



National Recreation and Park Association

Fundraising Strategies Online Class

NRPA provides online learning resources, including an online class for fundraising. To access this class, please go to www.nrpaonlinelearning.org, login and then look up fundraising.

This course teaches fundamental best practices and principles of effective and strategic fundraising for park and recreation agencies. The focus is on the process of successful solicitation from private sources of funds, particularly foundations and corporations, and is appropriate for professionals tasked with revenue development and creative partnerships.

CEUs: 0.2 Member: \$40 Non-Member: \$50

Independent Fundraising Resources

When looking for funding and grants, there are many resources for free and for fee on the Internet. Below are just a few suggestions on where to start your research.

1. [Foundation Center](#)

The Foundation Center provides both training and research information on corporate and foundation grant programs. Some services are free, but most are for a training fee or fee for database use. The Center also has offices in Atlanta, Cleveland, New York, San Francisco and Washington DC. The foundation database houses a collection of data of over 74,000 foundations, corporate giving programs, and grant-making public charities. The grants database is a collection of more than 250,000 grants.

2. [Guidestar](#)

An excellent source of IRS 990 forms for both private and corporate foundations and other non-profit organizations.

3. [Chronicle of Philanthropy](#)

The Chronicle is a newspaper for non-profit news publishing fundraising trends, resources, and recent grants.

4. [Non-profit Times](#)

Non-profit management newspaper.

5. [Hoovers](#)

Hoovers profiles more than 12 million U.S. companies. It is a great source for employee contact information.

6. [Fortune Magazine](#)

A resource for identifying companies by state and industry.

7. [Leadership Directories](#)

8. Google, Yahoo Finance, and other general search engines.

9. Newspapers and magazines like the Wall Street Journal, Newsweek, New York Times.

Interested in learning more about NRPA fundraising resources? Contact [Rebecca Wickline](#) at 703.858.2163.