REVENUE DIVERSIFICATION PLAN | BOARD ACTION & STRATEGIC MEMORANDUM

Unlocking Growth by implementing Infinite Giving & Part-Time Development Leadership

Non-Profit Mission Focus: Empowering urban and at-risk students to break cycles of generational poverty through after-school career development programs. Strategic Goal: Scale impact by shifting from grant-dependence to sustainable, multi-channel donor engagement.

1. Strategic Rationale & Current State

The organization currently relies heavily on a single revenue stream: grant funding managed by an external grant writer. While grants provide essential baseline funding, this model leaves the organization vulnerable to grant cycles and ignores high-growth modern channels. Specifically, the organization is missing out on Donor-Advised Funds (DAFs). This is a fastest-growing vehicle in philanthropy as well as recurring online giving and stock donations. To secure long-term financial resilience and expand student enrollment, we propose implementing Infinite Giving ($99/mo.) coupled with hiring a Part-Time Development Director.

2. Implementation Components

A. Infinite Giving Platform ($99/mo | $1,188/yr)

- **DAF & Stock Giving:** Accept seamless DAF transfers, appreciated stock, and crypto without high processor fees.
- **Online Giving Campaigns:** Embed high-converting donation widgets and recurring monthly giving portals on our website.
- **Automated Compliance:** Provides instant tax receipts, donor management, and end-of-year tax reporting integration.

B. Part-Time Development Director ($36,000/yr)

- **DAF & Campaign Execution:** Drive targeted outreach to DAF holders and manage digital marketing/online campaigns.
- **Donor Relationship Management:** Cultivate individual donors, board connections, and corporate sponsorship pipelines.
- **Grant Strategy Alignment:** Partner with the grant writer to leverage matches and build multi-channel funding proposals.

3. Financial Projections & ROI Analysis (Year 1)

Category	Line Item / Assumptions	Annual Cost	Projected Revenue
Investment	Infinite Giving Subscription ($99/mo)	$1,188	—
Investment	Part-Time Dev Director (20 hrs/wk @ $35/hr)	$36,000	—
New Revenue	DAF & Stock Gifts (Facilitated by Infinite Giving)	—	$25,000
New Revenue	Online Campaigns & Recurring Monthly Donors	—	$22,000
New Revenue	Major Gifts & Corporate Matches (Dev Director Led)	—	$35,000
TOTALS	**Net Projected Revenue: $44,812|Net ROI: 120%**	**$37,188**	**$82,000**

Key ROI Assumptions: Gross Revenue: $82,000 | Total Investment: $37,188 | Net Gain: $44,812. Formula: Net ROI = ($44,812 / $37,188) × 100 = 120.5%. Even under a conservative 50% target realization ($41,000 gross), the strategy breaks even and diversifies our donor base for Year 2 acceleration. **80% of the revenue should be assumed in less than 6 months. Results should double in year 2.**