

*From Scrambling to  
Sustainable:*

*How to resource your work  
NOW and for the future*



*Who the heck am I?*



*With me, Glenda Testone*





THE POWER OF  
WHY?



*First, the WHY of PEAK Parent Centers*

*This is a big part of my WHY*



# We'll Cover

## Reality-check

Chart your current  
revenue mix

Identify  
risks/opportunities

## Consider

Small Dollar Donors &  
Relational Fundraising  
at Scale

## Consider

Corporate  
Sponsorships +  
Partnerships

## Consider

Earned Income

## Decide

What's next?  
Commit and act!

***Your Revenue Mix  
Matters!***



WHY?  
WHY?  
WHY?



# A few reasons...

2008/2009  
Recession

2020  
COVID global  
pandemic

2025  
Government  
Funding Fail

TBD  
Your biggest donor  
dies

TBD  
That grant you  
always count on  
doesn't come

# So if we know WHY it's important, WHY aren't we doing it?

Fear

Confusion

Lack of Control

The best antidote to fear is awareness

Battle confusion with facts

You have more control than you think

# Your Turn and a tool

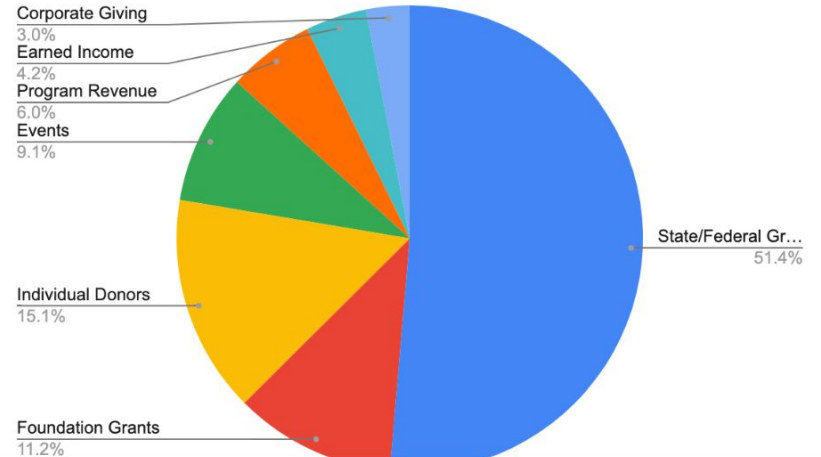


<https://thelab.ws/rst>

For guidelines on how to make the most of this tool, read the instructions [here](#).

Revenue Stream	Estimated Dollar Amount	% of Total Revenue	Notes (e.g., source, frequency)
State/Federal Grants	\$85,000.00	51%	2 major recurring grants
Foundation Grants	\$18,500.00	11%	Project based, some restricted and some not
Individual Donors	\$25,000.00	15%	Monthly + year-end campaign
Events	\$15,000.00	9%	1 annual fundraiser
Program Revenue	\$10,000.00	6%	ticket sales, tuition, registraiton fees
Earned Income	\$7,000.00	4%	Small training contract
Corporate Giving	\$5,000.00	3%	New relationship with XYZ company
<b>Total</b>	<b>\$165,500.00</b>	<b>100%</b>	

⚠ Heads up: One stream makes up over half of your funding. Worth looking at more closely.



# Identify Risks

Over-reliance on one stream

Over-reliance on one source within a revenue stream

Known uncertainty

# Identify Opportunities

## *Some options...*

Individual giving, done differently

Corporate Sponsorships, Partnerships

Earned Income

# The Leaky Bucket Problem

- Much more affordable to retain donors than to acquire them, but we tend to focus on getting new donors (acquisition)
- Result: Internal panic to refill the bucket, instead of first fixing the leak.



# Option 1: Donors...

## Mindset Reset - Focus on Retention



**Start tracking and sharing your retention rates**

**Refocus the board agenda to include retention, not just revenue**

**Create opportunities for real conversations with donors**

**Calendar time to call donors individually**

**Stop asking so often!**

**Focus on increasing the number of sustainers**

# Transactional vs. Relational Fundraising

<b>Transactional</b> Single, often one-time exchanges for specific appeals or campaigns	<b>Relational</b> Building long-term meaningful relationships with donors
Discuss fundraising <b>revenue</b> at board meetings	Discuss <b>donor retention</b> at board meetings
Celebrate that <b>3%</b> of people responded to our solicitation	Wonder why <b>97%</b> of people ignored our solicitation or opted out
<b>Communicate</b> with people	Engage in <b>conversations</b> with people
We ask for <b>money</b>	We ask for <b>advice</b> and <b>input</b>
<b>One-time</b> gifts	<b>Ongoing</b> support
<b>Limited</b> ongoing interaction	<b>Continuous</b> interaction and communication
Focus on immediate <b>financial contribution</b>	Focus on <b>donor's experience</b> , loyalty, maintaining trust
"Spray and pray" <b>mass appeals</b> (direct mail, email campaigns)	<b>Personalized</b> communication, tailored messages based on donor interests and history, designed to add value to the donor

# Why focus on EVERYDAY DONORS?

- Provides stable, predictable revenue stream
- Safeguards against the loss of a major donor or grant
- Everyday donors can become great ambassadors for your cause



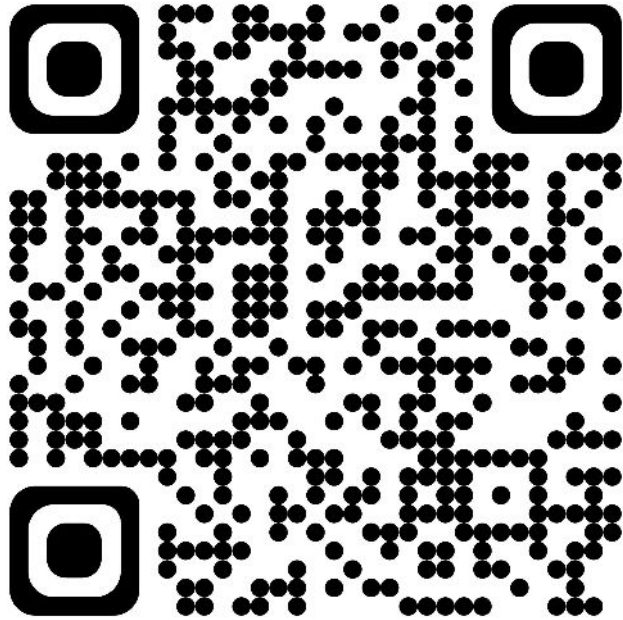
# Why incorporate AI?

**AI gives you the Dividend of time.**

- **More time for: Creative work, strategic planning, building relationships**
- **Less time on: administrative tasks, data entry, research**



# Resource: Every.org



<https://thelab.ws/rfp>

# Option 2: CORPORATE PARTNERS

**Why focus on corporate partners/sponsors:**

- **They can provide more than money**
- **They can grow with you**
- **They can connect you to new networks of other people**



# Mindset Reset: Misconceptions

*"You can only have corporate sponsors if..."*

- *You're a large organization*
- *You do a big gala every year*
- *You have a huge social media following*
- *You're well known in the community*

**False!**

# Truth

*“You CAN have corporate sponsor/partners if...*

- *You understand what value you bring to the table, \*and\* that they want something in return (visibility,*
- *You can deliver that value as promised*
- *You have the time and ability to build relationships*

# The Value Proposition

## What can you offer:

- Access to an audience
- Visibility within a space
- Credibility

## What they can offer:

- Money
- Volunteers
- Products and services



**Your Value + Their Value =  
Amplified Impact**

# How to begin ...

1. Determine your value proposition for corporate partners
2. Find industries that intersect your people (Consider using AI) and match your values.
3. Reach out, and make a connection (email, invitation to event, coffee)
4. Discuss ways you could partner, and propose something
5. Reap the rewards and strengthen the relationship

# Option 3: Earned Income

**Earned Income = Revenue from selling goods or services**

- Payment in exchange for something of value
- Builds on your existing expertise and assets



# REVENUE

# Mindset Reset: Start With Your Beliefs

- Nonprofits have to make a “profit” to survive
- Earned income is not easy money/it requires the same effort as acquiring donations and or grants
- You have untapped assets that you can leverage and ‘sell’ even as a nonprofit



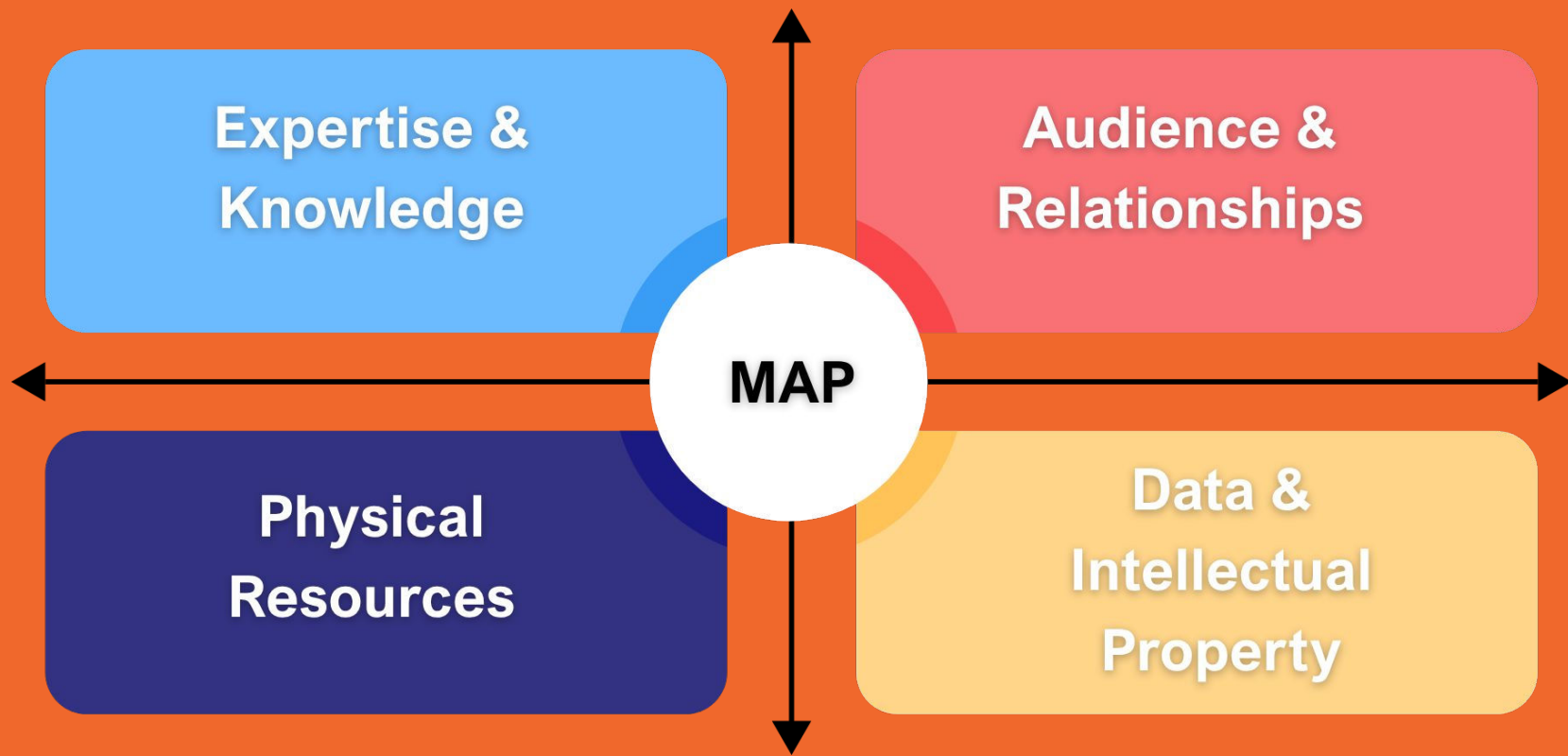
# MAP Method

**Map** your  
assets

**Assess**  
mission  
alignment

**Plan** your  
strategy

# Map Your Assets



# Example: Expertise & Knowledge Assets

## What You Have:

- Program delivery methods
- Subject matter expertise
- Best practices or processes you've developed
- Training systems you use
- Specialized skills of your team

# Example: Expertise & Knowledge Opportunities

What you could sell:

- Consulting
- Training & Workshops
- Speaking Engagements
- Coaching

# Assess mission alignment

- Will this activity complement our existing programs?
- Will this strategy strengthen our core work rather than distract from it?
- Do we have the infrastructure to implement this strategy?
- Is there a large enough audience that is willing to pay for the product or service?
- Will this create sustainable and recurring funding?
- Does this strategy require new skills/expertise?
- Is there a significant upfront investment required (time, money, systems)?
- Can we afford to fail at this without jeopardizing our core programs?

*Remember you have options, always!*



# Takeaways...

1. Remember your why
2. Nothing can be fixed, if it's not faced
3. Look at revenue mix at least once a year
4. Relationships for the win
5. Diversity leads to flexibility and sustainability
6. You are not alone
7. You can do this!

# Question & Answer

***...And thanks!***

***Find me again at  
glennnda@nonprofitleadershiplab.com***