

GUIDE TO IN-KINDING

WHAT IS IN-KINDING?

In-kind donations are donations from a business, corporation, or establishment to a nonprofit organization for a specific event. They usually come in the form of gift cards, coupons, tickets, or food donations.



WHO DO YOU WANT TO ASK FOR IN-KIND DONATIONS?



The first step to in-kinding is planning an event or promotion in which you need donations. These donations could be food for an event, gift card for a giveaway, etc. Try to find donors in your area. Popular chains can be good donors because they are more likely to donate compared to a small business and are easily accessible for many if you are giving away a prize such as a gift card.

HOW TO REQUEST IN-KIND DONATIONS

Some businesses have donation request forms on their website. If not, they usually have a contact email or phone number. If you are emailing or calling, make sure to provide information about your organization and the specific event you are asking for donations for. Try to request donations from many places, because not all will get back to you.



IN-KINDING GUIDELINES



Many places, especially bigger corporations, have specific rules and guidelines when it comes to in-kinding. Most only donate to 501(c)3 certified nonprofits. Some only support projects in specific areas such as hunger relief. Finally, make sure you check the deadline for requests- most are around 4-6 weeks before your event.

WHEN YOU GET A DONATION

If a place contacts you with a donation offer, make sure to say thank you! Be sure to give them an address to deliver to or coordinate a pickup and offer to promote their business at your event. Be professional and kind so that they might want to donate to your organization again!

