



Access Humboldt

ALTERNATIVE REVENUE @COMMUNITY MEDIA CENTERS

Presentation By
Christina M. Jeffers



Introduction: What is your experience positioning companies for Alternative Finance?

Non-Profit does not mean Non-Revenue!

There are many ways to add non-traditional streams of income to any business.

The better question is: What is Mission Revenue vs Non-Mission Revenue?

Let's continue



What is alternative finance/fundraising?

Interest income

Affiliate Marketing

E-commerce

Payment Methods

Crowd Funding

Non-Mission Revenue





What Is E-commerce/Affiliate Marketing ?

Electronic Commerce is the activity of distributing, selling, purchasing, marketing products (goods and services), by utilizing telecommunications networks such as the internet, television, or other computer networks. Affiliate Marketing is the way to build your points of distribution, and receive commissions for items you sell.

Types of E-commerce

1 Selling Tutorials/Refresher Courses via Online Portals

Create a Members-only gateway to your tutorials online.

2 Videos & Printables

Earn money from YouTube on a channel dedicated to tutorials. Earn money on Etsy from a Printable PDF.

3 Media Influencing

Pinterest, TikTok/RedNote, Blogs, and Amazon Affiliates.

Mission Revenue vs. Non-Mission Revenue

If it's not Mission oriented, it's taxable income. So how did you paint yourself into a corner with your Mission Statement?

There are 3 points that we conclude :

1

It's OK. Pay the taxes- what's 100% of nothing?

2

If it's part of Program, It's part of Mission- but don't stretch too far.

3

Too much of a good thing: Watch NPO ratios.

**Publication 598
Tax on
Unrelated
Business Income
of Exempt
Organizations**

Benefits of Alternative Revenue

Building the a sustainable model takes time, but can pay off with regular maintenance.

1

Residual income

2

Introduces you to a wider audience

3

Offers a way into a Sponsorship/ a bigger relationship

4

Fills gaps in traditional income-but shouldn't be primary source





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Questions?

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EVENT REVENUE FOR COMMUNITY MEDIA CENTERS

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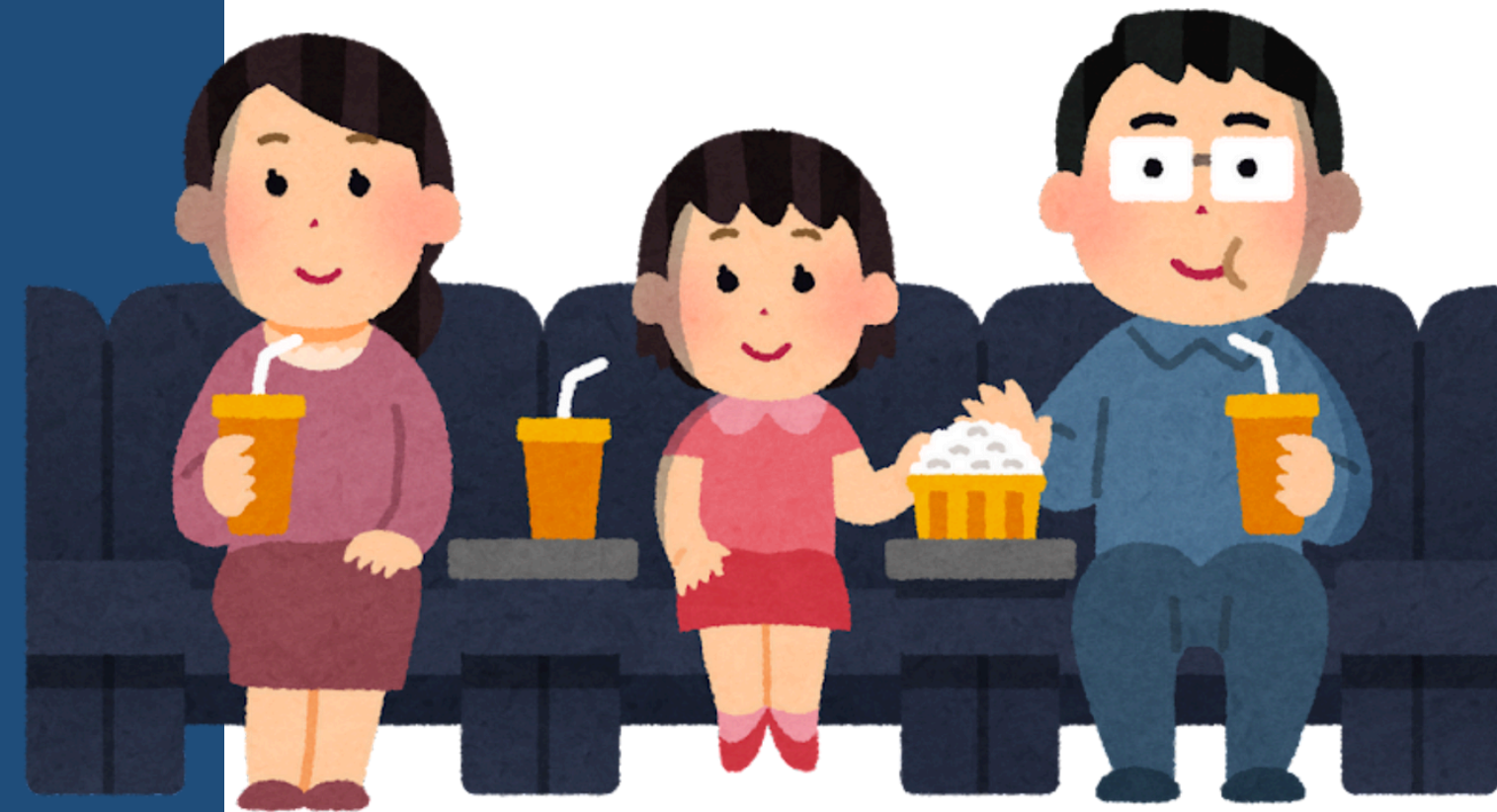
Introduction: Campaigns, Models, Events (Oh My!)

Running Online Campaign Events vs. Live Event

Business Models

Using Media to Generate Money Outside of TV

Let's continue >>>



Watching The Bottom Line



Cheapest Events (Online P2P)

The Building Curve (Wine Pulls/Dinners)

The Gala/Film Festival/Year Round Cash Cow

The Film Festival: How Does It Fit?



A Place Called Sacramento

Year-Round Short Film Incubator Program
Go from Script-to-Screen in 10 months
Generate 10 new Shorts and a TV Show Annually

Coming Soon: **BOLD+FEST**

Streaming Integrations

1 Stream to the World

Using Streaming platforms, Social Media, and other apps, you can increase your audience and subscription base.

2 Are you hosting a proper red carpet?

Sponsors love the feel of "Hollywood", so when you "bring it", they come.

3 Digital is your best friend. Hire and inspire our Youth.

The internet/cell phone is infinite in revenue generation. Sponsored spaces include virtual rooms, banner ads, and portions of events that are Streamed. Build audiences with Social Media, and apps like Reddit, Discord, and Mass texting or custom built apps.



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GRANT REVENUE FOR COMMUNITY MEDIA CENTERS

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Introduction: Are Grants Right For Me?

Application Prep

What's your story?

Funding What You Already Do Well vs. Chasing Trends

Let's continue



The role of grants in community media funding



Types of Grants

Grant Resources

Partnering For Grants

Writing the “Perfect” Grant



What Is Your Story?

To be successful with any grant, one must demonstrate the impact you have already made.

What makes YOU/Your Org the BEST fit for any grant?

Be Attractive

1 Who are your community partners?

Demonstrate in-kind or any monetary gifts going towards the project from partners. What is their "skin in the game?" Who has taken a chance on you?

2 What are you already doing really well? What problem are you solving?

Get your programs granted--don't create new programs to grant.

3 Volunteer on grant committees.

Once you know how the sausage is made, you will understand how to be a the up and coming chef.

The Federal Level vs Local Level

Focusing on your own backyard pays off.

- Start with Rotary or other groups that raise funds for Orgs
- Expand to local Film Office or City entity
- County Grants
- State/ Federal

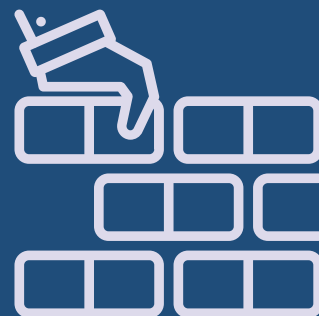
1

Banks



2

Foundations



3

Corporations





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