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fuel the greater good

REVJEN APPROACH: TRAINING TOPICS

RevJen provides you the tools to generate sustainable revenue by strengthening your Revenue Infrastructure and Revenue Management. See below for more details on what's included in each of these.

Training Topics: An Overview

REVENUE INFRASTRUCTURE

The organizational funding model, strategy and resource allocation, governance, organizational structure, and culture that support revenue development.

- Organizational Design for Sustainable Revenue Generation (National-Local)
- Building your Board for Effective Revenue Generation
- Designing Your Revenue Strategy
- Earned Income in Your Revenue Model
- Building a Revenue Culture

REVENUE MANAGEMENT

Management practices and organizational systems to support successful execution of the revenue strategy.

- Building a Successful Revenue Team
- Transitioning from Founder-Led to Management-Led Revenue Generation
- Effective Donor and Customer Engagement
- Using Technology for Effective Knowledge Management
- Data-Driven Revenue Development
- Pipeline Management for Successful Revenue Generation
- Effective Corporate Engagement
- Designing and Executing a Successful Capital Campaign
- Branding and Messaging for Revenue Development

RevJen Approach: Detailed Topic Descriptions

REVENUE INFRASTRUCTURE

Organizational Design for Sustainable Revenue Generation (National-Local)

- Identifying a sustainable nonprofit revenue model
- Assessing the strengths and limitations of your current revenue profile
- Designing organizational governance and functional structures to support revenue development
- Structuring the relationship between national and local sites for effective revenue development

Building your Board for Effective Revenue Generation

- Building a governance structure and Board to support revenue generation at different stages of organizational development
- Best practices on revenue management and reporting to the Board
- Best practices on Board engagement and participation in revenue development
- Structuring the relationship between your National and local Boards to support your revenue model and strategy

Designing Your Revenue Strategy

- Identifying your organization's revenue model
- Aligning organizational strategy with revenue strategy
- Organizational resource allocation to support revenue development
- Going beyond a development plan

Earned Income in Your Revenue Model

- Understanding the role of fee-for-service in the nonprofit sector, including lessons from other nonprofits' successes and challenges
- Assessing the viability of your current or proposed fee-for-service, including market and feasibility analyses
- Articulating your value proposition to paying customers
- Differences in the sale cycle by type of nonprofit paying customer (government, corporations, other private sector), and implications for organizational structures and systems

Building a Revenue Culture

- Building an organizational culture that supports revenue generation
- Small and large ways to acknowledge and celebrate revenue development
- Best practices on hiring, training, and retaining your revenue development team

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REVENUE MANAGEMENT

Building a Successful Revenue Team

- Building, training, and retaining highly effective revenue teams
- Designing the revenue systems and processes for your team to succeed
- How to ensure your organization's functional structure and processes support your revenue profile and strategy

Transitioning from Founder-Led to Management-Led Revenue Generation

- Best practices on the changing role of the founder, Board, and revenue staff in revenue development
- Building a revenue team to support a transition to management-led revenue generation
- Building the organizational systems and processes to support your revenue team at different stages of organizational development

Effective Donor and Customer Engagement

- Best practices around donor and customer acquisition, stewardship, and relationship management
- Donor-centered and customer-centered experiences and communications
- Mapping your value proposition to donors and customers

Using Technology for Effective Knowledge Management

- Understanding the technology platforms options available to nonprofits
- Building a technology platform to support your revenue strategy and profile
- Knowledge management and reporting for effective revenue management
- Best practices on revenue reporting to the Board and executive leadership

Data-Driven Revenue Development

- Moving beyond wealth screening: understanding the ways in which data analysis can inform development strategy
- Getting started: setting procedures and building your database
- Using data to segment and target your donors
- Applications for your revenue profile

Pipeline Management for Successful Revenue Generation

- Managing your organization's revenue development pipelines (prospects, leads, donors or customers) and activities (meetings, communication, solicitation, stewardship)
- Differences between the development pipeline of contributed income, and the sales pipeline of earned income
- Differences in the sales cycle by nonprofit donor or customer type
- Reporting best practices for effective pipeline management

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REVENUE MANAGEMENT (CONTINUED)

Effective Corporate Engagement

- Types of corporate engagement: corporations as funders, donors of in-kind products or technical assistance, fee-for-service customers, or as partners in cause-related marketing or employee volunteerism initiatives.
- Assessing the feasibility and desirability of different types of corporate partnerships
- How best to identify corporate relationships that support your organization's mission

Designing and Executing a Successful Capital Campaign

- Assessing readiness: determining the organizational and financial feasibility of a campaign
- Conducting a campaign feasibility study
- Articulating your case for support
- Best practices at each stage of your capital or growth campaign
- Developing your campaign strategy, including goals, timelines, and activities

Branding and Messaging for Revenue Development

- Identifying and targeting your customers and donors
- Your value proposition and pitch
- Communicating your message through storytelling
- Consistent branding for revenue development

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