GRANT and/or DONOR-BASED TITHE

**Description**: Nonprofit members write a 1 percent fee into their grant proposals to cover TMC overhead, along the same model as a fiscal sponsor fee and/or ask donors to give a “tip” to the Consortium. For-profit members would pay 1% of the budget in additional dues.

**Mission Relation**: TMC provides essential networked infrastructure to all members; just as foundations support the financial infrastructure necessary for administering a grant, they should support the network infrastructure.

**Pitch:** In a networked world, a diversified independent media sector cannot exist unless it is supported by an infrastructure that allows members to collaborate to create impact. Because this infrastructure is invisible to the end-user, costs for it must be born by members of the network and the savvy funders who support them.

**Sample Cases:**

Making Contact seeks a grant to support their collaboration with Specialty Studios and Earth Island Journal. The aim of the collaboration is to leverage not just their own partnership, but the wider TMC network to create impact around their content. In the grant, Making Contact includes a paragraph about the importance of network infrastructure, and asks that 1-2% of the grant go directly to the Media Consortium to support that infrastructure.

Mother Jones runs a donor campaign to “Fight Citizen’s United.” The editorial work is being done as part of a larger TMC collaboration. After individuals donate, they are told that the Media Consortium’s network extends Mother Jones’ impact and are asked to add on a tip to the Media Consortium.

**Infrastructure Cost**: None

**Revenue Potential**: $100,000

[John Schwartz calculates that the sector has at least $10 million a year in revenue]

**Benefits:**

* Infrastructure money for TMC
* Member buy-in and real ownership of TMC programming
* TMC does not compete with members for grants/donors