

## 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.

Dominant revenue	Common challenges	Focus areas
Earned income	<ul style="list-style-type: none"> <li>• Knowledge of market</li> <li>• Changing demand &amp; interests</li> <li>• Visibility with target market</li> <li>• Competitive advantage</li> <li>• Pricing and Costs</li> </ul>	<ul style="list-style-type: none"> <li>• Excellence in delivery</li> <li>• Reputation</li> <li>• Marketing</li> <li>• Knowledge of market</li> <li>• Responsiveness to change</li> </ul>
Individual Donors or Members	<ul style="list-style-type: none"> <li>• Reputation</li> <li>• Visibility</li> <li>• Capacity to develop &amp; maintain relationships</li> <li>• Knowledge of donors</li> <li>• Maintaining data</li> </ul>	<ul style="list-style-type: none"> <li>• Communications</li> <li>• Storytelling</li> <li>• Constant marketing</li> <li>• Relationship development capacity</li> <li>• Volunteers and advocates</li> <li>• Information systems</li> </ul>
Grants	<ul style="list-style-type: none"> <li>• Relationships</li> <li>• Visibility &amp; reputation</li> <li>• Balancing multiple goals</li> <li>• Cyclical opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship development capacity</li> <li>• Innovation and adaptability</li> <li>• Cash reserves</li> </ul>
Government Support	<ul style="list-style-type: none"> <li>• Maintaining political relationships</li> <li>• Community visibility &amp; reputation</li> <li>• Slow decision making</li> <li>• Reporting &amp; compliance</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining multiple relationships</li> <li>• Close attention to authorizing environment</li> <li>• Careful compliance</li> <li>• Cash reserves</li> </ul>



## 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



## Answer some more detailed questions.

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

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

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

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