



10 Questions About Revenue Stability & Exposure Assessment

1. What percentage of total revenue comes from your top five donors?
2. What percentage comes from your top ten?
3. What is your first-time donor retention rate?
4. What is your overall donor retention rate?
5. What percentage of revenue is restricted?
6. How many months of operating reserve do you have?
7. Is donor knowledge documented beyond one person?
8. Does your board review concentration risk annually?
9. Do you have a written interim leadership plan?
10. If one revenue channel underperformed by 20%, what would happen?