# **You Make the Difference Initiative**

# ***5-Stream Revenue Growth Worksheet***

*Purpose:*

*To help you build a practical, relationship-driven plan for growing revenue across five key streams: People, Business, Government, Foundations, and Activities.*

## *Step 1: List Your Five Revenue Streams*

*1. People (individual donors, monthly giving, planned giving)*

*2. Business (partnerships, sponsorships)*

*3. Government Entities (grants, public funding)*

*4. Foundations (private, corporate, community foundations)*

*5. Activities (off-season events, facility rentals, creative fundraising)*

## *Step 2: Set a Goal for Each Stream*

* *How much do you want to raise from each revenue stream?

 (Write a target next to each stream.)*

*People Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Business Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Government Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Foundation Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Activities Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Step 3: Identify Your Relationships*

* *Who do we know in this stream?*
* *Who do they know that could help us?

 (List 3–5 names or organizations for each.)*

*People Connections:*

*Business Connections:*

*Government Connections:*

*Foundation Connections:*

*Activity Partners (events, facility use):*

## *Step 4: Craft Your Approach*

* *How can we create value for each partner?*
* *What assets can we offer?*

*(Example: signage, promotion, special access, partnership storytelling.)*

*Ideas for Value Creation:*

## *Step 5: Plan Recognition*

* *How will we recognize their support appropriately?

 (Example: webpage listing, signs at events, certificates, special mentions.)*

*Recognition Plans:*

## *Step 6: Expand Activities*

* *What off-season events could we add?*
* *How could we creatively use our facilities year-round?*

*(Examples: Winter fair, Spring market, scrap gold fundraiser, rummage sales.)*

*Activity Expansion Ideas:*

*Final Reminders*

* *Always start with relationships — never go cold.*
* *Customize your approach based on the partner’s interests.*
* *Build FOMO — share your momentum and excitement.*
* *Keep a written plan for each of your five streams.*

*“You are the key. You are the Difference Maker.”*