

The Sheridan Group – Education Series

Helping Associations Enhance Current Revenues and Assess Their Potential for Philanthropy

The Sheridan Group offers a number of specialized services aimed at enhancing an organization's mission, governance and administration, as well as marketing, fund raising and volunteer programs.

Numerous organizations have found that having The Sheridan Group conduct a comprehensive assessment of their current revenue and philanthropic programs allows them to focus proper attention on maximizing the potential of new or increased revenues. The Sheridan Group conducts this analysis through a three-stage process:

- **Organizational Audit: Background and Support Systems** - As a first step and in order to be able to draw a baseline against which to measure progress, we would begin by reviewing in detail the following:
 - Mission Statement, By-laws, Strategic Plan, Budget
 - Personnel: Staff and Board responsibilities
 - Space Utilization
 - Communications, Publications, Public Relations, Marketing
 - Computer and Information System
 - Events, including the Annual Meeting and/or Conferences
 - Analysis of Revenue Potential - Through a variety of methods, including on-site visits and interviews with key Staff and Board members as well as by comparative analysis with other similar organizations, we appraise the potential for maximizing the following key areas:

Current and New Revenue-Producing Sources

- Current Programs / other Revenue sources
- Dues
- Annual Meeting / Conventions / Other meetings
- Journals, Publications
- Current Programs / other Revenue sources
- Merchandising

Philanthropy

- Current Programs / other Revenue sources
- Members
- Other Individuals
- Corporations
- Foundations
- Government and other sources
- Potential Partnerships with Other Organizations

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The Final Report: Findings, Conclusions, and Recommendations - Based on our research and findings, we prepare a Final Report that will include:

- Results and Implications of the Organizational Audit and Internal Assessment.
- Review of Current Revenue-Producing Operations (Member Dues, the Annual Meeting, The Journal(s)/Publications, and other possible sources) and recommendations on potential increased revenue from them.
- Results of Confidential Interviews with key Board members, Staff, and Volunteers; Corporations; Foundations; and Other Similar and "Competitor" Organizations.
- Assessment, Research, and Recommendations about Prospective New Funding Sources, including new Foundations, Corporations, Individuals.
- Expanded Opportunities for Philanthropy / Endowment.
- Recommendations on Possible Ways for Your Organization to Reduce Expenses / Save Money
- Business Plan for an Increased Revenue Program

Based upon our interviews, research, analysis, and experience with other organizations, we will work with you to develop a specific 12-month plan to maximize and diversify revenue (Dues, Fees, Sponsorships, Advertising, etc.) and philanthropic gifts.

Our goal is to create a business plan to:

- identify and engage additional corporate support;
- expand philanthropic support; and
- increase opportunities for endowment.

A step-by-step 12-month task summary timetable detailing the process and procedures for implementation of the revenue enhancement program and initial goals will be created. It will include immediate activities to increase revenues as well as longer-term activities (such as a planned giving program and building endowment). Included will be the specific, measurable tasks and processes that should be created over the following 12 months.