

Financial resources: Resource development (fundraising)

Keywords:

#Revenue diversification

#Revenue growth

#Capacity building for fundraising

#Fundraising policy

Wikimedia Movement Organizations may choose to develop their financial sustainability through additional revenue generation, coordinating such efforts with other Movement Organizations when necessary.

Glossary Term: Revenue generation

Revenue generation is the process of obtaining funds to support one or more aspects of the movement. Some examples of revenue generation are:

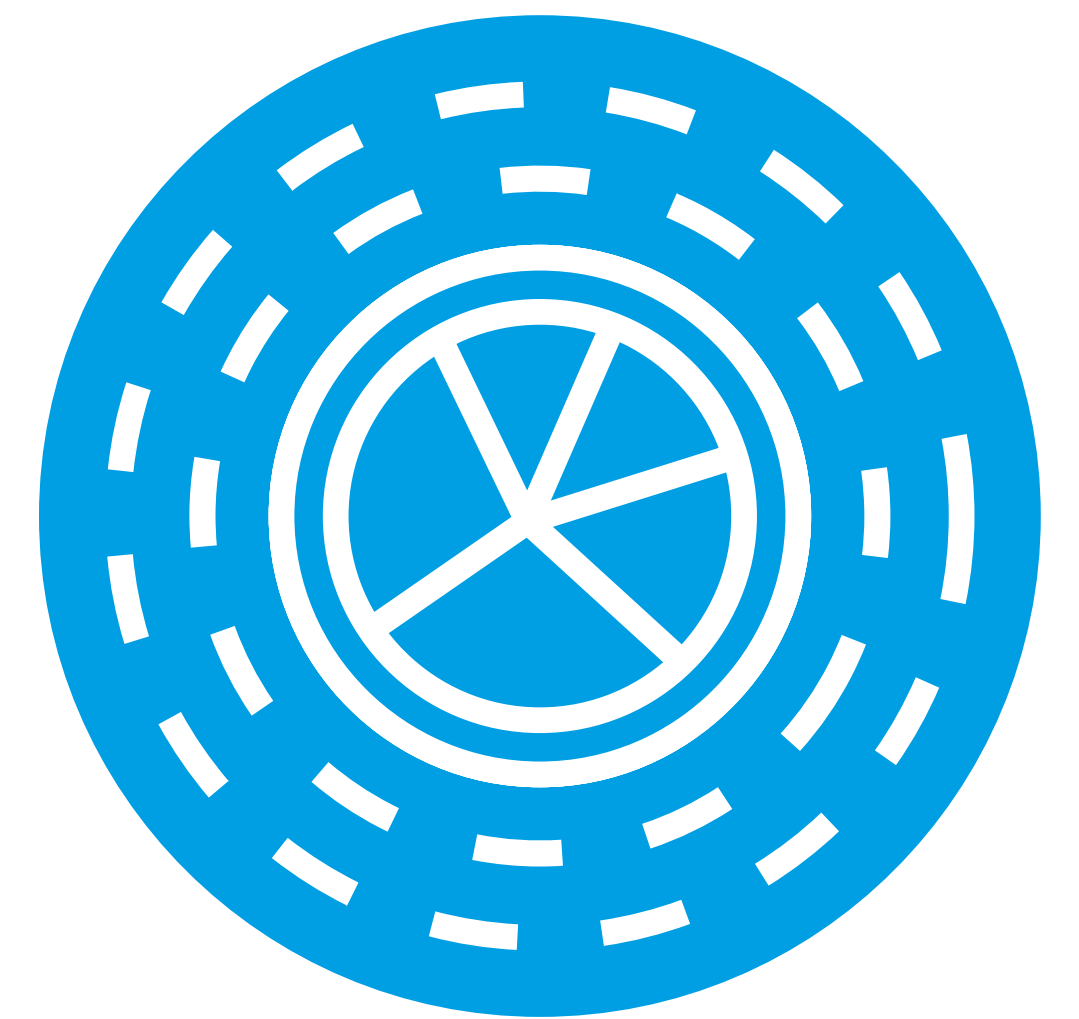
- fundraising,
 - Including grants provided by third parties (unrestricted or to support specific objectives), major gifts, or fundraising events,
- membership fees for affiliates

Related to revenue generation is “donation-in-kind,” when an organization or individual provides services and/or physical items without charge, or by charging a discounted fee. Examples can include:

- meeting rooms or office space,
- internet access, and
- free access to archival material.

Note from the supplementary documentation:

The Global Council is expected to come up with a fundraising policy that applies to all movement bodies.



See also supplementary documentation:

Hubs: revenue generation and funds distribution guidelines

