

# HOW IT WORKS

## GEORGETOWN NEW STRATEGIES PROGRAM

**N***ew Strategies* begins with corporations and foundations identifying nonprofit organizations that will benefit from a program that addresses revenue generation and resource management.

Selected nonprofits receive sponsorship funding from these companies and foundations. Each \$6,500 sponsorship covers all program costs, including the Forum and its related expenses as well as a subsequent year of online instruction, information, and support.

To ensure individual support and assistance, *New Strategies* enrolls only a limited number of nonprofit organizations. This small size also enhances participant networking opportunities.

Before each Forum, instructors and MBA students undertake a full analysis of each participating organization to get a tailored picture of revenue activities and programming priorities. The curriculum is then crafted to take into account the specific funding challenges of each nonprofit participant.

The Forum is an intensive, hands-on experience directed by nationally recognized leaders in the nonprofit and philanthropy fields. Georgetown faculty and MBA teams add additional depth. Topics include:

- Social media funding
- Earned income and UBIT
- Corporate support
- Predictive analytics
- Cause marketing
- Government funding
- Gifts in kind
- Database management
- Sponsorships
- Direct mail
- Impact investing
- Deferred giving

In addition to the plenary sessions, breakouts, and one-on-one counseling, each Forum enlists outside speakers including public sector leaders (relevant to government funding and activities).

Following the Forum, participants engage in monthly communications and training. A LinkedIn site for participants allows for progress reports, problem solving, and networking. Business and foundation sponsors are updated on all program developments.

*“Loved the collaborative approach to discussing challenges and opportunities.”*

- Shannon Sullivan, Safe Kids Worldwide