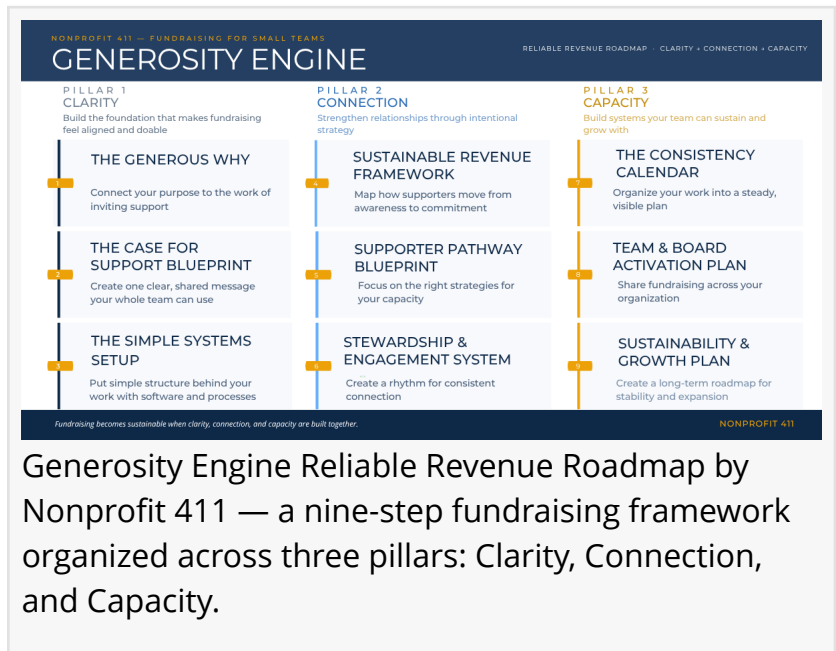


Nonprofit 411 Launches the Generosity Engine: Nine Steps to Reliable Fundraising Revenue

Sarah Barton, the Generosity Strategist, introduces a sequential framework that helps nonprofits replace unpredictable funding with community-supported revenue.

VIENNA, WV, UNITED STATES, August 23, 2026 /EINPresswire.com/ -- [Nonprofit411](#) today announced the official launch of the [Generosity Engine](#) Reliable Revenue Roadmap, a nine-step fundraising system designed for the nonprofit teams who are doing fundraising without the infrastructure to do it sustainably.



Generosity Engine Reliable Revenue Roadmap by Nonprofit 411 — a nine-step fundraising framework organized across three pillars: Clarity, Connection, and Capacity.

The Generosity Engine is built around the premise that the most reliable way to fund a mission is with community supporters who give, show up, and bring others with them. The system is organized across three stages: Fundraising Foundations, Fundraising Momentum, and Sustainable Growth. Each stage helps an organization identify what to build or strengthen in order to grow broad-based support.

"Since the pandemic, nonprofits have seen demand rise while steady revenue has fallen. The Generosity Engine gives teams nine predictable systems that keep community at the heart of fundraising," said Sarah Barton, founder of Nonprofit 411. "Many organizations have also lost seasoned professionals to retirement or health challenges, which compounds the need. The sector needs real support to steady its funding, and the most reliable sources can be built within the community an organization already serves."

Barton spent 25 years in the nonprofit sector, including more than a decade inside a university development office and eight years in community health. Once she began working with other nonprofits, she saw the same pattern. Passionate teams doing their best, with capacity limited by gaps in knowledge and systems. The Generosity Engine translates larger-organization thinking into something a team of one or two can actually run.



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*Sarah Barton, Nonprofit411
Generosity Strategist*

The system works in sequence. Step one addresses the mindset and donor psychology that make asking feel natural instead of dreaded. From there, organizations build a unified case for support, put consistent systems and CRM infrastructure in place, develop a revenue strategy that fits their actual capacity, and map a clear pathway that moves supporters from first gift to lasting loyalty. The final stage focuses on calendaring, board and team activation, and a twelve-month sustainability plan the organization can follow.

“A fundraising program that only lives in one person’s head isn’t a system,” Barton said. “The Generosity Engine is built to outlast any single staff member. I’ve worked with too

many organizations who have lost their long-serving CEO or founder and found themselves back at ground zero. We have to build systems that can be passed to the next generation of leaders.”

Organizations working through the system are seeing results. Whitney Price, from Unpuzzled Parents Connect, raised over \$75,000 in her first year. Escape Community Ministries raised \$125,000 before receiving their 501(c)(3) determination. Brett Wilson’s Walking Miracles Family Foundation has raised over \$1 million and grown from a grassroots effort to a fully staffed organization with secured state funding.

The Generosity Engine is available now through Nonprofit411. Organizations can explore the [Generosity Engine Map](#), a visual overview of the complete nine-step system, at [nonprofit411.org](#).

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About Nonprofit411

Nonprofit411 is a fundraising coaching and training business serving nonprofit teams across the United States. Founded by Sarah Barton, Nonprofit 411 helps Executive Directors, Development Directors, and founders create fundraising programs that are systematic, relational, and documented well enough to survive a staff transition. The flagship system is the Generosity Engine Reliable Revenue Roadmap: a nine-step, three-stage framework organized around building a culture of generosity. Learn more at [nonprofit411.org](#).

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