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| **How do our bubbles cluster?** | Heart – Money TreeShining StarBreak EvenCrisisStagnationOther / 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?*** |
|  |  |
| **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?
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