



Building a Balanced Revenue Portfolio: Unlocking New Revenue Channels

Stratus**LIVE**



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AGENDA

- Current Nonprofit Challenges
- Benefits of Revenue Diversification
- Revenue Diversification: By the Numbers
- Potential Drawbacks
- Where to Begin
- Revenue Diversification Strategies

CURRENT NONPROFIT CHALLENGES

Declining
Charitable
Giving

Workforce
Crisis

Rapid
Technological
Advancements

Changing
Donor
Preferences

- Policy Changes
- Economic Instability
- Inflation
- Environmental Disasters
- Pandemics

WARNING

WARNING

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WARNING

WARNING

THE BENEFITS OF REVENUE DIVERSIFICATION

- Increased Programmatic Flexibility
- Stability and Risk Mitigation
- Innovation and Growth Opportunities
- Long-term Sustainability
- Deepened Community Integration





REVENUE DIVERSIFICATION BY THE NUMBERS

56%

Of nonprofits have at least six distinct funding sources

28%

Of nonprofits report 10 or more revenue streams

90%

Of large nonprofits generate total revenue from one dominate revenue source

POTENTIAL DRAWBACKS OF REVENUE DIVERSIFICATION

- Brand Impact
- Resource Strains
- Gap in Skill Sets



WHERE TO BEGIN WITH REVENUE DIVERSIFICATION



Analyze your current revenue mix.

Break down existing revenue sources and determine how much each stream contributes to total funding.

Assess internal strengths and skillsets.

Identify adjacent strategies that build on existing capabilities.

Create a strategic plan with SMART goals.

- Set revenue targets
- Allocate internal resources
- Build a timeline
- Start with a pilot program
- Evaluate and refine

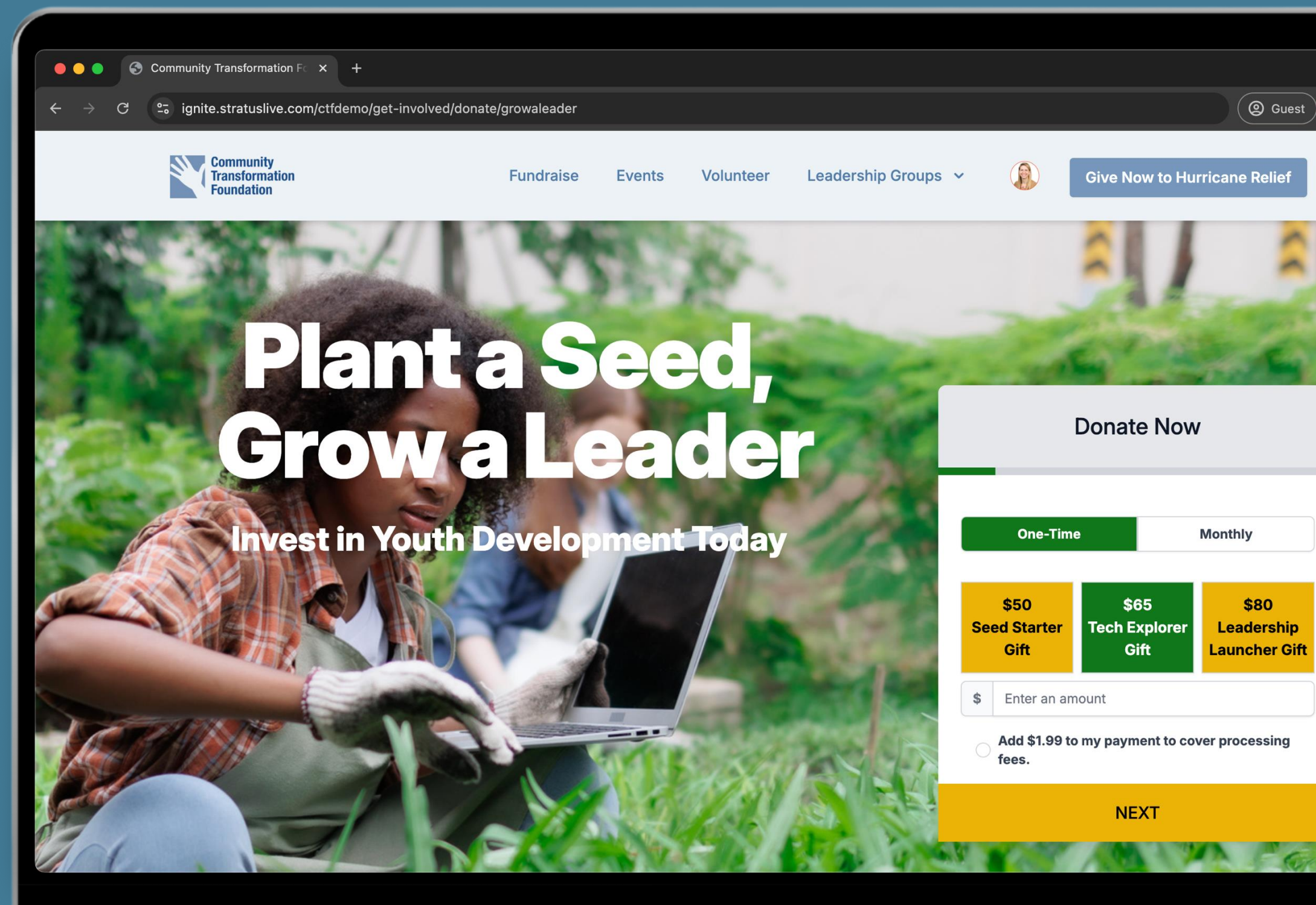
NONPROFIT REVENUE DIVERSIFICATION STRATEGIES



INDIVIDUAL GIVING

Creating and engaging a broad donor network provides a strong financial base.

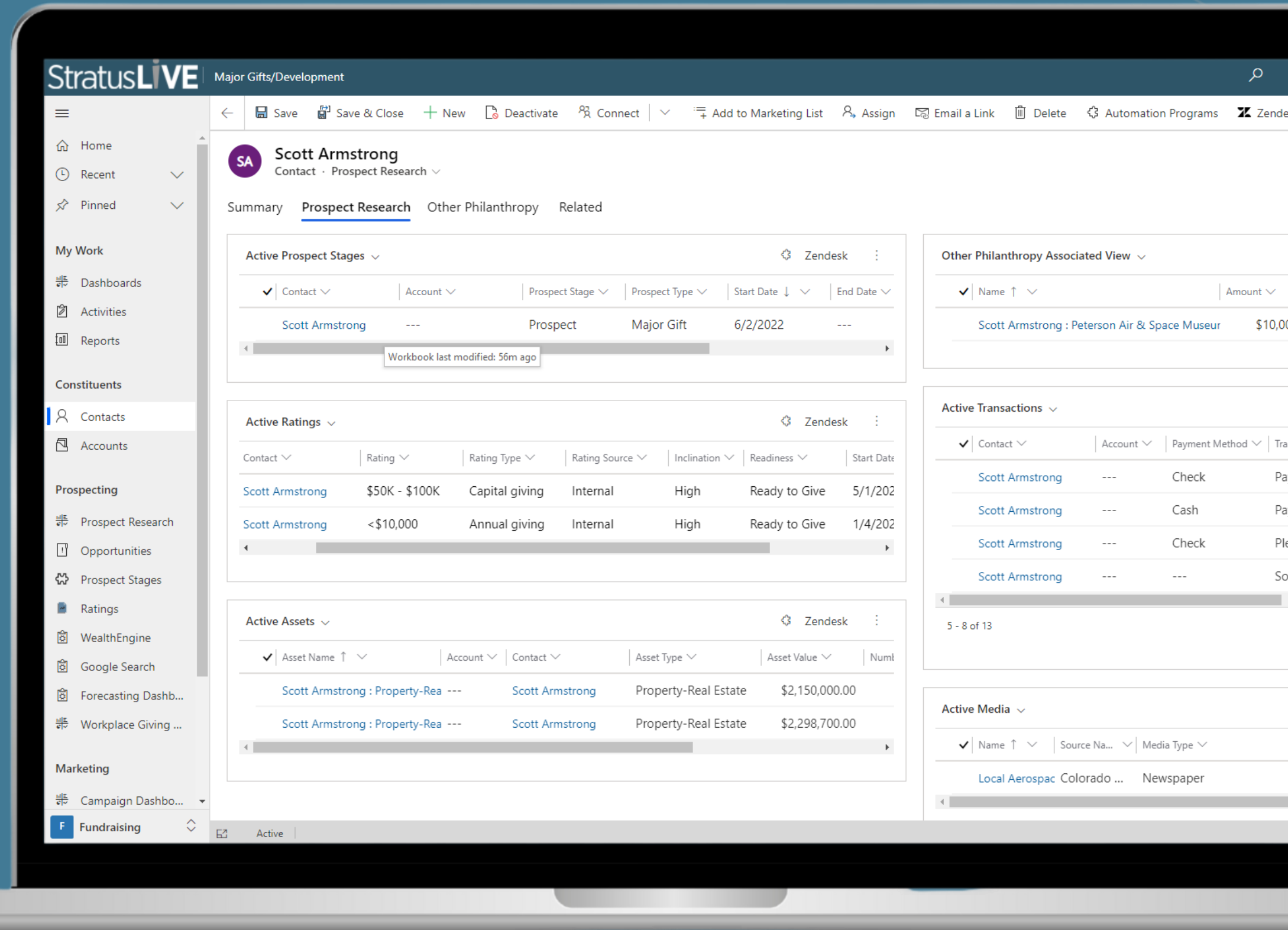
- Targeted Campaigns based on Segment
 - Demographics
 - Engagement History
 - Giving History
 - Giving Channel
 - Cause interest and designations
 - Engagement Score
- Branded engagement pages for creative, timely campaigns
- Empower donors with designation options



MAJOR AND PLANNED GIVING

Build long-term sustainability through relationship building with high networth individuals.

- Identify prospects through:
 - Wealth screening tools
 - Internal data and outside research
- Build legacy societies and formal recognition programs
- Utilize automations/business process flows for gift officer workflows
 - Identification
 - Cultivation
 - Solicitation
 - Stewardship
- Leverage relationship mapping and householding



The screenshot displays the StratusLIVE software interface for Major Gifts/Development. The main profile is for Scott Armstrong, a Contact in Prospect Research. The interface includes a sidebar with navigation options like Home, Recent, Pinned, My Work, and Constituents. The main content area shows several tabs: Summary, Prospect Research (active), Other Philanthropy, and Related. Below these are four data tables:

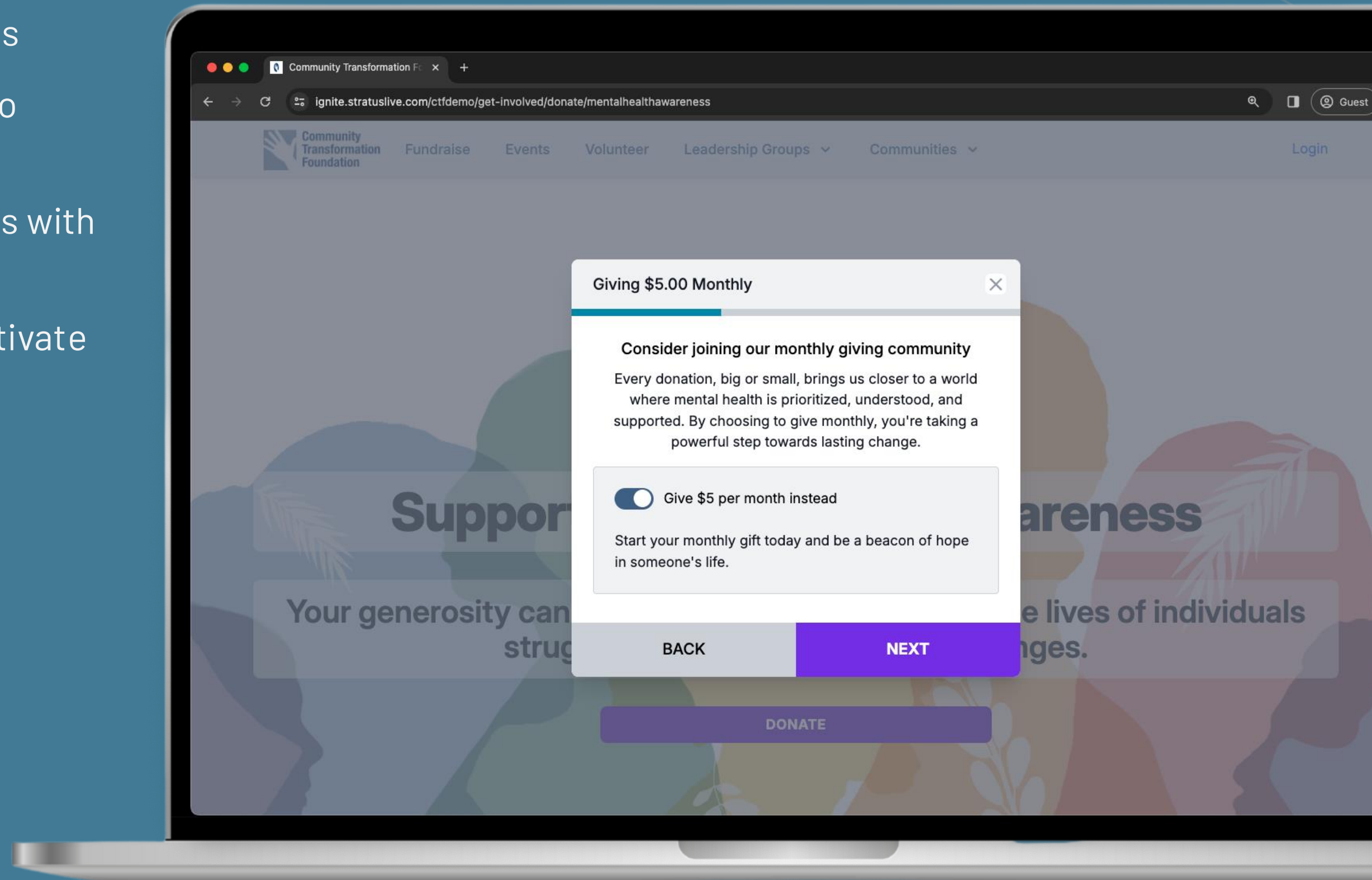
- Active Prospect Stages:** A table with columns for Contact, Account, Prospect Stage, Prospect Type, Start Date, and End Date. It shows Scott Armstrong as a Prospect with a Major Gift, starting on 6/2/2022.
- Active Ratings:** A table with columns for Contact, Rating, Rating Type, Rating Source, Inclination, Readiness, and Start Date. It shows two ratings for Scott Armstrong: one for Capital giving (\$50K - \$100K) and one for Annual giving (<\$10,000).
- Active Assets:** A table with columns for Asset Name, Account, Contact, Asset Type, Asset Value, and Numl. It shows two assets for Scott Armstrong: Property-Real Estate valued at \$2,150,000.00 and \$2,298,700.00.
- Other Philanthropy Associated View:** A table showing Scott Armstrong's association with the Peterson Air & Space Museum for \$10,000.
- Active Transactions:** A table with columns for Contact, Account, Payment Method, and Tra. It shows four transactions for Scott Armstrong: Check, Cash, Check, and So.
- Active Media:** A table with columns for Name, Source Na..., and Media Type. It shows one media entry: Local Aerospace Colorado ... Newspaper.

The interface also includes a top navigation bar with options like Save, Save & Close, New, Deactivate, Connect, Add to Marketing List, Assign, Email a Link, Delete, Automation Programs, and Zendesk. A bottom status bar shows 'Active' and 'Fundraising'.

RECURRING GIVING

Generate reliable funding from a loyal and passionate supporter group.

- Offer giving forms with installment options
- Utilize **upsell to recurring giving widget** to convert one-time gifts into recurring
- Launch branded recurring giving programs with consistent, personalized messaging
- Use engagement scoring to identify & cultivate midlevel & occasional donors to recurring

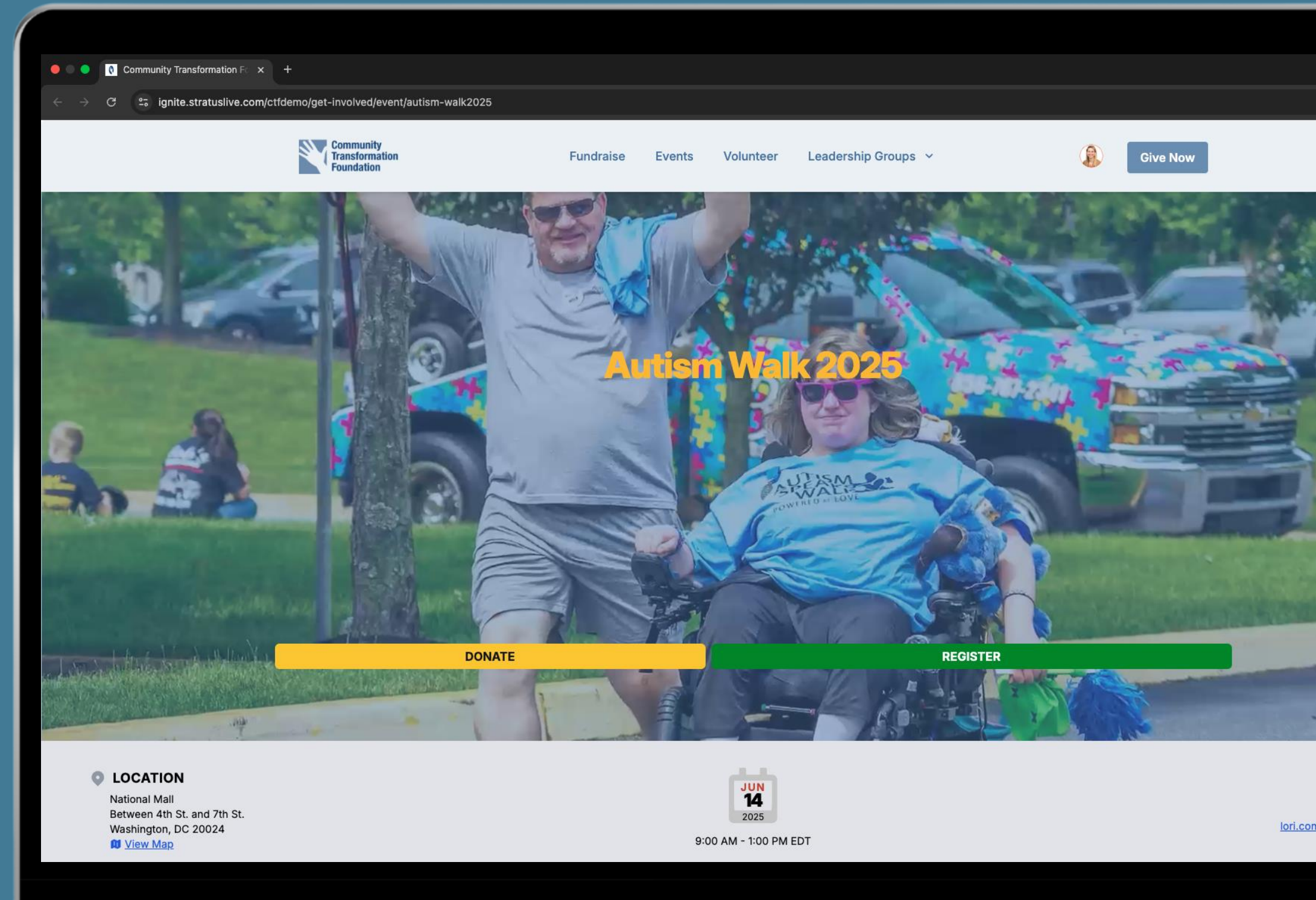


EVENTS



Raise funds, build community, and increase impact through integration with broader fundraising strategy.

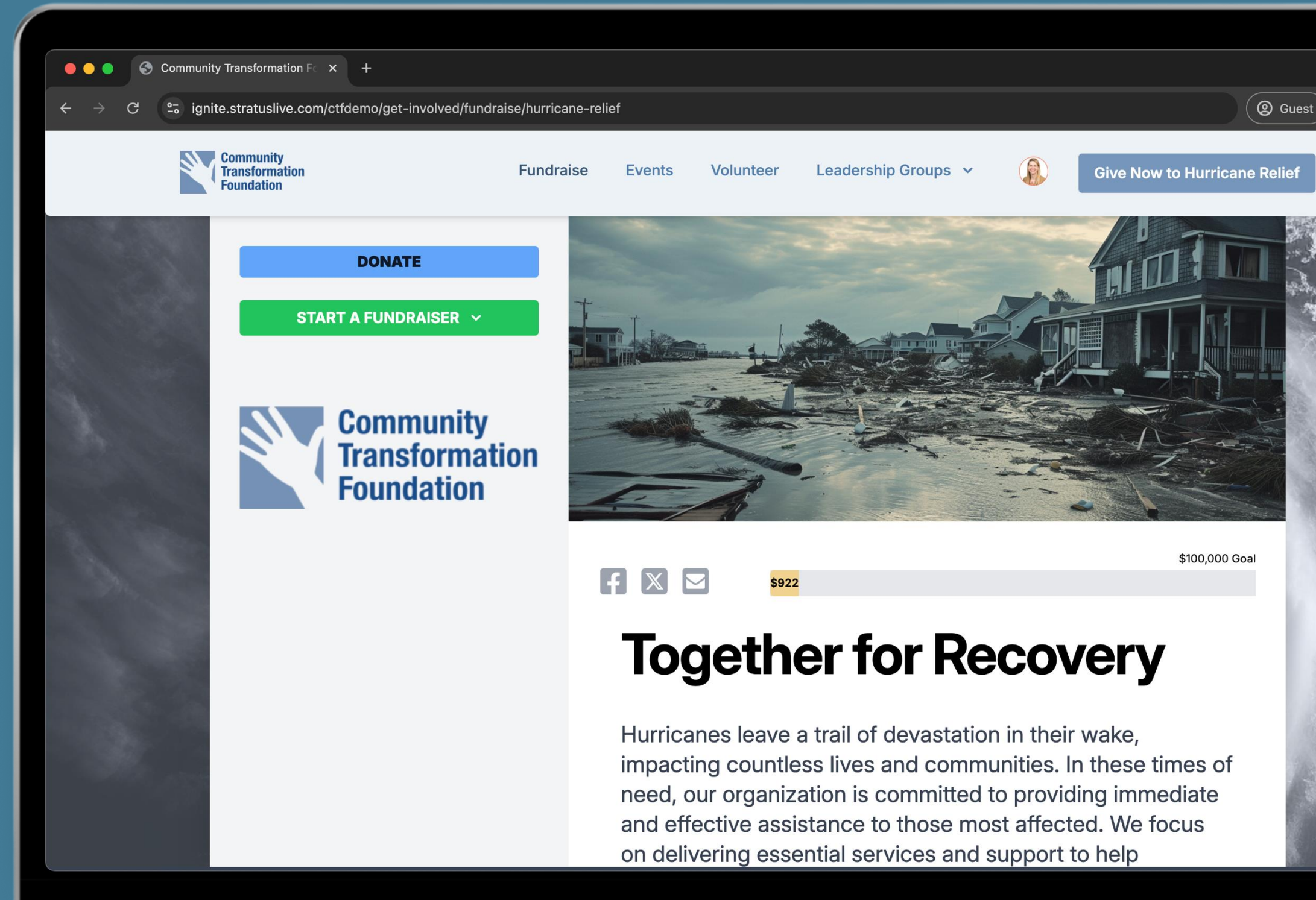
- Offer a mix of virtual, in-person, and hybrid experiences
- Include ticketing, donation, and P2P/DIY add-ons
- Ensure CRM integration of attendees & guests
- Personalize post-event journeys via donor profiles



DIY AND TEAM FUNDRAISING

Leverage the power of your donors' networks.

- Easily build upon events and other digital campaigns
- Provide social sharing options for easy promotion
- Encourage team-based fundraising for an interactive experience

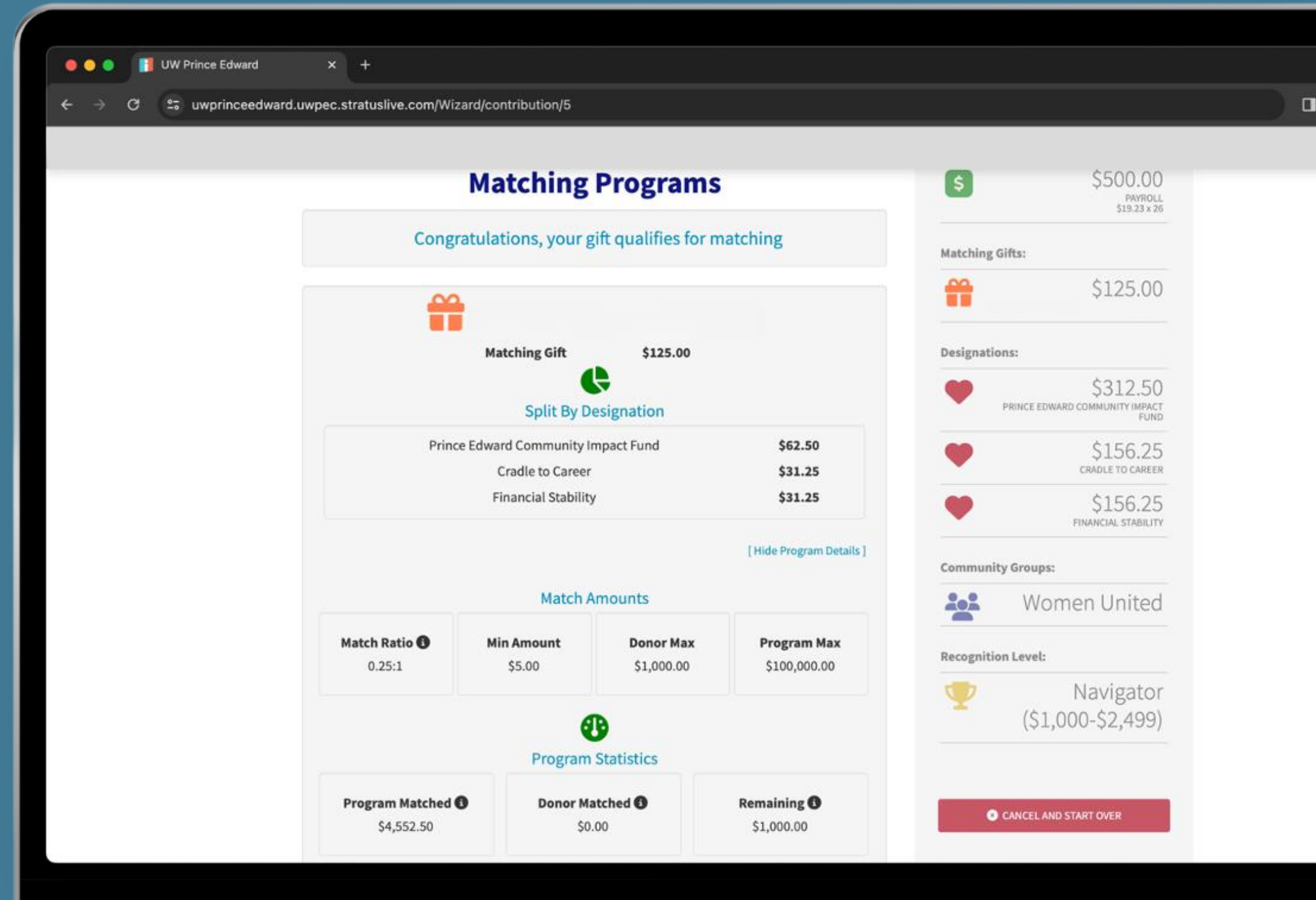


CORPORATE PARTNERSHIPS



Drive strategic growth potential through your corporate relationships.

- Matching gift programs
- Event sponsorships
- In-kind support
- Corporate grants



GRANTS



Support mission-aligned innovation with stable funding.

- Offer the opportunity to focus on program innovation or pilot initiatives
- Multi-year funding provides stability
- Support from valued institutions enhances credibility
- Track progress via CRM workflows
 - Prospecting
 - Submission
 - Reporting
- Task and activity management

A screenshot of a CRM interface for an 'Income Advancement Grant'. The interface is displayed on a laptop screen. At the top, the title 'Income Advancement Grant' is centered. Below it, a progress bar shows five steps: 'Grant Business Process Fl...' (Active for 11 months), 'Research Grant', 'Apply For The Grant', 'Grant Writing Details', and 'Follow Up'. The first step is highlighted in yellow. Below the progress bar, there are three tabs: 'Summary', 'Timeline', and 'Related'. The 'Summary' tab is selected. The main content area is divided into two columns. The left column contains fields for 'Grantor' (Name: Income Advancement Grant), 'Grant Number' (0000033), 'Fund' (Income Advancement Fund), and 'Campaign Period' (2025). The right column contains fields for 'Account' (American Express), 'Status Reason' (Awarded - Processed), 'Submission Method' (Mail), and 'Campaign' (Annual Campaign). Below this, there is a section for 'Campaign Information' with fields for 'Opportunity' (AmEx Grant) and 'Campaign' (Annual Campaign). At the bottom, there is a section for 'Grant Type or Code' with fields for 'Type' (Outright) and 'Description' (---).

TRACKING DIVERSIFIED REVENUE STREAMS



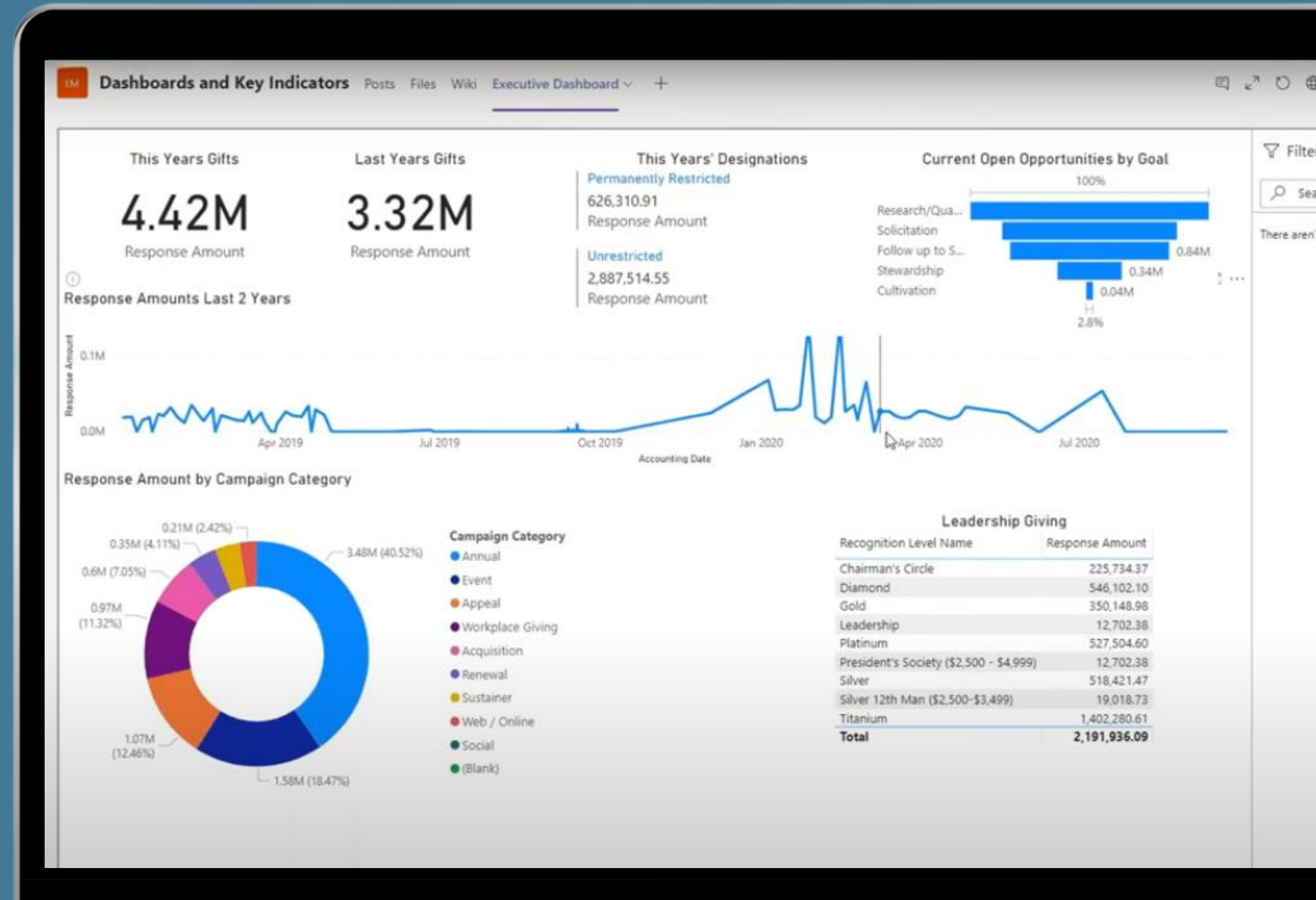
- Commit to the discipline of tracking goals for:

- Financial Results

- Non-Financial Results

- # of constituents engaged

- # of responses



PUTTING IT INTO ACTION

- Start with what you know
- Pick 1-2 adjacent strategies
- Use SMART goals to measure financial and engagement success
- Track progress and automate stewardship with StratusLIVE





CHOOSE YOUR PATH

You are launching a new program and need \$250k in new revenue over the next 3 months. Which two strategies do you pursue first and why?

Individual Giving

Recurring Giving

DIY/Team Fundraising

Corporate Partnerships



THANK YOU

FOR YOUR TIME!

**WHEN THE BOARD SAYS: "WE NEED
TO DIVERSIFY OUR REVENUE STREAMS."**

**YOU: PLANNING A GALA, APPLYING FOR 3
GRANTS, LAUNCHING A DONOR CAMPAIGN, AND
SELLING COOKIES... ALL BY NEXT MONTH**