



Beyond the Grant

Innovating Your Revenue Strategy for Sustainable Growth

Industry Insight by Allen Roberds



A Gift to APGA Members



Scan the QR code to download the deck and additional resources from Social Good



The Garden as an Anchor

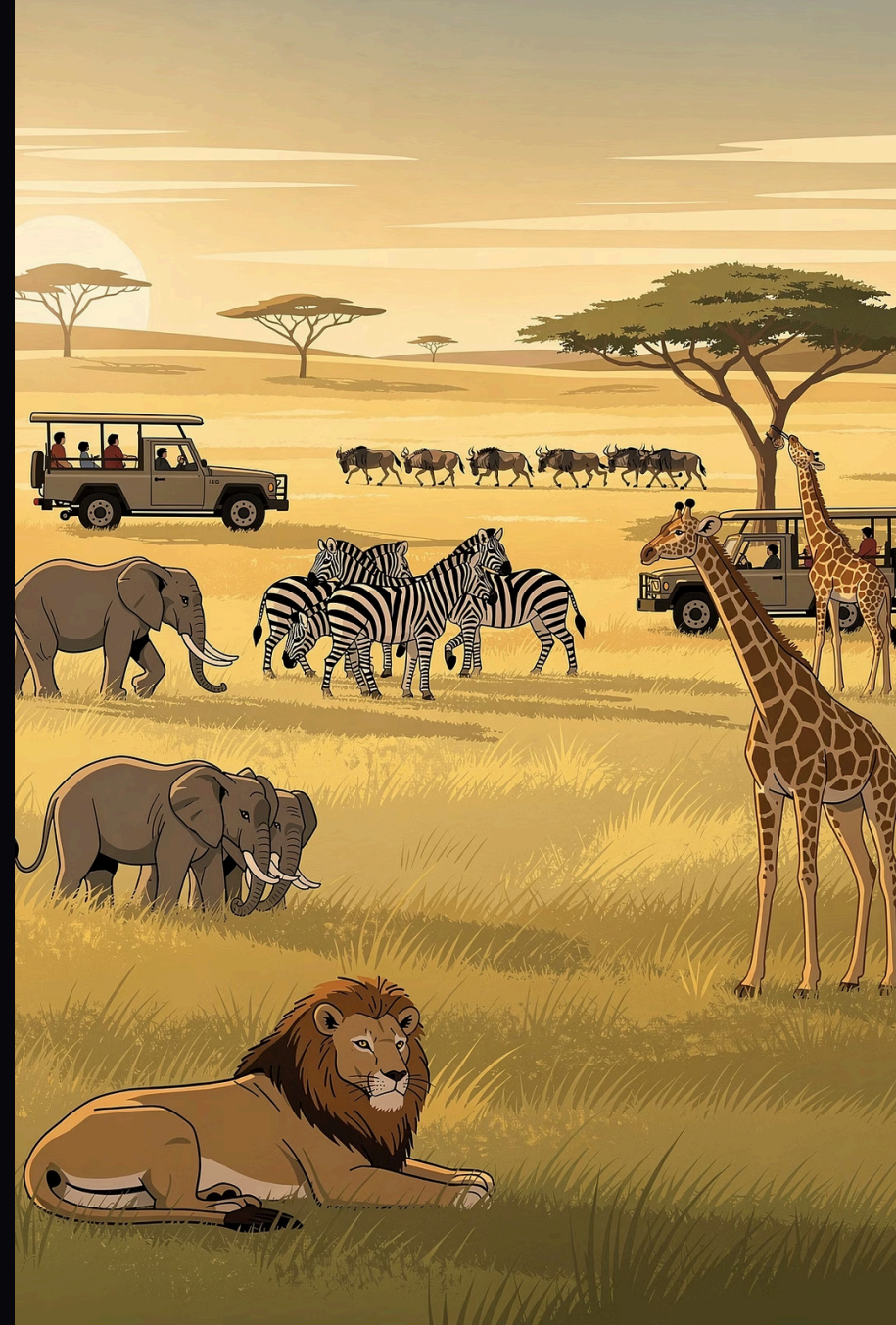
Shade, Respite, and Sanctuary, Meditation, Peace

Gokuraku-jodo Garden at Shitennoji Temple, Osaka, Japan

My Favorite Garden on Earth

The Maasai Mara

580 square miles/373,000 acres







Grants are a Gift Not a Plan

2.24%

Avg. Operating Surplus

-15.56%

Deficit Without Grants

Source: Urban Institute

The Hidden Cost of a Single Grant



- ~ **28 hrs** — Average time to write & submit one grant application
- ~ **21 hrs** — Additional hours spent on foundation-required reporting & evaluation
- ~ **6 hrs** — Staff time consumed by a single custom data request from a small funder

Source: Center for Effective Philanthropy / PEAK Grantmaking (Project Streamline)

Predictability for Unpredictable Environments



The Tap Root



The Bark



The Canopy

Tapping the Deep Reservoir

Build Your Tap Root

1

Cart Values and Conversion Rates

Optimizing your current traffic can increase revenue immediately

2

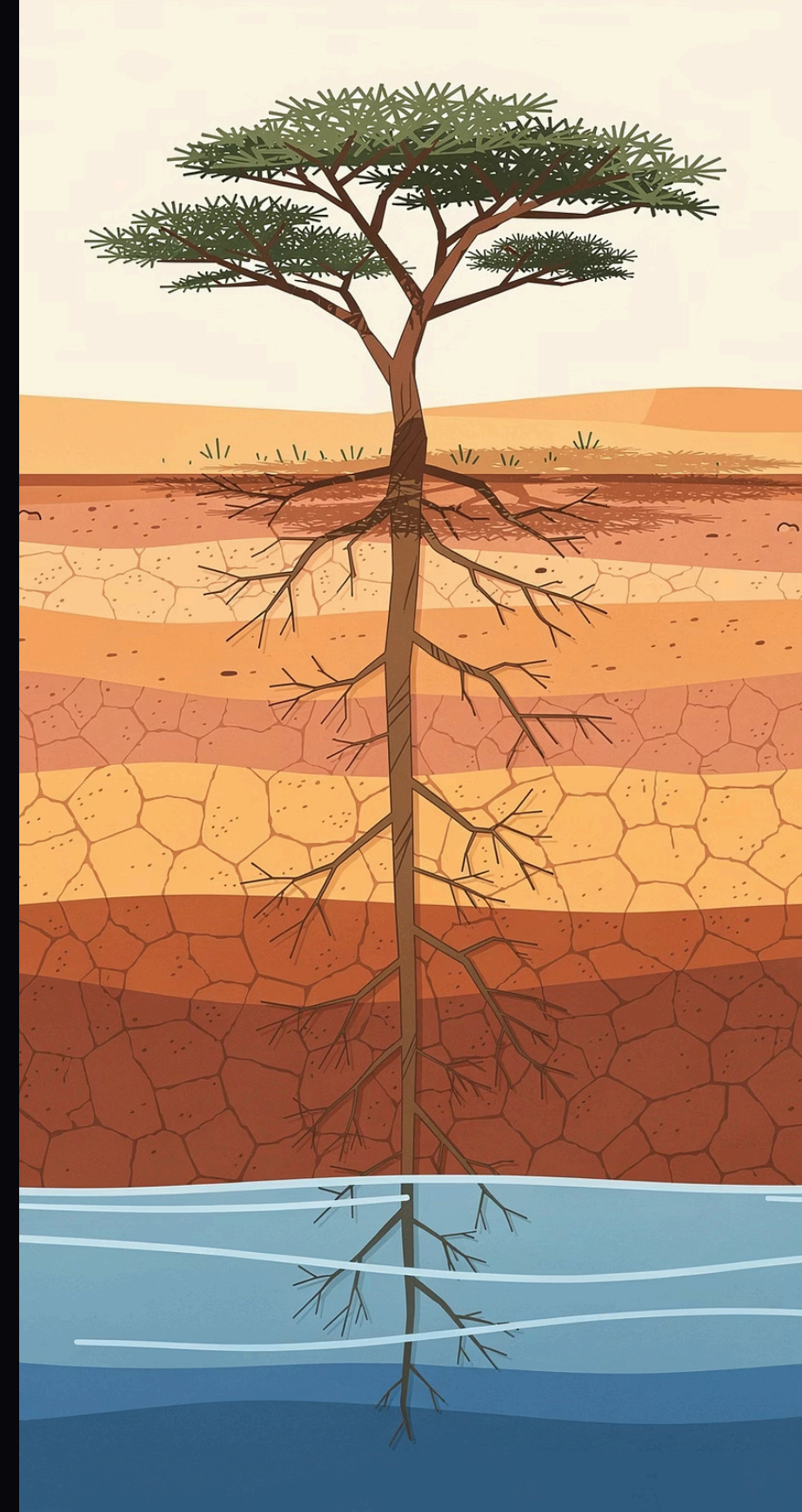
Add Ons and Upsells

Micro-donations at peak alignment - a simple add-on at checkout transforms a transaction into shared purpose

3

Ticket to Member to Donor

Help those who already benefit from attendance attach themselves to sanctuary and respite






Fire-Resistant Bark

Members Become Your Armor

The Off-Site Win: Member Portals

 **24/7 Access to Their Membership**

Benefits, bookings, and renewals - always on

 **Personalized Touchpoints**

Milestones and messages that make members feel seen

 **Community Beyond the Gates**

Member content that extends sanctuary - and flags who's drifting.

The Canopy View

1

A Real View of the Garden

Clarity comes with data that shows connection, projection, and accuracy

2

Data Now

A present-focused canopy flags predictive engagement drops before a valuable relationship completely withers away

3

The Connected Network

Transform isolated departmental silos into a connected communication networks





Your Sustainable Growth Roadmap

Audit Your Tap Root

Clear the digital checkout weeds blocking conversion this week

Test Your Bark

Deploy a 24/7 off-site concierge - extend the relationship beyond the property

Evaluate Your Canopy

Demand live operational velocity - lead from insight, not autopsy

Social Good

The Invisible Trellis for Bold Missions

You are the roses, the majestic oaks, the sanctuaries.
We are the invisible foundation that helps you grow.

