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Contact:
Leyna McKenney
Public Relations
The Ictus Initiative
(617) 840-4689
Leyna@IctusInitiative.com

How to Predict Your Revenues, And Then Deliver on Your Prediction
Financial Expert Urges Nonprofits to Plan Ahead to Alleviate Budgeting Woes

Los Angeles, Calif. (April 8, 2008)—Today’s economy has all the factors to indicate that it could possibly impact investors as heavily as that of 2001 to 2002. These factors have lead financial expert Gene Siciliano to launch *How to Predict Your Revenues, And Then Deliver on Your Prediction*, a program that urges nonprofit organizations to forecast their revenues in order to avoid this situation.

“This is something that too many nonprofit executives don’t consider,” says Siciliano, author of *Finance for Non-Financial Managers* (McGraw Hill, 2003). “The people who invest are the same folks who donate to charitable causes. If investment funds dry up overnight, then so do charitable funds.”

Siciliano’s program that shows nonprofit executives how to effectively forecast revenues, thereby allowing them to avoid the ‘missed by a mile’ pitfalls that so often accompany revenue projection in a period of economic downturn. The program uses strategic planning and research to help make sure that executives develop meaningful, achievable forecasts that will fund their critical mission areas.

How to Predict Your Revenues, And Then Deliver on Your Prediction demonstrates to nonprofit executives how to set mission-based goals, which allows them to focus their spending and prioritize their choices. Then, Siciliano advocates that the CEO or Executive Director should work with both Finance and Development to forecast revenues, a collaborative effort which will ensure that all bases are covered and all voices are heard.

Siciliano also advocates using time-tested, tried-and-true fund raising tools in developing their projections. Having the right software and a well thought out process make it easier and more reliable, he says. The back of an envelope just doesn’t work anymore.

“The idea is to refine the way you look at revenue projection so that your forecasting has a firm foundation, and you have the best chance of your plan being achieved,” says Siciliano. “With proper research and careful planning, nonprofit organizations should have no trouble riding out this economic storm.”

For more information about Gene Siciliano, please visit www.GeneSiciliano.com. To schedule an interview with him, please contact Leyna McKenney at The Ictus Initiative, (617) 840-4689 or Leyna@IctusInitiative.com.

Gene Siciliano, a former CFO and CPA with over 30 years of financial and general management experience, has held top financial management positions with Computer Sciences Corporation, Epson America, and Superscope, Inc., among others. As a consultant, he has acted as Chief Financial Officer for over a dozen companies—both publicly traded and privately owned—earning himself the title “Your CFO for Rent.” A member of the National Speakers Association, Gene is also the author of Finance for Non-Financial Managers (McGraw-Hill, 2003).

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