

Nonprofit Startup Clinic

Part III

Planning and Revenue Generation

Strategic Planning

“Three years from now, this will be true...”

- Goals and objectives
- Context for operational, financial planning
- Basis for funding requests
- Recruitment tool for board members



Financial Plan

- Budgets
- Expenses
- Revenues

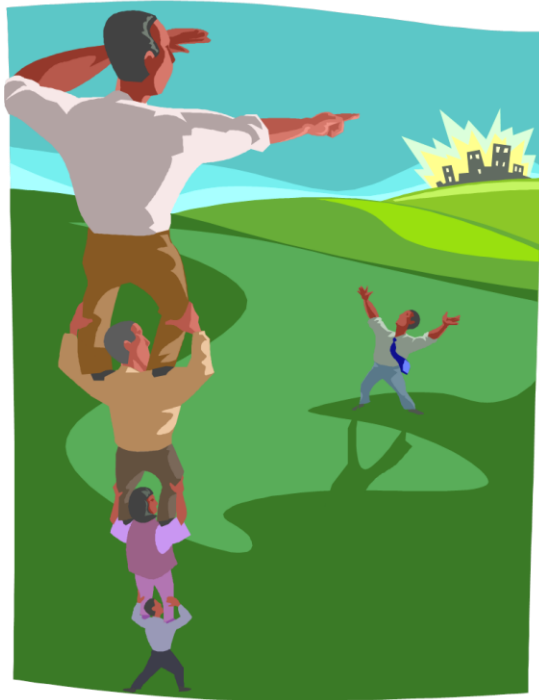


Revenue Generation: Types

- Grants
- Annual Campaign
- Special Events
- Corporate Sponsorships
- Earned Income



Revenue Generation: Goals



- Permanent relationships with a expanding diversity of donors
- Diversity of funding sources
- Predictable income

Revenue Generation: Standards

- \$3 raised for every \$1 spent
- Clear and accurate solicitations
- Donor is honored: giving intent, privacy, no hassle



Thank You!



323 W Broadway Suite 501

Louisville, KY 40202

502.315.2673

www.cnpe.org