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| **WORKSHEET – MISSION REVENUES MATRIX – EXTRA CREDIT PREWORK FOR SESSION 4** |
| A business model statement explains how an organization’s program strategy fits with its financial strategy in a way that creates a financially sustainable organization.**Instructions:***1. Review every program and initiative of your organization and determine whether it has a high or low correlation with your mission. Map each accordingly on the matrix.**2. Review every program and initiative of your organization and determine whether it generates a high or low contribution to revenues. Map each accordingly on the matrix.**3. Summarize the insights in one page, in matrix form, and reflect on the implications.**4. Share with planning team members in advance of Session 4.* |
| **MATRIX**  | **Low contribution** **to revenues** | **High contribution** **to revenues** |
| **High correlation** **with mission** | *May be the “soul of the agency,”**but they require subsidy.* | *Can sustain the agency, and subsidize needs in the upper left quadrant.* |
| **Low correlation** **with mission** | *Can drain the agency,* *and they require subsidy.* | *Can distract the agency, but subsidize needs in the upper left quadrant.* |