IDEAS HUB WORKSHEET

# Revenue Mix

Understanding and developing strategies to handle the relative reliability and independence of revenue sources will enable you to hone your internal capacities in a way that strengthens your resource engine.

##  Review common challenges and focus areas.

Consider these archetypal categories and see if any of the challenges and focus areas ring true for you.

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| **Dominant revenue** | **Common challenges** | **Focus areas** |
| Earned income | * Knowledge of market
* Changing demand & interests
* Visibility with target market
* Competitive advantage
* Pricing and Costs
 | * Excellence in delivery
* Reputation
* Marketing
* Knowledge of market
* Responsiveness to change
 |
| Individual Donors or Members | * Reputation
* Visibility
* Capacity to develop & maintain relationships
* Knowledge of donors
* Maintaining data
 | * Communications
* Storytelling
* Constant marketing
* Relationship development capacity
* Volunteers and advocates
* Information systems
 |
| Grants | * Relationships
* Visibility & reputation
* Balancing multiple goals
* Cyclical opportunities
 | * Relationship development capacity
* Innovation and adaptability
* Cash reserves
 |
| Government Support | * Maintaining political relationships
* Community visibility & reputation
* Slow decision making
* Reporting & compliance
 | * Maintaining multiple relationships
* Close attention to authorizing environment
* Careful compliance
* Cash reserves
 |

## Shape, icon  Description automatically generated Name your primary source(s) of revenue.

Using the list below, check the box(es) that align with your organization’s primary source of revenue.

* Earned income
* Grnt funding
* Volunteers & in-kind resources
* Individual supports
* Government funding
* Blended sources

## A picture containing background pattern  Description automatically generatedAnswer some more detailed questions.

Take your time to consider and write down answers to the following questions:

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| Do the revenue archetype descriptions above reflect your experience?If the answer is no, please explain. |

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| What resources, skills, and focus do your revenue sources require? |

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| How do you manage the common challenges and required focus to maintain your revenue? |