



Using Your Nonprofit Organization's Website To Generate Revenue

In the nonprofit field, competition for resources is fierce, forcing nonprofit organizations to look beyond traditional fundraising strategies, such as applying for grants and contracts. Although there are a myriad of ways to raise funds, this article focuses on generating revenue through your organization's website. If you haven't used your website to raise funds, this might be the ideal time to turn it into a revenue generating tool.

What about using your website to sell advertisement space? Listed below are two ways in which you can sell space.

1. You could charge fees for ads, based on the following:

a. Fees could be set for one ad, multiple ads, or ongoing/recurring ads.

b. Fees could vary depending on the size of the ad. Of course, the larger the ad, the higher the fee.

c. Fees could be based on a plain (black and white) ad versus one with colors and/or graphics.

d. Fees could vary depending on the placement of the ad; is it on the first page of your website or -on another page?

e. Fees could be based on "who" is placing the ad. Is it an individual, a corporation, or another nonprofit? Would you be willing to provide a discount to an individual or other nonprofit organization versus a "for profit" corporation, or not?

2. You could sell different levels of advertisement, such as the following:

a. Friend level - list the advertiser on your Home page, with a link to his/her general email box and website. The advertisement period could be for one quarter or more, depending on how you want to set it up. The Friend level should be the lowest priced level.

b. Platinum level – Includes what is under the Friend level, but they would also be able to post their links on an additional page. This fee for this level should be slightly higher.

c. Silver level – Includes what is offered under the Friend and Platinum levels, but they would be able to post their links on all of your website pages. The fee for this level should be higher than the Platinum level.

d. Gold level – Includes everything that is offered under the three packages listed above, but they would also be able to have a featured article on one of the pages, for a set amount of time. The Gold level should be the highest priced level.

Of course, the ad fees and website advertisement level fees are simply suggestions. Consider developing fees and levels that work best for your organization, stakeholders, and potential advertisers.

Don't forget to develop a disclaimer stating that your organization doesn't support or endorse any of the products or services available through an advertiser. A disclaimer not only removes you from choosing which products or services you support or endorse, but it may provide legal protection as well.

Selling different levels of advertisement on your website may not generate thousands of dollars, but it is one additional method in which to raise funds. Consider taking advantage of this opportunity, if you feel the effort will be worth the benefit.

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If you want to make positive changes in your professional life, and create the job or career you desire and deserve, then working with Executive & Life Coach, Sharon L. Mikrut, is the solution. Although her specialty is in partnering with nonprofit executive directors and managers to maximize their resources in a competitive environment, she is passionate about working with all individuals committed to personal and/or professional growth. Visit her website at <http://www.createitcoaching.org> or Nonprofit Professionals blog at <http://www.createitcoaching.com>, and sign up for her free monthly newsletter that provides information and resources designed to help you manage your nonprofit organization in a more effective and efficient manner. You can also visit her Empowerment blog at <http://www.createitcoaching.net>, and sign up for her free monthly life coaching newsletter.