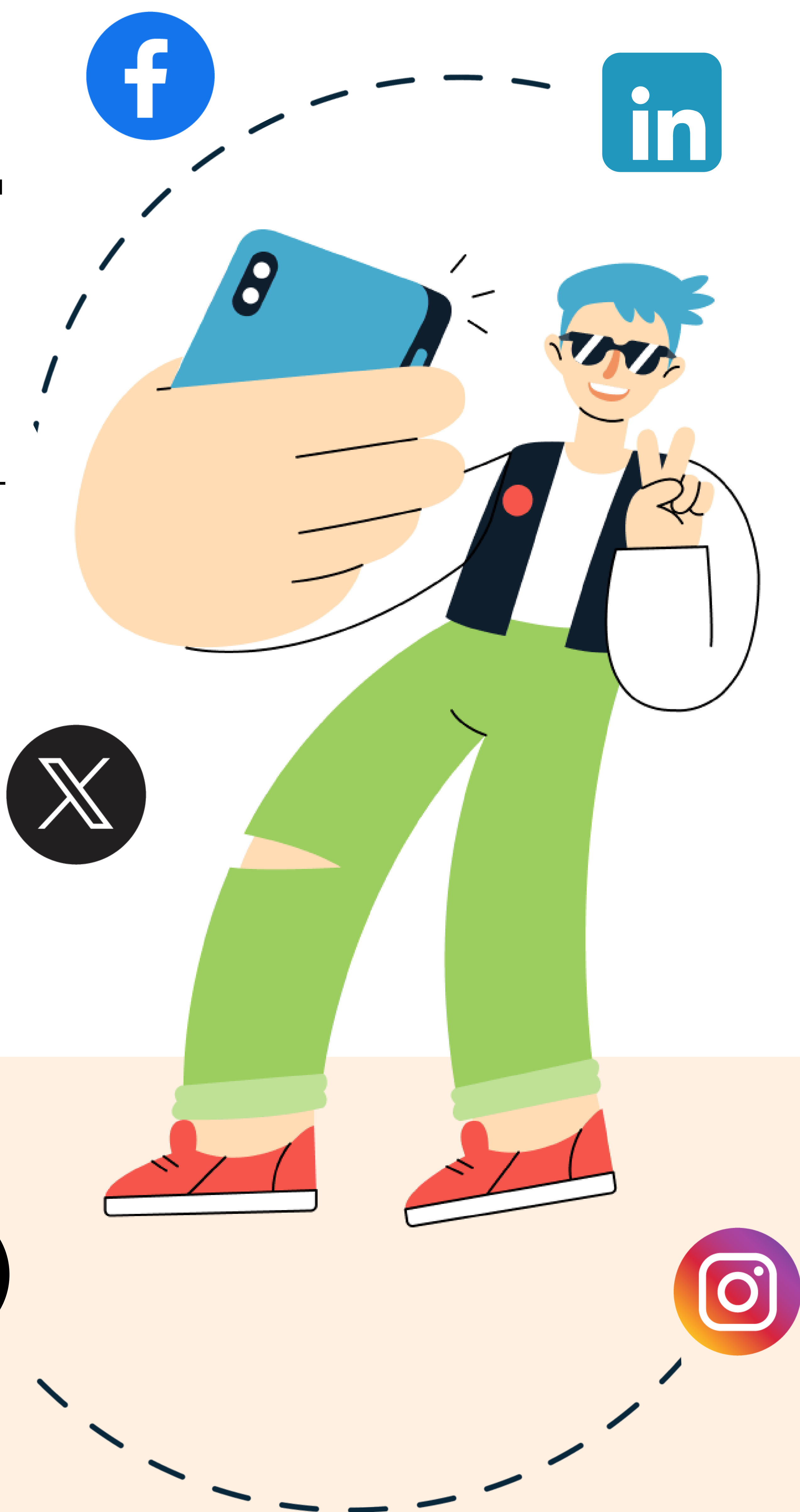


Social Media

If your organization has a strong social media following, consider leveraging your platforms to raise additional funds. You can offer several different advertising options as well as sponsored posts.

Put together a formal social media package — similar to that of a sponsorship package — that explicitly states how many messages your organization will post, as well as what platforms you'll be using.

Things to consider: Not all social media platforms are suited for every nonprofit. For example, LinkedIn is better for professional networks, and TikTok for younger audiences. Choose platforms where your audience is most active.

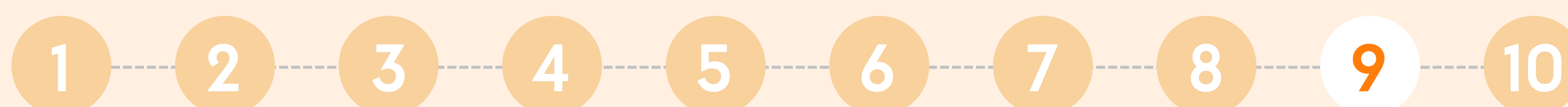
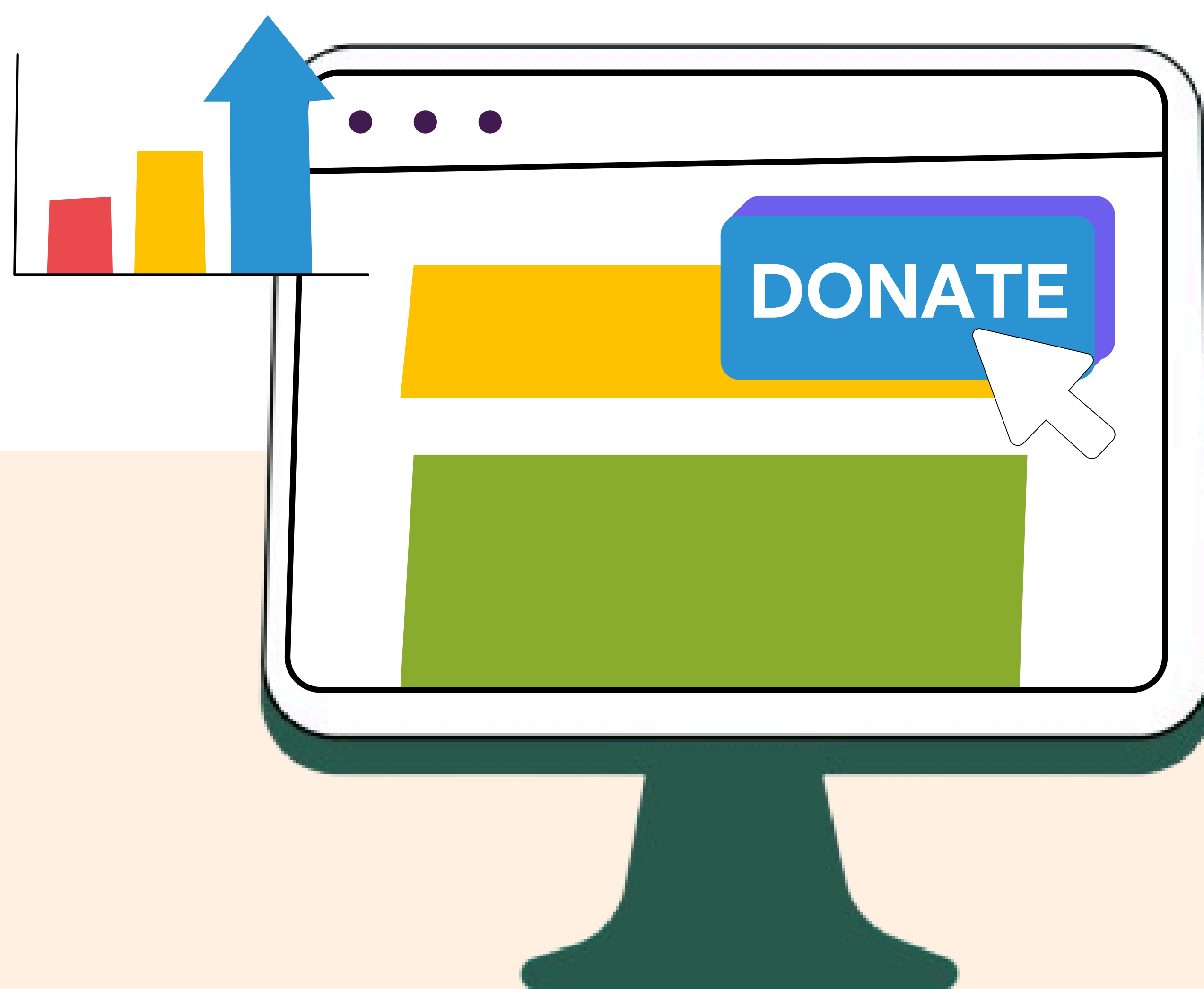


Donations

A bit of a no-brainer for nonprofits, but donations are a major source of non-dues revenue. You should already have a donation page on your website, be sure to include several calls-to-action throughout your site to guide people directly to that page. It's also not a bad idea to add a donation section to your organization's sign-up forms. For example, when a member signs up for an event, give them an opportunity to donate as well. They might be more inclined to donate if they're already making one transaction.

Things to consider: while building non-dues revenue through donations is essential, don't overdo it. To avoid donor fatigue, be mindful of your solicitation frequency and keep appeals relevant and engaging.

Note: Set up recurring donations to have sustained giving from donors, this will encourage long-term support and provide stable income

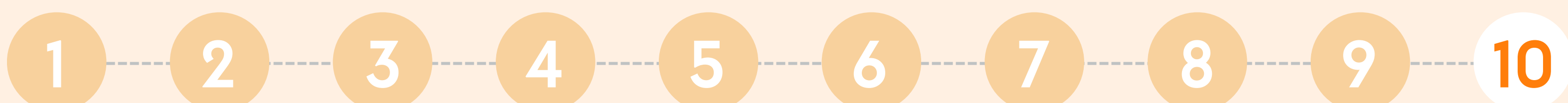


Membership Tiers

Introducing membership tiers can provide various levels of benefits and services to cater to the diverse needs of your members. Each tier can offer different perks such as exclusive content, premium event access or additional resources. This tiered approach can attract new members and encourage existing members to upgrade their membership for additional benefits.

Example Membership Tiers:

- **Basic Membership:** Access to standard resources and events.
- **Premium Membership:** Includes all basic benefits plus exclusive content and discounted event fees.
- **VIP Membership:** All premium benefits plus one-on-one consultations, priority event access, and more



Maintaining Compliance

Maintaining 501(c)(3) status is crucial for any nonprofit aiming to benefit from tax exemptions and foster donor trust. Compliance with IRS regulations lets your organization enjoy its tax-exempt status and avoids penalties. Here's how to stay compliant with dues and donations:

Understand the rules

A 501(c)(3) nonprofit must operate primarily for charitable, educational, religious or similar purposes. Compliance involves avoiding specific violations that could jeopardize your tax-exempt status. We dive into these violations in [this blog](#).

Avoid common pitfalls

Develop clear policies, maintain accurate and detailed financial records and when in doubt, seek expert advice from tax advisors or a legal expert to help you adhere to regulations.

Respond to Compliance Issues

If you suspect a violation or are contacted by the IRS, address the issue promptly. Document all actions to resolve the issue and communicate openly with the IRS to correct any problems.

Can Nonprofits Even Make a Profit?

Yes! One would think that with a name like NONprofit, creating revenue wouldn't be an option and would affect the nonprofit status. However, nonprofits can make a profit as long as all profits are invested back into the organization.



Want to dive deeper into increasing your non-dues revenue?

Check out our blog and content library for more insights.

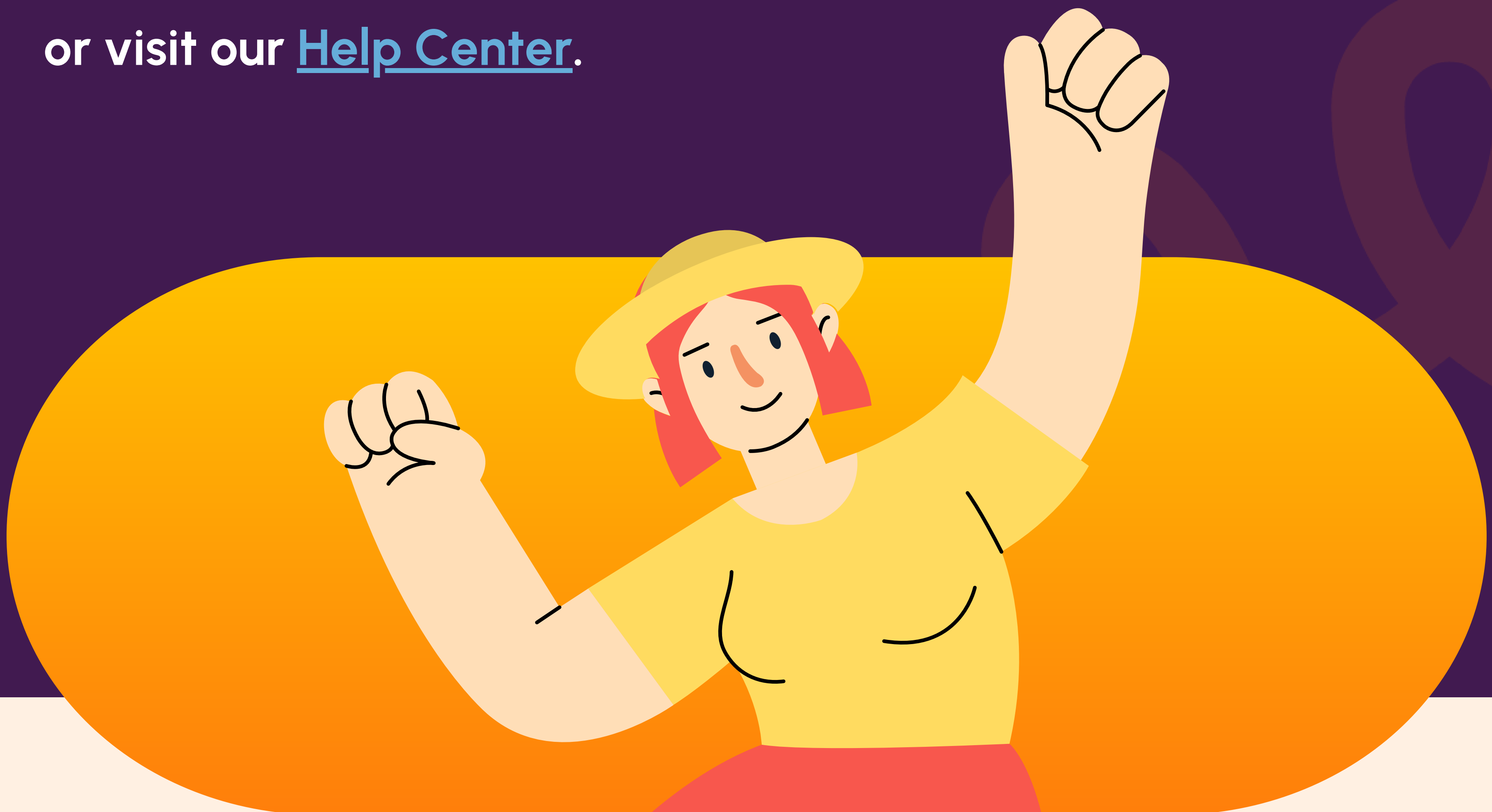
[Explore Now](#)

Struggling with retaining members? Our Ebook, Member Retention 101, can help you increase member engagement and refresh your renewal process. [Download Now](#)

Learn from the success of other organizations.

Read our latest case studies to see how they've achieved remarkable results. [Read Case Studies](#)

For more information, visit us at www.WildApricot.com or visit our [Help Center](#).



Maximize Your Non-Dues Revenue Checklist

Use this checklist to evaluate your current non-dues revenue strategies and identify areas that may need more focus or improvement. Check off each item that your organization is actively doing and make note of any areas that might need attention or further exploration.



Educational Programs

- ☐ Offering certifications, training programs, or accreditations.
- ☐ Regularly updating educational content to match industry standards.
- ☐ Pricing educational offerings according to value.



Advertising

- ☐ Utilizing online banner ads on your website.
- ☐ Offering ad space in newsletters and new member packets.
- ☐ Providing advertising options on your mobile app or online community (if applicable).



Live Events

- ☐ Hosting regular events such as conferences, galas, or auctions.
- ☐ Providing valuable content and networking opportunities at events.
- ☐ Incorporating additional fundraising methods at events (e.g., exhibitor booths, advertising options).



Sponsorships

- ☐ Developing a comprehensive sponsorship package.
- ☐ Clearly listing sponsor benefits on your website.
- ☐ Actively recruiting sponsors through members and direct outreach.



Webinars

- ☐ Offering webinars on valuable industry topics.
- ☐ Charging fees for non-members while offering them free or at a discount for members.
- ☐ Seeking corporate sponsors to cover administrative costs.



Social Media

- ☐ Leveraging social media platforms for advertising and sponsored posts.
- ☐ Creating a formal social media advertising package.



Merchandise Sales

- ☐ Selling branded merchandise year-round.
- ☐ Encouraging members to wear branded apparel at events, while also selling merch at your events.
- ☐ Offering subscriptions to journals or other publications.



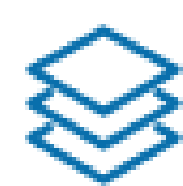
Donations

- ☐ Having a donation page on your website with clear calls-to-action.
- ☐ Including donation options in event sign-up forms.
- ☐ Promoting charitable components of your organization.



Job Boards

- ☐ Offering a job board for industry-specific job postings.
- ☐ Charging for job postings and premium placements.
- ☐ Bundle job postings into packages for frequent posters.
- ☐ Consider strategic pricing for members and non-members.



Membership Tiers

- ☐ Providing various membership tiers with different levels of benefits.
- ☐ Encouraging members to upgrade to higher tiers for additional perks.
- ☐ Regularly reviewing and updating membership tier benefits.

Thanks for reading!

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