

Nonprofit Hacks for Tough Times.

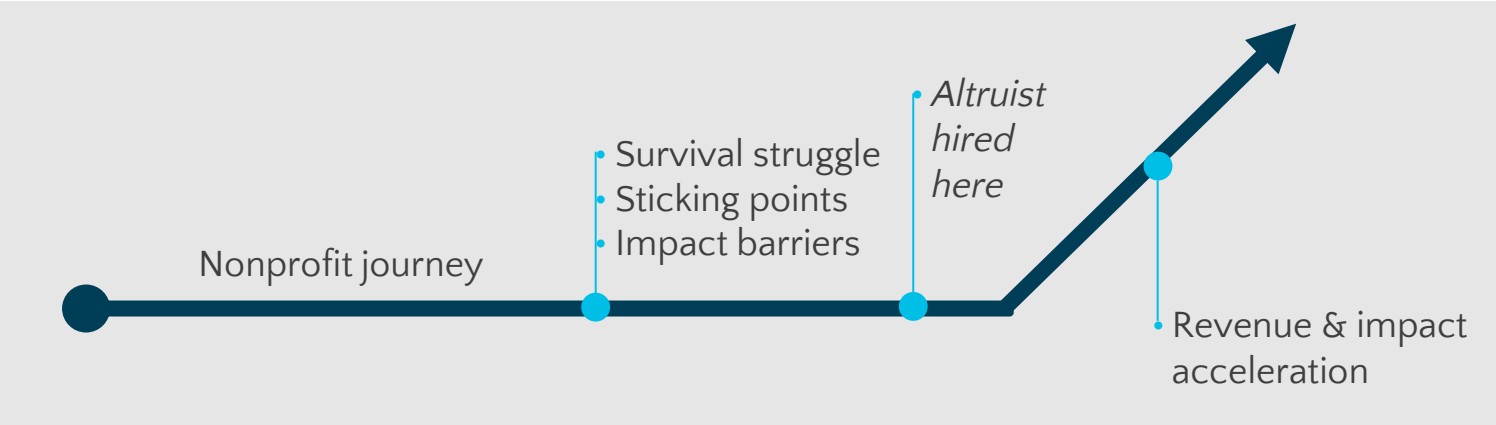
Accelerating growth, performance and impact for nonprofits and social enterprises around the world.

The logo for ALTRUIST features the word in a bold, white, sans-serif font. To the left of the text is a stylized icon consisting of a white upward-pointing triangle above a dark downward-pointing triangle, creating a diamond-like shape. The background of the slide is a composite image: the left side is a solid dark blue, while the right side shows a view of Earth from space, with a bright blue light streak or comet tail crossing diagonally across the frame.

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.
- ✓ Go BIG. Easier to raise \$5m than \$50,000.

Key Questions

1. Where is my org on the spectrum from frozen to agile? Are we scared? Or angry and determined?
2. Do we prioritize action and experiment over analysis and reflection?
3. Do we have the transparency and psychological safety to explore our options as a team?
4. Who on our team and board has run pivots/turnarounds or catalyzed hockey stick growth before?

Resources

1. Find expert help now from someone who has been to this movie several times (at least).
2. [Top article](#) on Psychological Safety

Hack 2

Retrench



Components

- ✓ Understand your burn rate and reserves. Create itemized, month-over-month cash flow projection to get a full picture.
- ✓ *Retrench* means eliminating new ventures, streamlining operations, even paring down programs to even a single core vehicle.
- ✓ Goal: maximize runway to new sources of revenue: 6-9 months minimum

Key Questions

1. What do we do best? What are our core impact programs, and what is more peripheral, early stage, or unproven?
2. if runway is at least 6-9 months, pivot to new revenue is possible. If not, consider partnering (including merging), or pausing.
3. In sum: pivot, partner or pause.

Resources

1. [Top article](#) on Psychological Safety
2. [Templates](#) for cash flow projection and burn rate calculation

Hack 3

Plan



Components

- ✓ Business Framework – START HERE
- ✓ Business Plan
- ✓ Financial Projection
- ✓ Pitch Deck

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](#) and [pitch deck](#)
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

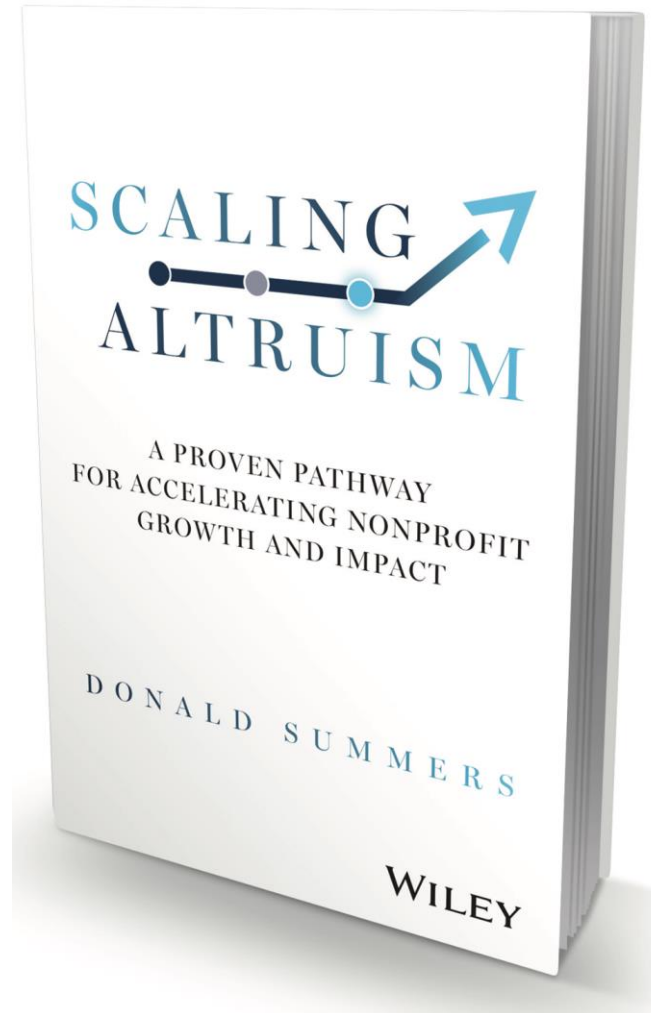


The complete toolkit for accelerating growth and impact

Need help?

info@altruistpartners.com

206-718-4646



Implementation support: Altruist Impact Accelerator

altruistaccelerator.org

About AIA

- ✓ The first nonprofit accelerator for all mission types
- ✓ Self-paced, community supported, expert guidance

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