



Fundraising & Cost Savings for Your Hub

Allison Quinlan, Director of Hub Relations at HFN

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Agenda

- Topics
 - Fundraising
 - Grants
 - Cost Savings
- Ask questions but hold discussion
- PowerPoint will be loaded to the Hub Portal

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Fundraising



- Passive Fundraisers
 - Low-effort, “set-it-and-forget-it” method to generate consistent revenue by leveraging supporters’ everyday habits
- Non-Event Fundraisers
 - Designed to raise money without the effort of planning an event
- Event Fundraisers
 - Planning an event that donors will attend
- Sponsorships
 - Sponsor provides funds in return for brand visibility and marketing benefits

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Passive Fundraising

- ShopRite & Hy-Vee
 - Grocery chains that round-up at the register
- Target Circle
 - Loyalty members can earn Community Support Votes and then direct funds by voting on the Target app or website
 - Apply to be a nonprofit via their website
- Kroger
 - Directs a percentage of your eligible purchases to a registered local non-profit of your choice
 - Nonprofits can go to Kroger's website to apply
- \$1 per Pint
 - Ask your local bar or restaurant to donate one dollar each time they sell a pint of a Veteran-owned brewery beer

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Passive Fundraising

- Online Merchandise Store
 - Sell merchandise online and increase the price \$5 per item as a donation
- Payroll Deductions
 - Educate donors that they can set a percent or dollar amount to be donated from each of their paychecks
- Company Matching Programs
 - Some companies will match employee's donations or make donations based on volunteer hours

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Non-Event Fundraising

- Wreaths Across America
 - Submit your W9 to get a wreath sponsorship website of your own and receive \$5 back per sponsored wreath (Vendor Expo)
- 4Heros
 - Selling a coin and pin set to Hubs to sell for profit (Vendor Expo)
 - Coins are sequentially numbered so you can do a prize drawing
- End of Year Mailings/Text to Donate Campaigns
 - Mail out donation envelopes or send text messages for donations
- Dine-to-Donate
 - Collaborate with local restaurants and receive a portion of their sales

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Non-Event Fundraising

- Fill the Plane
 - 100 seats on a plane at \$1,000 each
 - Gives a specific amount and what it is supporting
 - Approach Veteran organizations or Veteran-owned businesses that might not be able to afford a sponsorship
- Charitable gambling
 - Nonprofits in most U.S. states are required to use gambling proceeds for charitable, educational or public purposes, rather than for profit
 - Veteran organizations with gambling are a good source of donations

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Event Fundraising

- Miniature Golf Tournament
 - Different from a typical golf outing but can do a lot of the same things
 - Fun for the entire family and appeals to more people
- Brewery Crawl
 - Ask breweries to donate a percent of their sales over a weekend
 - Create bar crawl shirts to sell
- Celebrity Bartenders
 - Local “celebrities” bartend for a night
 - A percent of their sales and all tips are donated

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Event Fundraising

- **Poker Run**
 - Attendees stop at 5 to 7 places and get a card at each location – the best poker hand at the end wins
 - Sell tickets, host raffle/auction, accept donations, sponsorships
- **Polar Plunge**
 - Each participant asks for sponsorships to see them take the plunge
- **Plane Pull**
 - Teams of 8 see how far they can pull a plane on a tarmac
 - Teams compete against each other to see how fast they can pull it

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Identifying Grants & Applying

- Identifying Grants
 - Zeffy Grant Finder
 - Grants.gov
- Grant Writing Help
 - Online providers such as NonprofitReady, The Grantsmanship Center, and GrantSpace
 - Local Community Foundations

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Identifying Grants & Applying

- Examples
 - Costco – grants up to \$5,000 per store to 501(c)(3) nonprofits; one request per year
 - Walmart & Sam’s Club – grants up to \$5,000 to eligible nonprofits; applications are accepted 3 times a year
 - Tee It Up for the Troops – provides grants to approved 501(c)(3) organizations that support past and present military personnel and their families
 - Community Foundation Grants – Community Foundation takes donations and manages the grant process to disperse the funds

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Cost Savings

- Media on Flights
 - Bring media on your flight
 - Free marketing
 - Results in donations, sponsorships and Veteran application
- Amazon Wishlist
 - List needed items for trips and post on social media
 - Items are shipped directly to you
 - Easy and taps into donor's everyday routines
- Merchandise Vendors
 - Ask if they will reduce the price if they can add their logo

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Cost Savings

- TechSoup
 - Nonprofit intermediary that validates 501(c)(3) status to connect nonprofits, charities, and libraries with deeply discounted or donated software, hardware, and services from major tech partners like Microsoft, Adobe, and Intuit
- Zeffy
 - Completely free – people can “tip” Zeffy when making donations or purchases
 - Accept donations, host raffles/auctions, merchandise sales, etc.
- Canva
 - Free (with options to upgrade) graphic design software
 - Create social media graphics, logos, business cards, brochures

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Questions & Discussion

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