

Biggest Hack of all: The Altruist Impact System. Nonprofits gain >\$1M in revenue and >25% to their social impact in first year of deployment.







- ✓ "Wait and see" = "We want to fail"
- ✓ BHAG: Respond with what the world needs, not with what is "achievable"
- ✓ Get guidance now from entrepreneurs who have been to this movie before.
- ✓ Do you know the old adage, "It's easier to raise \$5m than \$50,000."

Key Questions

- 1. Where is my org on the spectrum from frozen to agile?
- 2. Do we have the transparency and psychological safety to explore our options as a team?
- 3. Are we scared? Or angry and determined?
- 4. Who on our team and board has catalyzed hockey stick growth before?
- 5. Pivot, partner or pause?

- 1. Find expert help now from someone who has been to this movie several times (at least).
- 2. Choose action and experiment, not analysis and reflection.
- 3. Choose speed and urgency.





- ✓ When shocks hit, organizations are blindsided or prepared.
- ✓ This is not the last one. What have we learned, and what are we doing now?

Key Questions

- 1. Have you established shared responses to the 5 types of risk? (financial, reputational, legal, governance, operational)
- 2. Do you have the 5 major board policies in place? (GA, COI, JV, WB, DR)
- 3. Does everyone enjoy the psychological safety?
- 4. If runway is at least 6-9 months, pivot to new revenue is possible. If not, consider partnering (including merging), or pausing.

- 1. <u>Top article</u> on Psychological Safety
- 2. <u>Templates</u> for Board Policies





- ✓ Business Plan
- ✓ Financial Projection

Key Questions

- 1. How long will it take for us to get a business plan 80% done?
- 2. Do we have access to all possible earned, contributed and invested revenue strategy, staffing and execution for our mission?
- 3. How do we discover them all and choose which strategy/strategies fit our mission?

- 1. "Navigating the Complex Nonprofit Revenue Landscape"
- 2. Business planning <u>framework</u> and <u>template</u>
- 3. Successful alternatives in your space





✓ Prospect Pipeline

Key Questions

- 1. Who among our current board and funders has potential to provide bridge funding?
- 2. How many of our board and staff can we rally to have these conversations?

- 1. Your new business plan & financial projection
- 2. Wealth scanning resources





- ✓ Launch new business plan
- ✓ Revenue pipeline

Key Questions

- 1. Who among our current board and funders has potential to provide bridge funding?
- 2. How many of our board and staff can we rally to have these conversations?

- 1. Wealth scans
- 2. <u>Pipeline template</u>
- 3. Fundraising KPIs & process





Key Questions

- 1. How can we grow our impact consistently without overreliance on a single funding source?
- 2. What else do we need to do to make sure we don't get blindsided again?

Components

- ✓ Executive Dashboard
- ✓ Robust risk management framework
- ✓ Revised board membership that includes seasoned entrepreneurs

- 1. <u>Scaling Altruism</u>
- 2. Altruist Nonprofit Accelerator

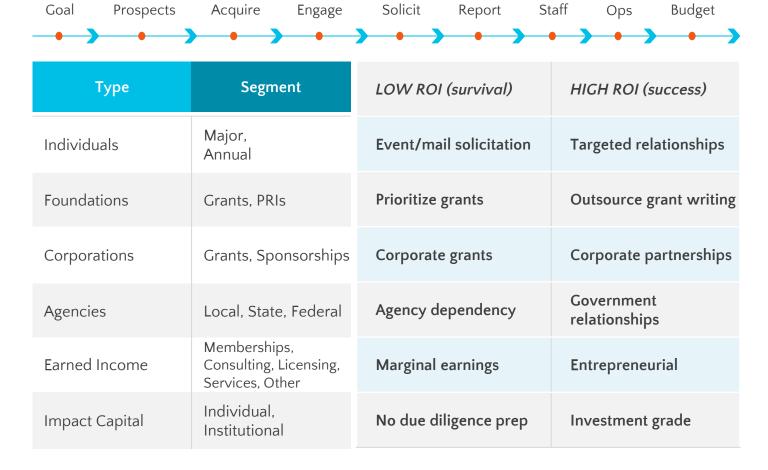




Addendum: the Complex Nonprofit Revenue Landscape

Key facts

- ✓ Your CPD should be < \$0.15
- ✓ Social proof around fundraising strategy is the problem
- ✓ It is easier to raise \$5m than \$50K
- ✓ Staff pay must compete w/ hospitals and universities at minimum





The complete toolkit for accelerating growth and impact

Need help?

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