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WORKING WITH NON PROFITS **CNC PRO**

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“Your Life is Our Expression!”

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Tips for Working with Non-Profits

Partnering with non-profit organizations can provide an opportunity to expand your network and become more involved in the community. It's a chance to build relationships with individuals who are passionate about making a positive impact on the world.



It's important to understand the difference between for-profit and non-profit companies. For-profit businesses aim to make a profit from their services and pay taxes accordingly. As a CNC Pro owner, you will fall into this category. On the other hand, non-profit or tax-exempt organizations typically do not generate a profit and must meet specific criteria to be exempt from federal income taxes. One of these criteria is not distributing profits.

FOR PROFIT vs NON PROFIT companies

As a for-profit business, Red Art Technologies operates with the goal of generating a profit from our services and pays taxes accordingly. We strive to provide high-quality products and services to our customers while also maintaining financial sustainability.

Non-profit or tax-exempt organizations typically do not generate a profit, and they must fulfill certain conditions to be exempt from federal income taxes. One of these conditions is not distributing profits to individuals or shareholders.

Note: It is not recommended to create a non-profit and for-profit business to work together as there are many laws governing the creation and operation of a non-profit organization. It is advised to work with established and reputable non-profit organizations to ensure compliance with legal requirements.

How Nonprofits Fund Projects

Nonprofits are experts in networking and often form partnerships with for-profit companies since they still require work to be done. Additionally, nonprofits can apply for federal, state, and local grants and funding which provides them access to resources and services that they may not have been able to access before. They are also successful in hosting fundraising events with the community to fund such projects.

Grants: can be a valuable source of funding for non-profit organizations, but the application process requires thorough planning and accounting for every expense. Once a grant is approved, the funds are allocated to the project, and for-profit companies can begin their work. However, it's important to note that any unforeseen expenses cannot be covered by going back to the grantor for additional funds. To address this, it's common for non-profits to charge a premium on the original quote, usually around 10%, to cover any unexpected expenses that may arise

during the project. At Red Art Technologies, we typically charge 10% or less for our engravings to ensure that we can account for any additional expenses that may occur.

Fundraising: is a crucial source of revenue for non-profit organizations, and they depend on it to support their causes. A successful fundraising campaign can come from various sources, including individual donors, grants, corporate sponsors, and foundations. Fundraising enables non-profits to build relationships with supporters and raise awareness of their mission. The outreach to the community, engaging events, and creative marketing are all vital components of a successful fundraising campaign. Nonprofits aim to create sustainable fundraising approaches to help them reach their goals.

Preparing for the Presentation

Working with nonprofits can be a great way to build relationships and gain exposure for your business. To get started, it's important to introduce yourself and your company to the nonprofit community. A phone call or digital meeting can be an effective way to do this, and you can also showcase your involvement with nonprofits on your website and social media.

When presenting your services to nonprofits, it's a good idea to come up with innovative ideas that they can share with potential investors and partners. Once you showcase your business and its capabilities, the nonprofit can fund the project and provide resources such as advertising, grants, and public promotions.

To contact nonprofits, do some research online to find project managers or generic contact information. When you talk to them, focus on how your services can fit into their mission and provide examples with photos and videos. Offering a live demonstration of your engraving system can also be a powerful way to showcase your capabilities.

Building relationships with nonprofits takes time, but it can lead to ongoing business opportunities. If they ask for a sample engraving, happily offer to do so. Remember that nonprofits rely on fundraising and grants for revenue, so be prepared to charge a premium on your original quote to cover any unforeseen expenses.



As for potential engraving projects, the possibilities are endless. Some ideas include engraving quotes or sayings by survivors into sidewalks, names of donors or chapters, or public artwork. With some creativity and a strong relationship with nonprofits, your business can thrive and make a positive impact on the community.



Identifying Nonprofits

When looking to work with nonprofits, the first step is to identify organizations in your area. This can be done by searching for local and federal nonprofits, tax-exempt organizations, charities, homeowners associations, fire departments, and social welfare organizations. A helpful website for learning more about nonprofits and identifying ones in your area is the Council of Nonprofits website (<https://www.councilofnonprofits.org/>).

Federal nonprofits tend to be based in areas with higher population densities, but searching using the terms mentioned above will produce many results. Once you have identified potential nonprofit partners, it's important to research their tax status and grant opportunities. For example, a nonprofit focused on children's care may have a 501(c)(3) tax status, allowing them to file for grant money up to the federal level.

Local nonprofits may also provide opportunities for collaboration. For instance, a poetry nonprofit in Lansing, Michigan, worked with the city on a project where citizens wrote poems about the city, and the winning poems were engraved in different locations around town. This project was advertised and funded by the nonprofit, providing the city with a creative way to showcase local talent.

When working with nonprofits, it's important to build relationships and offer services that align with their mission. This may involve offering a sample engraving, setting up a live demonstration, or presenting innovative ideas that showcase your company's capabilities. Remember, nonprofits can provide a lot of future business for your company, so take the time to build meaningful relationships with them.

