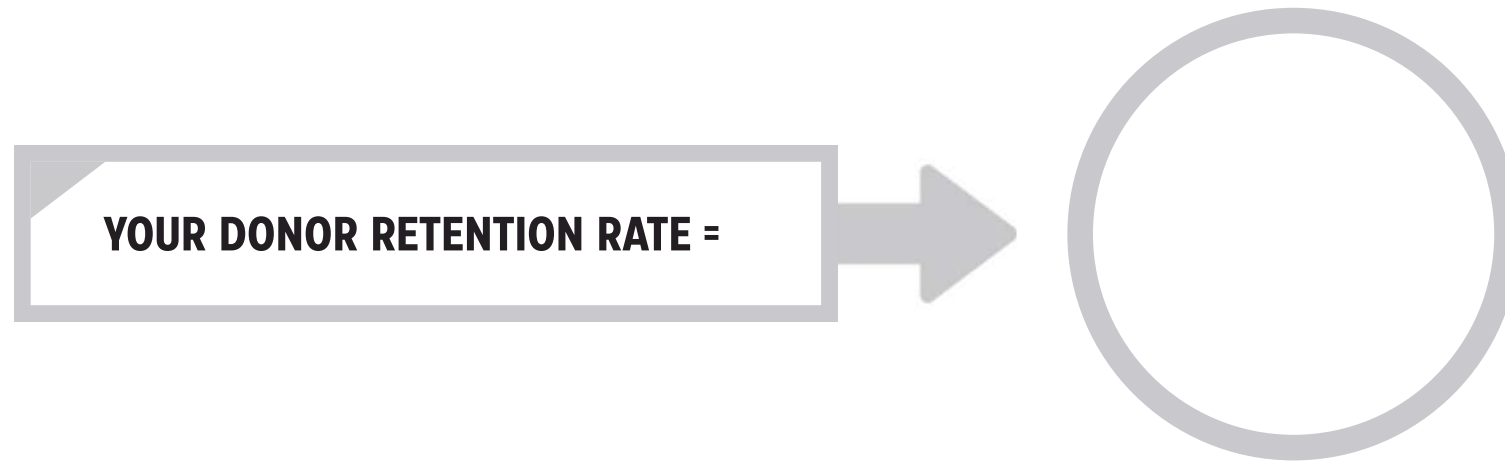


SUSTAINABLE SCALING DOWNLOADABLE WORKSHEET

First, let's calculate your donor retention rate. Use the equation I shared with you in my video:



How good is your donor retention rate? Ask yourself if this is too low for your comfort and if you need to put more time and effort into donor retention.

Next, bring out that last worksheet from "Introduction to Scaling Your Nonprofit" that I said we'd be using again.

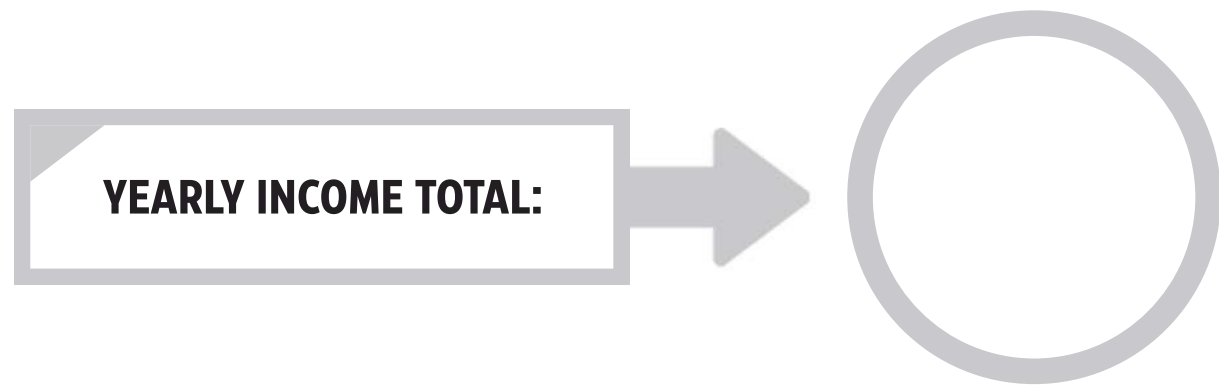
I want you to ask yourself:

***WHICH OF THE REVENUE SOURCES THAT YOU LISTED IN THAT WORKSHEET
DO YOU BELIEVE ARE HIGHLY LIKELY TO KEEP GIVING NEXT YEAR?***

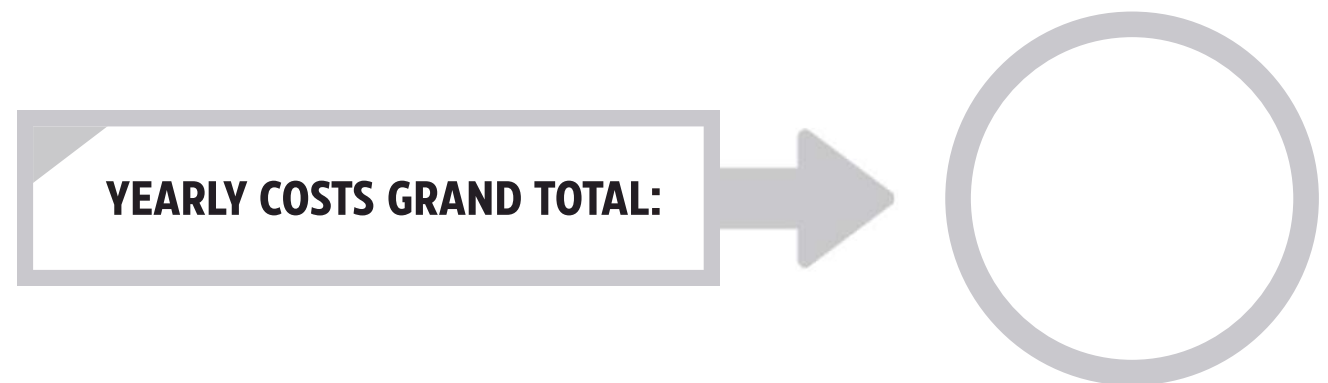
WHICH OF YOUR REVENUE SOURCES DO YOU BELIEVE ARE HIGHLY LIKELY TO STOP GIVING NEXT YEAR?

***AND WHICH SOURCES ARE YOU UNSURE ABOUT WHETHER THEY'LL
CONTINUE GIVING NEXT YEAR?***

TAKE ONLY THE REVENUE SOURCES YOU BELIEVE ARE HIGHLY LIKELY TO CONTINUE GIVING NEXT YEAR AND WRITE THE TOTAL YEARLY REVENUE YOU'RE GETTING FROM THEM:



NOW, COMPARE THAT YEARLY TOTAL REVENUE TO THE YEARLY TOTAL COST OF THE EXPANSIONS YOU CALCULATED IN THE LAST WORKSHEET.



Ask yourself, can you still afford those expansions with this new yearly total revenue? Can you afford to lose those sources that you listed as likely to stop giving next year?

Use that information to cut back on the expansions you've planned if needed, and also start figuring out ways to keep the revenue sources you believe are at risk of not giving again and finding new sources to account for revenue that will be lost.

And remember to refer to the donor cultivation cycle that I showed you to ensure you're keeping as many donor relationships as possible: