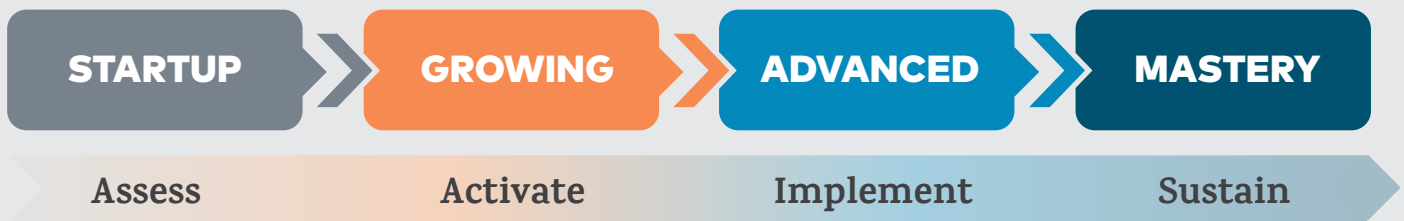


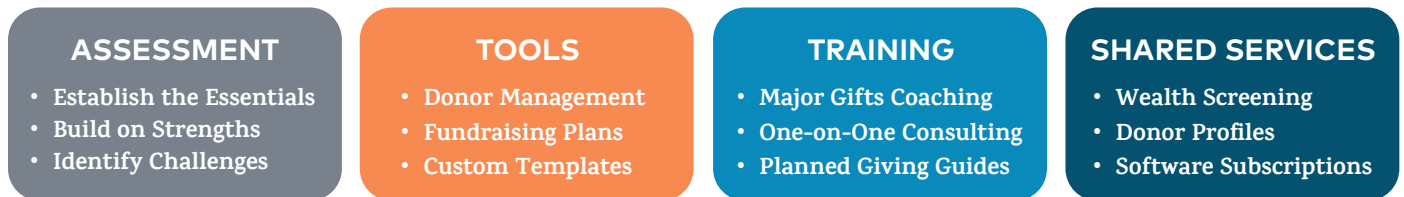
NEWS GIVING ROADMAP

Driving Nonprofit News toward Major Gifts... and Beyond



The Institute for Nonprofit News (INN) announces the **News Giving Roadmap** — a unique, comprehensive program designed to expand the capacity of our members to build sustainable revenue from individual donors including annual gifts, mid-range gifts, major gifts and planned giving.

The **News Giving Roadmap** holistic program includes:



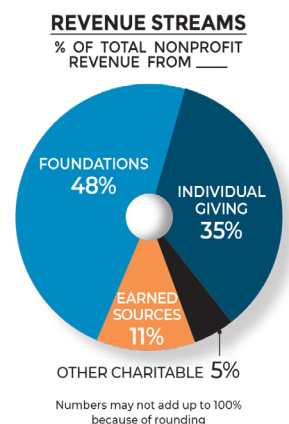
Whether a nonprofit news organization is a startup or an established news outlet, there will be an opportunity for all INN members to increase fundraising success with the **News Giving Roadmap**.

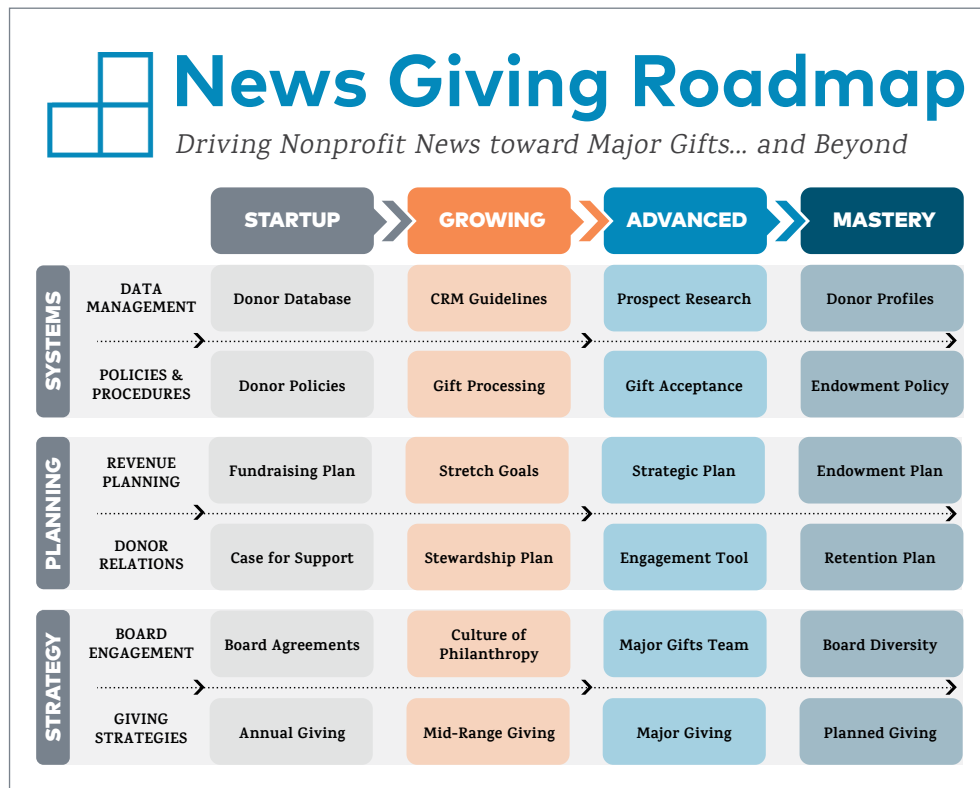
The Opportunity to Grow Individual Giving

In 2019, charitable giving by individuals in the U.S. surpassed \$300 billion for the first time — a 4.7% increase over the previous year, accounting for 69% of total donations and far surpassing that from corporations and foundations combined.¹

In contrast, during the same year, nonprofit news organizations in the INN network reported individual giving as 35% of total revenue.²

Individual giving is a sustainable revenue source that improves fiscal self-sufficiency, accelerates mission focus and innovation and supports organizational growth.





The **News Giving Roadmap** outlines a direct path for nonprofit news organizations to grow and sustain individual giving through four levels of fundraising support:

- **STARTUP** – Assessing strengths and establishing the essentials for success
- **GROWING** – Activating the best practices that grow donor engagement
- **ADVANCED** – Implementing major gift strategies for transformational giving
- **MASTERY** – Sustaining long-term financial health through planned giving

Each level of support in the **News Giving Roadmap** includes tools, templates, and training opportunities that are customizable to our members’ unique needs and fundraising goals.

For questions about the News Giving Roadmap, please email: Jeffrey Woolverton, INN Network Philanthropy Director, at jeffrey@inn.org.

¹Giving USA 2020: The Annual Report on Philanthropy for the Year 2019

²INN Index 2020: The State of Nonprofit News