



Fundraising with Businesses: 40 New (and Improved!) Strategies for Nonprofits

Joe Waters

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40 proven strategies for raising big money with businesses

There's a reason why nonprofits are getting smaller checks from corporate giving programs. Companies are abandoning or slashing giving budgets and instead focusing on win-win pacts that drive sales *and* change the world. Nonprofits need guidance and practical know-how in this new age of mutually beneficial nonprofit and business partnerships.

Presenting forty practical fundraising strategies to help small to medium-sized nonprofits raise more money from businesses, *Fundraising with Businesses* breathes new life into nonprofit / for-profit relationships to begin a new era of doing good *and* well.

- Presents new and improved fundraising strategies for raising money from businesses—from in-store register promotions and shopping fundraisers to online workplace giving solutions and digital campaigns involving popular social networking sites.
- Written by an experienced fundraiser and renowned blogger and speaker on business giving.
- Features case examples of successful nonprofit/corporate partnerships that will be regularly updated via a link with the online pin board Pinterest.

The fundraising potential of working with businesses is greater than ever. Read *Fundraising with Businesses* and discover the tools to turn existing and new business relationships into successful—and lucrative—partnerships.

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