

# Building a Revenue Portfolio: New models for a new age

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# Sustainability=\$\$

- Non-profit does not mean no income
- Strategies used by non-profit & for-profit news & community entities will look very much the same
- Revenue & earned income both require a portfolio of approaches—and the knowledge & staff to execute them

# Planning for \$\$

- Build a revenue portfolio:
  - Sponsorships: organizations fund site, features, programs
  - Advertising: Third-party & you-sell advertising
  - Donor/contributor program
  - Foundation support: GA, training programs, reporting
  - Other: consulting, training, Merch, events, research (pick one or two)

# \$\$: How do you know where to focus?

Strategy	Requirements	Risk	Model to look at
Third-party ad revenue	Need sales partner & high traffic	Often not very lucrative for niche sites	Ode Magazine
Sponsorships (across media, events)	Need compelling offer & focused salesperson	ROI must deliver value for sponsor	BlogHer
Donations	Donation infrastructure	Donor pool	Texas Tribune
Merchandise, collaterals	Design, manufacturing	Marketing: will they sell?	
Events	Planning & marketing team	Profit or cost center?	BlogHer
Training, consulting	Something to sell	Does this align w/ core mission	Oakland Local
Crowd-funding	Community-funded	Right price?	Spot.us, Kickstarter

# Misconceptions

- “Our content is so good, we should just charge for it.” FAIL=good enough is free
- “If we can create X at a lower cost, Y will pay us for it.” FAIL= recession killing old media
- “We can make a lot of money if we have some events.” FAIL= profit margin is an issue
- “Community foundations will fund us next.” FAIL=Earned income or die

# Recommendations

- Balance aggressive revenue strategy development with tight cost controls
- Base expenses on most conservative projections till new revenue streams kick in
- Treat expenses of new revenue project as priority but STILL manage aggressively
- Structure new efforts so you can afford to change cost

# Models to look at

- Baristanet: Local advertising success in New Jersey
- Salon.com: Excellent monetization of niche audience
- Texas Tribune: Raise money from local patriots & affluent friends
- Oakland Local: Scrappy shoestring, high-quality work, community focus

# Resources to think about

- Third party ad networks: Build your own with Adify: New--Sacramento Press SLOAN
- Donor & giving campaigns: Donor Digital, Network for Good
- Crowd-funded projects: Spot.us, Kickstarter, Kachingle
- Merchandise: Oaklandlish.com-fund projects with % of profits



Happy to talk more

NEWS FOR THE PEOPLE



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