Revenue Model Analysis

| **Revenue Streams**Which types of revenue are in our current model? (foundation, gov’t contract individual donor, etc.) | **% Annual Revenue**What proportion of our annual revenue does this stream represent? | **Trend Forecasting**What do we expect this revenue stream to do in the coming years?  | **External Factors**What are the external factors that are influencing this stream to trend in one direction or another? (Thinking about trends in policy, research, public interest) | **Internal Factors**What are the internal factors that are influencing this stream to trend in one direction or another? (Thinking about our organization’s skills, systems, culture) |
| --- | --- | --- | --- | --- |
| Earned income (fees, sales, service/ program contracts, investment interest etc.) |  | □ Increase □ Decrease □ Hold Steady |  |  |
| Membership specific earned income |  | □ Increase □ Decrease □ Hold Steady |  |  |
| Corporate donations or sponsorships |  | □ Increase □ Decrease □ Hold Steady |  |  |
| Government contracts |  | □ Increase □ Decrease □ Hold Steady |  |  |
| Foundation grants |  | □ Increase □ Decrease □ Hold Steady |  |  |
| Contributions from individuals |  | □ Increase □ Decrease □ Hold Steady |  |  |
| Special Events |  | □ Increase □ Decrease □ Hold Steady |  |  |
| In-kind donations |  | □ Increase □ Decrease □ Hold Steady |  |  |

**REFLECTION QUESTIONS**

* Where do we see increased opportunities for revenue streams that correspond to areas where we see of a high level of impact alignment? How can we leverage these opportunities?
* How can we build upon our strengths to take advantage of the internal or external factors that are driving increased revenue trends? Where do we need continued infrastructure investment to support and further develop our capacity to effectively manage and build upon those streams?
* What themes can we identify related to either the internal factors (our organizational capacity to manage particular streams) and/or external factors (changes in policies, funders’ priorities, partnership opportunities) that are influencing revenue trends? What do we need to tend to as an organization to address these themes?
* Are there revenue streams that we should de-prioritize due to their lack of alignment with our intended impact and/or our lack of appropriate infrastructure to manage them?