The Mission/Money Matrix is a visualization of an arts organization’s portfolio of programs and activities.

#### Step 1: IDENTIFY REVENUE-GENERATING ACTIVITIES

Identify the revenue-generating programs and activities that your organization delivers.

#### Step 2: CALCULATE PROFITABILITY

Calculate profitability for each program.

#### Step 3: ORGANIZE ACTIVITIES

Fill out Page 2 of the worksheet, listing your organization’s programs or activities in rows and mission impact criteria in columns.

#### Step 4: SHARE AND REQUEST EVALUATION

Distribute Page 2 to your organization's key staff and board members, asking them to evaluate each program on a scale of 1 to 4, along the criteria listed in each column.

#### Step 5: REVIEW AND ASSESS RESULTS

Collect and tabulate all the responses and average them to arrive at an overall “Mission Impact” score for each program.

#### Step 6: PLOT FINDINGS INTO MATRIX

Use Page 3 of the worksheet to plot each program on the Mission/Money Matrix.

#### Step 7: IDENTIFY GOALS

Identify goals or actions to sustain, improve, or reconsider your programs, based on the results.

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| --- | --- | --- | --- | --- | --- |
|  | **criteria #1** | **criteria #2** | **criteria #3** | **criteria #4** | **criteria #5** |
| Program/Activity #1 |  |  |  |  |  |
| Program/Activity #2 |  |  |  |  |  |
| Program/Activity #3 |  |  |  |  |  |
| Program/Activity #4 |  |  |  |  |  |
| Program/Activity #5 |  |  |  |  |  |

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