

Nonprofit Hacks for Tough Times.

Accelerating growth, performance and impact for nonprofits and social enterprises around the world.

The background of the slide features a cosmic scene with a bright blue comet streaking across the upper right and a view of Earth's night side from space, showing city lights. The ALTRUIST logo is positioned in the upper right area, with a stylized 'A' that incorporates a downward-pointing triangle.

ALTRUIST



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



Effective.
Not easy.

25% median growth, 6-9 months after deployment

Smart
investment.

\$25 in new, sustained annual revenue
for every \$1 in Altruist fees

Hack 1

Confront



Components

- ✓ “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?

Resources

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.

Hack 2

Risk



Components

- ✓ 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.

Resources

1. [Top article](#) on Psychological Safety
2. [Templates](#) for Board Policies

Hack 3

Plan



Components

- ✓ 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?

Resources

1. “[Navigating the Complex Nonprofit Revenue Landscape](#)”
2. Business planning [framework](#) and [template](#)
3. Successful alternatives in your space



Hack 4

Bridge



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?

Components

- ✓ Prospect Pipeline

Resources

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

Hack 5

Pivot



Components

- ✓ 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?

Resources

1. Wealth scans
2. [Pipeline template](#)
3. [Fundraising KPIs & process](#)

Hack 6

Grow



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

Resources

1. [Scaling Altruism](#)
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

Type	Segment	LOW ROI (survival)	HIGH ROI (success)
Individuals	Major, Annual	Event/mail solicitation	Targeted relationships
Foundations	Grants, PRIs	Prioritize grants	Outsource grant writing
Corporations	Grants, Sponsorships	Corporate grants	Corporate partnerships
Agencies	Local, State, Federal	Agency dependency	Government relationships
Earned Income	Memberships, Consulting, Licensing, Services, Other	Marginal earnings	Entrepreneurial
Impact Capital	Individual, Institutional	No due diligence prep	Investment grade



The complete toolkit for accelerating growth and impact

Need help?

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