



Northwest Power Building through
Revenue Generation

Monetize Your Existing Program & Other Earned Income Strategies

Progressive
Multiplier

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Meet the PM Team.



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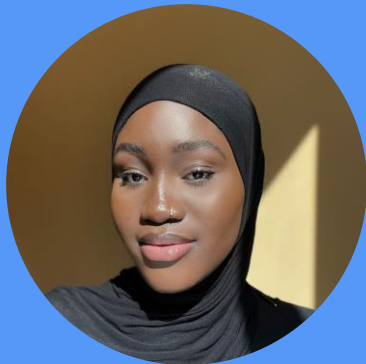
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We help organizations build
**a progressive movement of, by and for everyday
people.**

We do this by organizing and leveraging funding to
create onramps for progressive organizations to
**start, strengthen or scale
individual giving and earned revenue programs.**

Through both an online community of practice and
our grantmaking and support program, we build the
progressive sector's revenue generation knowledge
and skills so that it can
amplify a people-powered movement.





NORTHWEST HEALTH
FOUNDATION



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GRAY
FAMILY
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YARG
FOUNDATION



RWVN
FOUNDATION

Oregon

Community

Foundation

WHAT WE PROVIDE

Our Partnership

- Provided 4 **Revenue Generation Project Grants** that include Strategic Assistance
- Provided 2 **Staffing Strategic Assistance Grants** that includes rev gen strategic planning and developing a sustainable staffing model with training
- Develop a **Revenue Generation Resource Library** that includes 15 tools
- Develop 6 2-hour **Training Sessions**
- Provide 5-hour **Capstone Sessions** for 8 funder partner groups



RESPONDING TO WHAT WE HEARD FROM YOU

Upcoming Sessions

Sept 29: **Surges & Cliffs: Navigating the Changing Landscape**

Watch Previous Trainings

<https://bit.ly/Northwest-Training>

Why Monetize?

Different Monetization Strategies

Mapping your base

Defining Success

Case Studies



Before we dive in...

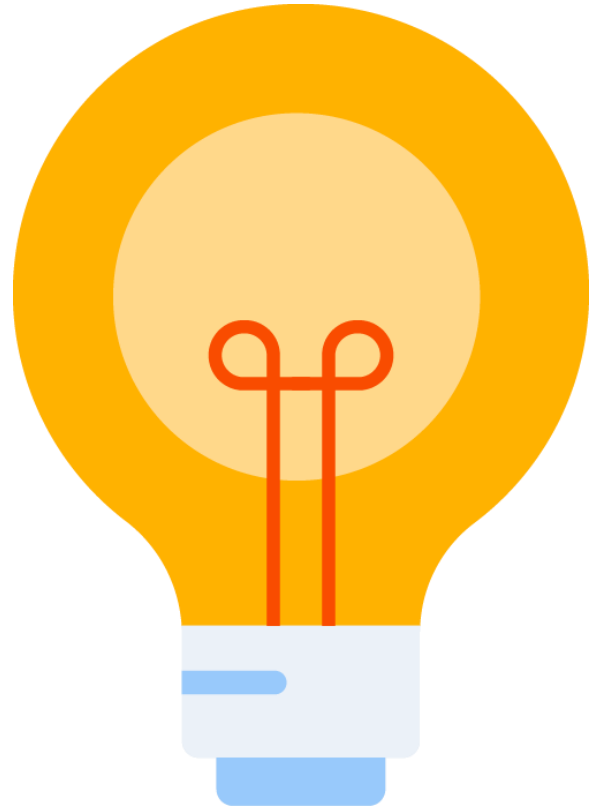
**Does your organization
already monetize some
parts of the work?**

**Do you have any tensions
between the work and
making money from it?**



Why Monetize?





Being able to create more revenue for your organization improves your chances of doing the programming you need to.

Through developing multiple streams of revenue for the organization, you can be more sustainable and successful.

Reasons and Strategies



It seems counterintuitive, but it isn't:

- You are still a nonprofit if you are creating revenue streams.
- A for-profit business's responsibility is to its shareholders and maximizing their earnings.
- A nonprofits responsibility is to the community it serves. Revenue is put back into their programming to serve their larger vision.

Reasons and Strategies

Market Rate:

- If you are going to raise revenue you have to be below market rate. Research what comparable items are from for-profit businesses. To remain a nonprofit in the eyes of the IRS, you should charge less than a for-profit would, to reinforce that you are not doing this for profit.
- Keep considerations of any legal implications and ensure that your revenue generating model is compliant.



Reasons and Strategies

Revenue and Mission Alignment: Ensure that any monetization strategy should align deeply with your organizations core values. Consider the constituency and their needs, wants, and desires and how monetization may affect your relationship with them, especially around certain products, focus areas, or strategies.



Before we move on...

**Does monetization seem
right for your
organization?**

**What would it allow you
to do?**



Different Monetization Strategies



How to Monetize



Alignment: Figure out what best aligns with the goals and parameters of your organization, its functions, mission, and vision and how monetization can best support that work.

Research and Legal Considerations: Understanding what organizations that are similar to yours are doing successfully and being able to spot potential market gaps for your product to exist as well as seeking advice to understand implications and restrictions for your organization.

Engage Stakeholders: Reach out to major decision makers in the organization for input

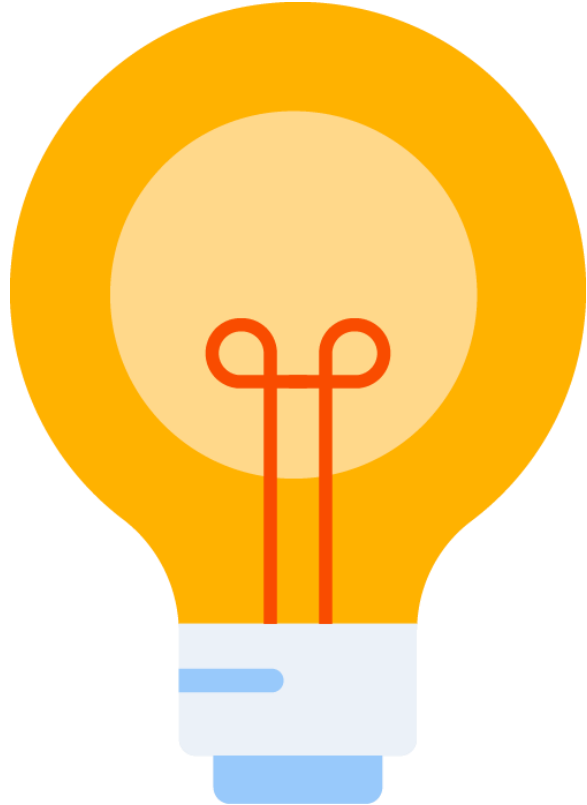
How to Monetize (cont.)

Product Development: If you are creating a product or service, you have to figure out how to transition from what you currently offer to introducing pricing and how access will now work.

Pricing Strategy: Developing a pricing strategy that will hit your fundraising goals as well as not remove access to your existing programming for those that truly need is the sweet spot. Remember that this has to be below market-rate to ensure you are following IRS policy.



How To Monetize (cont.)



Marketing: Once you've designed your program, you need to determine how you will introduce this service to your existing base and your target base as well.

Digital Strategy: Ensure that your digital footprint is up to point. Update your website, social media, and develop some campaign strategy on how to promote your new service through social media.

Launch: Roll out your service/product to the public. Ensure that all phases of deliverables are able to be completed and your sign-up/contractual needs are sound. You can use events, campaigns, and other targeted outreach to boost your profile.

How to Monetize (cont.)



Feedback Collection: Learn more about how your monetization is being viewed by your base through gathering feedback from participants/customers. Find out how to incorporate feedback into improving products/services.

Financial Management & Transparency: Clearly showing and communicating your financial success with supporters and stakeholders. Explain to them clearly why revenue is being generated and how it is applying to the deeper mission of your organization. Ensure that you have the ability to track revenue and expenses in relation to monetization of your organization.

How to Monetize (cont.)

Evaluate: Ensure that feedback is looped into future updates of your services to continue improvement.

Refinement & Adaptation: Based on feedback and evaluations, make necessary adjustments to improve and optimize.

Diversify: Don't rely on a single monetization strategy. As the nonprofit grows, explore multiple avenues to ensure sustainability.



Before we move on...

**What step in monetization
are you struggling with?**

**Is the amount of planning
needed intimidating? Why?**



Mapping Your Base



Finding Your Market

Define Your Audience: Understand who you're trying to reach. This involves detailing the demographics, psychographics, behaviors, and needs of the individuals most likely to support your cause.

Leverage Existing Networks: Start with the people already connected to your organization. This can be volunteers, staff, board members, and past donors. They can be instrumental in introducing you to a broader audience.

Host Engaging Events: Organize events, both virtual and physical, that resonate with your cause. Events provide an opportunity for supporters to connect, and they can also attract new interested parties.



Finding Your Market (cont.)

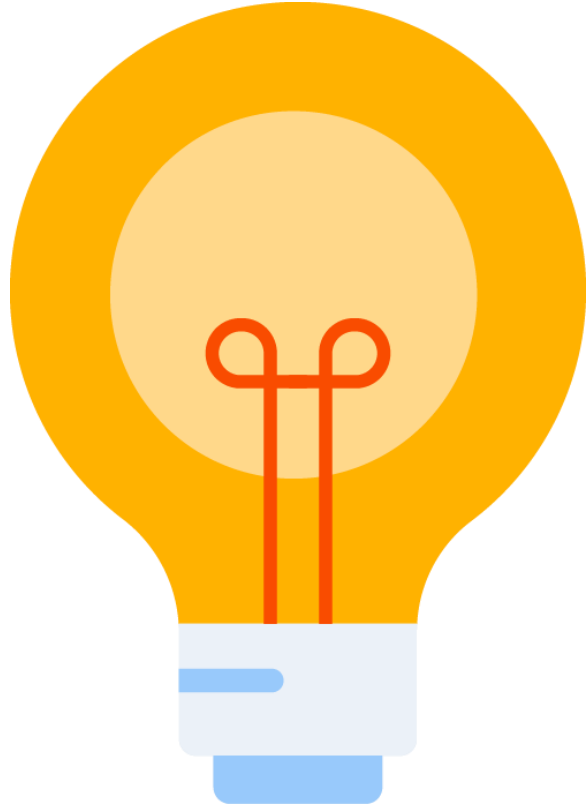


Engage in Storytelling: Share success stories, testimonials, and impactful narratives about your organization's work. Stories resonate deeply with individuals and can create lasting emotional connections.

Offer Value: If you're offering products, services, memberships, or any other monetized initiative, ensure that they provide real value to your supporters.

Engage Regularly: Don't just reach out when you need donations or support. Engage your base frequently through newsletters, updates, or appreciation events.

Finding Your Market (cont.)



Nurture Donor Relationships: Donor stewardship is crucial. Recognize and appreciate their contributions, and update them on how their support is making a difference.

Community Involvement: Engage in community events, fairs, or forums. It's a great way to introduce the nonprofit to local audiences and find people who resonate with your mission.

Stay True to Your Mission: Always ensure that your actions, campaigns, and monetization methods align with the core mission of your nonprofit. This authenticity will be vital in building and maintaining trust with your base.

Before we move on...

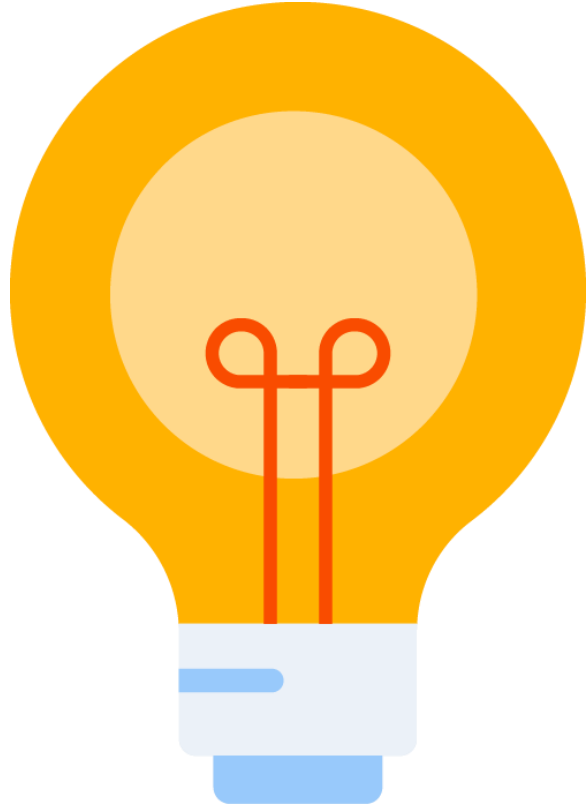
What are the barriers to monetizing your services?



Defining Success



How Do You Know It's Working?



Start by Defining what Success Looks Like

- What is our goal? How much do we need to sell to reach it?
 - Did we hit our target goals for monthly sales/income?
 - Can we identify which products and/or designs did best?
- Are we going for Useful or Meaningful? Did the products we selected get us there?
- Did we reach the audience we wanted to reach?
- Was it easy to implement? Was it easy for the shoppers?
- Did we follow our marketing plan?

Metrics matter. Set your goals and track your activity.

Don't (Only) Trust Your Gut



Google Analytics: Use Google Analytics to understand the data behind your store. Trackable information includes:

- Site Visits
- Conversion Rate
- Order Size by Item
- Order Size by Dollar

Test, Test, Test: Gather anecdotal data from your users on:

- Shop organization and flow
- Item selection and appeal
- Navigation and check-out ease
- Pricing

Take what you've learned and "Wash. Rinse. Repeat."

Case Studies

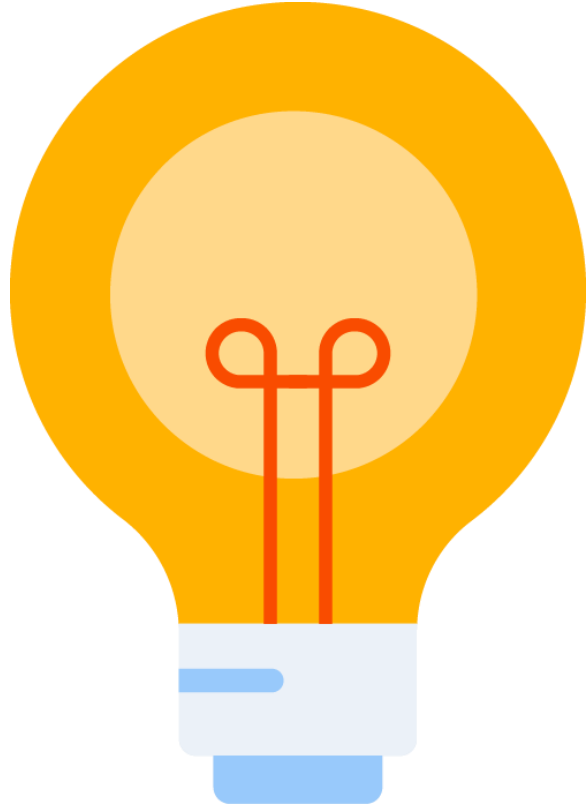


Justice Outside

Justice Outside created and hosted an institute to train a team of consultants. To create a consistent experience, they packaged four of their most popular training, covering topics such as the fundamentals of equity and inclusion, microaggressions, and how to navigate white supremacy, into modules that were easily delivered.

Results:

- The leadership staff at Justice Outside spent only 25 hours on consulting, rather than 195 hours as they had during the same time period in the past.
- Raised \$60,000 in the first half of 2023
- Expects to generate more than \$370,000 in the next three years.



Abundant Housing LA



Abundant Housing LA is developed and piloted the fee-based Housing Certification & Leadership Program, a 12-part training series for those looking to enter or continue a public policy, housing development, land use, or architecture career.

Results:

- Certified 38 students in the pilot year
- Raised \$17,000 from individual coursework sales.
- By selling sponsorship packages and recordings of the classes, they grew revenue to \$44,200.
- Plans for revenue to increase with more consistent and strategic marketing and promotion of the courses.

WHAT ARE YOU THINKING?

Thoughts?

Questions?

Comments?



**We look forward to
seeing you at the
next session!**

Questions?

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