



SVP Conference Session – SVP's Revenue Model

Friday, October 21, 2016

Time 10:45 am – 12:00 pm

Sheraton Los Angeles, Room: Los Angeles Theater

Discussion Guide

Each presenter will briefly share:

- A brief overview of one way her/his organization has diversified income
- Why the organization chose this specific income source
- An explanation of the successes and challenges experienced
- What lessons were learned

After each presentation, we'll hold short table discussions. Your table may choose to discuss any or all of the following points:

- **What stood out for you?**
- **What might be the challenges and benefits for your local affiliate?**
- **What else you would like to know?**

We'll finish each topic with a popcorn report-out from the tables.