New Strategies is an invitation only advanced management education program conducted by Business for Impact at Georgetown University’s McDonough School of Business. Unlike other programs for nonprofit leaders, New Strategies focuses exclusively on how to bolster and manage revenue for growth and success.

Founded in 2011, New Strategies became part of Georgetown University in 2015. Top-flight nonprofit and government experts are part of what is widely considered one of the most successful and useful programs of its kind.

The program serves as a gateway to an ongoing support system designed to convert revenue strategies into action plans.

Corporations or Foundations fund nonprofit executives invited to participate in the New Strategies program.
NONPROFIT AREAS

ARTS, CULTURE, AND HUMANITIES
COMMUNITY DEVELOPMENT
EDUCATION
EMERGENCY PREPARDNESS + DISASTER RELIEF
ENVIRONMENT
HEALTH
HUNGER + FOOD INSECURITY
HOUSING + SHELTER
SOCIAL + CRIMINAL JUSTICE
SOCIAL + VETERAN SERVICES
YOUTH DEVELOPMENT
First, let me say that the emphasis on relationships was interwoven throughout the fabric of my New Strategies program experience – both from presenters as well as the peers I met. I have taken that with me that relationships are what makes the difference between being in the community and being part of a community.

– Jennifer L. (’18)
While I was hesitant to participate in the virtual platform, the time flew, the information was on point and it turned out to be an effective and efficient use of my time. I was still able to network while gleaning useful and practical information during a time when I needed it the most. I would highly recommend this program to my peers and hope to see many of my colleagues earn their certificates in the near future.

- Lisa C. ('20)
Since its launch, New Strategies has worked with more than 1,000 nonprofit executives who remain connected to the program via monthly support and services. The New Strategies network has provided past participants with an expanded and valuable perspective on the financial challenges and opportunities facing the field, including:

- Flat or declining corporate cash contributions
- Continued dependence on public funding
- Lack of understanding and use of data by senior executives
- Over-dependence on limited number of funders
- Inaccurate financial reporting (including tax submissions)
- Lost opportunities for securing non-cash contributions
- Unclear and ineffective strategies for using social media
- Fee-for-service/earned revenue challenges, including unrelated business income
- Increased competition (90 new nonprofits created every day) and public confusion
These are important issues for any nonprofit organization to address in order to achieve financial sustainability and growth. New Strategies helps organizations to face these challenges by providing unique, individualized assistance.

Program administrators, Georgetown faculty, and teams of students help New Strategies participants put their organizations on a sound financial footing. This helps secure funds and services needed to achieve programming objectives and helps extract the most value from donated dollars and hours.

98% of participant evaluations ranked the program as Excellent or Good.
TOPICS COVERED
Social Media, Cause Marketing, and Promoting Your Brand

This session will address the importance of establishing a robust social media presence to promote your cause, your efforts, and your brand and how cause marketing can fit your nonprofit.

Earned Revenue

We will create a common definition of earned revenue and share case studies on the risks and benefits. We will cover the necessary elements for launching successful ventures and a framework for applying an earned revenue strategy.

Securing Corporate, Foundation, and Donor Advised Funds

This session takes a realistic, in-depth look at how corporations, independent/family foundations, and donor advised funds decide which nonprofits get support and which do not. You will learn how to map out fundraising strategies that have the best odds for success.

Individual Giving, Bequests, and Planned Giving

Data mining and modeling are not only for major corporations. Information management is critical for individual donor solicitation. This session points to ways you can harness the power of data and learn the impact it can have on your work, including bequests and deferred giving.

Race Matters in Fundraising

The very fabric of fundraising deals with discomfort, rejection and often unrealistic expectation - inserting a racial component adds an extra hurdle to an already-challenging industry. This session will address possible solutions to break through the systemic funding barriers to achieve greater parity.

Today's Foundation and Government Landscape

An overview of federal government funding channels including an inside look at how Washington D.C. tax/regulatory/budgeting decisions impact nearly all nonprofit organizations.
Selected nonprofits are encouraged to enroll CEOs, executive directors, or other executive-level individuals responsible for generating and/or managing revenue. Program participants are expected to be able to enact new and evolving strategies within their organizations. Nearly half of all New Strategies' participants are the CEO or executive director of their organization. Others included vice presidents of development (or equivalent), CFOs, and project or program directors with financial responsibilities.

New Strategies helps executives develop strategies and adopt new concepts (e.g. effective use of evolving technology) needed to increase and diversify revenue streams.

New Strategies offers two intensive tracks for nonprofit leaders to select:
- A live, four-day Forum at Georgetown University in Washington, D.C.
- An online Symposium conducted once a week over four consecutive weeks

Due to COVID-19, only the four-week Symposium is being offered at this time.
"New Strategies Symposium was the best nonprofit leadership program I’ve attended. While we moved to an online format, the program team didn’t miss a beat and presented an informative, rich and fun environment – keeping us engaged throughout the 4 week program! I’ve already shared many insights and learnings at my most recent board meeting, and with my team. I would highly recommend this program to my peers and would welcome the opportunity to send my senior team as well. I looked forward each Tuesday, to joining this creative and educational symposium, as it was the highlight of my week."
NEW STRATEGIES

FUNDERS

Corporations and foundations support the program because it helps nonprofits broaden their revenue base to:

- Maximize their potential for generating new revenue
- Ensure they are not dependent on a limited number of funding sources
- Enable them to extract the most value from revenues received

Funding support for New Strategies is provided directly to Georgetown University.