# Sample Matrix Map

A matrix map can create a vivid illustration of your nonprofit organization’s business model. It takes a hard look at the “dual bottom line” nonprofit organizations must try to achieve of addressing their missions in an optimal way while also generating revenues to sustain their work and strengthen programs. In File 7-1, where we list recommended online resources, we provide links to the online magazine *Blue Avocado,* which published an excellent two-part article about matrix maps in 2013. For further reading, see *Nonprofit Sustainability: Making Strategic Decisions for Financial Viability,* by Jeanne Bell, Jan Masaoka, and Steve Zimmerman.

The first step in drawing a matrix map for your organization is to outline your nonprofit’s programs, considering the relative impact of each program and relative cost-to-revenue generation. Remember that revenues may be contributed or earned. You might describe these ideas in a table resembling the one below:

|  |
| --- |
| **PROFITABILITY →** |
| **↑****I****M****P****A****C****T** | High mission impactLow profitability | High mission impactHigh profitability | **↑****I****M****P****A****C****T** |
| Low mission impactLow profitability | Low mission impactHigh profitability |

To illustrate these ideas more vividly, we have excerpted, with permission, the Double Bottom Line illustration on the next page and a sample matrix map on the page that follows it. These illustrations are from the book *Nonprofit Sustainability: Making Strategic Decisions for Financial Viability.*

To begin filling in your own matrix map, CompassPoint offers a helpful template titled “The Sustainability Mindset” (<http://www.nonprofitsustainability.org>) to new executive directors in its ED101 course. You can find this and other templates at <http://www.compasspoint.org/ED101-Downloads>.

