

The 90-Day Nonprofit Turnaround Checklist

A week-by-week operational playbook for organizations in fundraising crisis

Phase 1: Triage (Days 1-14)

	Action	Details	Owner	Done
1	Revenue audit	Map every dollar: source, trend, risk level. Know exactly where you stand.		■
2	Cash flow forecast	Build a 90-day cash projection. Identify the cliff date if one exists.		■
3	Donor file snapshot	Pull retention rates, average gift, LYBUNT/SYBUNT counts, major donor pipeline status.		■
4	Staff assessment	Who's essential? Who's checked out? Who's the next to leave? Be honest.		■
5	Board briefing	One page. Here's where we are. Here's the plan. Here's what we need from you.		■
6	Quick wins	Identify 2-3 actions that generate revenue within 30 days. Lapsed major donor calls. Pending pledges. Event pre-sales.		■

Phase 2: Stabilize (Days 15-45)

	Action	Details	Owner	Done
1	Donor retention protocol	Deploy immediate stewardship to at-risk donors. Personal calls to top 50.		■
2	Revenue stream triage	Which streams are worth saving? Which are distractions? Cut what doesn't perform.		■
3	Cost structure review	Zero-based budget. Every line item justified against revenue impact.		■
4	Team restructure	Align roles to revenue priorities. Redeploy or reduce where necessary.		■

5	Monthly giving launch/re-launch	Fastest path to predictable revenue. Get it running or fix what's broken.		■
6	Reporting cadence	Weekly revenue dashboard. Bi-weekly board updates. Monthly full review.		■

Phase 3: Build (Days 46-90)

	Action	Details	Owner	Done
1	Pipeline rebuild	Major gift qualification. Planned giving identification. Corporate/foundation prospecting.		■
2	Campaign calendar	12-month fundraising calendar aligned to revenue goals, not tradition.		■
3	Systems audit	CRM cleanup. Automation setup. Gift processing optimization.		■
4	Operational playbooks	Document every process so the operation survives personnel changes.		■
5	Board development	Align board engagement to fundraising strategy. Give/get expectations. Committee structure.		■
6	90-day scorecard	Where did you start? Where are you now? What's the 12-month trajectory?		■

Need a turnaround partner? Let's talk.

lfgandme.com/gtg