

REVENUE STREAMS

Please fill out these two forms and begin to think about the income streams LifeRing relies upon.

Column 1: What is your best guess of where the organization stands today? Do you have this knowledge at your fingertips?

Column 2: Then try to find the actual numbers to fill in column two. Were you able to assess the actual values accurately? Who did you have to consult? How close were your guesses in Column 1?

Column 3: How should our income streams differ a decade from now? Why?

Goals and Financial Resources

FINANCIAL RESOURCE	1 WHERE I THINK WE ARE TODAY	2 WHERE WE ACTUALLY ARE TODAY	3 WHERE I THINK WE NEED/WANT TO BE IN TEN YEARS
Annual revenue	\$	\$	\$
Special project revenue	\$	\$	\$
Number of donors	People	People	People
Number of volunteers involved in raising revenue	People	People	People
Fundraising expense	\$	\$	\$
Other	\$	\$	\$

Before moving on to the next page, consider the chart at

[http://www.ncvo-vol.org.uk/sites/default/files/UploadedFiles/NCVO/What we do/Sustainable Funding/SFP Resources/Income Spectrum.pdf](http://www.ncvo-vol.org.uk/sites/default/files/UploadedFiles/NCVO/What%20we%20do/Sustainable%20Funding/SFP%20Resources/Income%20Spectrum.pdf)

“Different income types are accessed and managed in different ways and involve different relationships with the individual or organisation supplying the funds. As you move across the spectrum from left to right – from asking to earning – the level of expectation regarding what is received in return for the income increases.”

“Within the range of options there is enormous variety and possibility. Sustainable funding can involve all these income streams, or a more limited range – diversification *across* the spectrum, or if that is not possible or appropriate, *within* a particular stream.”

“The key to sustainability is knowing which streams are the right ones for your organisation to explore and how you can develop the capacity to be able to secure and manage them.”

Once you have completed the chart on the following page, expressing your answers in both dollars and percentages, consider the costs and benefits of the reliance you’ve proposed on each revenue stream. What are the capacities that the organization will need to develop in order to become financially sustainable throughout this period of growth?

For a detailed analysis of Nonprofit Revenue Streams, and planning for income, read:

http://www.acf.hhs.gov/programs/ocs/ccf/ccf_resources/revenue_sources.pdf

Revenue Sources – Please express your answers in both dollars and percentages.

REVENUE SOURCE	1 WHERE I THINK WE ARE TODAY	2 WHERE WE ACTUALLY ARE TODAY	3 WHERE I THINK WE NEED/WANT TO BE IN TEN YEARS
INDIVIDUALS			
<ul style="list-style-type: none"> • Donations in response to direct appeals 			
<ul style="list-style-type: none"> • Sustained gifts (monthly donations) 			
<ul style="list-style-type: none"> • Spontaneous online donations 			
<ul style="list-style-type: none"> • Spontaneous social networking donations 			
<ul style="list-style-type: none"> • Major gifts 			
<ul style="list-style-type: none"> • Planned gifts (bequests, trusts, legacy) 			
EARNED INCOME			
FOUNDATIONS			
<ul style="list-style-type: none"> • Private Foundations 			
<ul style="list-style-type: none"> • Corporate Foundations 			
<ul style="list-style-type: none"> • Community Foundations 			
CORPORATIONS			
GOVERNMENT			
<ul style="list-style-type: none"> • Federal 			
<ul style="list-style-type: none"> • State 			
<ul style="list-style-type: none"> • Local 			
EVENTS			
FEDERATED FUNDS			
PARTNERSHIPS			
ENDOWMENT INTEREST			
Other			