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| **How do our bubbles cluster?** | | Heart – Money Tree  Shining Star  Break Even  Crisis  Stagnation  Other / Mix | ***What is the message behind how our bubbles cluster?*** |
| **Do we have the “right” revenue?** | | * 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?*** |
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| **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? | | |