

STRUCTURAL DIAGNOSTIC TOOL

REVENUE READINESS SNAPSHOT

A 10-minute Executive Reflection for Nonprofit Leaders

Created by Jennifer Ware | The JENerator

Over the past several weeks, you've questioned assumptions about funding, pricing, and sustainability.

This tool connects those reflections into structure.

It is designed for nonprofit leaders who want greater financial control — without compromising mission.

This Snapshot is built from the SUSTAINability Readiness Framework for nonprofit financial resilience.

Answer honestly. Patterns matter more than perfection.

Revenue Reality

FINANCIAL HEALTH SIGNAL

Revenue Concentration

What percentage of your income comes from your top two sources?

- A. Less than 40%
- B. 40 - 60%
- C. 60 - 80%
- D. More than 80%

Cash Stress Frequency

How often does your cash flow create leadership stress?

- A. Rarely
- B. A few times per year
- C. Quarterly
- D. Constantly

Flexible Revenue Use

If \$10,000 in unrestricted revenue arrived tomorrow, you would:

- A. Invest strategically
- B. Strengthen a priority initiative
- C. Cover a short-term gap
- D. Feel immediate relief

NOTES/THOUGHTS

Leadership + Decision Readiness

LEADERSHIP + GOVERNANCE SIGNAL

Pricing Conversations

When discussing fees or earned revenue, leadership feels:

- A. Confident and aligned
- B. Curious but cautious
- C. Emotionally uncomfortable
- D. Avoidant

Financial Tradeoffs

Major financial decisions are typically made:

- A. Proactively with runway
- B. With moderate pressure
- C. Under deadline stress
- D. In crisis mode

Outdated Funding Habits

We are currently holding on to at least one funding approach that:

- A. Still fits our strategy
- B. Feels stretched
- C. No longer works but feels familiar
- D. We know needs to go

NOTES/THOUGHTS

Revenue Potential

COMMUNITY VALUE + CAPACITY SIGNAL

Monetizable Strength

We have at least one capability that could become earned revenue:

- A. Clearly defined and tested
- B. Identified but undeveloped
- C. Suspected but unexplored
- D. Not yet considered

Value Confidence

If we priced one core service tomorrow, leadership would feel:

- A. Ready
- B. Curious
- C. Nervous
- D. Resistant

Revenue Identity

Right now, we primarily see ourselves as:

- A. A mission-driven organization with diversified revenue
- B. A nonprofit exploring earned income
- C. A grant and donor-funded charity
- D. A fundraising organization

NOTES/THOUGHTS

Calculate Your Score

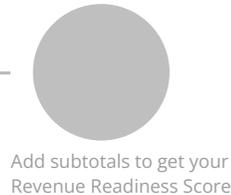
Record your answers by letter choice below

A _____ x 4 = _____

B _____ x 3 = _____

C _____ x 2 = _____

D _____ x 1 = _____



Your total score reflects your current stage of sustainability progression.

This is not a label.

It is a leadership position on a path.

Revenue readiness strengthens as nonprofit leaders align:

Leadership + Mindset | Capacity | Financial Health
Governance + Structure | Community Value

Your Revenue Readiness Archetype

9 - 14 points	Visionary Starter	Mission-strong. Revenue conversations are early-stage. Momentum Move: Initiate one pricing or earned-income conversation this quarter.
15 - 20 points	Stretching Operator	Aware of financial pressure. Diversification matters. Momentum Move: Strengthen one revenue stream before adding another.
21 - 26 points	Curious Builder	Exploring earned income and new possibilities. Momentum Move: Define one offer clearly enough to pilot.
27 - 31 points	Enterprise Explorer	Revenue integrated into strategic thinking. Momentum Move: Audit where growth is outpacing structure.
32 - 36 points	Integrated Innovator	Revenue aligned with mission and leadership. Momentum Move: Clarify your 12-month revenue design priority.

This Snapshot reveals patterns. The full SUSTAINability Framework reveals readiness across all five domains.



This tool reflects a portion of the SUSTAINability Readiness Framework.

The SUSTAIN Initiative