

WHY SPONSOR

GEORGETOWN NEW STRATEGIES PROGRAM

The *New Strategies Program* helps nonprofits broaden their revenue base to:

- Maximize their potential for generating new revenue
- Ensure they are not dependent on a limited number of funding sources
- Enable them to extract the most value from revenues received

Many sustaining corporate and foundation sponsors view *New Strategies* as a “must,” especially for nonprofits that receive larger grants.

Sponsorship may not require increased spending by a corporation or foundation. Nonprofit recipients designated for sponsorship may be informed that a small amount of a general or restricted grant is earmarked for *New Strategies* participation. Sponsorship payments generally are made directly to the designated nonprofit, but also can be made to Georgetown. Either option provides the sponsor with a charitable deduction.

New Strategies already is well-known and widely regarded. As a result, when a nonprofit is named a recipient by a sponsor, that designation is in itself a significant benefit to an organization. Sponsorship recognition can be leveraged by a nonprofit to raise added funds and recruit new volunteers.

While sponsorship provides nonprofit organizations with notable value, it also extends benefits to companies and foundations. Sponsors receive strong recognition by those nonprofits selected to take part in the program. For organizations with large numbers of members or volunteers, name and brand exposure can be extensive. Even for nonprofits with smaller networks, *New Strategies* sponsors capture the attention of board members and other influential supporters.

“Excellent mix of timely, relevant, and thought-provoking information.”

- Angela Cox, Houston Habitat for Humanity