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:

- **ASSESSMENT**
  - Establish the Essentials
  - Build on Strengths
  - Identify Challenges

- **TOOLS**
  - Donor Management
  - Fundraising Plans
  - Custom Templates

- **TRAINING**
  - Major Gifts Coaching
  - One-on-One Consulting
  - Planned Giving Guides

- **SHARED SERVICES**
  - Wealth Screening
  - Donor Profiles
  - Software Subscriptions

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.