

# Fund Development Efforts for Sustainability

## Potential Financial Strategies

- Share positions and resources with another organization.
- Market and raise funds on social networking sites like Facebook, LinkedIn and Second Life®.
- Become a line item in an existing budget.
- Pursue third party funding (e.g., HMO reimbursement).
- Seek grants.
- Develop a fee-for-service structure.
- Find free/low-cost personnel resources (e.g., volunteers, interns, shared positions).
- Acquire long-term public funding.
- Request in-kind support.
- Seek corporate sponsorships.
- Develop and implement a major donor campaign.
- Secure endowments and planned giving arrangements, including real estate.
- Organize special event fundraisers.
- Establish membership fees and dues.
- Consider social enterprise, like *Homeboy Industries* in Los Angeles, CA.

Adapted from *Community Tool Box, University of Kansas, Work Group on Health Promotion and Community Development, 2010. <http://ctb.ku.edu> (Chapter 42, Section 1)*