

StratusLIVE WEBINAR



**Revenue Strategy Reimagined:**  
The path to sustainable nonprofit growth



**Kelly Perry**

Senior Digital  
Marketing Manager  
StratusLIVE



**Debbie Snyder**

CRO  
StratusLIVE

## AGENDA

- Current Nonprofit Challenges
- Benefits of Revenue Diversification
- Revenue Diversification: By the Numbers
- Potential Drawbacks
- Where to Begin
- Revenue Diversification Strategies
- Importance of Technology
- Q&A



Awarded by CIOReview



# DRIVE CHANGE AND INCREASE IMPACT WITH STRATUSLIVE

100%  
Implementation  
Success Rate

20+ M  
Donor Profiles

+58 NPS

\$1B+  
Annualized Giving

StratusLIVE's Nonprofit Industry Cloud delivers a complete, fully-integrated, enterprise-class solution for modern digital fundraising.

# CURRENT NONPROFIT CHALLENGES

Declining  
Charitable  
Giving

Workforce  
Crisis

Rapid  
Technological  
Advancements

Changing  
Donor  
Preferences

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

WARNING

WARNING

WARNING

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

- Brand Impact
- Resource Strains
- Gap in Skill Sets



# WHERE TO BEGIN



## **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

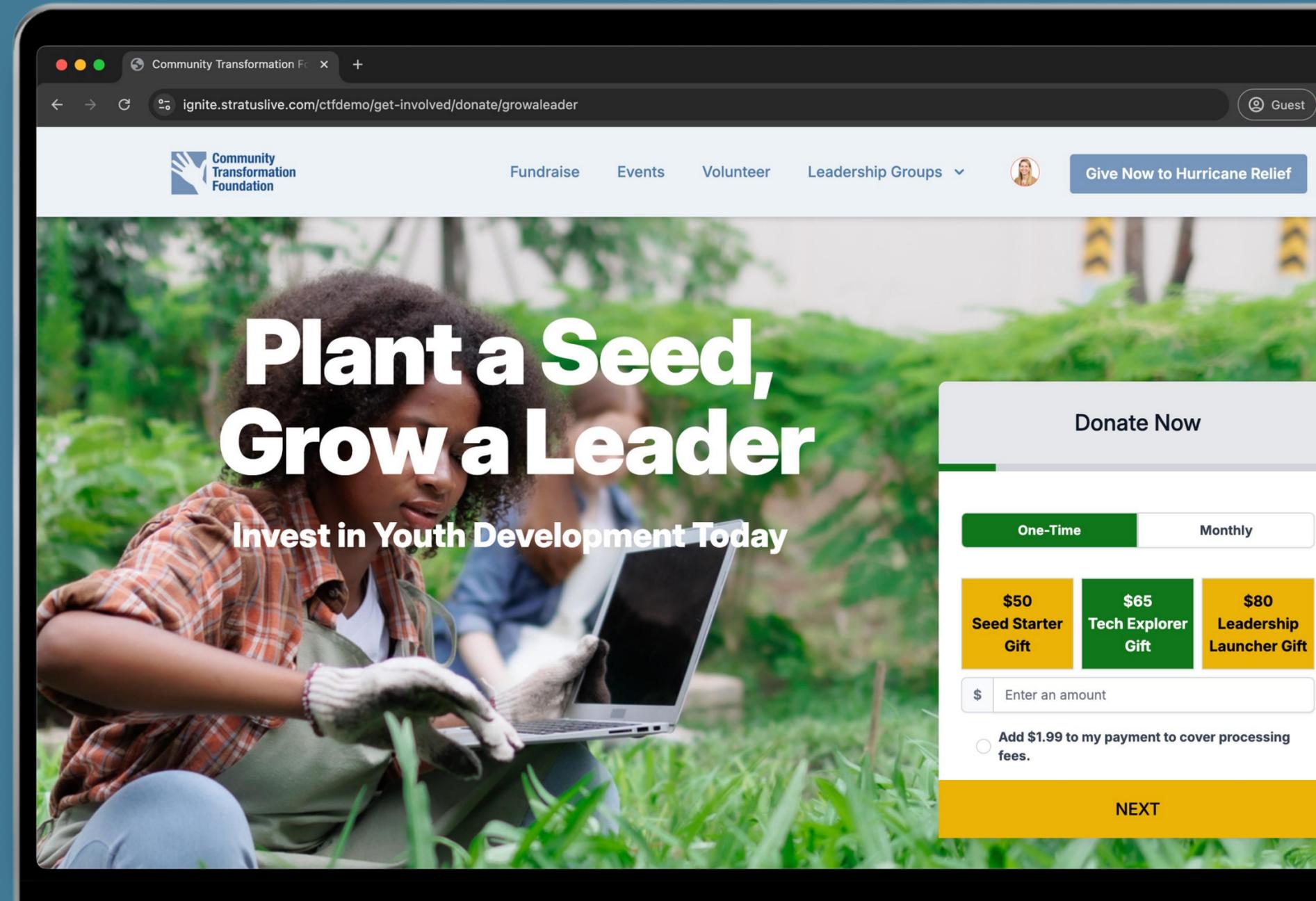
CORE NONPROFIT  
REVENUE STREAMS



# INDIVIDUAL GIVING

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

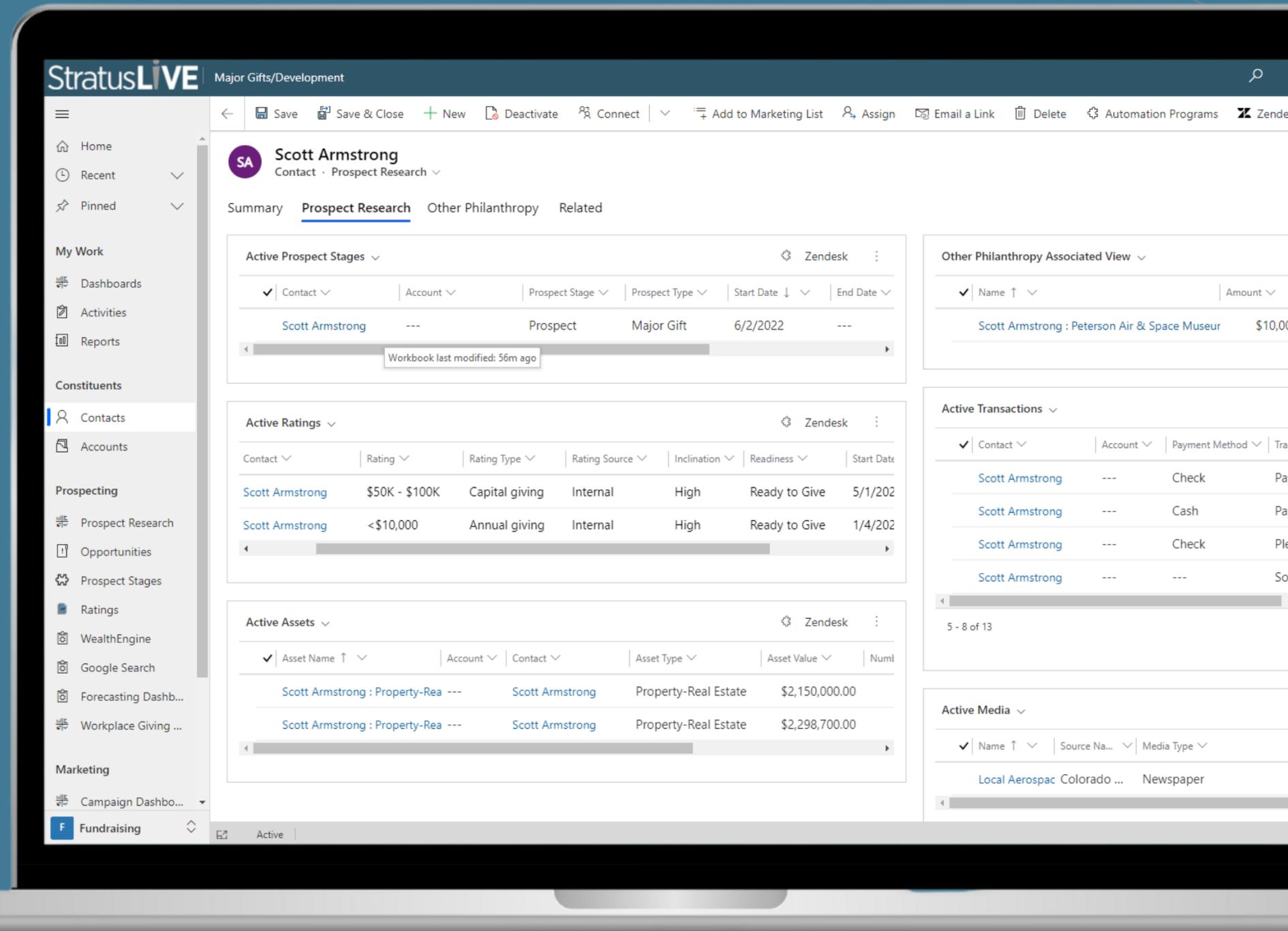
- Targeted Campaigns based on Segment
  - Demographics
  - Engagement History
  - Giving History
  - Giving Channel
  - Cause interest and designations
  - Engagement Score
- Branded engagement pages for creative, timely campaigns
- Empower donors with designation options



# MAJOR AND PLANNED GIVING

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

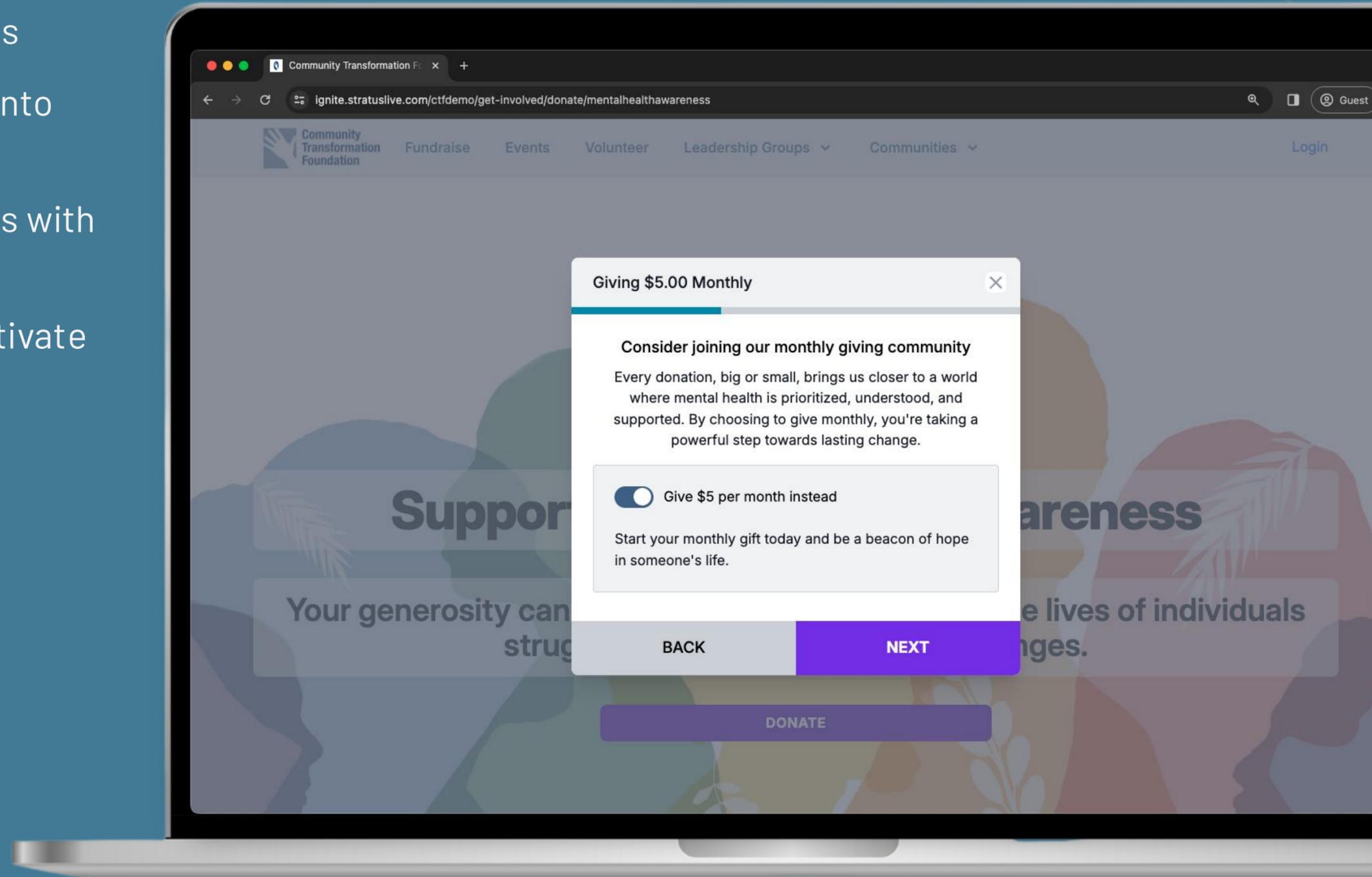
- Identify prospects through:
  - Wealth screening tools
  - Internal data and outside research
- Build legacy societies and formal recognition programs
- Utilize automations/business process flows for gift officer workflows
  - Identification
  - Cultivation
  - Solicitation
  - Stewardship
- Leverage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



# RECURRING GIVING

Generate reliable funding from a loyal and passionate supporter group.

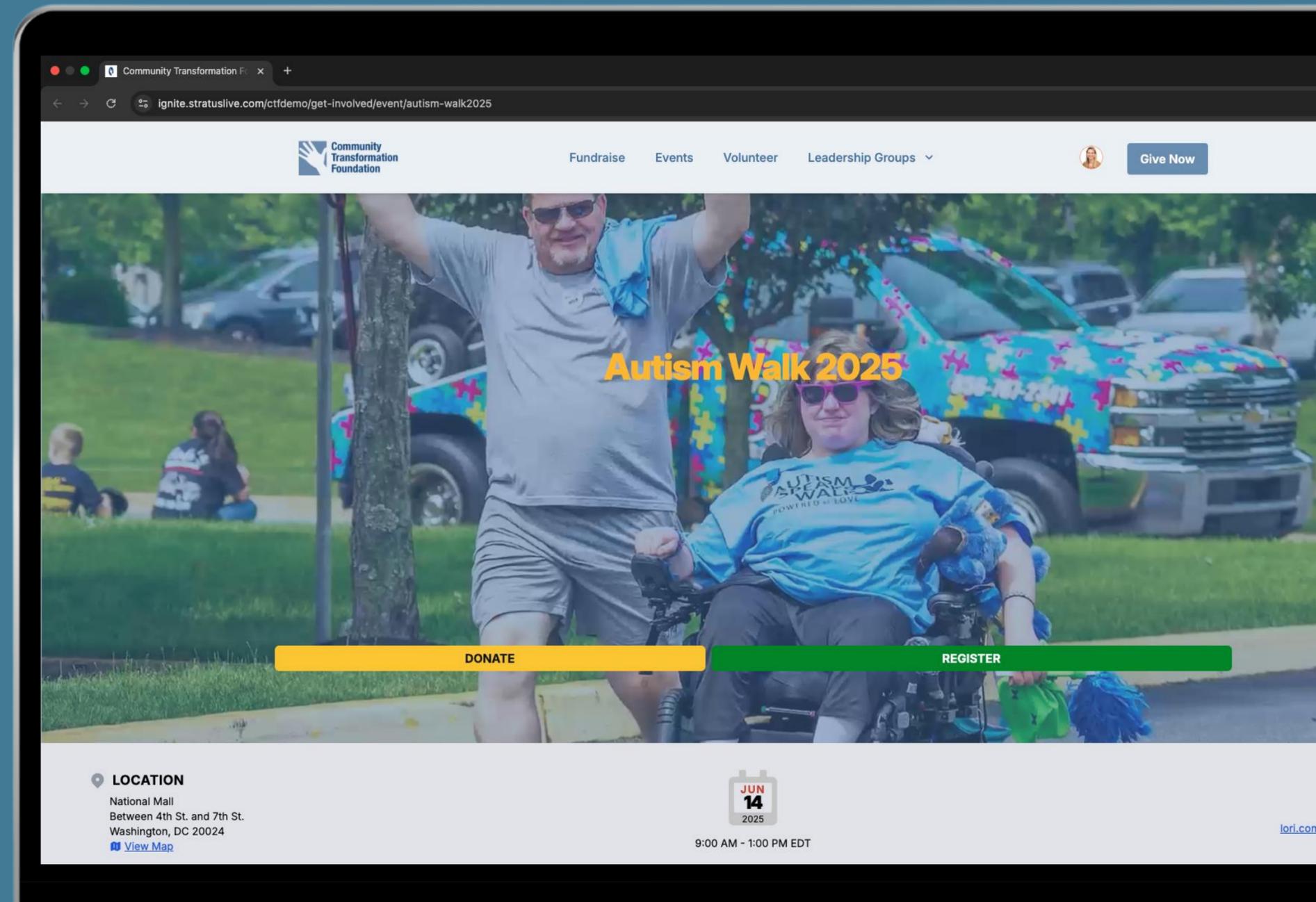
- Offer giving forms with installment options
- Utilize widgets to convert one-time gifts into recurring
- Launch branded recurring giving programs with consistent, personalized messaging
- Use engagement scoring to identify & cultivate midlevel & occasional donors to recurring



# EVENTS

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

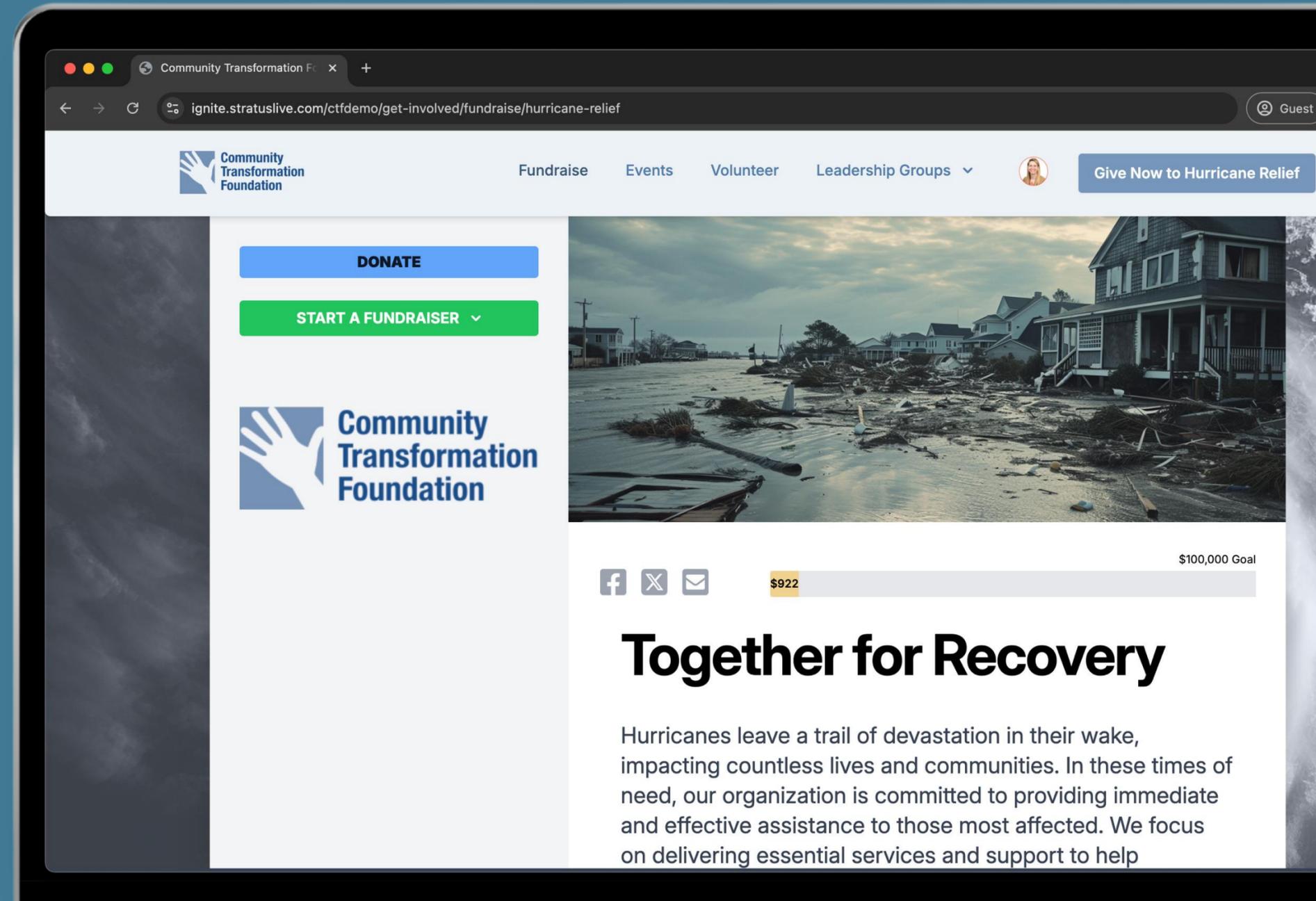
- Offer a mix of virtual, in-person, and hybrid experiences
- Include ticketing, donation, and P2P/DIY add-ons
- Ensure CRM integration of attendees & guests
- Personalize post-event journeys via donor profiles



# DIY AND TEAM FUNDRAISING

Leverage the power of your donors' networks.

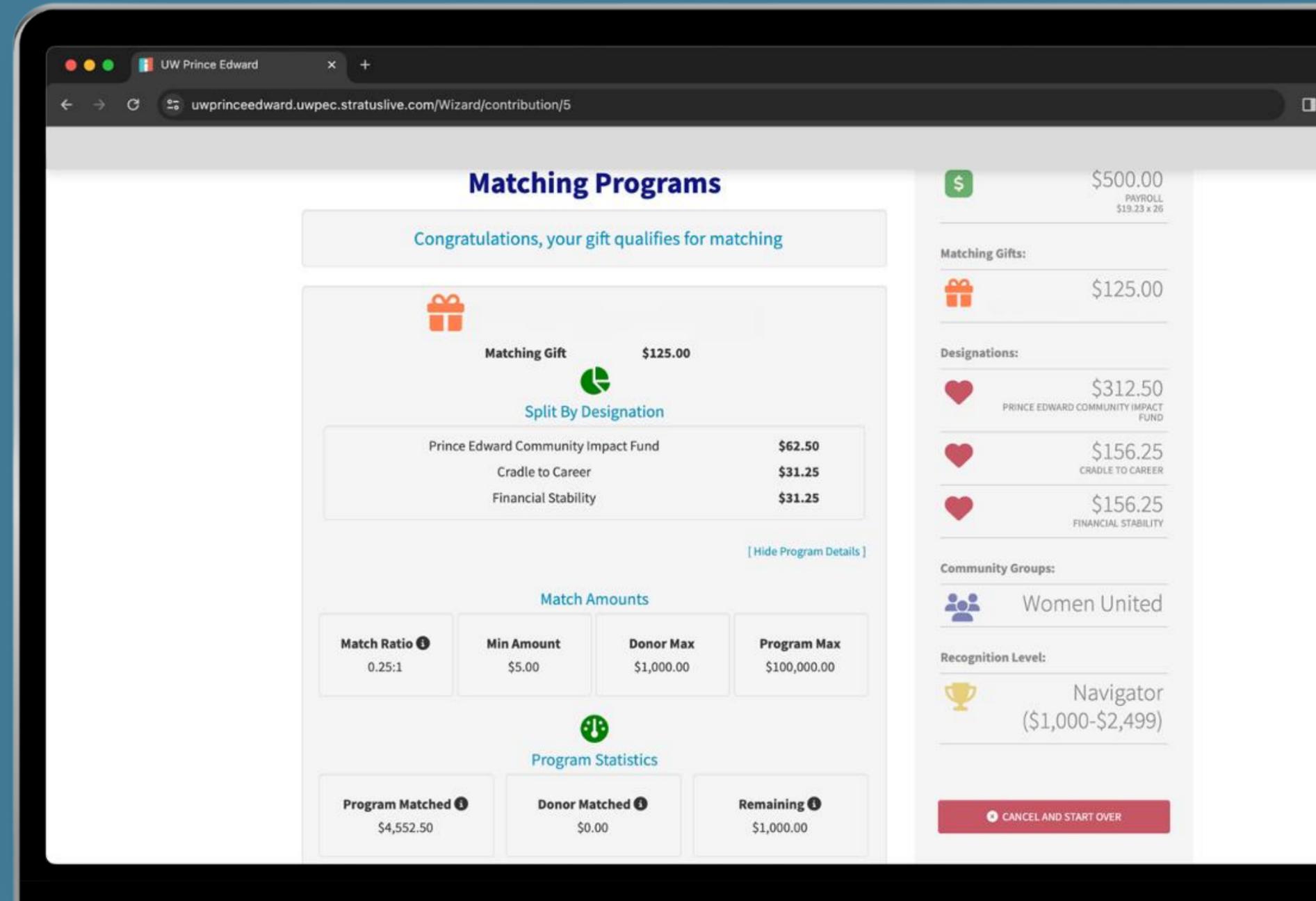
- Easily build upon events and other digital campaigns
- Provide social sharing options for easy promotion
- Encourage team-based fundraising for an interactive experience



# CORPORATE PARTNERSHIPS

Drive strategic growth potential through your corporate relationships.

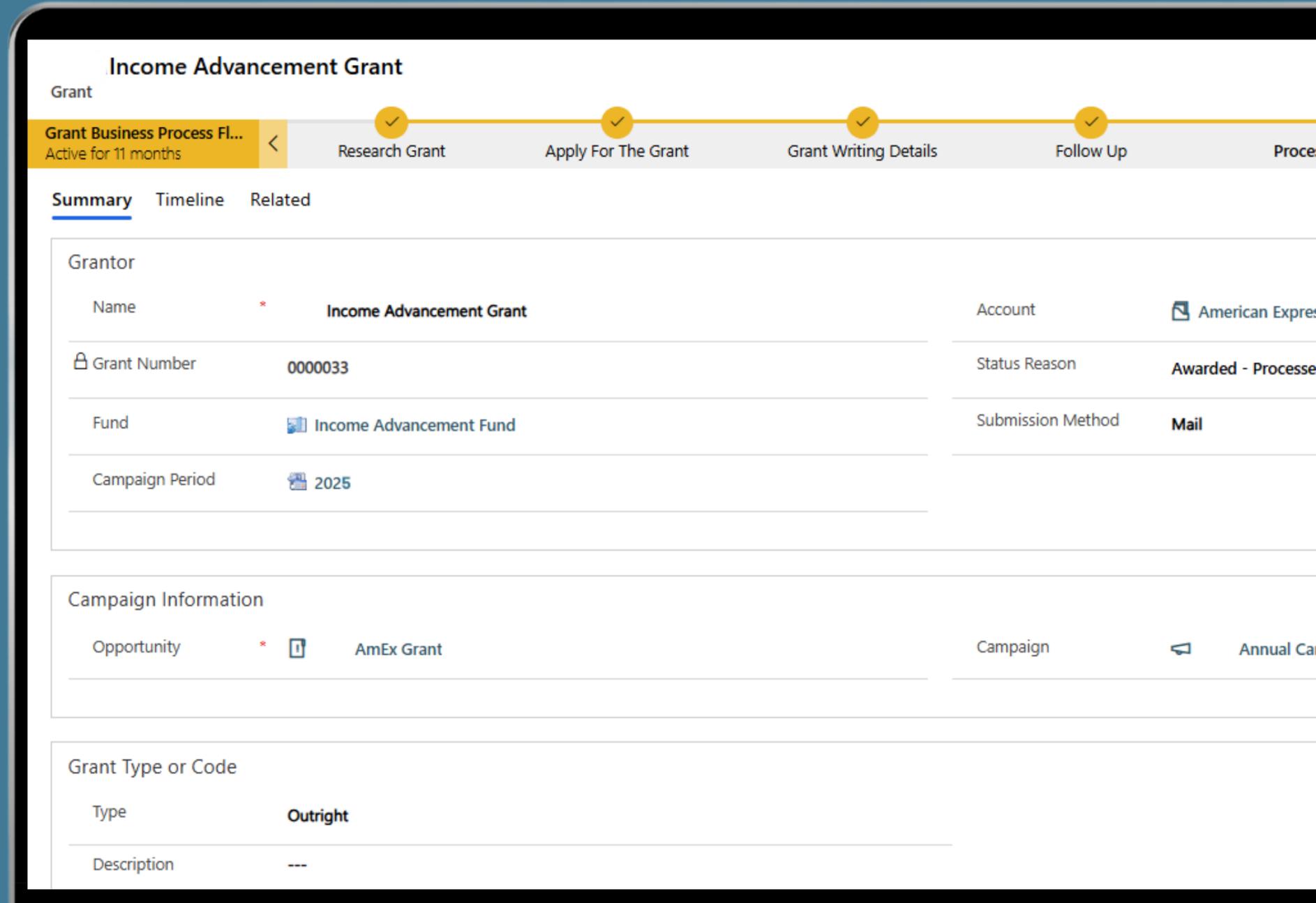
- Matching gift programs
- Event sponsorships
- In-kind support
- Corporate grants



# 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



# BUILDABLE REVENUE STRATEGIES



## INDIVIDUAL GIVING EXTENSIONS

Peer to Peer Contributors



Recurring Giving

Program/Designation-Based Donors



Legacy Giving Prospects

## EVENT-BASED EXTENSIONS

Galas



Virtual Experiences

Educational Workshops/Webinars



Online Courses

## CORPORATE PARTNERSHIP EXTENSIONS

Event Sponsors



Employee Engagement Experiences

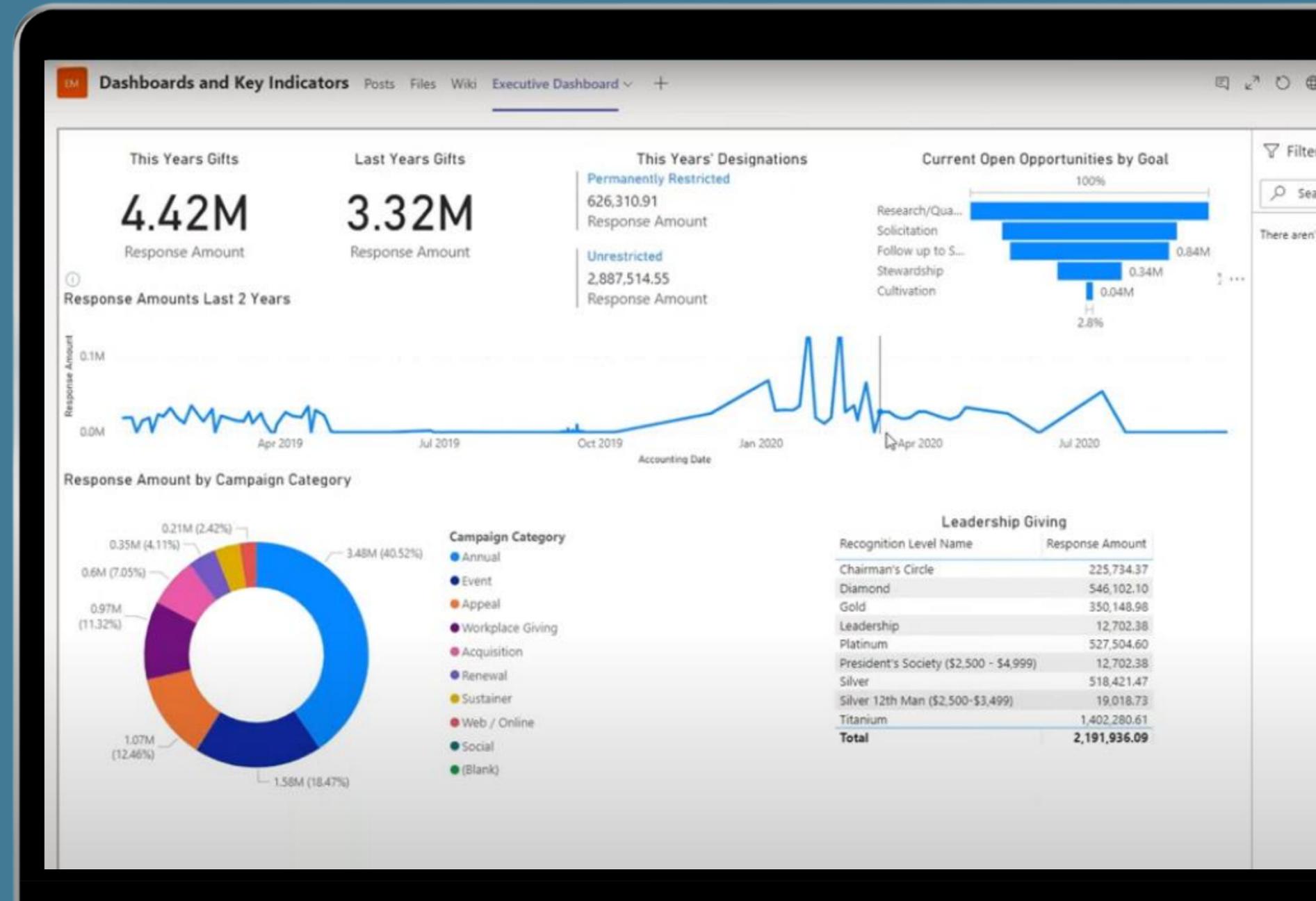
In-Kind Donations



Cause Marketing

# TRACKING DIVERSIFIED REVENUE STREAMS

- Commit to the discipline of tracking goals for:
  - Financial Results
  - Non-Financial Results
    - # of constituents engaged
    - # of responses



# TECHNOLOGY AS THE ENGINE OF DIVERSIFICATION

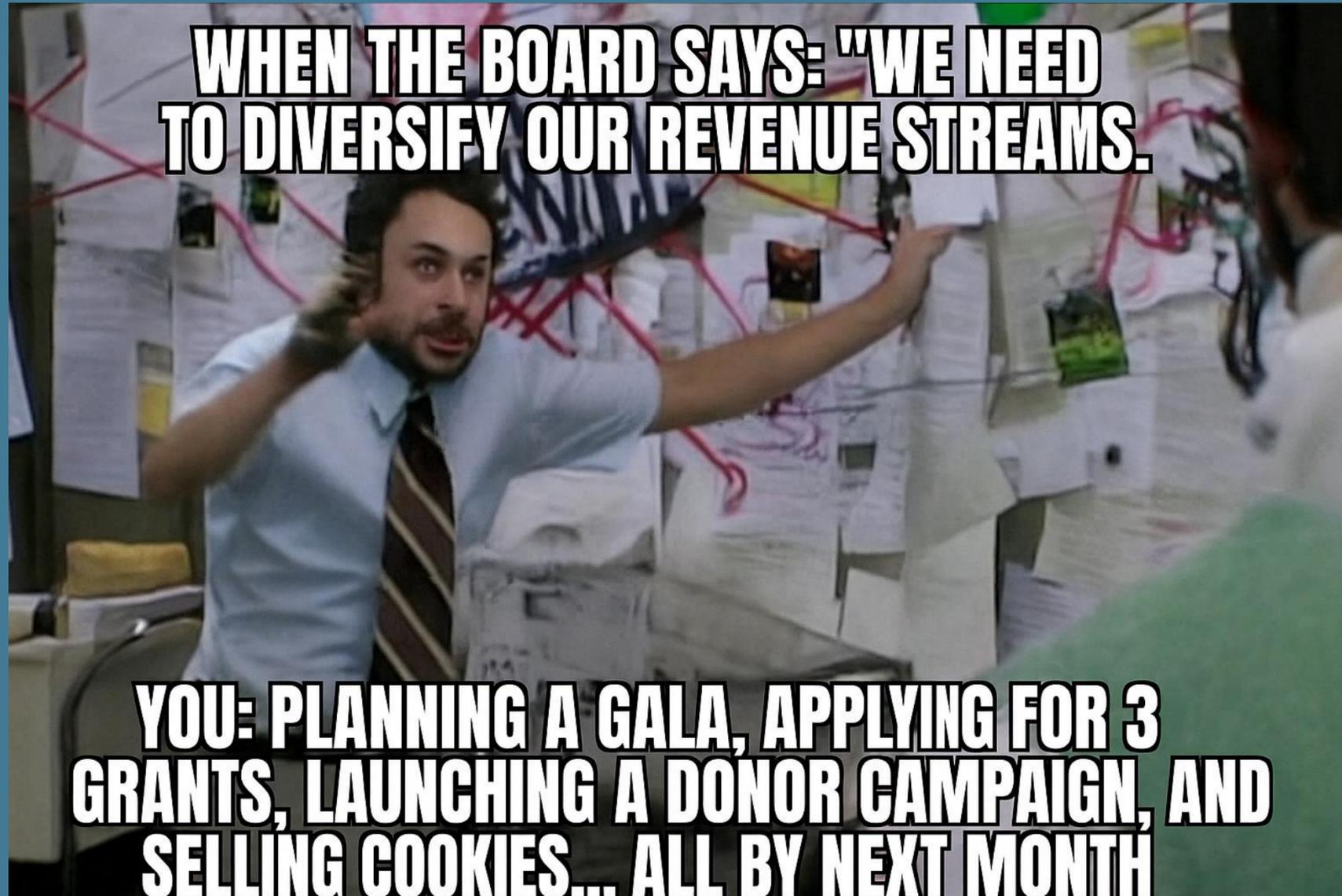


- Technology reduces complexity of managing multiple revenue streams
- Provides one source of truth
- An integrated donor engagement and CRM platform enables you to **experiment, implement, and scale**

## 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 nonprofit tech





THANK YOU  
ANY QUESTIONS?

Stay In Touch

[info@stratuslive.com](mailto:info@stratuslive.com)

# Download the Revenue Resilience Worksheet

- ✓ Map your Current Revenue Streams
- ✓ Identify Strategic Gaps
- ✓ Prioritize and Align
- ✓ Reflect!



DOWNLOAD

