

# FUNDRAISING FOR YOUR MYAC

Due to the dramatic shifts at the federal level in 2025, grants are less feasible as a funding source. With that in mind, looking for other revenue streams has become increasingly important. Many organizations, especially small ones, are refocusing their efforts on fundraising.

This document is to help give you a perspective and some tips on beginning to fundraise for your local MYAC chapter.

## THE LANDSCAPE AND GENERAL INFORMATION

The past year has seen a dramatic change in how funding is reaching organizations, from the largest non-profits to your MYAC. However, as of 2024, **over two thirds of all giving comes from individuals**. That means **the main source of funding for most non-profits is available to you**.

## SOURCES OF GIVING

**Individual Donations** - when an individual gives you a donation of any size

**In-Kind Donations** - any gift which is not money

**Business Partnerships** - working with a business to get money or an in-kind donation

**Grants** - when a foundation or other org gives you money for a specific purpose

## THE KEY TO GIVING

The key to all of the different sources of giving is **the relationship** between you and the individual/organization. How can you show that your MYAC **aligns with the goals and values of others?**

## HAVE A RETENTION PLAN

As part of the working relationship with your supporters, make sure to know how you are going to **acknowledge and thank** everyone who supports you.

## HOW TO BE THANKFUL

- Thank You Cards Signed by Your MYAC Chapter
- Recognizing Donors at Events
- Shout-Out Sponsors on MYAC Social Media Accounts
- And more...!

How does your MYAC chapter currently thank people for investing in your chapter whether it be volunteers, your city, or others?

## AND REMEMBER...

**You won't get donations or partnerships if you don't ask.** Reach out to people in your community. If you're passionate about what your MYAC is doing, there's a good chance you can help them see what there is to be so passionate about.

