



Creating revenue streams

The facilitator's role



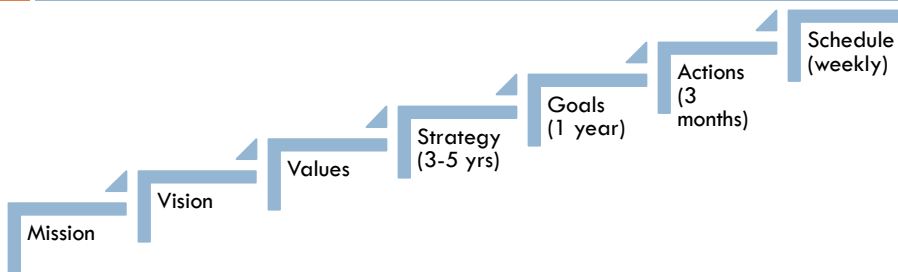
Focusing the group on relevant questions	Helping the group explore meaningful points	Drawing out opinions	Encouraging participation
Build consensus	Summarising the key points at regular intervals	Manage the conflicts	Help clarify your outcomes
Offer insight and empathy	Offer objectivity	Focus to ensure the process is completed on time	Fluidity and intensity to bring the best out in every one

Ground Rules

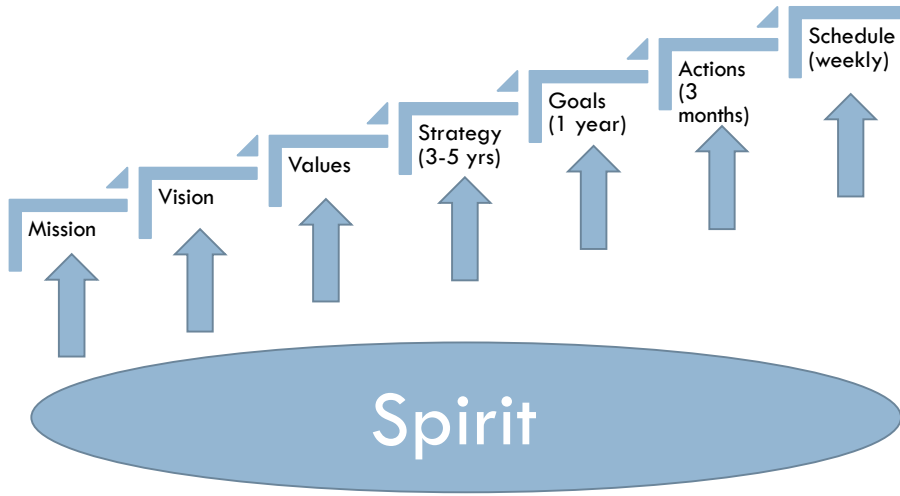


This is a safe zone	Everyone participates, no one dominates	Help us stay on track	Listen as a friend
One speaker at a time	Be an active listener	Agree only if it makes sense to do so	Keep an open mind
Maintain confidentiality	Agree not to do perfect work	Have fun	Organisational values

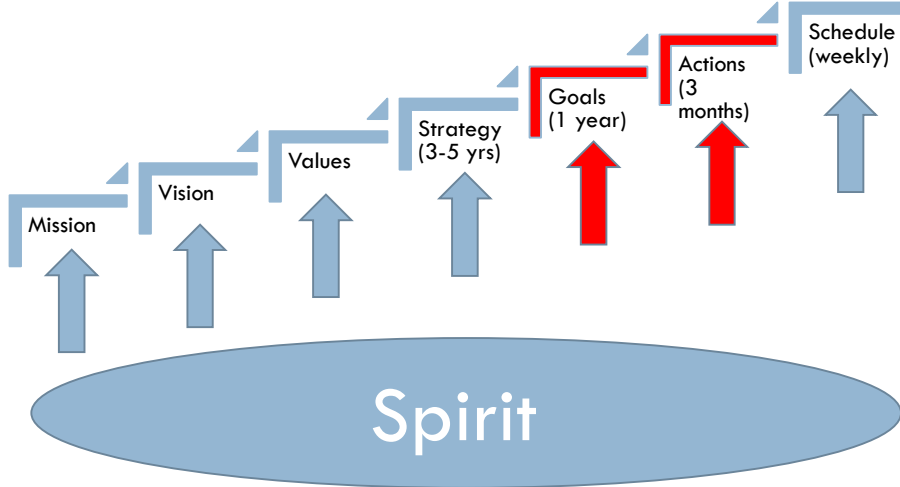
Translating vision to results



....for a spiritual enterprise



Today



3 categories of the Spirit's witness



Decisional

- Yes
- No
- Whatever

Physical work

- Action
- Destiny

Spiritual work

- Prayer
- Take Authority

Spiritual discussions



- ▣ “The wisdom from heaven is ... gentle... willing to yield...” (James 3:17)
- ▣ “It seemed good to us and the Holy Spirit” (Acts 15:28)

Key question



Are these revenue streams to be generated as an integrated part of the mission and vision.
Eg micro-loans or op-shop

Or independent of them? Eg A separate business

Innovation (Strategy) framework



Matching resources with opportunities

- **Abbreviated SWOT = SO**
- **Focuses on positives**
- **Quicker**

Spiritual Strategy

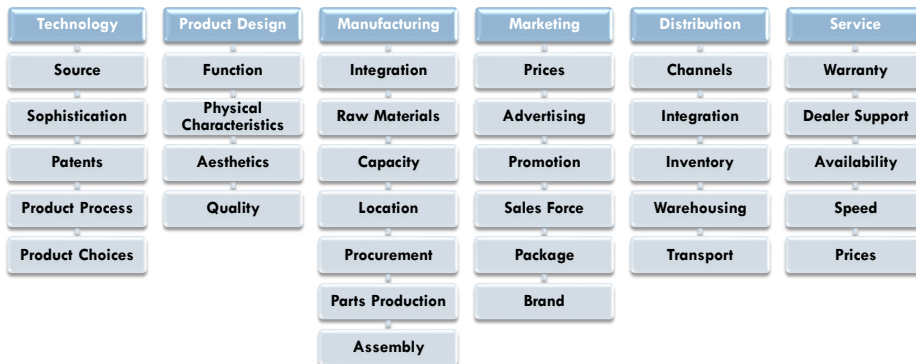


What resources do we have or can get easily



- Prophetic Graces
- Money
- Staff
- Reputation
- Volunteers
- Church
- Local community
- Operations
- Marketing

Possible resources : the value chain



Tax deductible gifts claimed by individual taxpayers for the year 2008-2009



Postcode	Number of gifting taxpayers	Amount of gifts (\$)	Average gift (per gifting taxpayer) (\$)	Percent of total taxpayers claiming a gift	Total gifts as a percent of total taxable income
3133	5,385	2,462,755	457.34	38.37%	0.42%
All Postcodes	4,649,645	2092.56	450.05	37.83	0.38%

Tax deductible giving in Australia is growing by an average of nearly 15% per annum

Leveraging resources



Concentrating resources through

- Converging resources on a few goals
- Focusing the efforts on individual priorities in a sequential fashion
- Targeting activities that have the biggest impact on customer's perceived value

Accumulating resources through

- a mining experience, borrowing from other organisations

Complementing resources through

- blending and balancing

Conserving resources through

- recycling them with different products, co-opting with other organisations

Recovering resources

- That have been neglected

What are our key resources?



1

2

3

4

5

Sources of opportunity/ trends



Demographic

Regulatory

Industry

Market

Competitors

Technology

Global

Community

Today



Demographic

Regulatory

Industry

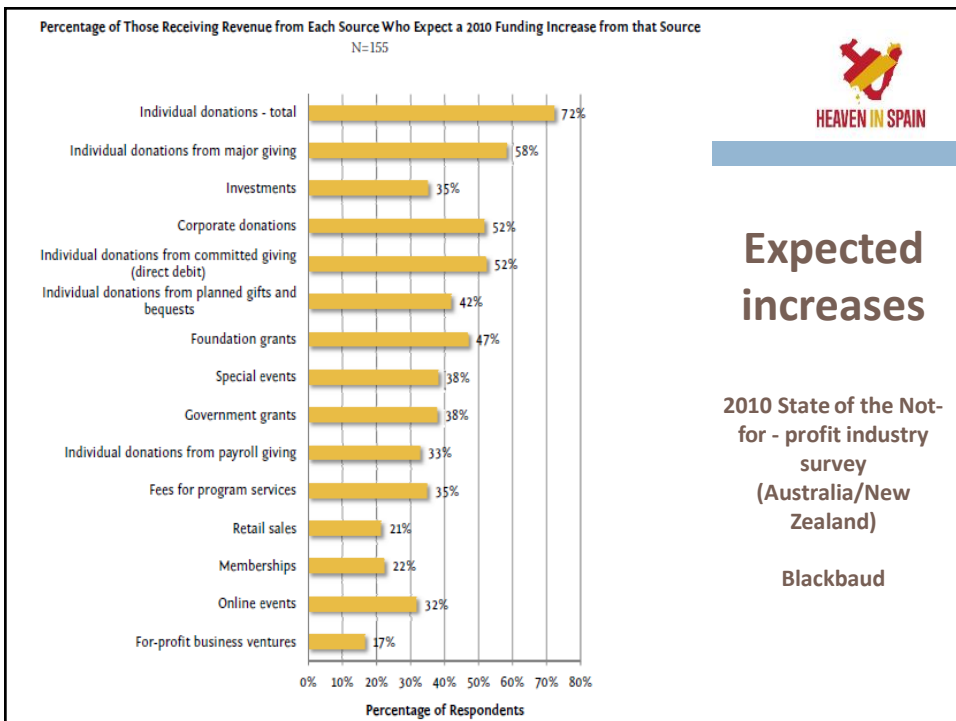
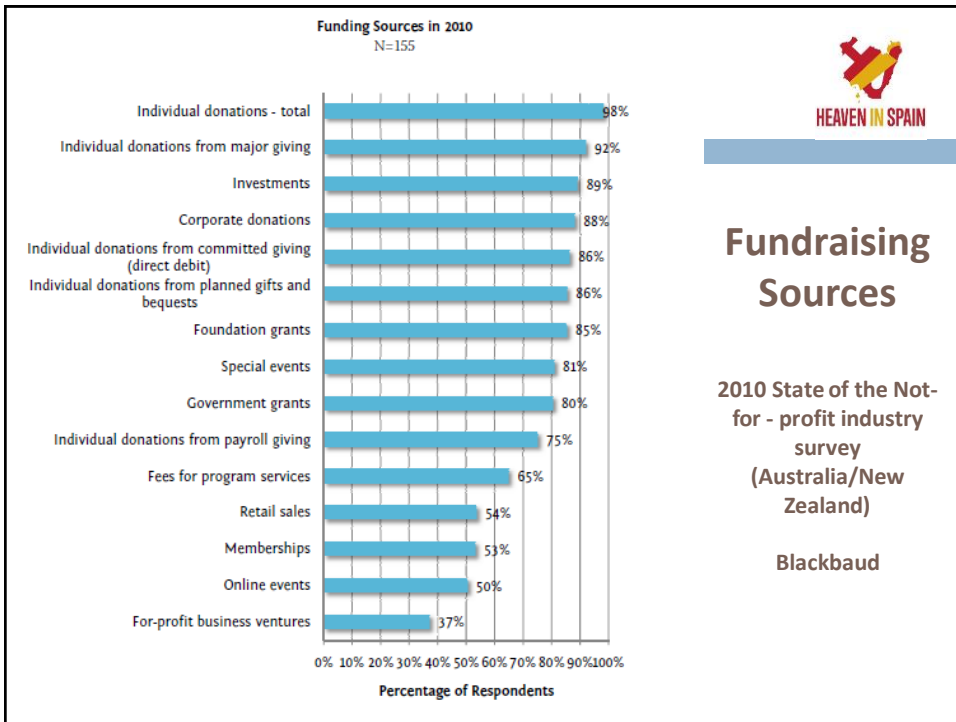
Market

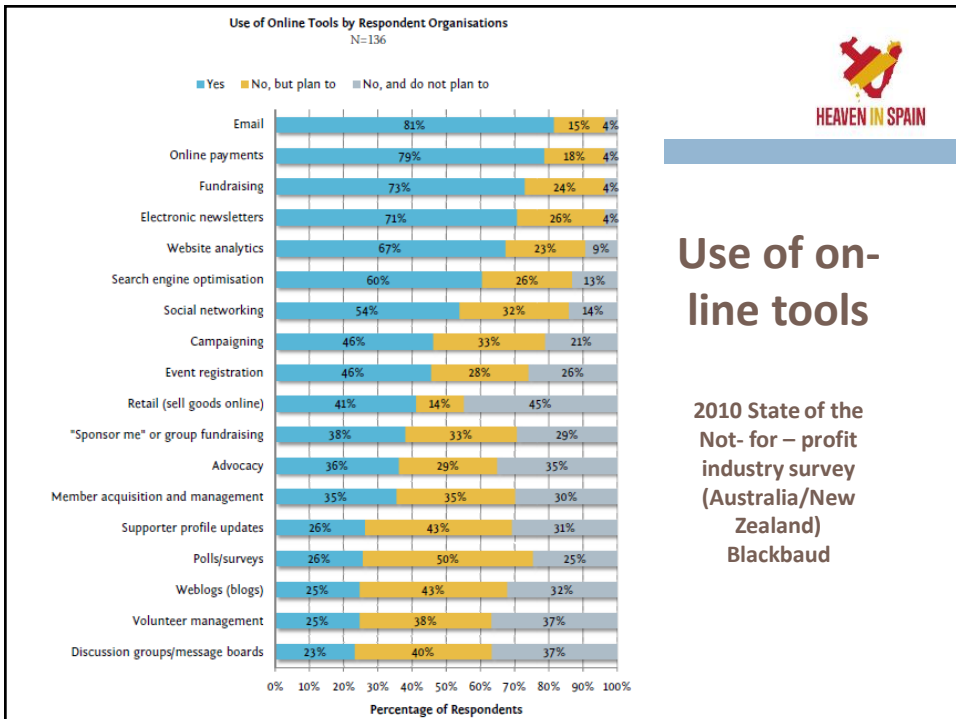
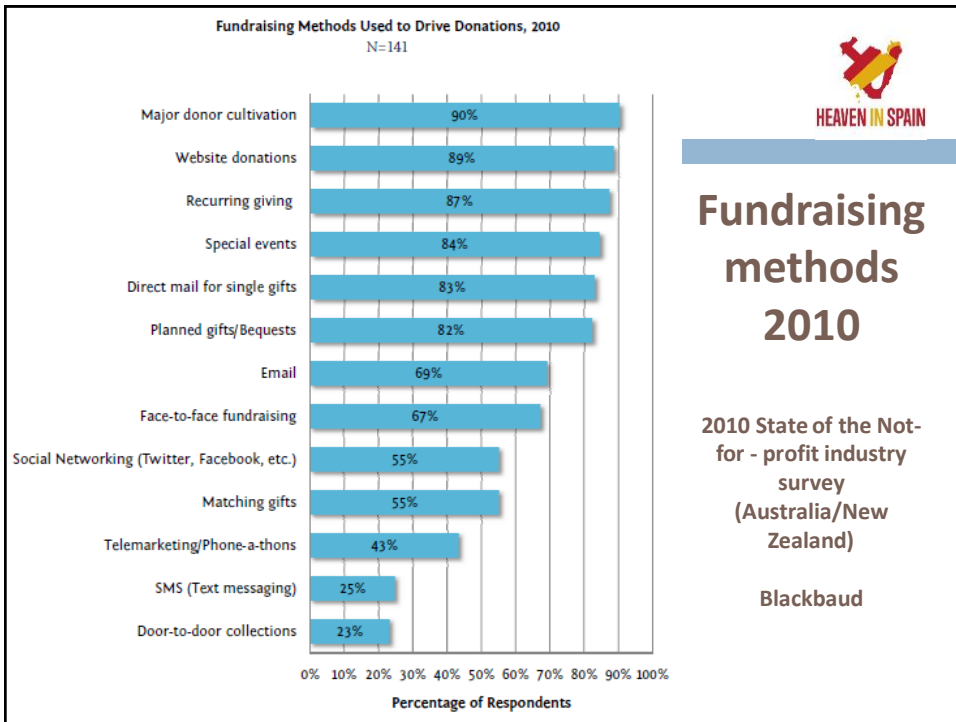
Competitors

Technology

Global

Community





Other ideas



Sum It Up

- **Susanna Zaleski** : Collect 'spare or small change' through retailers at the point of sale and subsequently distribute the funds to charities.

Champ

- The **CHAMP** incentive sees five percent of all LetsShop.com advertising revenue donated to Not for Profit organisations nominated by members.

Social Media

- **Lindsey Moffatt (Tasmania)** Engaging younger contributors with twitter, Facebook

Peer Networks

- Younger people as ambassadors is a growing trend

High nett worth giving



When asked about their charitable behaviour, high net worth households reported that their top motivations for giving were:

- **Being moved by how their gift can make a difference (72 percent).**
- **Feeling financially secure (71 percent).**
- **Giving to an organization that will use their donation efficiently (71 percent).**
- **Supporting the same causes or organizations annually (66 percent).**

High nett worth giving



In
2009

- **35% of households stopped giving to at least one organisation, and**
- **27 % stopped giving to at least two organisations that they previously supported. The top four reasons cited for why donors stopped giving to a particular charity included:**
 - **Too frequent solicitation/organisation asked for inappropriate amount (59 percent).**
 - **Decided to support other causes (34 percent).**
 - **Household circumstances changed (e.g., financial, relocation, employment) (29 percent).**
 - **Organisation changed leadership or activities (29 percent).**

High nett worth giving



The
following
factors
among
those most
important
when
determining
which to
support:

- **Demonstrate sound business and operational practices (87 percent).**
- **Acknowledge contributions, including sending receipts (85 percent).**
- **Spend an appropriate amount on overhead (80 percent).**
- **Do not distribute personal information (80 percent).**

On-line giving



Online giving grew 46% in 2009 compared to 2008.

The median online gift amount for online donations of at least \$1,000 was \$3,500 in 2009. This was up from \$2,500 in 2008

Median age of donors is 38 whereas offline donors tend to be 60+

Online giving is tracking to the trends of online shopping and banking, and it is the avenue of choice for donors during disasters.

Blackbaud's top trends



Donor pools will continue to change

Proving value will become more important.

Social media will play an even more important role in engagement.

Peer-to-peer fundraising will continue to grow.

Donor stewardship will become even more important than it is now.

Increased government regulations will have a greater impact on the industry.

Not for Profits will move from a broad donor management system to a single supporter database.

Relationships will still rule.

Finding the right balance of online and offline presence will be critical in the coming years.

SO Matrix

	Strengths
Opportunities	S-O strategies

Our top 5 Strategies



Strategy

What is the Spirit saying?



Strategy	Action
1.	
2.	
3.	
4.	
5.	

- Yes
- No
- Whatever
- Action
- Destiny
- Prayer
- Take Authority

Action Plan



Strategy	Who, what, when