

WELCOME

SOCIAL
ENTERPRISE
ACCELERATOR

SOCIAL
ENTERPRISE
ACCELERATOR



Earned Income Business Plan

FAST PITCH

*Boosting Nonprofit Revenue
and Mission Impact*

March 9, 2022



NSP

Nonprofit Support Program
HARTFORD FOUNDATION FOR PUBLIC GIVING

THRIVABILITY

SOCIAL
ENTERPRISE
ACCELERATOR



An Entrepreneurial Opportunity

- Explore a new way to build a *thriving* nonprofit organization
- Diversify revenue
 - Earned income
- Sustain and extend capacity to do good!



NSP

Nonprofit Support Program
HARTFORD FOUNDATION FOR PUBLIC GIVING

THE JOURNEY

SOCIAL
ENTERPRISE
ACCELERATOR



Social Enterprise Accelerator

- 30-month initiative
- 6 participating organizations
- Extensive vetting
- 3 Phases:
 - 14 weeks of business plan development
 - **Fast Pitch**
 - 14 weeks of business plan implementation
 - 2 years of tracking and monitoring



FAST PITCH

SOCIAL
ENTERPRISE
ACCELERATOR



A Kinder, Gentler Approach for Nonprofits...

- And you're the sharks!



FAST PITCH

SOCIAL
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ACCELERATOR



Purpose

- Platform to be heard
- Mechanism for discussion and feedback
- Opportunity for mission impact investment



PROCESS

**SOCIAL
ENTERPRISE
ACCELERATOR**



- **Business Plan Presentation**
 - 15 minutes
- **Audience Q&A**
 - Everyone is invited to participate
 - Questions, comments, observations
- **HFPG Closing Comments**



WE'RE READY

SOCIAL
ENTERPRISE
ACCELERATOR



Let the **FAST PITCH** Begin!





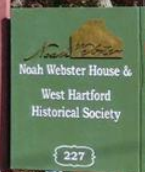
**NOAH WEBSTER HOUSE &
WEST HARTFORD HISTORICAL SOCIETY**

Earned Income Business Plan

Fast Pitch

March 9, 2022

Hartford Foundation for Public Giving





NOAH WEBSTER HOUSE & WEST HARTFORD HISTORICAL SOCIETY

Our Team



Jennuer Matos

**Executive Director
Trustee**



Daley

Carrie Langschultz

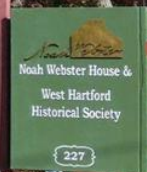
Curator &

Director of Special Projects



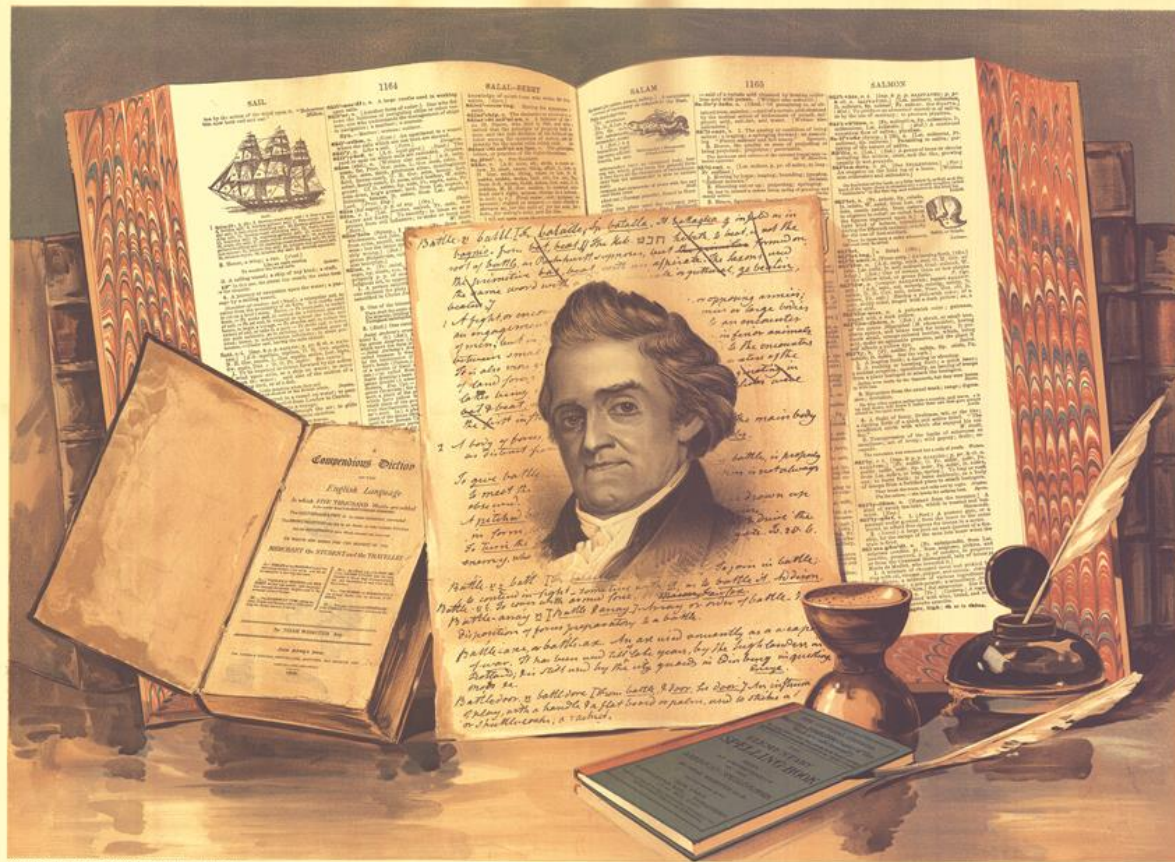
Jordan White

Programs Assistant



Our Mission

The mission of the Noah Webster House & West Hartford Historical Society is to preserve, interpret, and champion Noah Webster's legacy and birthplace, as well as the evolving history of West Hartford, the town that nurtured him.



NOAH WEBSTER
"The Schoolmaster of the Republic"

How we fulfill our mission

We accomplish this mission by engaging people in conversations and programs about the role of language, civic engagement, education and a shared national and community identity.



We preserve, interpret, and
champion history.

- [illegible]



5th grade WHPS Field trips

How did being in the Noah Webster museum help you learn a more accurate story of colonial life?

"Actually getting to see things (or good replicas of them) is different from hearing about them. It was helpful to understand what everything looked and smelled and even tasted like."

"The educators did a wonderful job explaining the section that they were explaining and it was fun! I think that in the future, I may want to come back and look around and focus on the details of the museum!"

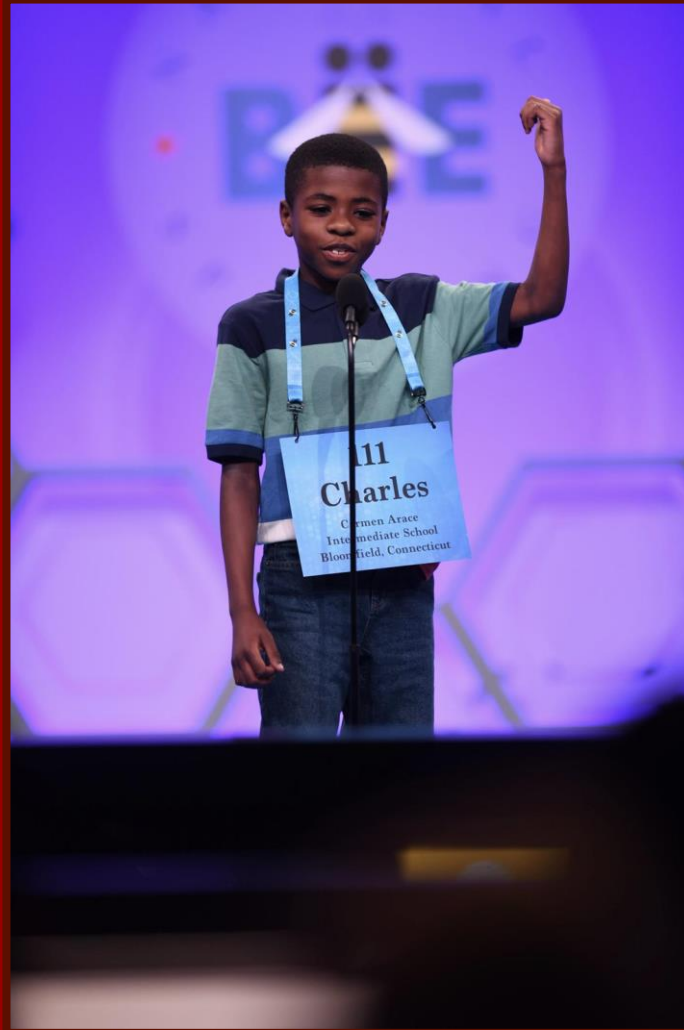
"It's not boring, it's fun!
you learn so much!!"



The Connecticut Spelling Bee

"[Spelling] helps me to do better in school with the knowledge of knowing how to spell and understand the meaning of words."

Charles Fennell, Bloomfield Public Schools student and 2021 Connecticut Spelling Bee Champion.



 THE CONNECTICUT
SPELLING
BEE 



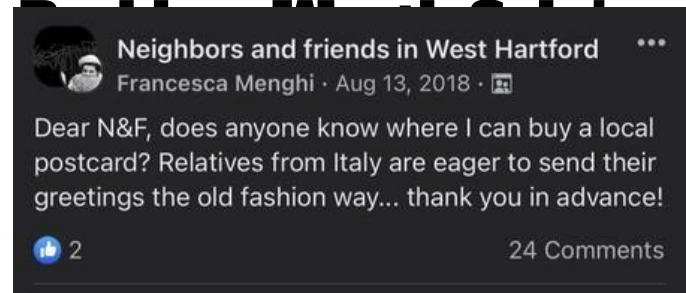
West Hartford is...

- An affluent suburb
- Socially aware
- Highly educated
- Full of rich history
- Bountiful in cultural offerings
- Abounding with natural beauty
- Home to a vibrant and prosperous town center.



West Hartford needs...

- Town branded merchandise
- To drive tourism to the town
- Tourist related items
- To solidify town pride
- To further enhance the town's reputation
- To listen to their residents



From Neighbors and Friends in West Hartford
(A Facebook community group of 20,000+)



Thanks to the Social Enterprise Accelerator Initiative...

**The Noah Webster House & West Hartford Historical Society
is launching an entrepreneurial venture that will:**

- Further our mission**
- Increase and diversify our revenue stream**

Introducing...

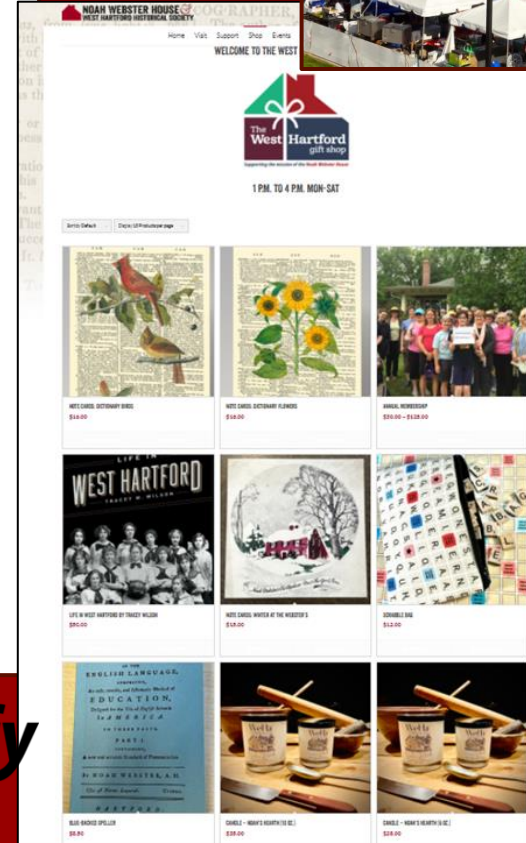


*Supporting the mission of the **Noah Webster House***

What is The West Hartford Gift Shop?



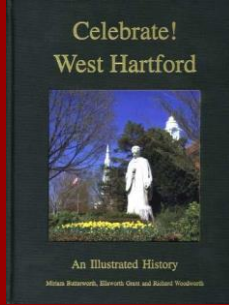
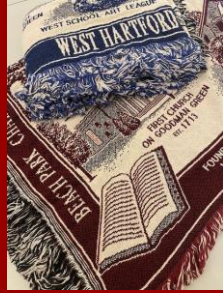
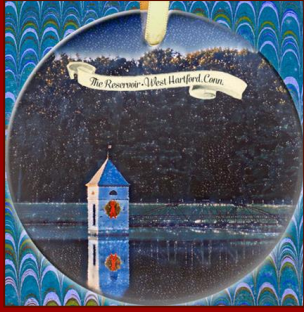
- **Bricks & Mortar** - housed within the Noah Webster House
- **E-Commerce site** - allows us to reach an audience from a wide geographic area.
- **Pop-up Shops** - set up shops at events located around town.
- **Special Events** - products will be offered at all of our programs.



The West Hartford Gift Shop

- The town's only store specializing in town focused products.
- Offering a selection of merchandise with a wide range of price points from \$1 to \$100.
- Carrying products that affirm town pride and support the work of local artisans and small businesses
- Tourist-friendly items, Noah Webster House-branded souvenirs and literary-themed products.





The West Hartford Gift Shop

We will carry 3 product lines:

- West Hartford-branded materials
- Noah Webster House / Tourism items
- Dictionary / words / literary items

Within product line, we will carry an assortment of merchandise, such as:

- Apparel
- Souvenir items
- Accessories
- Home goods
- Stationery
- Word/dictionary/literary items
- Gifts
- Books

We're Seeking Funding for the Startup of ***The West Hartford Gift Shop***



Supporting the mission of the Noah Webster House

**These funds will cover a significant portion of our operating expenses
needed for the successful relaunch and expansion of our store**

The Market Opportunity

3,000

Visitors

To The Museum

Annual paid visitors not
including over 1,000
students

50,000

Residents

In West Hartford

Median income \$104,281

530

Businesses

Chamber of
Commerce Members

One of the largest
Chambers in the region

#1

West Hartford

Most Walkable
City Center in Ct.*

West Hartford Town
Tourism is booming

556

Realtors

In West Hartford

Median home listing
price is up \$25,000
from 2019

Competitors to The West Hartford Gift Shop



TownieBag.com



**BUT, here's
why we're
the best:**



Supporting the mission of the *Noah Webster House*

- A beloved West Hartford institution
- Existing relationships within the community
- Extremely loyal customer base
- Authority on the dictionary and town history
- Convenient and recognizable location
- Purchases support our mission and our community

New Branding



New Products



Pop-up Events



Social Media



Advertising at Blue Back Square



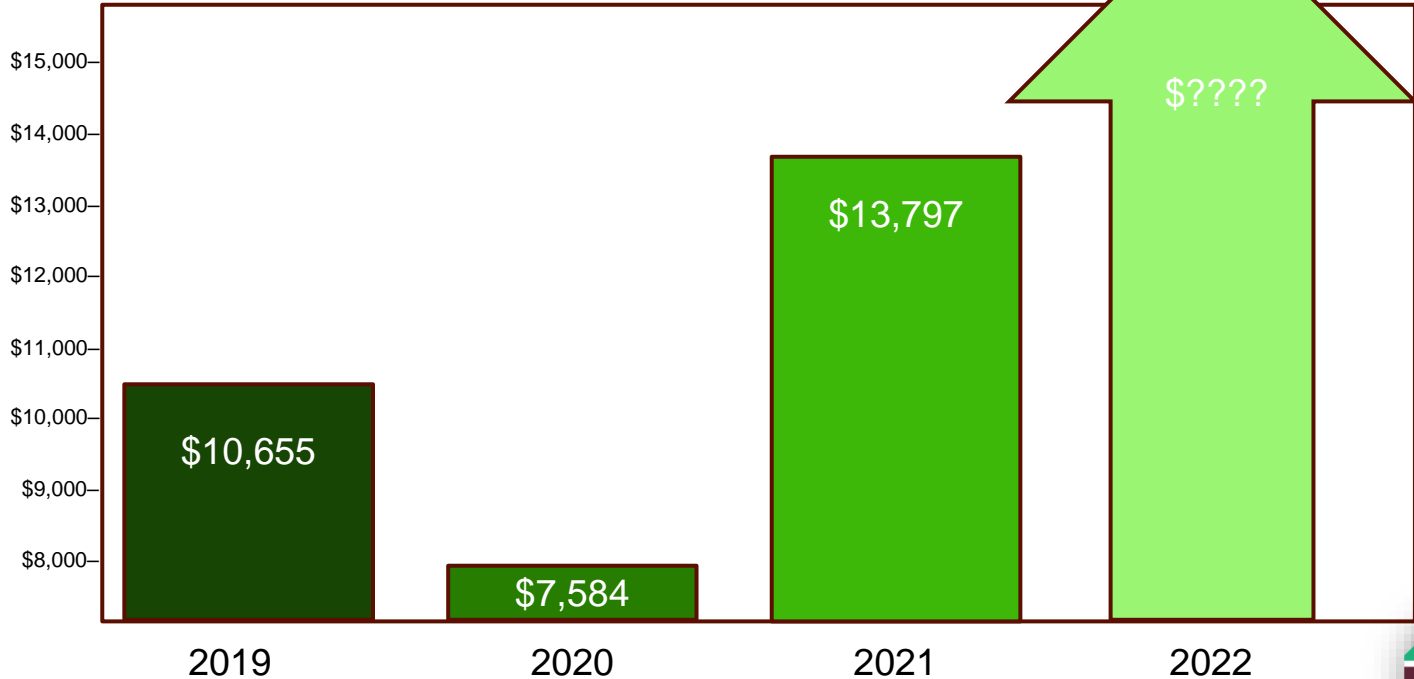
Marketing Calendar

<div>January</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div><div>31</div></div>	<div>2022</div>			<div>February</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div></div>
<div>March</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div><div>31</div></div>	<div>April</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div></div>	<div>May</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div><div>31</div></div>	<div>June</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div></div>	<div>July</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div><div>29</div><div>30</div><div>31</div></div>

Learning + Doing = Success

Pandemic Slump and Robust Recovery

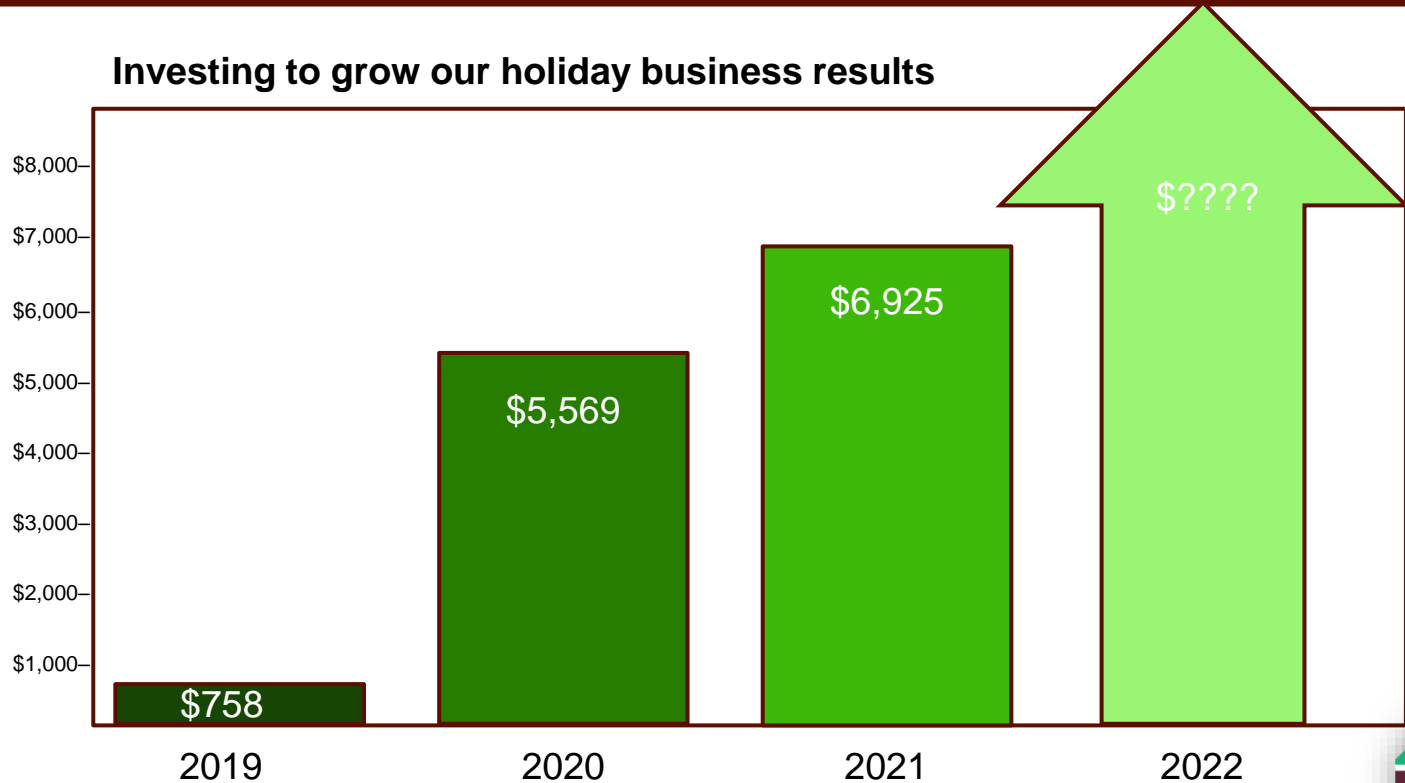
Annual
Shop
Sales



Learning + Doing = Success

Investing to grow our holiday business results

December
Shop
Sales



Planned Marketing & Outreach

Create Signage



Dedicated Social Media



Outreach Events



Supporting the mission of the Noah Webster House

Other Key Growth Activities

A photograph showing a person's hands using a yellow measuring tape to measure a wall or display area, with a blueprint or map visible in the background.

**Store
reconfiguration
and expansion**

A photograph of a person in a blue shirt holding a green folder or clipboard, standing in what appears to be a retail or office environment.

**Dedicated Shop
Manager**

A close-up photograph of a clock face, showing the numbers 2 and 9, with a red second hand and a black minute hand.

**Expanded store
hours**

A photograph of a group of people in a training session, with some individuals raising their hands as if participating in a discussion or activity.

**Sales & Customer
Service Training**

A photograph of a laptop screen displaying an e-commerce website, with a person's hand visible on the keyboard.

**New e-Commerce
Platform**

A photograph of a person wearing a blue and white patterned scarf, looking towards the camera.

**Expanded Line of
Merchandise**



Supporting the mission of the Noah Webster House

Financial Projections



Fiscal Year 2022

**Revenue \$25,000
\$86,106**

Expenses \$111,106

Net Income -

Fiscal Year 2023

**Revenue \$65,000
\$9,540**

Expenses \$55,460

Net Income

Fiscal Year 2024

**Revenue \$85,000
\$29,540**

Expenses \$55,460

Net Income

Where will our Revenue Surplus go?

Preserving History

Preserving, interpreting, and championing history!

Educational Programming

Programs for children, families, and adults that educate and enrich.

Operations

Build a robust organizational foundation to ensure sustainability.



Supporting the mission of the Noah Webster House

Will You Support Our Venture?



Space reconfiguration & construction	\$40,000
Store fixtures	\$25,000
E-commerce start-up	\$1,474
Marketing, design & packaging	\$6,000
New Merchandise	\$22,000
Shop Manager	<u>\$16,632</u>
Total	\$111,106

These funds will cover a significant portion of our operating expenses needed for the successful relaunch and expansion of our store

The Next Steps for The West Hartford Gift Shop



- Distribute business plans to each of you
- Follow up with you to answer any questions and provide more information
- Continue to implement our business plan
- Stay tuned for updates on our progress!

Supporting the mission of the Noah Webster House

Thank You for Joining Us Today

We appreciate your support



A special THANK YOU to:

- Our Donors
- Our Staff & Board
- Hartford Foundation for Public Giving
- No Margin, No Mission (Mike Oxman)
- The Sara Leonard Group



Supporting the mission of the Noah Webster House

Visit Us In-store or Online!



*Supporting the mission of the **Noah Webster House***

227 South Main St. West Hartford
Mon - Sat 1 - 4 p.m.



noahwebsterhouse.org
westhartfordgiftshop.com

*Investor Fast Pitch Promo Code: **WHGS***

For 20% off your purchase

Valid Through April 2022 On Any Full Price Products

Q

A

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