



Roof

**Revenue Skillsets** | The effective skills and techniques for frontline, day-to-day revenue generation with learning designed to build **individual capabilities**.

Individual Revenue Skills	Individual Revenue Activities	Individual Revenue Communications
What strengths and skillsets should you develop or hone to accomplish your revenue goals?	What activities drive your potential donors and customers through the revenue pipeline?	What capabilities are needed to articulate your value proposition?
What skills do you need short- and long-term to be more effective in your revenue role?	What individual, daily actions are needed to perform in your role and hit your targets?	Can you effectively engage with prospects to manage questions and objections?



Walls

**Revenue Management** | The management skills, practices, systems, and processes needed for successful execution of your **day-to-day management of revenue activities**.

Revenue Systems and Processes	Revenue Team Management	Marketing and Communications
What technology and processes do you need to monitor and report your revenue progress and health?	What is your strategy for recruiting, training, and retaining a strong revenue team?	How consistent is your brand look and feel represented in all marketing materials and website?
What tools, processes, and training do you need to ensure standard practices throughout your organization?	Do you have clear performance metrics that specifically align with each individual role?	How consistently is the the value proposition and messaging shared internally and externally?



Infrastructure

**Revenue Infrastructure** | The foundational strategic decisions and priorities from which an **organization builds sustainable revenue generation**.

Revenue Model	Revenue Strategy	Organizational Design	Resource Allocation	Revenue Culture
Where does your revenue come from today? Where would you like it to come from in the next 1-3 years?	Do you currently operate from a revenue strategy? Does it include goals for systems, process, and talent development?	Do you understand the work you need to be really good at to drive your revenue strategy to your desired future state?	How do you allocate resources (human and financial) to ensure proper investment in your revenue strategy and functions?	Is revenue generation recognized, valued, and celebrated in your organization?
Are you aligned as a leadership team and acting on a revenue model?	Does your revenue strategy align with the organizational strategy?	How do you design the work and functions to ensure strong support for revenue generation?	Do you know the actual costs of each function of your organization?	Is your revenue culture intentional and guided by clear responsibilities and activities?
Is your revenue model reliable and predictable?	What are the people, processes, and systems needed to execute your revenue strategy?	Is there alignment across the organization with revenue generation roles and functions?	Can you map the people in your organization to operations, program, or revenue activities?	Does your leadership team demonstrate and embrace a revenue culture?

**Our Vision.** RevJen's Training, tools, and community are revolutionizing how nonprofit leaders approach revenue generation. We are helping leaders achieve their greatest impact by transforming them from feeling stressed and constrained to feeling energized and empowered in their ability to generate revenue. Frustrated, isolated, and limited are just a few of the common descriptors we most often hear when asking nonprofit leaders about revenue. Not surprising, since 81% indicate that access to revenue is their single largest challenge. Do you have a vision for your organization, but are constantly struggling with how to achieve what you know is possible? Join the RevJen community, and gain the knowledge, skills, resources, and network you need to solve challenges and capitalize on opportunities.

RevJen provides a structured approach to revenue generation and the culture that supports it. Our professionally facilitated courses and peer groups bring to bear industry best-practices honed through years of working with struggling nonprofits. We know building an organization that embraces revenue generation begins with a solid foundation. Utilizing our approach, leadership teams begin to build the systems, processes, and culture that institutionalize revenue generation and alleviate the stress that comes with having an individual owner of revenue. We partner with foundations and nonprofit leadership teams to build revenue capacity through:

**The Fuel Series Workshop.** According to a recent Nonprofit Finance Fund survey, four of the top five challenges nonprofit leadership teams face are all revenue related. To help address these challenges, RevJen has designed this training workshop around a cohort structure to be a collaborative learning experience that equips nonprofit leaders with the knowledge, frameworks, tools, and networks they need to build a sustainable engine that works for all types of revenue (e.g., contributive, earned, government, combinations, etc.). The workshop is a series of one-day intensives and provides executive teams the time, space, and process to create an action plan to build a sustainable revenue generation foundation for their organizations.

**R-Squared Executive Forums:** Perspective. the way individuals see the world! We hear it time and again that the perspectives gained from spending time peer-to-peer with leaders from other organizations is incredibly valuable. Our life experiences; backgrounds; family; the organizations we help lead; each of these things shape our unique perspectives when faced with the same opportunities and challenges. Harnessing the power of these diverse collective perspectives is why RevJen created R-Squared Executive Forums. R-Squared is comprised of peer groups created specifically for nonprofit executives to have a safe space where they connect, process challenges, and find clarity. Through our forums, RevJen provides nonprofit leaders with a thought provoking, structured, and ongoing peer group that creates a challenging and supportive learning community.

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**About Us.** RevJen helps nonprofits build revenue capacity to fuel the greater good. We are unleashing nonprofits to do more of their good in the world by equipping them to build the revenue structure, systems, and culture they need to advance their impact. Through our trainings, tools and community we have a solution to meet you where you are and partner with you on your revenue journey. Take control of your future and let us help you fuel the greater good.



If you or someone you know could benefit from learning more about building revenue capacity for the greater good, please contact us: **Phone: 469.513.1500. email: [info@revjengroup.com](mailto:info@revjengroup.com)**