

## Oncology And Kids Presentation Resource Sheet

Empower your nonprofit with tools and insights to enhance your fundraising efforts and forge meaningful corporate partnerships. This resource sheet provides curated links to guides, software, and platforms designed to support your journey in monthly giving, corporate partnerships, and cause branding.

### **\*\*Monthly Giving Resources\*\***

#### 1. **\*\*Network for Good's Ultimate Guide to Monthly Giving\*\***

- Comprehensive insights on starting and growing a monthly giving program.

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[<https://www.networkforgood.com/nonprofitblog/ultimate-guide-to-monthly-giving/>](<https://www.networkforgood.com/nonprofitblog/ultimate-guide-to-monthly-giving/>)

#### 2. **\*\*Classy's Monthly Giving Starter Kit\*\***

- A step-by-step toolkit for launching a successful monthly giving campaign.

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[<https://www.classy.org/blog/the-monthly-giving-starter-kit/>](<https://www.classy.org/blog/the-monthly-giving-starter-kit/>)

### **\*\*Corporate Partnership Resources\*\***

#### 1. **\*\*Cause Marketing Forum\*\***

- A hub for learning about effective cause marketing partnerships between nonprofits and businesses.

- [<http://www.causemarketingforum.com>](<http://www.causemarketingforum.com>)

#### 2. **\*\*Partnership Professionals Network\*\***

- Offers insights and strategies for building and maintaining corporate-nonprofit partnerships.

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[<https://www.partershipprofessionalsnetwork.org>](<https://www.partershipprofessionalsnetwork.org>)

### **\*\*Cause Branding Resources\*\***

#### 1. **\*\*Forbes Nonprofit Council: Tips for Successful Cause Marketing\*\***

- Expert advice on enhancing your nonprofit's visibility and impact through cause marketing.

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[<https://www.forbes.com/sites/forbesnonprofitcouncil/>](<https://www.forbes.com/sites/forbesnonprofitcouncil/>)

2. **\*\*Ad Council's Guide to Cause Branding\*\***

- A guide on creating impactful cause branding campaigns that resonate with audiences.

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[<https://www.adcouncil.org/Insights/Guide-to-Cause-Branding>](<https://www.adcouncil.org/Insights/Guide-to-Cause-Branding>)

**\*\*Donation & CRM Platforms\*\***

1. **\*\*Salesforce for Nonprofits\*\***

- A comprehensive CRM solution tailored for nonprofit needs, including donor management and engagement.

- [<https://www.salesforce.org/nonprofit/>](<https://www.salesforce.org/nonprofit/>)

2. **\*\*DonorPerfect\*\***

- A fundraising growth platform focused on donor retention, fundraising strategies, and donor engagement.

- [<https://www.donorperfect.com/>](<https://www.donorperfect.com/>)

**\*\*Design & Communication Tools\*\***

1. **\*\*Canva for Nonprofits\*\***

- Create engaging visuals for your campaigns with easy-to-use templates and design tools.

- [<https://www.canva.com/nonprofits/>](<https://www.canva.com/nonprofits/>)

2. **\*\*Mailchimp for Nonprofits\*\***

- Enhance your email campaigns with this powerful tool designed to manage subscribers and track results.

- [<https://mailchimp.com/for-nonprofits/>](<https://mailchimp.com/for-nonprofits/>)