

SOCIAL ENTERPRISE ACCELERATOR LABINAR #3 Think Your Nonprofit is Ready for Earned Income? Important Success Factors to Consider Before Jumping In December 19, 2024

WORKSHEET #1

HOW TO FURTHER ASSESS YOUR EARNED INCOME POSSIBILITIES: Additional criteria for decision-making

Criteria	Possibility #1:	Possibility #2:
<i>Is there market need and demand? How do you know it?</i>		
Do customers have \$'s to purchase? How do you know it?		
<i>Is there operational ease in development</i>		

and delivery of the offering?	
How do you know it?	
Can the offering be developed and launched with speed and efficiency?	
Please explain.	
Will the offering contribute to your organization's mission impact?	
How do you know it?	
How likely is it your offering will generate a profit after expenses?	
How do you know it?	



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WORKSHEET #2

FUNDING YOUR EARNED INCOME VENTURE:

It's never too early

Startup / Growth Capital	Possibility #1	Possibility #2
Who could provide the funds? It's ok to consider more than one source.		
How will the funds be acquired? Please explain.		
When would the conversations begin? Let's assume business planning starts		

February 1, 2025 and ends May 15, 2025.	
Who on Staff or Board would likely assume responsibility to raise the funds?	
What "strings" might be attached to the funds? Please explain.	



LABINAR #3

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WORKSHEET #3

COMMUNICATION:

ENTERPRISE

ACCELERATOR

SOCIAL

It's critical to keep your stakeholders informed while planning for earned income

With <i>Whom</i> Will You Communicate?	<i>How</i> Will You Communicate?	<i>Who</i> Will be Responsible?
Board		
Staff		
Donors		

Volunteers	
Partners	
Potential Customers	
Other(s)?	



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LABINAR #3

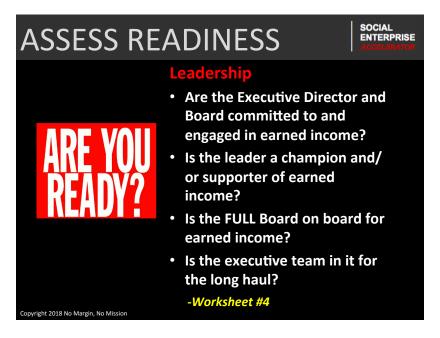
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WORKSHEET #4

ARE YOU READY FOR EARNED INCOME? Assessing your organization's preparedness

Mini Action Plan

CONSIDERATION #1: LEADERSHIP



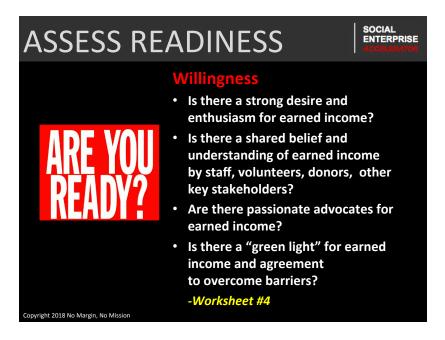
1. Which of the consideration(s) above present(s) the greatest challenge to your organization? Please explain:

2. How will you overcome (mitigate) the challenge(s) you've listed above? Please explain:

3. Who will be responsible to lead the mitigation steps you've listed above? Please explain why you chose the individual(s):

4. What is the estimated timeline for completing the task(s) above?

CONSIDERATION #2: WILLINGNESS



1. Which of the consideration(s) above present(s) the greatest challenge to your organization? Please explain:

2. How will you overcome (mitigate) the challenge(s) you've listed above? Please explain:

3. Who will be responsible to lead the mitigation steps you've listed above? Please explain why you chose the individual(s):

4. What is the estimated timeline for completing the task(s) above?

CONSIDERATION #3: READINESS



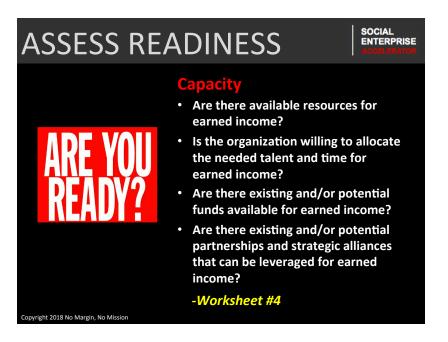
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2. How will you overcome (mitigate) the challenge(s) you've listed above? Please explain:

3. Who will be responsible to lead the mitigation steps you've listed above? Please explain why you chose the individual(s):

4. What is the estimated timeline for completing the task(s) above?

CONSIDERATION #4: CAPACITY



1. Which of the consideration(s) above present(s) the greatest challenge to your organization? Please explain:

2. How will you overcome (mitigate) the challenge(s) you've listed above? Please explain:

3. Who will be responsible to lead the mitigation steps you've listed above? Please explain why you chose the individual(s):

4. What is the estimated timeline for completing the task(s) above?

CONSIDERATION #5: CULTURE

ASSESS REA	DINESS	SOCIAL ENTERPRISE
ARE YOU READY?	 Culture Is there entrepreneuria Do you see opportunitie where others don't? Is there openness to char and new ways of doing Is the organization nimil flexible, and open to char is the organization willing take calculated risks? -Worksheet #4 	es ange things? ble, ange?
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1. Which of the consideration(s) above present(s) the greatest challenge to your organization? Please explain:

2. How will you overcome (mitigate) the challenge(s) you've listed above? Please explain:

3. Who will be responsible to lead the mitigation steps you've listed above? Please explain why you chose the individual(s):

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