



4 Steps to Creating Financial Stability for Your Social Enterprise

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How can we develop a sustainable resource engine to deliver superior performance relative to our mission?”

— Jim Collins

STEP 1:

State Your What and Your Why

Peter Drucker taught that in order for an organization to do good, it must first be doing well. That is, any undertaking, no matter how noble, must be supplied with a steady stream of the resources it needs in order to accomplish its mission. This includes funding.

Thinking about revenue can often feel like you're getting away from your mission, the reason why you started doing what you're doing in the first place. But revenue is the key to creating stability and sustainability for your organization, and investments into your organization can multiply its impact. You'll want to tie our revenue activities to a reminder of why you're raising money.

Start by stating the goal. Take some time to think about what sort of impact your organization wants to have five years from now. How many people will your team be serving? How will the enterprise be making a dent on the community? Then, ask what sort of funding will be needed to hit those goals.

Now, write this sentence:

“In five years, we want an annual income of \$

Type your desired annual income

,

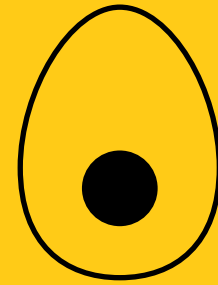
so that we can

Type how your organization impacts people

Type number of people

for

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