

How do our bubbles cluster?

Do we have the “right” revenue?

Heart – Money Tree

Shining Star

Break Even

Crisis

Stagnation

Other / Mix

What is the message behind how our bubbles cluster?

- Does the current revenue mix reliably produce a modest surplus?
- Do we have a reliable source of unrestricted support?
- Are our largest sources of income paying for work that we deem essential to our intended impact?
- Are we relying on a funding stream that is changing substantially, and is that change beyond our control or not?
- Are we relying on a funding stream that is misaligned with our organizational values?

What is our desired revenue mix?

Are the dynamics
in our market
landscape
changing in
critical ways?

Position in Field or Movement

- Who are the 3-5 most similar organizations to ours in the market?
- Are their programs growing and/or changing in ways that move them closer to or further from our approach and constituency?
- Have they developed programming that is superior in impact to ours?
- Are we a sought-out partner by others in our community or field?
- Do we actively contribute to network(s) critical to our intended impact?
- Do we have staff and board members viewed as thought leaders in our community or field?
- Do we have strategic relationships in the government and business sectors?

Perception among Donors and Funders

- What is the motivation behind the key donors or funder segments?
- What is the perceived commitment of our donors and funder segments?
- What is our support and revenue strategies trending?
- Should we complete a Donor and Funder Commitment Analysis?

Perception among Clients and Participants

- Are there any changes in how or which clients and participants are engaging with our organization?
- Are clients and participants choosing one or more of the other organizations listed above over us?
- Are clients satisfied with our overall level of performance?