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? |