



A community of consultants helping museums and cultural nonprofits

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Durel Consulting Partners

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What are you doing to maintain ***financial viability*** during this economic recession?

What are you doing to build ***financial sustainability*** as the economy recovers?

Viability: the ability to deliver enough value to others so that in return the organization receives sufficient financial support to do its work.

Sustainability: the ability to remain viable regardless of changes that occur inside or outside the organization.

Maintaining/strengthening your base of support

1. What messages have you sent to your donors, members, stakeholders, and the general public?
2. How have you used this economic situation to build/strengthen your museum's reputation?
3. How have you used this situation to engage your board and strengthen its commitment?
4. What are you doing to maintain/strengthen relationships with donors and other key stakeholders?
What are you doing to keep their loyalty?

Strengthening your organization

1. How have you used this as an opportunity to teach your staff and board about your organization's financial model?
2. What tools and processes have you used to help staff and board make smart financial decisions?
3. How have you used this situation to improve staff performance and discipline?
4. How have you used this as an opportunity to encourage fresh thinking and creativity?

Increasing contributed revenue

1. Have you ramped up your fundraising efforts?
2. What are you doing NEW to generate contributions?
3. Are your board and staff fully informed and engaged in efforts to bring in contributed revenue?

Increasing earned revenue

1. What are you doing more of, in order to generate more earned revenue?
2. What are you doing differently in order to generate more earned revenue?
3. What are you doing NEW in order to generate more earned revenue?

Cutting costs

1. What have you stopped doing in order to save money?
2. What are you doing differently in order to save money?
3. What are you doing NEW in order to save money?

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