Case Example: Financial Considerations

The Genuine Contact Organization's primary revenue source is membership contributions. These membership contributions include:

- Annual financial contribution from each member
- Hours contributed by members towards the fulfillment of the organization's strategic plan

In the strategic planning process, a choice was made to explicitly visualize and count the hours people spend voluntarily supporting the organization's work as a revenue source. The organization only has 1 paid staff member, so the work of fulfilling the strategic plan is dependent upon these volunteer hours. Therefore, it is important to recognize them in the financial perspective of the organization.

One focus of the financial considerations is to increase the number of members in the organization. With more active members, the organization increases both the financial contributions received and the volunteer hours available, strengthening its financial base in different ways.

Another focus of the financial considerations is to diversify income streams. Areas to focus on during the strategic planning and implementation include:

- Opening a publishing house so that members can publish through Genuine Contact rather than self-publishing
- Offering workshops through the Genuine Contact Organization with a revenue-sharing model between the organization and the facilitators