

A Social Enterprise - Readiness Assessment: Is this for You?



Social Enterprise: Is this for You?

Resources:

- National Center on Nonprofit Enterprise:
www.nationalcne.org
 - Knowledge Base
 - Book publications
 - Training: Introduction to Earned Income.
www.foundationcenter.org
- Social Enterprise Alliance: www.se-alliance.org
- Venture Forth, Rolfe Larson, Amherst Wilder

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Program

- Definition
- Review of Conditions of Success
- How Entrepreneurial is your nonprofit?
- Problem Solving

Social Enterprise: definition

WHAT IS IT?

Market activities initiated by nonprofit organizations for the purpose of generating net income to support their mission and programs, and/or delivering mission impact directly

WHY DO IT?

- Earning money in the market place through a business model
- Customers making a choice to pay for a product or service
- Can be dual purpose: net surplus for use in nonprofit, or direct mission impact

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What Makes Social Enterprises Successful?

- Well-defined goals and objectives
- Strong board, staff, volunteer and donor support and involvement
- A businesslike and consumer-oriented approach
- Understanding of the nonprofit's key strengths that will be the source of business ideas

What Makes Social Enterprises Successful?

- Real demand for a product/service derived from these strengths
- Application of a marketing approach
- Good planning and evaluation
- Organizational capacity
- Sufficient capital to start-up and operate the business

Process for Developing a Social Enterprise

- Step 1 Designate a team to explore the key issues
- Step 2 Conduct an organizational audit
- Step 3 Identify ideas
- Step 4 Conduct feasibility studies and market research

Process for Developing a Social Enterprise

- Step 5 Determine the earned-income activity
- Step 6 Secure organizational commitment
- Step 7 Develop the business plan
- Step 8 Seek capitalization

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