

## Case Study 2: New Revenue Development

---

**Project:** To facilitate a workshop to help dramatically increase revenue from existing channels and identify brand new commercial revenue streams for a London based organisation. It needed £1.7m each year to continue to operate and the challenge to generate more income came about due to lack of government support, constant NHS (National Health Service) funding cuts and to a significant decrease in charity gifts from wealthy individuals to the organisation.

**Client:** A healthcare organisation that depended on charitable donations as one of its main income streams.

**Highest Level of Engagement:** Director and Senior Manager level.

**Aims:** Identify innovative ways of improving revenue development; improve fundraising activity and facilitate change within the organisation to ensure its continued success.

**Positive outcome:** Peter Gerlach was asked to come in and facilitate a series of workshops with the senior management team, supporters and donors. He began with an ice-breaker so that each team member and volunteer could explain who they were and the skills that they brought to the project. The workshop team was then split into two groups so team members could work with different colleagues to help change their ways of thinking and generating ideas.



The second stage was to carry out a detailed brainstorming session with each separate group on how to develop income generation, to assist the teams to formulate new ideas to sustain funding in the short, medium and long term while building a strong base for future growth. The ideas generated were a mixture of old ideas with a new angle and new ideas and were presented by each team at the end of the workshop.

This session clearly provided a 360 degree view of challenges and barriers facing the organisation as identified by the key team members and fundraisers. It dramatically strengthened their buy in to any new initiatives and provided the ideal forum for new, innovative solutions to be proactively discussed. The team was kept focused and on schedule which helped them to form their SMART goals to ensure that the revenue generating project would be completed on time and within budget.

Each goal was given an estimated monetary value, prioritised and then allocated to the relevant person to take forward. This ensured that each person within the group was empowered to take ownership over their own set of commitments for the joint success of the project.

**Key outcomes:** The teams had a clear plan of ideas and actions to implement. This resulted in a net gain of £36,000 generated within less than four weeks, due to new commercial fund raising and marketing activities that took place as a result of the workshop facilitation.

For more information about The Gerlach Group, visit our website at: [www.TheGerlachGroup.com](http://www.TheGerlachGroup.com)

**Peter Gerlach**, Chief Executive | Tel. (UK) +44 20 8668 2000 | Tel. (Germany) +49-151 21 008 918