

AGENDA

SOCIAL ENTERPRISE ACCELERATOR

Earned Income Business Plan Implementation
Virtual Knowledge Sharing Session
Wednesday, July 27, 2022 | 10:00am-12:00pm

AGENDA

A Virtual Session to Share and Learn

MEETING OBJECTIVES

A collaborative session to convene representatives from the Hartford Foundation for Public Giving and their Nonprofit Support Program (NSP), No Margin, No Mission, and the 6 nonprofits participating in the Social Enterprise Accelerator initiative to:

- Share tangible outcomes resulting from the business plan implementation phase of the initiative;
- Share knowledge, learnings, successes, challenges, and opportunities that have resulted from business plan implementation;
- Identify opportunities for collaboration and partnership between teams.

SESSION ACTIVITIES

- Welcome and Introductions
- Organization Presentations
- Organization Learning and Sharing Topics
- Wrap-up

PRESENTATION PART 1: BUSINESS PLAN IMPLEMENTATION HIGHLIGHTS

Prepare a brief 10-minute summary of your organization's earned income business plan implementation activities using 10-12 *PowerPoint* slides. This will be the "show and tell" part of the session, so we recommend that you drop "screen grabs" of the various tangible outcomes of your work that have helped bring your business plan to life into the slides.

Examples could include, but are not limited to, the following:

- New logo and tagline
- New website and/or landing page(s)
- New brochure and/or other promotional materials
- New signage

- Press release and/or other communication materials
- Social media postings
- Dedicated Facebook page
- Staff changes (job description, head shot/s)
- Space reconfiguration (office photo/s)
- New systems (financial software, CRM, POS)
- Training manual/s, printed guidelines and procedures
- Forms and templates
- Product and/or service photos
- Partnerships

The purpose of this is to provide session participants with a basic understanding of the key activities completed to date to help bring your organization's business plan to life.

Order of presentations:

- CTDData
- End Hunger CT!
- Hartford Food System
- Health Equity Solutions
- Noah Webster House
- YWCA Hartford Region

PRESENTATION PART 2: LEARNING AND SHARING TOPICS

What Worked Best

- Of all the business plan implementation activities that have taken place over the past 4 months, share the one that has offered the greatest benefits and explain why.

Challenges and Hurdles

- Share the biggest challenge / hurdle your organization is facing related to your social enterprise...and explain what you are doing to address / overcome it.

Ripple Effects

- Share the single most important "ripple effect" (*defined as an unexpected outcome*) that has occurred in your organization as a result of the business plan implementation phase of work.

Collaboration and Partnerships

- Share which one of the "Super Six" organizations, if any, you'd like to collaborate with...and explain an idea you have to work with and/or partner with them.