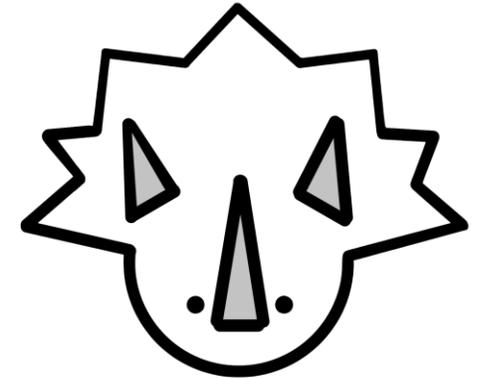


# Income Diversification

# Housekeeping

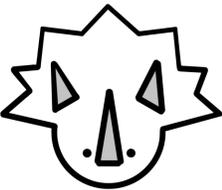
- Be polite
  - Get involved
  - Mics off, cameras on... if possible
  - Network and chat
- 
- Learning format
  - Post course feedback



Triceratops Training and associated individuals accept no liability for the actions or results of delegates after this training.

# Outline

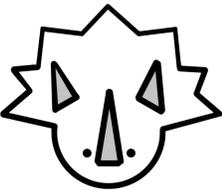
- Keep what you have
- Understand the possibilities
- Where are you now?
- Outside potential
- Keep calm



Keep what you have

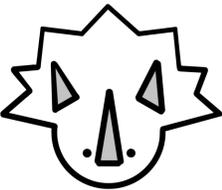
# Hold onto the gold

- Diversify to do more – not just to stand still.
- Securing what you have is a diversification win!
- Affords a firm footing



# Freeing up resources

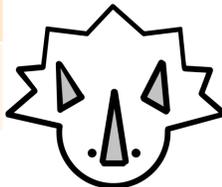
- Find capacity
- Find some cash
- Find some support.



# Understanding the possibilities

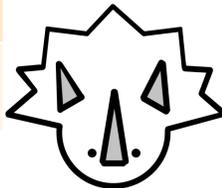
# Income Streams

Stream	Main Positive	Main Drawback
Community	Profile raising	Low income potential
Events	Showcase & control	Effort
Regular Giving	Sustainability	Time delay
Major Donors	Giving levels	Leadership involvement
Legacy	Huge gifts	Time delay
Tribute	Low effort	Incidental
Corporate	Ranging support	Managing expectations
Earned Income	Sustainability	Skills & experience
Trusts & Grants	High ROI	Competition



# Risk vs ROI vs Time

Stream	ROI Potential	Risk of No Income	Time Lag
Community	Lower	Lower	Lower
Events	Medium	Lower	Lower
Regular Giving	Higher	Lower	High (3yr)
Major Donors	Higher	Higher	Medium – High
Legacy	Higher	Higher	High (7yr)
Tribute	Lower	Higher	High
Corporate	Lower	Medium	Lower
Earned Income	Medium	Lower	Lower
Trusts & Grants	Higher	Higher	Lower

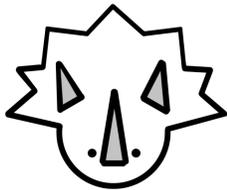


Where are you now?

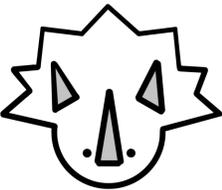
# What are you good at?

- What are you good at?
- What do you rely on?
- What do you enjoy?

Love	Best of Both
Stop	Cash



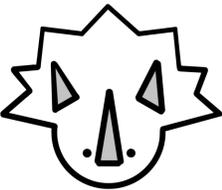
# Other Opportunities



What are others doing?

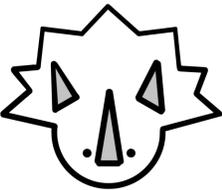
# Peer (competitor) review

- Who are your ~~competitors~~ peers?
- Similar scale / geographic / causal
- Where does their income come from?
  - Annual reports
  - Annual accounts
  - Website priorities
  - Take them for a coffee



# A warning

*Just because it works for them, does not mean it will work for you!*



Keep calm

# Triceratops Training

Accessible and Relevant Training for the Small Purpose Driven Organisations

**Open**

**Network**

**One to One**

[www.triceratopstraining.co.uk](http://www.triceratopstraining.co.uk)