



WORKSHEET # 1

**SOCIAL
ENTERPRISE
ACCELERATOR**

LABINAR #1

**Nonprofit is a Tax Status, Not a Business Model...
Why NPO's Should Care About Earned Income**

WORKSHEET # 1

**Diversifying Revenue:
Your Organization's Income Sources**

Current	Future
(%)	(%)

Earned Income Sources

- Government contracts
- Membership income
- Investment income
- Facilities and/or equipment rental
- Sale of products and/or services

Charitable Giving

- Individuals
- Corporations

Fundraising Initiatives

- Institutional philanthropy (grants)
- Government grants
- Partnerships and collaborations

Other?



WORKSHEET #2

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WORKSHEET #2

*Your Organization's
Current Earned Income Opportunities*

Products and Services

Capital

Intellectual Assets

*Your Organization's
Future Earned Income Possibilities*

Products and Services

Capital

Intellectual Assets

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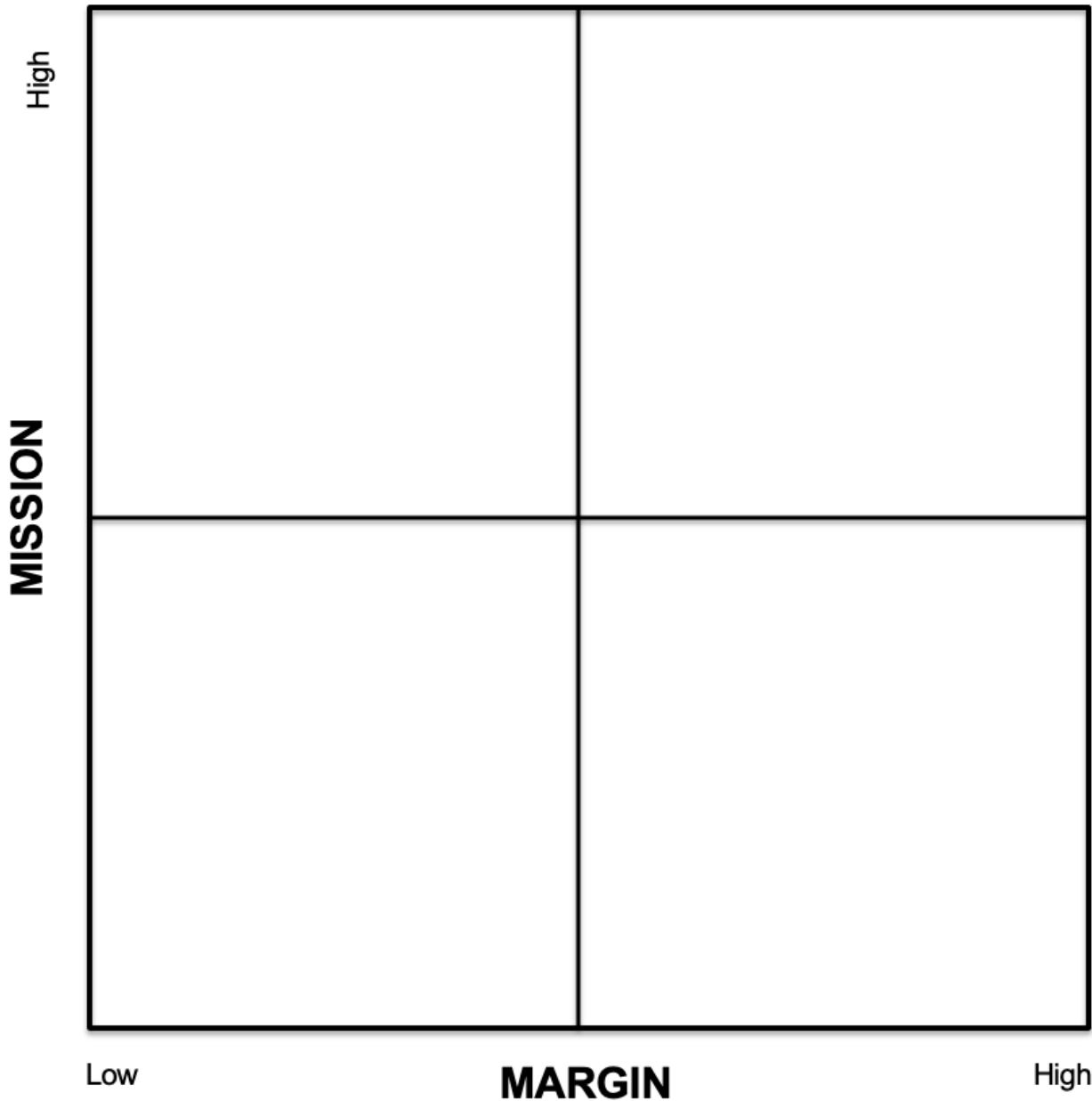
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WORKSHEET #3

**Diversifying Revenue:
Margin and Mission Matrix**

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WORKSHEET # 5

Diversifying Revenue:
Identifying Competitors and Funders

COMPETITORS: Who's the Competition?

FUNDING: Who Would Help Fund the Startup of Your Earned Income Venture?



NSP

Nonprofit Support Program

HARTFORD FOUNDATION FOR PUBLIC GIVING

WORKSHEET # 6

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WORKSHEET # 6

**Generating Earned Income:
*Partnership Opportunities***

PRIMARY: Partner(s) Critical to Success -- *Essential*

SECONDARY: Good Partner(s) -- *Not Essential*