

# EARNED REVENUE

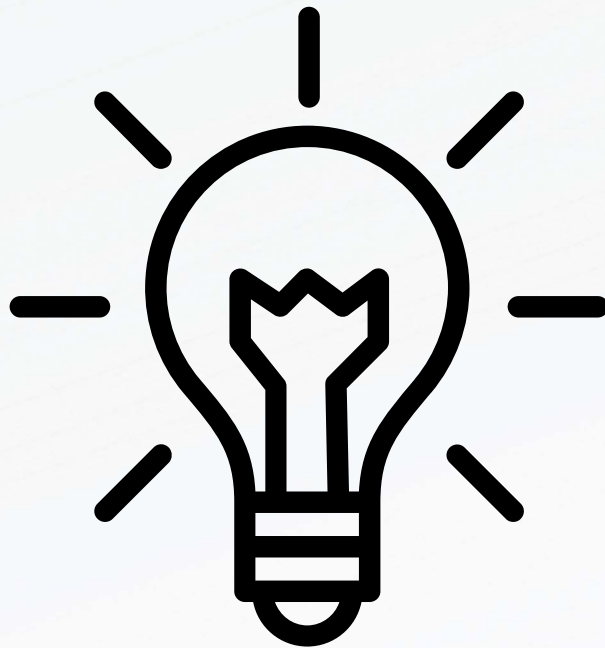
## STRATEGIC PLAN WORKBOOK



“Growing Food Changes Lives”

# WHAT'S YOUR BIG IDEA

## BRAINSTORMING EXERCISE



## 1. DEFINING THE IDEA:

- WHAT IS YOUR SELECTED EARNED REVENUE IDEA?
  - WRITE A BRIEF DESCRIPTION OF THE PRODUCT, SERVICE, OR PROGRAM YOUR NONPROFIT WILL OFFER TO GENERATE REVENUE.

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- HOW DOES THIS IDEA ALIGN WITH YOUR NONPROFIT'S MISSION?
  - EXPLAIN HOW THIS REVENUE STREAM WILL SUPPORT YOUR ORGANIZATION'S CORE MISSION OR GOALS.

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## 2. TARGET MARKET:

- WHO IS YOUR TARGET AUDIENCE FOR THIS PRODUCT OR SERVICE?
  - IDENTIFY YOUR IDEAL CUSTOMER. CONSIDER DEMOGRAPHICS SUCH AS AGE, INCOME, LOCATION, AND INTEREST IN AGRICULTURE OR COMMUNITY SUPPORT.

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- WHY WILL THIS AUDIENCE BE INTERESTED IN YOUR PRODUCT/SERVICE?
  - DESCRIBE THE BENEFITS YOUR AUDIENCE WILL GAIN BY PURCHASING OR PARTICIPATING IN YOUR OFFERING.

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### 3. MARKET RESEARCH:

- WHAT OTHER ORGANIZATIONS OR BUSINESSES OFFER SIMILAR PRODUCTS/SERVICES?
  - LIST COMPETITORS OR SIMILAR INITIATIVES IN THE AGRICULTURAL SECTOR OR NONPROFIT SPACE.

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- HOW WILL YOUR PRODUCT OR SERVICE STAND OUT FROM THE COMPETITION?
  - IDENTIFY YOUR UNIQUE SELLING POINT (USP) THAT DIFFERENTIATES YOU.

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#### 4. PRICING STRATEGY:

- HOW MUCH WILL YOU CHARGE FOR YOUR PRODUCT/SERVICE?
  - DETERMINE THE PRICE POINTS AND PACKAGES YOU WILL OFFER. BE SPECIFIC (E.G., UNIT PRICE, SERVICE RATE).

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- WHAT FACTORS DID YOU CONSIDER WHEN SETTING YOUR PRICE?
  - CONSIDER COSTS OF PRODUCTION, MARKET DEMAND, AND YOUR AUDIENCE'S ABILITY TO PAY.

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## 5. REVENUE PROJECTIONS:

- HOW MUCH REVENUE DO YOU EXPECT TO GENERATE IN THE FIRST 6 MONTHS?
  - PROVIDE AN ESTIMATE BASED ON YOUR PRICE POINTS AND POTENTIAL SALES OR PARTICIPATION.

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- WHAT ARE YOUR FINANCIAL GOALS FOR THE FIRST YEAR?
  - SET SPECIFIC TARGETS FOR EARNED REVENUE GROWTH.

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## 6. RESOURCES AND COSTS:

- WHAT RESOURCES (MATERIALS, STAFF, TECHNOLOGY, ETC.) WILL YOU NEED TO GET STARTED?
  - LIST THE TOOLS, EQUIPMENT, PERSONNEL, AND TECHNOLOGY REQUIRED TO LAUNCH YOUR IDEA.

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- WHAT WILL IT COST TO PRODUCE OR DELIVER YOUR PRODUCT/SERVICE?
  - ESTIMATE THE TOTAL COSTS, INCLUDING MATERIALS, LABOR, MARKETING, AND OVERHEAD.

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## 7. MARKETING PLAN:

- HOW WILL YOU PROMOTE YOUR PRODUCT/SERVICE?
  - IDENTIFY THE MARKETING CHANNELS (E.G., SOCIAL MEDIA, LOCAL PARTNERSHIPS, COMMUNITY EVENTS) YOU WILL USE TO REACH YOUR AUDIENCE.

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- WHAT MESSAGE WILL YOU USE TO ATTRACT YOUR TARGET MARKET?
  - WRITE A DRAFT OF YOUR MARKETING MESSAGE OR ELEVATOR PITCH.

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## 8. IMPLEMENTATION TIMELINE:

- WHAT ARE THE KEY MILESTONES AND DEADLINES FOR LAUNCHING THIS REVENUE STREAM?
  - CREATE A TIMELINE THAT INCLUDES SPECIFIC TASKS, SUCH AS PRODUCT DEVELOPMENT, MARKET RESEARCH, PROMOTIONS, AND LAUNCH DATES.

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- WHO WILL BE RESPONSIBLE FOR EACH TASK?
  - ASSIGN TEAM MEMBERS OR DEPARTMENTS TO EACH KEY TASK.

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## 9. POTENTIAL CHALLENGES:

- WHAT CHALLENGES OR OBSTACLES MIGHT YOU FACE IN LAUNCHING THIS REVENUE STREAM?
  - CONSIDER BOTH INTERNAL (E.G., STAFF CAPACITY, BUDGET) AND EXTERNAL CHALLENGES (E.G., COMPETITION, MARKET CONDITIONS).

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- HOW WILL YOU ADDRESS OR MITIGATE THESE CHALLENGES?
  - OUTLINE POTENTIAL SOLUTIONS OR BACKUP PLANS.

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## 10. IMPACT MEASUREMENT:

- HOW WILL YOU MEASURE THE SUCCESS OF THIS EARNED REVENUE STREAM?
  - DEFINE KEY PERFORMANCE INDICATORS (KPIs), SUCH AS REVENUE GROWTH, NUMBER OF CUSTOMERS, OR COMMUNITY IMPACT.

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- WHAT STEPS WILL YOU TAKE TO EVALUATE AND IMPROVE THE STRATEGY OVER TIME?
  - EXPLAIN HOW YOU WILL TRACK PROGRESS AND MAKE ADJUSTMENTS IF NEEDED.

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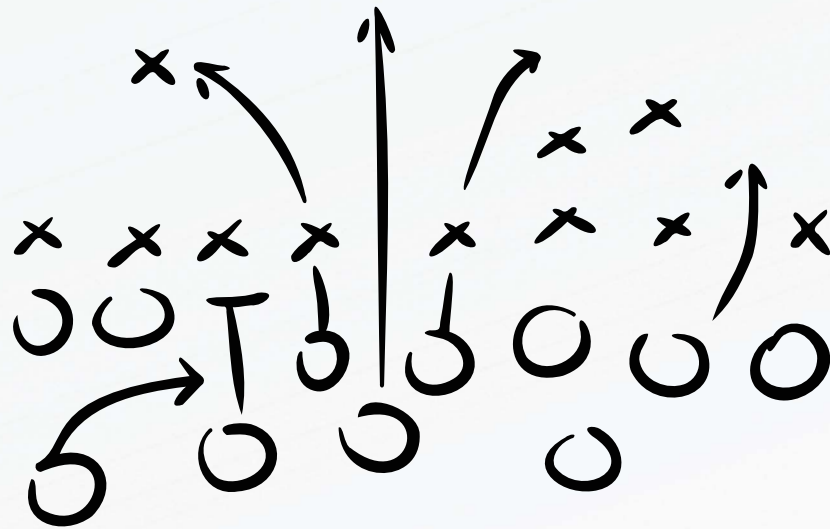
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# PLAN OF ACTION

## STEPS TO MOVE YOUR IDEA FORWARD



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BASED ON YOUR ANSWERS ABOVE, LIST 3-5 KEY ACTION ITEMS YOU NEED TO ACCOMPLISH IN THE NEXT MONTH TO MOVE THIS IDEA FORWARD.

**ACTION ITEMS:**

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**NEXT STEPS:**

- WHAT IS THE FIRST STEP YOU WILL TAKE AFTER THIS WORKSHOP TO START IMPLEMENTING YOUR PLAN?

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