



ACTION ITEMS



LAB #1

Exploring Earned Income Possibilities...
Boosting NPO Revenue+Mission Impact

WORKSHEET

Identify Your Organization's Earned Income Revenue Paths

#1. EXPAND + GROW

- Identify existing earned income activities that you can expand and grow.
 - Inventory everything that generates earned income for your organization and list below (note: do not include grants, donations, and other fundraising activities):
 - How much revenue did each earned income activity generate during the most recent 12 months?
 - Rank order them from high to low revenue

#2. FREE TO FEE

- **Identify existing programs that could move from free to fee.**

- **What are they?**

- **Which ones could be monetized?**

- **Rank order from high to low opportunity**

#3. NEW IDEAS

- **Brainstorm new possibilities that don't currently exist.**
 - **Bring your team together for ideation...allow yourselves to be creative...think outside of the box...open your minds to explore mission-aligned opportunities**
- **Identify possibilities in each of the following categories:**
 - **Fee-for-service programs (e.g., training, consulting, professional services)**
 - **Product sales (e.g., merchandise, publications, mission-related goods)**
 - **Facility rentals and asset utilization (e.g., event spaces, commercial kitchens, shared working spaces, equipment rental)**
 - **Membership models (e.g., access to exclusive content, training, community benefits)**
 - **Other**