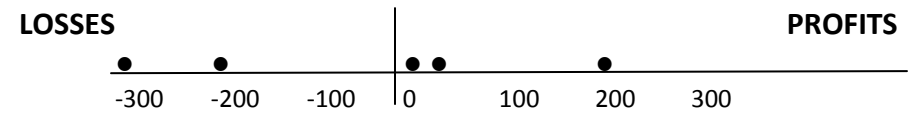


# Your homework:

## Completing the Linking Mission to Money Grid™

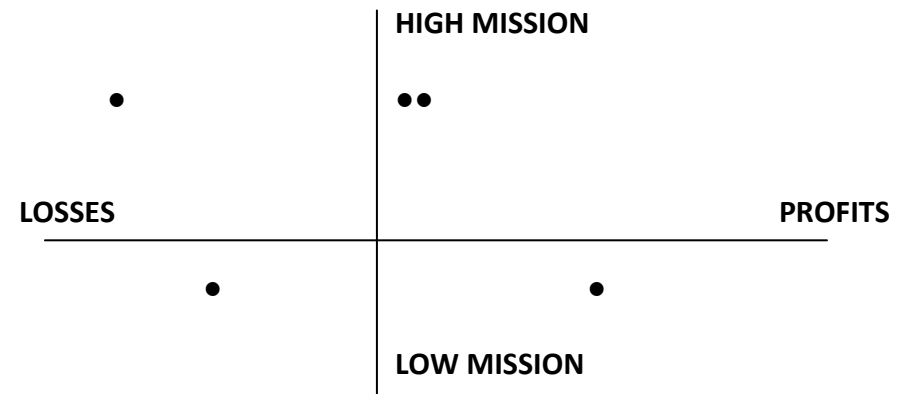
1. Identify your activities and estimate their net revenue after fully-loaded expenses. Plot each activity on a horizontal axis as shown to the right.



2. Roughly plot them into two groups (high/low) on the vertical grid (mission intensity, uniqueness, need) as shown to the right.

### Key Strategic Questions to Answer

- a. Which activity is your nonprofit's key mission activity, if any?
- b. What does this business model mean for your organization:
  - i. For the services it chooses to provide?
  - ii. For the way it prices?



3. Address the strategic issues your plotted Grid raises

### The purpose of a nonprofit is to fulfill a need that cannot be done profitably:

- Are you fulfilling that key need at a higher quality or volume than a for-profit could?
- Are you demanding higher profitability as the uniqueness and criticality of the activity declines?
- Does the plot of your activities approach the ideal Linking Mission to Money® pattern shown to the right?

