

Your Revenue Mix

Worksheet



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Most not-for-profit organizations generate revenue from a variety of sources. The optimal mix of revenue sources depends on your current programming, your strategic priorities and the skills, expertise, and capacity of your revenue development team. When considering your ideal revenue mix, an important consideration is the time and resources required to generate \$1 in revenue. The following worksheet will help you visualize your current and ideal sources of revenue, as well as the time required to generate that revenue.

Step 1: Consider your CURRENT sources of revenue

In the table below, list out your current sources of revenue. We have provided some ideas in the table, please add and adjust as relevant to your organization. For each source of revenue, estimate how much it contributes to your total revenue, how much time is spent on developing that revenue stream, and if there are any additional notes (e.g. some revenue streams may have additional goals such as mission delivery or awareness building)

Revenue source	Percent of total revenue	Percent of fundraising time	Notes
Individual donations			
Corporate gifts and sponsorships			
Events			
Grants			
Earned revenue			
Government			
Membership			

Step 2: What would be IDEAL?

In the table below, indicate what would be ideal for your organization. In most cases, more time should be spent on developing revenue streams that generate a significant percentage of the organization's revenue or which have additional benefits to the organization.

Revenue source	Percent of total revenue	Percent of fundraising time	Notes
Individual donations			
Corporate gifts and sponsorships			
Events			
Grants			
Earned revenue			
Government			
Membership			

Step 3: Action Planning

If there are any differences between your current and ideal state, what actions can you take as an organization to move towards your ideal state?

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