

# A CLEVER WAY TO FUND YOUR NONPROFIT

THE MAGIC WAY TO OBTAIN MAJOR FUNDING  
WITHOUT ASKING ANYONE FOR DONATIONS

TO YOUR  
ORGANIZATION'S  
ABUNDANCE BY  
WES ROGERS

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Nonprofit

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Asking Anyone for Donations*



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Fear is useless. What is needed is trust. As social innovators we've got to be tenacious, gritty, and courageous. We deal with cynicism and rejection, especially when what we're working on is important. So we can never give up. Ever.

Jim Ziolkowski

Founder, President, and CEO of buildOn



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# Introduction: Reimagining Nonprofit Funding

Welcome to a new chapter in nonprofit funding! My name is Wes Rogers, and I am thrilled to share this transformative journey with you. Less than a year ago, I founded Abundance & Vitality, a company dedicated to bringing prosperity and energy into the lives of my clients. As I brainstormed and researched ways to serve my customers, I was inspired by the idea of providing funding for nonprofit organizations while simultaneously helping their members, participants, and supporters to achieve greater abundance in their lives—all while supporting the causes they hold dear.

My involvement with nonprofits over the years has given me a unique perspective on their challenges. I understand the struggle of financially supporting these organizations while also juggling personal and family finances. I was determined to find a solution to this conundrum—a sustainable way for nonprofits to thrive without constantly relying on donations from their supporters.

I have found the answer to this problem, and I am eager to share it with you in this book. This innovative solution will not only help you fund your nonprofit organization sustainably but will also alleviate the need to ask for donations from your supporters. As they employ this groundbreaking technique, your members, participants, and supporters



will reap the benefits themselves, saving substantial amounts on their monthly bills.

So, embark on this journey with me as we reimagine the world of nonprofit funding. Together, we will unlock the power of abundance, creating a brighter future for your organization and the communities it serves. Let's turn the page and begin this exciting adventure!

# Chapter 1: Understanding the Key Players in Nonprofit Funding

1.1 Who Are You? You are an influencer in your nonprofit organization. Perhaps you are the executive director, a trustee, or on the board of directors. Maybe you are a fundraising executive, a member of the staff, or a volunteer who has been asked to lead this year's fundraising campaign.

1.2 Who Am I? I am the nonprofit sponsor and the technologist and software expert responsible for building the website your organization will utilize to guide your fundraising campaign.

1.3 Who Are We? We are the Abundance & Vitality Team who will oversee your campaign, leading it to your fundraising success. We are also our expert bill negotiation partners who will step in for each and every supporter of your organization to renegotiate their bills, extracting savings that will accrue to both your nonprofit organization and your supporters themselves.

Together, we create a win-win-win relationship:

- Your nonprofit obtains its funding.
- Your supporters each save money on their monthly bills.
- Abundance & Vitality earns a commission for bringing this opportunity to your organization.

No one in your organization pays any money upfront. The funding for your organization comes entirely from saving money on your supporters' bills. They don't need to change their plan; they simply get a better deal on their bills because our negotiators are good at their job. The utilities providing services to your supporters may get paid less on the bills, but it is a win for them because they get to keep their customers.

#### 1.4 How Much Money Can You Expect from a Campaign?

There are two ways your nonprofit fundraising campaign can generate revenue: on the front end and on the back end.

1.4.1 Front End Earnings: On the front end, the nonprofit receives an amount of up to \$12 for every bill a supporter uploads on the nonprofit's dashboard that we create for you. This amount gets paid regardless of whether the supporter approves the bill reduction that is negotiated for them. We can offer this amount because we are confident in our ability to save money on your supporters' bills, and we want to encourage them to upload their bills by rewarding them for doing so.

1.4.2 Back End Earnings: When our negotiators save your supporters money on their bills, we split the savings 50% - 50% on the back end. We have conservatively modeled this sponsorship funding amount for a nonprofit congregation of 200 people and have calculated a funding income of \$56,425 for the first campaign. After the initial campaign, income continues to flow in over time as more bill savings accrue. Additional campaigns can be run periodically, such as every quarter or every six months, to maintain and increase funding.

By combining front end and back end earnings, your nonprofit can expect a significant and sustainable funding source. This innovative approach benefits your organization and rewards your supporters with tangible savings on their bills, creating a powerful incentive for them to remain engaged and committed to your cause.

## Chapter 2: The Power of Social Enterprise: Creating the Income-Generating Venture

2.1 Building a Sustainable Income Stream As your nonprofit organization's Sponsor Partner, our technology will integrate with your organization to create your income-generating venture. Through our partnership, you will discover the magic way to obtain major funding without asking anyone for donations. Our sponsorship will not only raise the funding your organization needs but also enhance the mission of your organization.

2.2 Diverse Nonprofit Organizations We Serve: We serve a wide range of nonprofit organizations as sponsors, helping them to function more effectively as social enterprises. Our approach is adaptable to various types of organizations, including but not limited to the following:

- Youth sports associations and teams
- Churches
- Political groups
- Schools and universities
- High school and university teams
- Arts and dance programs
- Special needs organizations
- Nonprofit foundations
- Research facilities

- Children's hospitals
- Veterans' organizations
- Sports associations and clubs
- Environmental and animal organizations
- Chambers of commerce
- Social clubs
- And more...

### 2.3 Strengthening Your Social Enterprise

No matter the type of nonprofit organization you represent, our sponsorship model can help you to function more effectively as a social enterprise. By leveraging our technology and partnership, you can generate sustainable income while focusing on your core mission. This income-generating venture will not only ensure financial stability for your organization but also create a positive impact on the communities you serve. Together, we can transform your nonprofit organization into a powerful force for change.

### 2.4 A Long-Term Partnership for Success

When you partner with us as your Sponsor, it will not be a one-time deal. You can count on us to continue to be your sponsor partner and work with you to support your mission by conducting campaign after campaign to provide the income you need. Our commitment to your organization goes beyond a single fundraising effort; we are dedicated to fostering a long-lasting relationship that will fuel your nonprofit's growth and impact over time.

### 2.5 Providing a Proven Plan

We offer a proven plan for generating sustainable income through our sponsorship model. Our innovative approach has been designed to minimize the stress and uncertainty often associated with traditional fundraising methods. By partnering with us, your organization can focus

on its mission while we handle the financial aspects of your campaigns.

### 2.6 Lifting the Burden of Fundraising

Our sponsorship model is built to lift the burden of fundraising from your shoulders, allowing your organization to concentrate on creating positive change in the communities you serve. By eliminating the need for constant fundraising efforts, your team can devote its energy to implementing programs, services, and initiatives that align with your mission and vision.

In conclusion, partnering with us as your Sponsor will provide your nonprofit organization with a sustainable income-generating venture that strengthens your social enterprise and supports your mission. Our long-term commitment and proven plan will ensure that your organization has the financial resources it needs to make a lasting impact. Together, we can create a brighter future for your nonprofit and the communities it serves.

## Chapter 3: Crowdfunding Success - Strategies for a Winning Campaign

### 3.1 Integrating with Your Existing Outreach Methods

As your sponsor, we work with you to tap into your existing methods of outreach to your community. Perhaps you use email, Facebook, LinkedIn, or other social networks to communicate and engage with your members, participants, and supporters. Our technology and processes will seamlessly blend with your communication mechanisms, enhancing your outreach efforts and ensuring a cohesive message.

### 3.2 Creating a Professional Image

We strive to help you present a polished and professional image to your supporters. Our sponsorship tools and resources are designed to make your organization look smart and well-organized, instilling confidence and trust in your community. This positive image will encourage your supporters to embrace our integrated sponsorship model and actively participate in your campaigns.

### 3.3 Building Trust and Confidence

By working closely with your organization and integrating our technology with your existing communication channels, we help build trust and confidence among your supporters. They will see the value in our sponsorship model not only as a means to fund your nonprofit organization but also as a way to benefit themselves by saving substantial

money on their bills while supporting your cause.

### 3.4 Crowdfunding Strategies for Success

A successful crowdfunding campaign requires a well-planned strategy that resonates with your target audience. We will work with you to develop and implement effective strategies for your campaigns, such as:

- Crafting compelling stories and messages that highlight the impact of your organization's work
- Utilizing social media and email marketing to reach and engage potential supporters
- Providing regular updates on campaign progress and celebrating milestones
- Encouraging supporters to share your campaign with their networks
- Offering incentives or rewards to motivate donations and participation

By combining our sponsorship model with your organization's unique strengths and outreach methods, we can create a winning crowdfunding campaign that generates the funding you need while strengthening your community's trust and engagement. Together, we will unlock the full potential of your nonprofit organization and empower you to make a lasting impact.

### 3.5 Putting the Plan into Practice

What will this look like in practice? Together, we will identify your organization's key influencer – the person your community relies on for guidance and inspiration. We will help you create a short video featuring your key influencer to explain the fundraising process to all of your supporters.



### 3.6 Maximizing Your Outreach

Using your existing communication channels, this video will be disseminated to your supporters, be they organization members, participants, parents of a youth group, interested community members, and everyone that can be reached through your social networks and all other communication methods. We will generate excitement for your nonprofit's mission and engender confidence in the community of supporters, showing that they can make a difference while benefiting themselves and your organization.

### 3.7 Driving the Campaign with Follow-ups

After the initial contact, we will help you drive the campaign with well-placed follow-up communications. We provide you with a dashboard to track the progress of the campaign, enabling you to monitor its success and adjust your strategy as needed.

### 3.8 Creating Momentum and Viral Adoption

Using our tracking mechanisms and feedback, we help you create an energy and viral adoption of the fundraising campaign. Your leverage is the encouragement within your community for each other to engage in the campaign for the benefit of the organization and its mission. This momentum can create a snowball effect, with more and more supporters participating and spreading the word about your campaign.

### 3.9 Empowering Your Organization and Community

By following these strategies and working closely with us as your Sponsor, you will empower your organization and community to achieve your fundraising goals. Our sponsorship model, combined with your outreach efforts and the enthusiasm of your supporters, will create a winning campaign that not only raises the necessary funds but also strengthens the connections and commitment within your community.

# Chapter 4: Defining Your Nonprofit's Mission

## - A Clear Path to Funding Success

### 4.1 Nonprofit Causes: A Diverse Landscape

Our breakdown of causes that nonprofits serve is as follows:

- Human Services: 35%
- Education: 17%
- Health: 13%
- Social Programs: 11.5%
- Arts and Culture: 10%
- Religious Organizations: 6%
- Other: 7.5%

### 4.2 Harnessing the Power of Passion

Whatever the cause of your nonprofit, your members, participants, group, recipients, relatives, and supporters have a passion for facilitating and promoting the cause. This community associated with the same cause creates an environment for viral adoption of the funding model, in which everyone in the community participates in a cohesive and mutually beneficial funding campaign.

### 4.3 Uncomplicated and Accessible Funding

Our sponsorship model is designed to be uncomplicated and accessible,

even in a challenging financial environment where soliciting personal and corporate donations may be arduous. By focusing on the shared passion of your community, we help create a funding campaign that resonates with your supporters and encourages their participation.

#### 4.4 Aligning Your Mission with Your Funding Strategy

A clear and well-defined mission is essential for your nonprofit's funding success. It not only guides your organization's activities but also provides a strong foundation for your funding campaigns. By aligning your mission with our sponsorship model, we ensure that your funding efforts are directly tied to the cause your community is passionate about.

#### 4.5 Creating a Unified Vision

When your organization's mission is clear, it becomes easier for your supporters to understand and rally around your cause. This unified vision will help drive your fundraising campaigns, as your community members will see the direct impact of their participation on the mission they care about.

In conclusion, defining your nonprofit's mission is crucial to funding success. By partnering with us as your Sponsor and aligning your mission with our sponsorship model, you can create a powerful and effective funding campaign that engages your community and supports the cause you all believe in.

# Chapter 5: Overview of the Funding Plan - Ingredients for Massive Fundraising Success

## 5.1 The Key Players in Nonprofit Organizations

The governance and structure of most nonprofit organizations are provided by a board of directors or trustees. The organization will typically have an executive director who oversees the heads of each department in the nonprofit, including fundraising. Another organization leader essential to our sponsorship model is the key influencer – the person that your community relies on for guidance and inspiration. You know who the key influencer is in your nonprofit organization, and there may be more than one.



### 5.2 Building Trust in the Billsaver Model

For our sponsorship model to succeed, it is essential for the board, the executive director, and the key influencer to develop trust in the billsaver model. The organization leaders must maintain a spotless personal reputation. Often, this leads to considerable hesitancy to recommend the billsaver method of nonprofit sponsorship to the community.

### 5.3 Trying the Billsaver Model Personally

To gain confidence and trust in the billsaver process, we highly recommend that at least one organization leader try the billsaver model on their own bills. By experiencing the process firsthand, they can attest to the ethical principles, practice, and conduct of our negotiators and the transparency of the process.

To try the billsaver process for themselves, leaders can navigate to the following URL to sign up and save on their personal bills: <https://ab>

[undancevitality.com/friends/](http://undancevitality.com/friends/)

Please note that by entering the billsaver process as an individual, the leader cannot participate in the nonprofit fundraising campaign. The purpose of this personal experience is to build trust in the process and alleviate any concerns.

#### 5.4 Sharing the Positive Experience with the Community

Once the leader has experienced the billsaving process on their own accounts, any trepidation to recommend this sponsorship model to their community will evaporate. They will be able to confidently promote the benefits and ethical principles of our process, encouraging the nonprofit community to participate in this innovative funding campaign.

Building trust in the billsaver model is crucial for the massive fundraising success of your nonprofit organization. By experiencing the process firsthand, your organization's leaders can confidently endorse the sponsorship model and pave the way for a successful funding campaign.

# Chapter 6: Stories from the Field - Exploring Different Types of Nonprofits

In this chapter, we will dive into the experiences of various types of nonprofits that have successfully implemented our sponsorship program. We will discuss each organization's unique characteristics, strategies for engaging their supporters, and our sponsorship program's impact on their fundraising efforts.

## 6.1 Religious Congregation

- Pastor & finance manager
- Altar kids, choir, and leaders who contribute in various ways
- Nexus points and grapevine effect

## 6.2 Kids, Youth, Clubs, Teams, Schools, and Sports

- Raving fans and fan clubs
- Parents, families, and savings on phone bills, TV, internet, cable, and services
- Continuous support and savings for the organization

## 6.3 Food Distribution Charities

- Dispatchers and human-intensive operations

- Not a limited-time campaign
- Supporting ongoing operations

#### 6.4 Animal Rescue Organizations

- Animal lovers and passionate supporters
- Building a community around the cause
- Ensuring sustainable operations for the organization

#### 6.5 Organizations for the Handicapped

- Providing essential support and services
- Engaging families and communities
- Creating a lasting impact through funding

#### 6.6 Schools and Universities

- Engaging parents, students, faculty, and alumni
- Supporting educational programs and initiatives
- Building a sustainable funding model for the institution

#### 6.7 Political Groups

- Engaging members and supporters
- Promoting values and goals
- Sustaining ongoing activities and campaigns

#### 6.8 Chambers of Commerce

- Supporting local businesses and community development
- Building partnerships and collaboration



- Ensuring the success of local initiatives

## 6.9 Social Clubs and Arts and Dance Programs

- Engaging members, families, and supporters
- Supporting the growth and development of the arts
- Building a sustainable model for creative programs

Through these stories from the field, we will demonstrate how our sponsorship program can benefit a wide variety of nonprofit organizations. By providing a custom website for each organization, our sponsorship program enables supporters to upload their service bills, support their chosen nonprofit, and personally benefit by saving on their bills. With our negotiators working to secure better terms for their services, our sponsorship program has saved over \$10 million in the past few years, and we are excited to continue supporting nonprofit organizations in their mission to create a better world.

# Chapter 7: Growing Awareness - Building Your Nonprofit's Brand and Reputation

In this chapter, we will discuss the importance of building your nonprofit's brand and reputation and how our sponsorship program can play a vital role in this process. By leveraging our services and expertise, your organization will not only raise funds but also strengthen its brand image and increase its reach in the community.

## 7.1 The Importance of Brand and Reputation

- Why a strong brand matters for nonprofits
- The role of reputation in attracting supporters and donors
- Building trust and credibility with your community

## 7.2 Strategies for Building Your Brand

- Defining your mission and values
- Creating a consistent visual identity and messaging
- Utilizing your website, social media, and other communication channels effectively

## 7.3 Leveraging Sponsorship for Brand Growth

- How our sponsorship program can contribute to your brand image

- Showcasing success stories and testimonials from supporters
- Demonstrating impact and accountability through our dashboard and reporting tools

#### 7.4 Engaging Your Supporters in Your Brand Story

- Encouraging supporters to share their experiences and successes
- Fostering a sense of community and belonging among supporters
- Recognizing and rewarding the contributions of your supporters

#### 7.5 Collaborating with Other Organizations and Partners

- Building strategic partnerships to strengthen your brand and expand your reach
- Co-branding and cross-promotion opportunities with partners
- Leveraging the support and expertise of your sponsor partner

#### 7.6 Monitoring and Evaluating Your Brand Growth

- Tracking key metrics and indicators of brand awareness and reputation
- Gathering feedback and insights from supporters and stakeholders
- Adapting and refining your brand strategy based on data and feedback

By implementing these strategies and leveraging our sponsorship program, your nonprofit organization can build a strong brand and reputation that will attract more supporters, donors, and partners. As your organization's brand grows and becomes more recognized in the community, you will be better positioned to achieve your mission and create a lasting impact on the causes you serve.

## Chapter 8: Fundraising in Challenging Times - Crisis, Survival, and Transformation

In this chapter, we delve into the world of nonprofit organizations navigating through challenging times, such as economic downturns, natural disasters, or global pandemics. By adopting innovative and resilient fundraising strategies like our sponsorship program, your nonprofit can not only weather the storm but also thrive and transform during difficult periods.

### 8.1. Understanding the Impact of Challenging Times on Fundraising

Challenging times can bring unexpected risks and difficulties to your nonprofit's fundraising efforts. As the landscape shifts, donor priorities and behaviors may change, and it becomes crucial for your organization to adapt its fundraising strategies to evolving circumstances.

### 8.2. Embracing Resilient Fundraising Strategies

In times of crisis, it's vital for your nonprofit to diversify its fundraising channels and income sources. Focusing on donor retention and engagement is key, as well as exploring alternative and innovative fundraising methods, such as our sponsorship program.

### 8.3. Leaning into Digital Fundraising

The digital age has made online fundraising and engagement increasingly important. By optimizing your online presence and

communications and harnessing the power of social media and online networks, your nonprofit can achieve fundraising success even during challenging times.

#### 8.4. Navigating the Sponsorship Program during Challenging Times

Our sponsorship program is designed to support your nonprofit in difficult circumstances. You can successfully navigate our sponsorship program through turbulent waters by adapting your fundraising campaigns and outreach to suit the current environment and maintaining trust and transparency with your supporters.

#### 8.5. Stories of Transformation: Nonprofits Adapting and Thriving

Throughout history, numerous nonprofits have successfully navigated crises, and their stories provide valuable lessons and best practices for resilient fundraising. Your nonprofit can thrive during challenging times by learning from these experiences and implementing the strategies that worked for them.

#### 8.6. Preparing for the Future: Building a Resilient Nonprofit Organization

As you look toward the future, developing a long-term fundraising strategy that accounts for potential challenges and crises is essential. Cultivating a culture of adaptability and innovation within your nonprofit and strengthening your organization's infrastructure, systems, and processes will ensure long-term resilience.

By embracing resilient fundraising strategies like our sponsorship program, your nonprofit can effectively navigate through challenging times, ensuring its survival and transformation. By learning from the experiences of other organizations and adapting to the changing landscape, your nonprofit will be better prepared for the future and continue making a meaningful impact on the causes you serve.

# Chapter 9: Impact Supporters - Attracting Supporters with a Socially Responsible Twist

In today's world, the desire to make a positive social impact is growing stronger among individuals and corporations alike. By aligning your nonprofit's fundraising strategies with socially responsible values, you can attract impact supporters who are eager to contribute to both your cause and their own social consciousness. In this chapter, we explore the concept of impact supporters and how to engage them effectively through our innovative sponsorship program.

## The Rise of Impact Supporters

More than ever, people are becoming increasingly aware of the social, environmental, and ethical implications of their actions, and they are seeking opportunities to make a difference. This shift in mentality has given rise to impact supporters, who prioritize contributing to organizations and initiatives that align with their values and generate a positive social impact.

## The Role of Social Responsibility in Fundraising

Integrating social responsibility into your fundraising strategies can open up new avenues for engagement and support from impact supporters. By demonstrating the positive impact of your nonprofit's

work and its commitment to ethical practices, you can build trust and credibility with potential supporters who seek to align their giving with their values.

### Attracting Impact Supporters with our Sponsorship Program

Our sponsorship program is designed to create a win-win situation for your nonprofit and your supporters. By offering a unique fundraising model that allows supporters to benefit from bill savings while contributing to your organization, our program can attract impact supporters who appreciate the socially responsible nature of the campaign.

### Engaging Impact Supporters through Effective Storytelling

To effectively engage impact supporters, it's essential to communicate the impact of your nonprofit's work in a compelling and relatable way. Share stories that demonstrate the real-life outcomes of your programs, projects, and initiatives, and highlight the positive change that your supporters' contributions can make.

### Leveraging Corporate Social Responsibility Partnerships

Many corporations are also focusing on social responsibility and looking for opportunities to partner with nonprofits that align with their values. By forging mutually beneficial relationships with these companies, your nonprofit can access new funding sources and expand its network of impact supporters.

### Measuring and Communicating Impact

To maintain the trust of your impact supporters, it's crucial to measure and communicate the results of your nonprofit's work transparently. By regularly sharing updates, stories, and data that showcase the tangible impact of your programs, you can keep your supporters engaged and motivated to continue contributing to your cause.

By embracing social responsibility and integrating it into your fundraising strategies, you can attract and engage impact supporters who are passionate about contributing to a positive change. With our innovative sponsorship program, your nonprofit can offer a unique, mutually beneficial opportunity for supporters to make a difference while benefiting from bill savings, further strengthening your organization's appeal to those with a socially responsible mindset.



# Chapter 10: Members, Supporters, and Participants - Engaging Your Nonprofit's Backbone

In any nonprofit organization, members, supporters, and participants are the driving force behind its success. To ensure the sustainability and growth of your organization, it's essential to engage and nurture these key stakeholders effectively. In this chapter, we explore various strategies for engaging your nonprofit's backbone and fostering a strong sense of community and commitment among them.

## Understanding the Importance of Engagement

The level of engagement among your members, supporters, and participants directly impacts the success of your nonprofit's fundraising efforts and mission fulfillment. Actively engaged stakeholders are more likely to contribute their time, resources, and expertise to support your organization and spread the word about its cause. They are also more likely to remain committed to your organization in the long term.

## Building a Strong Sense of Community

To effectively engage your nonprofit's backbone, start by fostering

a sense of community among your stakeholders. Create opportunities for them to connect with one another, share their experiences, and collaborate on projects related to your organization's mission. These connections can help to strengthen their emotional investment in your cause and motivate them to become more involved.

### Empowering Your Stakeholders

Empower your members, supporters, and participants by involving them in decision-making processes, seeking their input on important matters, and providing opportunities for growth and leadership within your organization. When people feel valued and heard, they are more likely to develop a sense of ownership and take an active role in supporting your nonprofit's mission.

### Communicating Regularly and Transparently

Maintain open lines of communication with your stakeholders by providing regular updates on your organization's progress, successes, and challenges. Be transparent about your financial situation, goals, and the impact of their contributions. This transparency can help to build trust and credibility, which are critical for maintaining long-term support.

### Tailoring Your Engagement Strategies

Recognize that your stakeholders have different motivations, interests, and capacities for engagement. Take the time to understand their unique needs and preferences and tailor your engagement strategies accordingly. By offering diverse opportunities for involvement, you can increase the likelihood of appealing to a broader range of supporters.

## Utilizing our Sponsorship Program to Engage Stakeholders

Our sponsorship program offers a unique and innovative way to engage your nonprofit's backbone. By allowing your supporters to save money on their bills while also contributing to your organization, our program can create a sense of shared benefit and responsibility that further strengthens their commitment to your cause.

By actively engaging and nurturing your nonprofit's members, supporters, and participants, you can create a strong foundation for your organization's success. Our sponsorship program offers a unique opportunity to involve your stakeholders in a mutually beneficial way, helping to drive fundraising efforts and promote a sense of unity and shared purpose among your organization's backbone.

# Chapter 11: Fundraising Across Nonprofit Subsectors - Lessons from Diverse Organizations

Nonprofit organizations come in various shapes and sizes, serving a wide range of causes and communities. In this chapter, we will explore the fundraising strategies employed by diverse nonprofit subsectors and discuss the lessons that can be learned from their experiences. By examining these different approaches, you can identify best practices and innovative ideas that may be applicable to your own organization.

## 11.1. Human Services Organizations

Human services organizations often provide direct support to individuals and families in need. These organizations must focus on building strong relationships with their beneficiaries and demonstrating the tangible impact of their work. Fundraising strategies for human services organizations often involve sharing personal stories of the people they serve and emphasizing the measurable outcomes of their programs.

**Lesson:** Highlight the impact of your organization's work on individuals and communities through storytelling and data-driven results.

### 11.2. Environmental and Conservation Organizations

Organizations focused on environmental preservation and conservation must educate the public about the importance of their cause and the urgency of taking action. These nonprofits often rely on public support, advocacy campaigns, and partnerships with corporations and governments to fund their initiatives.

Lesson: Engage supporters by raising awareness about the urgency of your cause and promoting advocacy efforts that can lead to tangible change.

### 11.3. Health and Medical Research Organizations

Health and medical research organizations often face the challenge of communicating complex scientific information to the general public. To fund their research, these organizations must develop creative ways to explain their work and its potential benefits. Fundraising events, partnerships with pharmaceutical companies, and grant applications are common strategies for these organizations.

Lesson: Simplify complex concepts and focus on the potential benefits of your organization's work to inspire support from donors and partners.

### 11.4. Arts and Cultural Organizations

Arts and cultural organizations often rely on the support of patrons, sponsors, and ticket sales to fund their operations. These nonprofits must demonstrate the value of their work to the community and engage their supporters in unique and memorable ways. Special events, art auctions, and performances are popular fundraising strategies for these organizations.

Lesson: Offer unique experiences and opportunities for engagement

that showcase your organization's artistic and cultural contributions.

### 11.5. Educational Organizations

Educational organizations, such as schools, universities, and after-school programs, face the challenge of competing for funding in an increasingly crowded space. To stand out, these organizations must demonstrate their unique value and the impact of their programs on students and the community. Fundraising strategies for educational organizations often involve grant applications, alumni engagement, and partnerships with businesses and foundations.

**Lesson:** Communicate your organization's unique value and impact on students and the community to attract funding from diverse sources.

By examining the fundraising strategies of diverse nonprofit subsectors, you can learn valuable lessons that may apply to your own organization. Look for innovative ideas and best practices that can help you create a more effective and sustainable fundraising plan and consider how our sponsorship program can further support your efforts.

# Chapter 12: Preparing Your Organization for Fundraising - Building a Solid Foundation

A successful fundraising campaign requires a solid foundation. Before embarking on any fundraising efforts, it is essential to ensure that your organization is well-prepared to maximize the potential for success. In this chapter, we will discuss the critical steps to build a strong foundation for your nonprofit organization's fundraising initiatives.

## 12.1. Clearly Define Your Mission and Vision

A well-defined mission and vision will serve as the guiding principles for your organization's activities and fundraising efforts. Ensure that your mission statement is concise, easily understood, and effectively communicates the purpose of your organization. Your vision should describe the long-term goals and aspirations of your organization.

## 12.2. Develop a Strategic Plan

A strategic plan will outline the direction and objectives of your organization for the next several years. This plan should include specific, measurable goals and action steps that will help you achieve your mission and vision. The strategic plan will serve as a roadmap for your organization's fundraising efforts and provide a framework for evaluating your progress.

### 12.3. Establish a Strong Board of Directors

A dedicated and diverse board of directors is essential for the success of your organization. Your board should consist of individuals who bring a variety of skills, expertise, and perspectives to the table. They should be committed to the organization's mission and actively engaged in fundraising efforts.

### 12.4. Build a Supportive Network of Volunteers and Staff

The people who work and volunteer for your organization are crucial to its success. Invest time and resources in recruiting, training, and retaining a strong team of volunteers and staff members who are passionate about your cause and committed to helping your organization achieve its goals.

### 12.5. Create a Compelling Case for Support

Your case for support should clearly articulate why your organization deserves financial support from donors and sponsors. This document should emphasize the unique aspects of your organization, demonstrate the impact of your programs, and outline your plans for the future.

### 12.6. Develop a Fundraising Plan

A comprehensive fundraising plan will outline your organization's fundraising efforts' strategies, goals, and timelines. This plan should be aligned with your strategic plan and detail the various fundraising methods you will employ, such as individual donations, grants, events, and sponsorships.

### 12.7. Implement Effective Marketing and Communications Strategies

An effective marketing and communications strategy will help raise awareness about your organization and its mission, attract new supporters, and engage existing donors. Utilize various communication



channels, such as social media, email campaigns, and press releases, to share your organization's story and successes.

#### 12.8. Establish a System for Tracking and Evaluating Fundraising Efforts

Monitoring and evaluating the success of your fundraising efforts is crucial for ensuring that your organization is making progress toward its goals. Establish a system for tracking donations, measuring the effectiveness of fundraising strategies, and regularly reviewing your fundraising plan to make adjustments as needed.

By taking the time to build a solid foundation for your organization, you will be better prepared to launch successful fundraising campaigns and secure the financial support needed to achieve your mission and vision. Our sponsorship program can help bolster your organization's fundraising efforts and provide additional resources to support your cause.

# Chapter 13: Marketing the Billsaver Concept - A Revolutionary Approach to Nonprofit Funding

The Billsaver concept presents a unique and innovative approach to nonprofit funding. By helping supporters save on their bills while simultaneously generating income for your organization, the Billsaver model can revolutionize the way nonprofits approach fundraising. In this chapter, we will discuss the strategies for effectively marketing the Billsaver concept to your supporters and the broader community.

## 13.1. Craft a Compelling Narrative

To effectively market the Billsaver concept, it is essential to create a compelling narrative that showcases the benefits and value of the program for both your organization and its supporters. Highlight the unique aspects of the Billsaver model, such as the convenience, the cost savings, and the potential impact on your organization's mission.

As your sponsor, we will facilitate the creation of a video targeting your supporters to explain the Billsaver program featuring your key influencer to engender trust in the process. We will provide email and social media templates you can use in your communication to your supporters.

Here is a sample flyer illustrating the financial impact the Billsaver Funding Model that you may show to your board, directors, leaders, and key influencers to illustrate the potential funding your nonprofit organization will earn through the program.

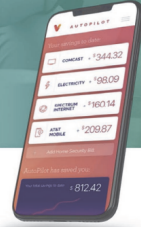
It is important to realize that the program is ongoing without additional effort. Your nonprofit can accelerate its income by running several campaigns throughout the year. Each successive campaign builds on the momentum of the preceding campaigns.

## Abundance & Vitality

### Raising money for your cause is a win-win with AutoPilot

For the first time ever, you can raise funds for your organization without asking for donations, volunteers or asking your supporter to purchase items they don't really need. Everyone wins and there is zero cost to you or your supporters, just profits.

Are you tired of asking your supporters to purchase items they don't really need to help you raise funds for your organization? Introducing a better way to reach your fundraising goals while helping your supporters save money on their monthly bills instead of asking them to spend money.



1 Your supporters upload their bills

2 Our negotiators work to lower their bills

3 Your supporters save and you earn

This program works on many types of monthly bills for essential services such as cable, internet, phone, satellite, security, pest control and much more.



TV



Internet



Mobile



Satellite



Electricity



Security

### When They Save. You Earn!

QUALIFIED BILLS	YOU EARN
1-25 bills	\$1 per bill
26-75 bills	\$2 per bill
76-150 bills	\$4 per bill
151-300 bills	\$6 per bill
301-999 bills	\$8 per bill
1,000+ bills	\$12 per bill

### It's a Network Effect

Supporters (fans, volunteers, etc.) all submit bills and invite their friends, family, and network to do the same.

Each supporter usually uploads 3-4 bills. So it adds up really fast.

#### Examples of how much you can earn

1,000 bills = \$8,425

5,000 bills = \$56,425

1,500 bills = \$14,425

10,000 bills = \$104,425

## 13.2. Utilize Multiple Communication Channels

Spread the word about the Billsaver concept through various communication channels, including social media, email newsletters, press releases, and your organization's website. By reaching your audience through different platforms, you increase the chances of your message being seen and understood.

### 13.3. Create Engaging Content

Develop engaging content that illustrates the Billsaver concept in action. This could include testimonials from supporters who have experienced the benefits of the program, case studies of successful campaigns, and visual aids such as infographics and explainer videos.

### 13.4. Leverage Your Key Influencers

Identify and engage the key influencers within your organization and broader community. These individuals can act as ambassadors for the Billsaver concept, helping to promote the program and encourage participation from their networks.

### 13.5. Host Information Sessions and Workshops

Organize information sessions and workshops to educate your supporters and community members about the Billsaver concept. These events can provide an opportunity for your audience to ask questions, address concerns, and learn more about the program's benefits.

### 13.6. Develop Strategic Partnerships

Form strategic partnerships with other organizations, businesses, and community leaders who share your mission and can help promote the Billsaver concept. These partnerships can provide valuable resources and increase your organization's credibility in the eyes of potential supporters.

### 13.7. Continuously Monitor and Refine Your Marketing Strategies

Track the effectiveness of your marketing efforts and use the insights gained to continuously refine and improve your strategies. This will ensure that your marketing approach remains relevant and engaging as the Billsaver concept gains traction and evolves.

By effectively marketing the Billsaver concept, your organization can tap into a revolutionary funding model that benefits both your nonprofit and its supporters. Through a combination of strategic marketing efforts and a commitment to the Billsaver model, your organization can experience significant growth and success in achieving its mission.

# Chapter 14: Trusting the Billsaver Concept - Overcoming Skepticism and Embracing Innovation

Introducing a revolutionary concept like the Billsaver model to your nonprofit organization and its supporters may initially be met with skepticism. People are often hesitant to embrace new ideas, especially when it comes to financial matters. This chapter will explore strategies to overcome skepticism and foster trust in the Billsaver concept.

## 14.1. Transparency and Open Communication

One of the most effective ways to build trust in the Billsaver concept is by being transparent and maintaining open lines of communication with your organization's members and supporters. Share information about the Billsaver model's principles, practices, and successes. Address questions and concerns openly and honestly, and provide regular updates on the program's progress and impact.

## 14.2. Sharing Success Stories

Showcase the tangible benefits of the Billsaver concept by sharing success stories from other organizations that have implemented the model. Demonstrate the positive outcomes the program has generated for both the nonprofits and their supporters, as well as the increased

impact on their missions.

#### 14.3. Encourage Personal Experiences

Invite your organization's leaders and key influencers to try the Billsaver model on their own bills. By experiencing the program firsthand, they can vouch for its effectiveness and integrity, providing reassurance to the broader community.

They can follow this URL to try it for themselves:

<https://abundancevitality.com/friends/>

#### 14.4. Education and Support

Provide resources and educational materials that explain the Billsaver concept in detail, including how it works and the benefits it offers. Offer workshops and information sessions to help supporters understand the model and its potential impact on your organization's mission.

#### 14.5. Addressing Common Concerns

Address common concerns and misconceptions about the Billsaver concept head-on. For example, emphasize that the program doesn't require changing service providers or sacrificing quality for savings. Explain the ethical principles and practices followed by the Billsaver negotiators, and reassure supporters that they maintain control over their accounts and the approval of any changes.

#### 14.6. Building a Track Record

As your organization begins to implement the Billsaver concept, document and share the positive results and experiences of your supporters. A strong track record of success will help alleviate skepticism and build trust in the model over time.



#### 14.7. Celebrating Achievements

Publicly recognize and celebrate the milestones and achievements made possible through the Billsaver concept. By highlighting the program's successes, you demonstrate its effectiveness and build enthusiasm among your supporters.

Overcoming skepticism and building trust in the Billsaver concept is a crucial step in embracing this innovative approach to nonprofit funding. By employing these strategies, your organization can foster confidence in the program and its ability to positively impact your mission and the lives of your supporters.

## Chapter 15: Benefits to Billsaver Supporters - Creating Value for All Stakeholders

The Billsaver concept offers benefits not only to the nonprofit organizations it serves but also to the supporters who participate in the program. By creating value for all stakeholders involved, the Billsaver model fosters a strong, mutually beneficial relationship that benefits the organization, its mission, and the community it serves. In this chapter, we will discuss the benefits Billsaver supporters can enjoy when participating in the program.

### 15.1. Personal Savings

One of the most direct benefits for Billsaver supporters is the opportunity to save money on their bills. By having professional negotiators work on their behalf to secure better deals with their current service providers, supporters can lower their expenses without compromising on the quality of the services they receive.

### 15.2. Supporting the Cause

Billsaver supporters are directly contributing to their chosen nonprofit organization by uploading their bills. The funds generated through the program enable the organization to further its mission and create a positive impact in the community.

### 15.3. Strengthening the Community

By participating in the Billsaver program, supporters are contributing to the financial health of their chosen nonprofit and helping to create a stronger, more vibrant community. A well-funded organization can provide better services, attract more resources, and expand its reach, ultimately benefiting everyone in the community.

### 15.4. Convenience and Ease

The Billsaver concept is designed to be simple and straightforward for supporters. Uploading their bills and participating in the program is an easy, hassle-free process that requires minimal effort on their part, making it an attractive option for busy individuals who may not have the time or resources to engage in more traditional fundraising activities.

### 15.5. Socially Responsible Savings

By participating in the Billsaver program, supporters can feel good about saving money in a socially responsible way. They are not only benefiting themselves financially but also contributing to a greater cause by supporting their chosen nonprofit organization.

### 15.6. Building Trust and Loyalty

When nonprofit organizations demonstrate their commitment to transparency, innovation, and financial sustainability, they build trust and loyalty among their supporters. The Billsaver model can serve as a powerful tool for nonprofits to strengthen their relationships with their supporters and create a lasting, positive impact.

In conclusion, the Billsaver concept offers a unique and innovative approach to nonprofit fundraising that creates value for all stakeholders involved. By participating in the program, supporters can save money on their bills, support their chosen organization, and contribute to

building a stronger community. With benefits like these, it's no wonder that the Billsaver concept is gaining momentum and transforming the way nonprofits approach funding.

# Chapter 16: Engaging the Board in Fundraising: Strategies for Maximizing Support

The success of any nonprofit organization often hinges on the commitment and involvement of its board members. As the backbone of your organization, the board plays a crucial role in driving your fundraising initiatives and ensuring the Billsaver program's success. In this chapter, we will explore strategies to engage your board members in fundraising efforts and maximize their support.

## 16.1. Communicate the Vision and Strategy

To engage the board in fundraising, you must first communicate the vision and strategy behind the Billsaver program. Help them understand the benefits it offers, both for the organization and its supporters, and how it aligns with the nonprofit's mission and goals. Provide them with a clear understanding of the program and its potential to revolutionize the organization's funding strategy.

## 16.2. Assign Roles and Responsibilities

Assign specific roles and responsibilities to each board member to ensure their active involvement in the fundraising process. This could include tasks such as introducing the Billsaver program to key influencers,

connecting with potential supporters, promoting the program on social media, or monitoring the program's progress.

### 16.3. Provide Training and Support

Board members may not be familiar with the intricacies of the Billsaver program or comfortable promoting it to others. To overcome this, provide them with the necessary training and support to build their confidence and knowledge of the program. Offer resources, such as talking points, presentations, and promotional materials, to help them communicate the value of the program effectively.

### 16.4. Set Goals and Monitor Progress

Set realistic and achievable goals for the board members' fundraising efforts and monitor progress towards these goals regularly. By establishing measurable targets and tracking progress, you can maintain momentum and ensure the success of the fundraising campaign.

### 16.5. Celebrate Success and Recognize Efforts

Recognize and celebrate the hard work and dedication of your board members in implementing the Billsaver program. Acknowledge their efforts, share success stories, and express gratitude for their commitment to the organization's mission. This will foster a sense of pride and accomplishment, motivating them to continue their support for the program.

### 16.6. Foster a Culture of Philanthropy

Cultivate a culture of philanthropy within your board by encouraging open discussions about fundraising, sharing best practices, and emphasizing the importance of financial support for the organization's long-term sustainability. Board members who are passionate about the cause and committed to the organization's financial success are more

likely to be actively involved in fundraising efforts.

By engaging your board members in the fundraising process, you can leverage their skills, connections, and enthusiasm to drive the success of the Billsaver program. By working together, you can create a sustainable and innovative funding strategy that will benefit your nonprofit organization and its supporters for years to come.

## Chapter 17: The Art of Storytelling - Engaging Your Supporters to Amplify Your Impact

One of the most powerful tools at your disposal when promoting your nonprofit organization and the Billsaver concept is the art of storytelling. Stories have the ability to captivate, inspire, and create emotional connections that can motivate people to take action. This chapter will explore how storytelling can engage your supporters and amplify your impact.

### 17.1. Humanizing Your Cause

When you share personal stories about the people or communities you serve, you help humanize your cause and make it relatable to your supporters. By giving them a glimpse into the lives of the people your organization impacts, you create an emotional connection that can inspire your supporters to become more involved in your mission.

### 17.2. Demonstrating Impact

Sharing success stories from your organization shows your supporters the tangible impact of their involvement. When people see the positive outcomes of your work, they are more likely to feel that their contributions make a difference and are motivated to continue their support.



### 17.3. Creating a Sense of Urgency

Powerful stories can create a sense of urgency that inspires supporters to take action. By illustrating the pressing issues your organization is addressing, you can compel your supporters to become more involved in your mission and participate in the Billsaver program.

### 17.4. Building Community

Storytelling can help build a sense of community among your supporters by providing a shared narrative that connects them to your cause. When people feel like they are part of something bigger than themselves, they are more likely to stay engaged and committed to your organization.

### 17.5. Inspiring Advocacy

When your supporters are moved by the stories you share, they may be inspired to become advocates for your cause. By sharing your organization's stories with their networks, they can help amplify your message and reach new potential supporters.

### 17.6. Leveraging Social Media

Social media platforms offer a powerful channel to share your organization's stories and engage with your supporters. By creating compelling content that showcases your impact and encourages sharing, you can reach a wider audience and attract new supporters to your cause.

### 17.7. Celebrating Your Supporters

Sharing stories about your Billsaver supporters and their impact on your organization can inspire others to get involved. Celebrating their achievements and showcasing the benefits of participating in the Billsaver program will encourage more people to join and support your mission.

The art of storytelling is a crucial element in engaging your supporters and amplifying the impact of your nonprofit organization. By sharing compelling stories that humanize your cause, demonstrate impact, and inspire advocacy, you can create lasting connections with your supporters and motivate them to participate in the Billsaver program. Embracing the power of storytelling can help your organization reach new heights and make a greater difference in the communities you serve.

# Chapter 18: Harnessing the Power of Volunteers - Turning Passionate Individuals into Revenue Generators

Volunteers play a crucial role in the success of nonprofit organizations. They bring valuable skills, energy, and enthusiasm to your cause, helping to expand your reach and deepen your impact. In this chapter, we will discuss how to harness the power of volunteers to turn passionate individuals into revenue generators for your organization through the Billsaver program.

## 18.1. Recruiting and Retaining Volunteers

Attracting and retaining dedicated volunteers is essential to your organization's success. To do this, ensure your volunteer opportunities are well-defined, meaningful, and aligned with your organization's mission. Offer flexibility in terms of time commitment and provide ongoing support, training, and recognition for their contributions.

## 18.2. Empowering Volunteers as Billsaver Ambassadors

Educate your volunteers about the Billsaver program and encourage them to become ambassadors for the initiative. Provide them with the necessary information, tools, and resources to effectively promote the program to their networks, such as sharing success stories, benefits,

and impact on your organization.

### 18.3. Providing Training and Support

Offer training sessions and workshops to equip your volunteers with the skills and knowledge required to promote the Billsaver program effectively. This may include communication strategies, storytelling techniques, and guidance on using social media platforms to reach a wider audience.

### 18.4. Setting Goals and Monitoring Progress

Set clear goals and targets for your volunteers regarding Billsaver program promotion and participation. Regularly monitor progress and provide feedback, recognizing their achievements and addressing any challenges they may encounter.

### 18.5. Leveraging Volunteer Networks

Encourage your volunteers to tap into their personal and professional networks to promote the Billsaver program. This can include sharing information about the program through social media, community events, and word-of-mouth referrals.

### 18.6. Organizing Fundraising Events

Enlist the help of your volunteers to organize fundraising events that promote the Billsaver program. These events can serve as an opportunity to engage with potential supporters, raise awareness about your organization's mission, and generate revenue through the program.

### 18.7. Recognizing and Rewarding Volunteer Contributions

Acknowledge and celebrate the contributions of your volunteers to your organization's success. Regularly recognize their efforts through public

appreciation, awards, or other forms of recognition. This will not only show your gratitude but also motivate them to continue their support.

In conclusion, by harnessing the power of volunteers and turning them into revenue generators through the Billsaver program, you can significantly enhance your organization's funding capabilities. Providing training, support, and recognition for their efforts will ensure your volunteers remain engaged and passionate about your cause, ultimately driving the success of your nonprofit.

# Chapter 19: Conclusion - A Sustainable Future for Nonprofits: A Clever and Sustainable Funding Strategy

In today's ever-evolving landscape, nonprofit organizations are facing increasing challenges in terms of fundraising and maintaining their operations. As a result, there is a pressing need for innovative, sustainable, and mutually beneficial funding strategies. The Billsaver program, as discussed throughout this book, is one such approach that offers a win-win solution for nonprofits and their supporters.

The Billsaver program offers numerous advantages for nonprofit organizations:

## 19.1. Sustainable Revenue Stream:

By generating a continuous stream of income, the Billsaver program provides nonprofits with the financial resources required to carry out their mission and have a lasting impact.

## 19.2. Reducing Dependency on Traditional Fundraising:

With the Billsaver program in place, nonprofits can lessen their reliance on conventional fundraising methods, which often involve

time-consuming events and constant solicitation of donations.

### 19.3. Enhancing Nonprofit Brand and Reputation:

By partnering with a socially responsible program like Billsaver, nonprofits can improve their brand image and demonstrate their commitment to finding innovative solutions to benefit their supporters and the broader community.

### 19.4. Engaging and Empowering Supporters:

The Billsaver program enables supporters to contribute to their favorite nonprofit without having to make a direct financial donation. Instead, they save money on their bills and indirectly support the organization through the shared savings model.

### 19.5. Building Strong Relationships:

The program facilitates the development of long-term relationships between nonprofits and their supporters, fostering a sense of community and shared commitment to the cause.

### 19.6. Adapting to Changing Times:

The Billsaver program is a flexible and scalable solution that can adapt to the evolving needs and priorities of nonprofits, ensuring they can continue to thrive even in the face of economic or societal challenges.

As we conclude this book, it is our hope that you are inspired and equipped with the knowledge and tools needed to successfully implement the Billsaver program within your nonprofit organization. By embracing this innovative approach, you can secure a sustainable future for your organization, deepen your impact, and create lasting

change in the world.

Together, we can pave the way for a new era of nonprofit funding, where organizations can grow and thrive without the constant struggle for financial resources. The Billsaver program represents a clever and sustainable funding strategy that has the potential to revolutionize the nonprofit sector, making a brighter and more resilient future for all.

If you found this book helpful, I'd be very appreciative if you left a favorable review for the book on Amazon!



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