PROSPERITY COLLECTIVE

a Youth INC and RevJen Group Partnership
TABLE OF CONTENTS

3 THREE WAYS TO PARTICIPATE

5 FUEL SERIES WORKSHOPS
   ○ REVENUE INFRASTRUCTURE
   ○ LEARNING APPROACH
   ○ PROGRAM SCHEDULE

10 R-SQUARED PEER GROUPS

11 BOARD ENGAGEMENT

11 KEY DATES
Prosperity Collective, a Youth INC and RevJen Group partnership, provides specialized resources and tools, training and learning opportunities, and customized coaching to over 60 New York youth development nonprofits and their leaders.

Through this partnership, RevJen Group brings its tested expertise and training to Youth INC’s Partner Network by providing revenue capacity-building training, ongoing peer support, and targeted board engagement. Matched with Youth INC’s holistic, responsive coaching model and authority in change management, Prosperity Collective aims to help organizations, their leaders, and ultimately, New York City youth thrive.
THREE WAYS TO PARTICIPATE

**FUEL SERIES WORKSHOPS**

Fuel Series Workshops provide leadership teams with the opportunity to sharpen revenue strategy and build revenue infrastructure for success. Through a 6-month series of group workshops and individual coaching, Youth INC Nonprofit Partners will analyze and develop:

- Revenue Model
- Revenue Strategy
- Organizational Design
- Resource Allocation Strategy
- Revenue Culture

**LAUNCHING OCTOBER 2021**

**R-SQUARED PEER GROUPS**

R-Squared Peer Groups allow nonprofit leaders to process their most pressing opportunities and challenges in a professionally facilitated environment that provides valuable connectivity and support.

**LAUNCHING OCTOBER 2021**

**BOARD ENGAGEMENT**

Board Engagements provide strength and alignment to nonprofit boards through a facilitated engagement that seeks to inform and integrate a revenue capacity-building framework into the organization’s long-term planning.

**LAUNCHING 2022**

Youth INC’s venture philanthropy model provides all of our programming free of charge to our Nonprofit Partners. Youth INC will cover the cost of this program in full for all participants and organizations.
More than half of development directors anticipate resigning in two years or less. In an industry predicated on strong interpersonal relationships, a high turnover of fundraising staff constricts organizational growth.

70% of youth-centered organizations report having inadequate resources, and less than 50% feel they can meet the needs of the young people they serve. The COVID-19 pandemic further exacerbated these long-standing industry issues.
Fuel Series Workshops are designed to help nonprofit partners sharpen revenue strategy and build revenue infrastructure. This 6-month intensive program will provide nonprofit leaders with the knowledge and tools to make effective fund development decisions.

**FUEL SERIES WORKSHOPS**

**PROGRAM ELIGIBILITY**
- Current Youth INC Nonprofit Partner with a budget size over $750,000*
- Ability to commit to the program scheduled (one monthly workshop, bi-weekly coaching calls, two facilitated strategy sessions)
- Desire for peer-to-peer learning and networking

*Cohorts for organizations with a budget size of under $750,000 will be available beginning in 2022

**LEARNING APPROACH**
- Common Language, Common Framework
- Iterative Model
- Ecosystem Design
- Peer Learning
- Implementation Partnership

**REVENUE INFRASTRUCTURE**
- Revenue Model
- Revenue Strategy
- Organizational Design
- Resource Allocation
- Revenue Culture

**THRIVING ORGANIZATIONS**
- Improved financial stability
- Achieved long-term strategic goals
- Higher retention rates
- Fundraising reflects the organization's identity and values
REVENUE INFRASTRUCTURE

01. REVENUE CULTURE
Conduct a revenue culture assessment to understand how your practices can shift and evolve to accomplish revenue goals

02. REVENUE MODEL
Analyze existing revenue model and craft a future revenue model profile

03. REVENUE STRATEGY
Define the people, processes, and systems needed to execute the revenue model

04. ORGANIZATIONAL DESIGN
Identify the roles, skills, and organizational structure needed to accomplish revenue goals

05. RESOURCE ALLOCATION
Create a resource allocation tool to help define the functions and costs of managing the organization and make strategic decisions to stay on track

Prosperity Collective, a Youth INC and RevJen Group Partnership
LEARNING APPROACH

COMMON LANGUAGE, COMMON FRAMEWORK

We help leadership teams carve out the time for much-needed strategic discussion and help create a shared language to make informed revenue decisions.

ITERATIVE MODEL

The most powerful capacity-building is not a one-time injection of best practice but provides a framework an organization can return to over time to drive their evolution as their work grows.

POWER OF PEER LEARNING

Powerful practice sharing among peers accelerates learning and knowledge of the real-world application of best practices. Programs are run in a cohort-based model that brings peers together monthly for group meetings.

ECOSYSTEM DESIGN

Organizations and teams must be treated as a connected ecosystem to improve capacity and effectiveness. Focus is placed on strategy and culture to build solid organizational sustainability and achieve a more profound impact.

IMPLEMENTATION PARTNERSHIP

Individualized coaching that supports organizations to implement and sustain learnings and embed new practices for long-term impact. Change management and organizational development fuel our coaching, helping leaders confidently champion change and continually strengthen impact.

Prosperity Collective, a Youth INC and RevJen Group Partnership
The program starts by addressing existing revenue culture and infrastructures challenging the nonprofit sector. Working with peers, participants will identify individual revenue challenges and assess the difference between root causes versus symptoms.

Organizations will use workshop time to analyze the current revenue model and assess which existing revenue streams can be preserved, increased, or expanded. In coaching, we will use the revenue model to help further identify key fund-development metrics, such as donor retention rates, donor acquisition costs, and dependency quotients.

Leadership teams will use working groups to complete individual and organizational SWOT analyses to gain consensus on revenue priorities. Organizations will go through individual mid-point strategy sessions to define three strategic revenue priorities and begin planning desired future state with leadership and revenue teams.

Leadership teams will use the current revenue model and current organization chart to identify the skills, systems, and processes needed to achieve each strategic revenue priority. Organizations will use coaching hours to align teams around revenue priorities and understanding how it fits within the organization.

In session, organizations will classify individual staff members into primary functions and use this classification to align function and service to determine the cost of raising a dollar. During coaching, organizations will create an ongoing revenue allocation tool to determine if there are sufficient resources allocated to execute each strategy.

Organizations will end the program by reviewing its revenue culture to ensure that it can sustain the identified priorities. In working groups, participants will use guided activities to shape the revenue culture to be core, shared, intentional, and authentic to the organization’s mission and stakeholders.
A ROBUST INFRASTRUCTURE IS VITAL FOR SUCCESS.

However, nonprofit organizations are often incentivized to keep overhead costs to a minimum and are hindered by limited time, money, and expertise.
R-Squared Peer Groups is a facilitated peer group experience where nonprofit leaders in similar organizational responsibilities join together as thought partners to confidentially uncover and address real-time opportunities and challenges and share best practices.

Through monthly facilitated roundtables, peer groups will work together to deconstruct challenges to uncover root causes and generate solutions. Peers become accountability partners in helping each member progress through their most pressing challenges and opportunities.

**Create a safe space for nonprofit leaders to process challenges and opportunities**

**Build community and a sense of belonging for nonprofit leaders**

**Strengthen decision-making and leadership skills**

**PROGRAM ELIGIBILITY**

- Staff member of a current Youth INC Nonprofit Partner
- Ability to commit to one roundtable a month for approximately 10 months
- Desire for peer-to-peer learning and networking
BOARD ENGAGEMENT

Exclusively for nonprofit boards of directors, this customized two-hour interactive workshop is designed to engage nonprofit fiduciary boards and share ways to support the work of their leadership teams. Workshops address root causes versus symptoms of revenue challenges and focus on building organizational revenue capacity that works for all types of revenue. During the time together, board leaders will explore a strategic approach to revenue generation that helps maximize impact.

KEY DATES

APPLICATION PERIOD
July 20 - August 13

COHORT ANNOUNCEMENT
mid-October - FUEL SERIES WORKSHOPS + R-SQUARED PEER GROUPS

PROGRAMS KICK OFF
October 13 - FUEL SERIES WORKSHOPS
mid-October - R-SQUARED PEER GROUPS

INFORMATIONAL WEBINAR
Wednesday, August 4, 2021
12:00 p.m. - 1:00 p.m.

Questions? Contact Jhanelle Gopie, Senior Associate Director of Fund Development, at jgopie@youthinc-usa.org.
Youth INC’s venture philanthropy model provides all of our programming free of charge to our Nonprofit Partners. Youth INC will cover the cost of this program in full for all participants and organizations.