The Strategic Levers Toolkit

Tools leaders are using to drive impact and unlock financial stability in challenging times

NorthStar
EDUCATION PARTNERS

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About Us

NorthStar Education Partners collaborates with schools, districts, and nonprofits to create lasting, equitable change in education. With a deep belief in the power of community and strategic clarity, NorthStar helps partners develop bold strategies and implement solutions that drive meaningful outcomes. Through customized consulting, strategic planning, and leadership development, NorthStar supports organizations in tackling challenges around educational equity, talent management, financial sustainability, and more. Over the years, NorthStar has partnered with over 200 organizations, empowering them to thrive and achieve sustainable impact. At its core, NorthStar envisions communities where all young people can learn, grow, and prosper, building a more just and inclusive future for all.

Learn more about NorthStar by visiting: www.northstaredpartners.com

Schedule a free 30 minute coaching call

Acknowledgments

We want to recognize the deep commitment and expertise of all those who contributed to this resource. This resource synthesizes and builds on ideas from model sharers across the country, past partners, and countless others who are pursuing financial sustainability in bold and innovative ways.

We want to especially thank the following people who contributed to this resource.

Shyam Kumar &
Shannon Echols
NorthStar Team Members

Mark Conrad
& Ryan Hall
Transcend Team Members

Help Us Continue to Improve This Resource.

We are always looking to learn, grow, and improve. If you have comments or suggestions for our next iteration, please share them with us [here.]

Intended Audience

This toolkit is designed for leaders of mission-driven organizations who are working to deepen their impact while strengthening financial sustainability. It is particularly relevant for Executive Directors, senior leadership teams, and board members who are navigating complex strategic decisions about where to focus time, resources, and organizational energy.

Many organizations are facing tightening funding, shifting partner needs, and increasing pressure to deliver results with limited capacity. This toolkit is designed to help leaders cut through that complexity and focus on the few strategic moves most likely to strengthen both impact and sustainability.

Specifically, this toolkit helps organizations address questions such as:

1	**Where should we focus our strategic energy right now?** How do we determine which areas of our work — offerings, delivery, demand, partnerships, staffing, or funding — will most effectively strengthen impact and sustainability?
2	**How do we make disciplined strategic tradeoffs?** How do we decide what to prioritize, what to evolve, and what to pause when resources and capacity are limited?
3	**How do we translate strategy into sustained results?** What operating systems, staffing models, and funding approaches will allow us to execute consistently and adapt as conditions change?

Choose Your Learning Path

We recognize that leaders will approach this content with different learning needs. To make the most of this resource, we suggest several possible entry points into this resource.

If You Are Not Sure Where To Start

Take this diagnostic to identify which strategic levers may need the most attention. Feel free to reach out to us to request a free coaching call.

If You Are Looking for Concrete Tools

Try out the tools below:

- Sharpen the Offering Workbook
- Financial Modeling Tool
- Strategic Partnerships Green Light Criteria
- Four Horizons Growth Framework

If You Are New to Strategic Planning

Start with **Section 1: The Strategic Levers Framework** for an overview.

Read through the "signals that you need to pull these levers" section for external and internal to diagnose what to prioritize.

If You Are Navigating this Moment Successfully

Reach out to **us**—we'd love to learn from you and support you in more customized ways.

Section 1

The Strategic Levers Framework

A practical framework for nonprofit leaders to expand impact with clarity, sequencing, and tradeoffs

The Strategic Levers Framework

Overview

Leading a social sector organization in today's climate requires navigating a dizzying mix of challenges.

- Funders are shifting priorities.
- Field partners face tightening budgets and are increasingly resourceconstrained, with less ability to pay for supports and services
- Attacks on values-forward organizations present complex politics to navigate
- Teams are stretched to do more with less.
- Boards and funders continue to push for quantifiable results in times when problems are multifaceted and reliable data is hard and expensive to capture.

In many ways, the work is getting harder, not easier.

Faced with these challenges, and more, we hear leadership teams, board members, and staff huddled in rooms all across the country grappling with similar questions.

External and Internal Signals	Questions They Raise
Our partners aren't renewing at the same rate as they used to, and we're not landing as many new partners as we projected for the last 2 quarters. We're also seeing more people offering similar services as ours.	Do we have the right mix of services and products...? Do we need to tweak what we're offering or fundamentally redesign it?
We have service offerings that are having deep and consistent impact and partners that are willing to refer us to others.	Do we grow our work to new regions? What is the best pathway to grow - licensing? Partnerships? Opening regional offices?
We're heavily reliant on a few big funders to sustain our work, but a few have started to communicate that their priorities are shifting.	Is it time to consider diversifying our revenue -- increasing our earned revenue through higher prices or launching new paid offerings through licensing, strategic partnerships, paid resources, etc.?

We have high-quality services that are having an impact, but we can't seem to get our internal teams to work effectively together - so sales, program, operations, and financials - all work together seamlessly?	Do we need to consider reorganizing our team so we work more effectively together? Or is it something about our systems and ways of working together?

For most social-sector orgs, making these decisions hinges on two factors:

What choices will:

1) Drive mission-aligned impact AND
2) Help fuel our long-term financial sustainability

In constrained environments, the cost of choosing poorly — or letting external factors choose for you — is high.

Over the past ten years, working alongside hundreds of senior leaders across the social sector, we have observed a consistent pattern:

Organizations making progress in moments of complexity are not scattering effort across disconnected initiatives. They are also not betting on a single fix. Instead, they concentrate on a small set of strategic areas that reliably strengthen both impact and sustainability — and they reallocate resources aggressively towards them.

We call these areas **strategic levers**.

A *strategic lever* is a major area of your work where thoughtful changes can meaningfully strengthen both your impact and your financial sustainability.

For example, leaders have:

- Narrowed to their highest-impact, highest-demand programs and strengthened sales and renewals — leading to deeper implementation and steadier revenue.

- Shifted from fully customized delivery to scalable hybrid models and realigned staffing — leading to stronger margins and less team strain.

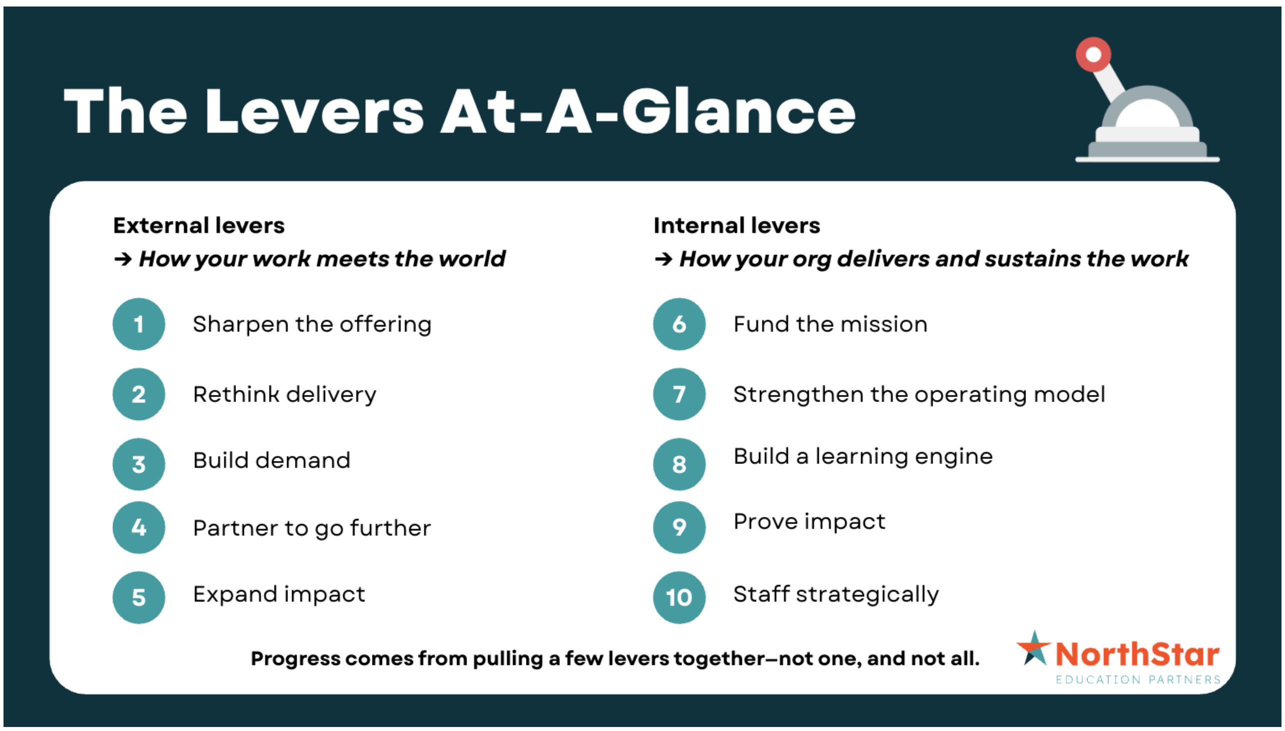
- Clarified their long-term revenue mix and strengthened outcome data — leading to reduced funder concentration and greater financial stability.

Progress has come not from activity alone, but from coordinated action across these areas.

The Strategic Levers Framework

A **strategic lever** is a major area of your work where thoughtful changes can meaningfully strengthen both your impact and your financial sustainability. These are not minor operational adjustments. They are high-leverage domains that shape whether your work creates value in the field — and whether your organization can sustain that value over time.

The levers fall into two categories: external and internal. External levers show your work creates impact and demand in the field. They shape whether partners experience your work as valuable, implement it with quality, and choose to engage again. Internal levers show how your organization sustains that work. They shape whether your model is financially viable, operationally sound, and capable of delivering consistent results without overextending staff.



Guiding Principles for Using the Levers

- **Pull a few, not all.** Most progress comes from focusing on a few intentional set of levers at a time.
- **Pair external and internal shifts.** External traction without internal strength creates strain. Internal improvements without external traction creates stagnation.
- **Make tradeoffs explicit.** Choosing a lever often requires stopping or narrowing other work.
- **Sequence intentionally.** Not all levers should be pulled at once. Order matters.
- **Return to them consistently.** Strong organizations revisit and refine the same high-leverage areas over time.

The sections that follow examine each lever in detail and provide practical guidance for deciding where to focus next.

External Lever 1: Sharpen the Offering

Definition

Sharpening the offering means ensuring what you deliver addresses the most urgent needs of your partners today and reflects your strongest, most differentiated expertise. In rapidly evolving contexts like the one we are in now, this requires staying close to the field and being willing to adapt.

Key Questions to Ask

- Are our solutions aligned with the real and felt problems our partners are facing right now?
- Is our expertise still differentiated and relevant, given the other options available to our partners?
- Can partners implement this successfully, given current capacity and funding realities?

Signals that you need to pull this lever

- Current partners are renewing at lower rates.
- New partners are hesitant to commit, even if they express enthusiasm.
- It is difficult to demonstrate and communicate impact in ways that resonate with partners.
- Partners have other options that address their challenges more effectively or efficiently.

What Success Looks Like

Your offerings result in deep and sustained impact. Partners clearly articulate the value of your work, consistently renew and deepen their engagement, and actively refer you to their peers.

Practical First Moves

- Conduct candid interviews with 8–10 current and former partners about emerging needs and how well your offerings meet those needs.
- Map where your offerings align — and where gaps are emerging.
- Analyze the alternative options your partners have
- Identify your most differentiated source of expertise, features and problem to tackle
- Redesign, narrow, or evolve offerings to reflect that clarity.

Often Paired With

- **Build Demand** — to amplify the refined value.
- **Rethink Delivery** — to ensure feasibility and cost alignment.
- **Fund the Mission** — to align pricing with sustainability goals.

Tools & Resources

Use the [Sharpen the Offering Workbook](#) to assess your current offerings, pressure test them with partners, and make clear decisions about what to sharpen, refine, or sunset

External Lever 2: Rethink Delivery

Definition

Rethinking delivery means examining how your work is structured, staffed, and experienced to ensure it consistently produces strong outcomes and can be delivered in a financially sustainable way. Delivery often becomes unsustainable when impact is variable, customization is constant, or high-touch models outpace available staff time and margin.

Key Questions to Ask

- What is our current delivery model — how is our work delivered, staffed, and sequenced — and what does it actually cost?
- Where is delivery consistently generating impact, and where is it not?
- What do partners value most about our delivery model, and what would they change?
- What adjustments could increase both impact and financial sustainability?

Signals that You Need to Pull This Lever

- Impact is variable, inconsistent, or not strong enough across partners.
- Costs exceed revenue and margin targets.
- Staff time is heavily consumed by customization or repeated redesign of similar work.
- Growth increases strain on quality or team capacity.
- Partners signal they want different formats, pacing, or levels of support.

What Success Looks Like

Delivery produces consistent, high-quality impact. Partners can implement successfully. Margins improve, and staff time is focused on what drives results — not constant redesign.

Practical First Moves

- Map your full delivery model from start to finish, including staffing and time requirements.
- Calculate cost-to-serve by major offering, and by unit (e.g., cost to serve 1 school).
- Identify where customization adds value — and where it does not.
- Gather partner feedback on preferred formats, pacing, and support levels.
- Redesign delivery to improve consistency, feasibility, and sustainability.

Often Paired With

- **Sharpen the Offering** — to ensure the content aligns with current needs.
- **Staff strategically** — to match staffing to the redesigned model.
- **Fund the Mission** — to align pricing with true delivery costs.

Tools & Resources

Use the [Sharpen the Offering Workbook](#)to clarify what you deliver, then apply our [Financial Model tools](#) to understand true cost-to-serve and redesign delivery for consistency and margin

External Lever 3: Build Demand

Definition

Building demand means creating a disciplined system that consistently attracts and converts the right partners — those who are mission-aligned, positioned to implement successfully, and able to invest in your work. It is not about opening the funnel to everyone. It is about focusing on the partners where impact and sustainability are most likely to align.

Key Questions to Ask

- Do we know which partners are most aligned and ready to act?
- Do we understand what motivates them — and what barriers they face?
- Is there clear ownership and a structured process for generating, tracking, and converting demand?

Signals that You Need to Pull This Lever

- Demand is inconsistent or overly dependent on founder relationships.
- No single person or team clearly owns partnership development or renewals.
- Leads from events, referrals, or webinars are not consistently captured or followed up.
- Messaging feels broad rather than tailored to specific partner motivations.
- Renewals and upgrades feel uncertain or reactive rather than proactively managed.

What Success Looks Like

The right partners are finding you and engaging. Messaging resonates. Renewals are proactively managed. Referrals increase. Revenue becomes more predictable.

Practical First Moves

- Define your priority partner segments/types and alignment criteria.
- Clarify ownership for sales, renewals, and relationship management.
- Map your partner lifecycle from first contact to renewal.
- Track pipeline, renewal dates, and referral sources consistently.
- Evaluate which sales structure fits your stage and growth goals (founder-led, in-house roles, channel partners, etc.), and evolve beyond founder-led outreach

Often Paired With

- **Sharpen the Offering** — to ensure demand reflects real needs.

- **Prove Impact** — to strengthen renewal conversations.
- **Partner to Go Further** — to expand reach through aligned relationships.

Tools & Resources

Coming Soon!

External Lever 4: Partner to Go Further

Definition

Partnering to go further means working with aligned organizations to extend reach, deepen impact, or strengthen capabilities in ways you cannot achieve alone. Strategic partnerships can unlock access to new markets, add expertise that is difficult to build internally, or expand delivery through licensing, intermediaries, or co-delivery models. For some organizations, partnerships may also support stabilization during periods of financial pressure.

Key Questions to Ask

- Where do we need access, credibility, or capabilities that we do not currently have?
- Are we trying to build internally what could be better achieved through partnership?
- What criteria would define a truly strategic partnership for us?

Signals that You Need to Pull This Lever

- You lack specific expertise that is costly or slow to build internally.
- Delivery expansion requires intermediaries, licensing, or shared delivery models.
- Growth is constrained by limited relationships, brand recognition, or market access.
- You are attempting to build every function in-house.
- Financial pressure is creating urgency to rethink how your work is sustained.

What Success Looks Like

You expand reach or deepen capability without overextending your team. Partnerships are intentional and aligned to strategy. Impact grows more sustainably, and risk is reduced.

Practical First Moves

- Clarify your strategic goals and the gaps you cannot fill alone.
- Develop criteria for evaluating potential partners.
- Create a short list of aligned organizations to explore.
- Pilot small collaborations to test fit and build proof of concept.
- Engage your board early when exploring significant partnerships.

Often Paired With

- **Build Demand** — to expand reach through trusted channels.
- **Grow with Purpose** — to enter new markets intentionally.
- **Fund the Mission** — when stabilization or shared cost structures are needed.

Tools & Resources

Tool: Use our Strategic Partnerships Green Light Criteria tool to score potential partners across mission alignment, impact, financial sustainability, and readiness before committing resources.

External Lever 5: Expand Impact

Definition

Expanding impact means making intentional choices about how your mission creates durable change — and whether, how, and when that change should spread. It is not growth for its own sake. It is a strategic decision about your end game, your impact pathway, and what level of expansion best advances both mission impact and financial sustainability. Impact can deepen within current communities, spread through widespread adoption of proven models, or influence systems. The right choice may involve expansion — or greater focus.

Key Questions to Ask

- What long-term end game are we ultimately working toward?
- How does change spread in our model — direct impact, widespread adoption, systemic influence, or a combination?
- Would expanding reach advance our mission — or would deeper focus better serve our end game?
- Are our outcomes strong and financially sustainable enough to support responsible expansion, if pursued?

Signals that You May Need to Pull This Lever

- Impact is strong but limited to too few communities.
- Systems are not shifting at a pace that leads to lasting change.
- Demand exceeds current capacity.
- Revenue has plateaued because reach is constrained.
- There is sustained interest beyond your current footprint.

What Success Looks Like

Impact grows — or deepens — through clearly chosen impact and / or growth pathways. More communities benefit, proven models spread responsibly, systems begin to shift, or core work becomes stronger and more durable. Decisions about expansion strengthen mission impact and financial sustainability without diluting quality or overextending the team.

Practical First Moves

- Clarify your long-term end game and the lasting change you seek.
- Identify which impact pathway(s) best advance that end game.
- Assess outcome consistency and financial readiness before expanding.
- Define guardrails to protect quality and sustainability.
- Sequence and prioritize growth intentionally — and choose where to double down or exit.

Often Paired With

- **Build Demand** — to sustain intentional expansion.
- **Partner to Go Further** — to extend capability and access.
- **Fund the Mission** — to align revenue model with chosen growth posture

Tools & Resources

Clarify your impact and growth choices using three complementary resources: Stanford's What's Your Endgame? to define your long-term ambition, Bellwether's Pragmatic Playbook for Impact to understand how change spreads, and NorthStar's Four Horizons Growth Framework to design and sequence expansion — or intentional focus — responsibly.

Internal Lever 6: Fund the Mission

Definition

Funding the mission means building a financial model — across philanthropic, earned, and public streams — that intentionally fuels your impact. There is no single "right" revenue mix. What matters is clarity about your model, your context, and your long-term sustainability vision.

Key Questions to Ask

- What is our current funding model — and what is our vision for financial sustainability?
- Who are our most aligned funders, and how are we systematically cultivating them?
- Do we have scope to increase earned revenue in ways that strengthen sustainability?
- Are our costs and staffing aligned to what we can sustainably fund? Where should we reallocate?

Signals that You Need to Pull This Lever

- Revenue feels volatile or overly concentrated.
- Fundraising efforts are reactive rather than guided by a clear strategy.
- Earned offerings are not strategically priced, are costly to deliver, or lack margin targets.
- Reserves are insufficient to weather uncertainty.
- Financial reporting is not timely or detailed enough to inform decisions.

What Success Looks Like

Revenue streams reflect intentional choices. Fundraising is systematic and relationship-driven. Costs align to strategy. Reserves provide stability.

Practical First Moves

- Clarify your financial sustainability vision and target revenue mix.
- Define priority funder profiles and build a weighted fundraising pipeline.
- Analyze cost-to-serve and margin targets across earned offerings.
- Align board expectations and engagement in fundraising.
- Reallocate resources (staff, budget, time) to the highest priority work.

Often Paired With

- **Sharpen the Offering** — to align pricing with value.
- **Prove Impact** — to strengthen funder alignment and renewal.
- **Staff strategically** — to ensure staffing reflects funded priorities.

Tools & Resources

Pair NorthStar's Earned Revenue Toolkit with our Pricing Toolkit to strengthen financial sustainability, and use the High-Impact Development Director Actions guide to systematize funder cultivation and pipeline management.

Internal Lever 7: Strengthen the Operating Model

Definition

Strengthening the operating model means building the bridge between strategy and execution. It includes your staffing structure, decision rights, workflows, and systems — the mechanisms that reduce friction and keep the focus on impact.

A weak operating model slows execution and prevents strategy from translating into results.

Key Questions to Ask

- How does work actually get done today — and where are the bottlenecks?
- Which workflows or decision points, if improved, would most accelerate impact?
- Are our people, time, and resources aligned to our highest priorities?

Signals that You Need to Pull This Lever

- Strategy is not translating into consistent results.
- Decision-making feels slow or unclear.
- Roles and handoffs across teams are ambiguous.
- Meetings consume time without moving work forward.
- Systems and tools are not saving staff time or supporting priority work.

What Success Looks Like

Strategy translates into consistent execution. Decision rights are clear. Workflows reduce friction. Staff time is focused on the highest-impact priorities.

Practical First Moves

- List key workflows and decision processes and rank their effectiveness.
- Prioritize the most critical bottlenecks for improvement.
- Clarify decision rights and handoffs across teams.
- Lead focused redesign sessions with staff closest to the work.
- Use systems and tools to codify workflows and eliminate unnecessary meetings.

Often Paired With

- Staff strategically — to ensure staffing supports priorities.
- Fund the Mission — to connect financial planning to execution.
- Learn Fast — to embed feedback into operating cycles.

Internal Lever 8: Build a Learning Engine

Definition

Building a learning engine means creating the systems and routines that power continuous improvement and intentional innovation. It includes clear learning questions, defined success criteria, and structured decision points that turn insight into action.

Without a learning engine, improvement is inconsistent and innovation becomes reactive.

Key Questions to Ask

- How do we currently evaluate and learn about our impact and work?
- Where are we strongest — and where are we falling short?
- Do we have clear criteria and ownership for improving existing work and testing new ideas?

Signals that You Need to Pull This Lever

- Learning and review processes are haphazard or inconsistent.
- Offerings do not evolve to meet emerging field needs.
- Staff insights rarely translate into improved work.
- Experiments launch without defined success metrics.
- Improvement depends on informal conversations rather than structured routines.

What Success Looks Like

Learning is systematic and owned. Improvement and innovation are guided by clear criteria. Insights translate quickly into stronger offerings, delivery, and strategy.

Practical First Moves

- Define a short learning agenda tied to impact and sustainability.
- Clarify ownership and decision points for improvement and innovation efforts.
- Establish simple stage gates and success criteria before launching new initiatives.
- Use lightweight tools to gather insight consistently.
- Create a regular rhythm for reviewing results and deciding to scale, refine, or sunset.

Often Paired With

- **Sharpen the Offering** — to refine relevance.
- **Rethink Delivery** — to improve consistency.
- **Strengthen the Operating Model** — to embed learning into routines.

Internal Lever 9: Prove Impact

Definition

Proving impact means building rigorous, credible evidence that your work delivers meaningful results — and communicating that evidence clearly to partners and funders. It includes defining priority outcomes, evaluating results, and packaging your impact in ways that build confidence.

Without strong proof, even high-quality work struggles to secure partnership or sustained investment.

Key Questions to Ask

- Can we clearly measure the outcomes that matter most to our partners and funders?
- Is our evaluation approach rigorous enough to build external credibility?
- Are we translating results into compelling narratives and proof points?

Signals that You Need to Pull This Lever

- Impact claims feel anecdotal rather than evidence-based.
- Prospective partners ask for proof you cannot easily provide.
- Fundraising conversations lack clear outcome data.
- Evaluation efforts are inconsistent or informal.
- Impact stories are not tailored to different stakeholder priorities.

What Success Looks Like

Outcomes are clearly defined and measured. Evidence supports renewal and funding conversations. Impact narratives are credible, compelling, and aligned to audience priorities.

Practical First Moves

- Define 3–5 priority outcomes aligned to partner and funder expectations.
- Clarify evaluation methods and data collection processes.
- Develop concise impact briefs and case studies for key audiences.
- Create a small set of proof points for sales and fundraising conversations.
- Pursue targeted external validation where credibility matters most.

Often Paired With

- **Build Demand** — to strengthen conversion and renewals.
- **Fund the Mission** — to align fundraising with evidence.
- **Sharpen the Offering** — to ensure outcomes reflect current needs.

Internal Lever 10: Staff Strategically

Definition

Staffing strategically means aligning your people, expertise, and capacity to the strategy you are pursuing. Impact stalls when you lack the right skills, structure, or flexibility to deliver your highest-priority work.

Strategic staffing ensures you have the right people, at the right time, focused on what matters most.

Key Questions to Ask

- What is our current staffing model, and how do we make staffing decisions?
- Where are the strengths and pain points in how we deploy our people?
- How can we structure staffing so we can deliver our work effectively?
- Where can we redeploy/reallocate our top talent to our highest priorities?

Signals that You Need to Pull This Lever

- You lack expertise in some areas needed to execute your strategy.
- Capacity barriers stall work, seasonally or unpredictably.
- Staff are experiencing burnout from doing too much or too many things.
- You cannot forecast capacity needs or flex intentionally.
- You lack visibility into how staff time is being spent.

What Success Looks Like

Staffing aligns with strategic priorities. Expertise gaps are addressed. Capacity flexes responsibly as demand shifts. Teams are focused and sustainable.

Practical First Moves

- Map current roles and time allocation against strategic priorities.
- Identify recurring expertise gaps and capacity constraints.
- Clarify hiring and contracting triggers tied to demand and margin.
- Reallocate top talent to highest priority work
- Build systems to track utilization and forecast capacity needs.
- Develop a flexible bench of consultants or partners to absorb demand shifts.

Often Paired With

- **Rethink Delivery** — to align staffing to the model.
- **Fund the Mission** — to align staffing costs with revenue.
- **Strengthen the Operating Model** — to clarify roles and handoffs.

SECTION 2

Tools & Resources

Click On the Resource Name to Access the Tool

Tool	Description
Lever Diagnostic	This diagnostic helps leadership teams quickly assess the strength of each strategic lever in their organization and identify where focused shifts could most strengthen impact and financial sustainability.
Sharpen the Offering Workbook	This resource help you assess your current offerings, pressure test them with partners, and make clear decisions about what to sharpen, refine, or sunset
Financial Model tools	Once you have clarified what you deliver, apply our Financial Model tools to understand true cost-to-serve and redesign delivery for consistency and margin.
Strategic Partnerships Green Light Criteria	Use this tool to score potential partners across mission alignment, impact, financial sustainability, and readiness before committing resources.
Stanford's What's Your Endgame?	This resource helps define your long-term ambition.
Bellwether's Pragmatic Playbook	Supports model sharers' understand of how change spreads
Four Horizons Growth Framework	Helps model sharers design and sequence expansion — or intentional focus — responsibly.

Earned Revenue Toolkit Pricing Toolkit	Pair these two NorthStar toolkits to strengthen your financial sustainability.
High-Impact Development Director Actions Guide	Use this guide to systematize funder cultivation and pipeline
Earned Revenue Diagnostic	Evaluate your current earned revenue strategy and get tailored recommendations for tools, strategies, and resources.
Pricing benchmark data	This living resource provides early-stage estimates of what mission-aligned education nonprofits are charging for common services—like coaching, curriculum licensing, software, and professional development.
Pricing Strategies Guide	There's no one-size-fits-all approach to pricing. This guide shares 14 proven strategies—with examples—to help you choose what fits your goals, community, and offerings.
Financial Sustainability Shifts Framework	Use this Google slides deck to share the 11 financial sustainability shifts with your team.
Financial Model	Lay out your model's projected expenses, revenue, and growth trajectory to gauge its long-term financial sustainability.
Readiness Criteria Rubric	Use this readiness criteria to help decide if you are ready to pilot and launch your earned revenue strategy.

Offering Model Whiteboard	Use this “lean canvas” style template to lay out the business model for your earned revenue strategy.
Financial Sustainability Vision Template	Use this template to draft your financial sustainability vision and get aligned with your team.
Strategic Levers Webinar Slide Deck	View the slide deck from the March 2026 webinar titled: “Protect your impact and strengthen your revenue in 2026”