



Can You Sustain It?????

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Nonprofits all over the US are telling us they are feeling less stressed because of the influx of stimulus funds...and it makes us wonder how these nonprofits will sustain the new initiatives, additional staffing or other uses of these stimulus funds two years from now...and beyond.

Module 4: Market Research Part 2.

Research direct and indirect competition, identify your competitive advantage.

Social Enterprise Ventures, LLC
Strengthening nonprofits through social enterprise and best practices.

Now is the time to invest in your organization's sustainability.

Module 5: Costing. Cost the proposed venture, identify break even point, explore financing options and UBIT.

Now is the time to invest in capacity building.

Now is the time to think beyond the end of this year and into the future!

Module 6: Sales Planning. Develop a comprehensive sales plan including pricing, promotion, distribution and positioning.

Now is the time to budget for training in social enterprise.

Module 7: Business Planning. Pull everything together in a business plan.

Our *Expedition* training takes place over 6 to 9 months with 5-7 classroom sessions, guided homework in between and consultation for up to one year...for only \$1,000 per month, or \$12,000.

And here's the best part—the principles learned in *Expedition* can be applied to all facets of your nonprofit regardless of the initiation of an earned income venture.

Organizations appoint a team of both Board and Staff leaders who will participate in the training.

Want to learn more? Schedule a free one hour **Live Internet Webinar.** We'll share in depth information about how this works and the results you can expect. Invite interested and curious Board and staff and even potential funders! Email info@socialenterpriseventures or call 505.899.1520 to schedule your webinar.

The training is lead by 2 experienced Senior Consultants or SEV principals who follow a curriculum of 7 modules. Each team member uses a comprehensive workbook with detailed worksheets and examples.

Module 1: Organizational Focus, goals, desired outcomes, stakeholder communications planning.

"During these challenging economic times, we have had to face the hard truth that our faithful regular funders are unable to fund at past levels - sometimes not at any level. If it were not for our Give Hope A Ride program, we could not continue to provide our exceptional programs and services. The time and money our social enterprise team invested in this training 4 years ago was well worth it!" Eileen Cook, CEO, Casa Esperanza New Mexico.

Module 2: Assets and Opportunities. Build an asset inventory, set objective criteria, brainstorm earned income opportunities, rank opportunities.

Module 3: Market Research Part 1. Identify potential customers, target markets, buyers and end users, perform in depth market research, understand features and benefits and more.

Instant Gratification!

In today's challenging economic climate, your nonprofit must become even more effective and efficient than ever before. Changes in the IRS Form 990 will also require a critical focus on the governance practices of your Board of Directors.

So, if you could benchmark your organization against the **Best Practices in Seven Key Management Areas**, would you take advantage of that opportunity?

Download our newest program today!

Exploration - Management By Assessment

This comprehensive assessment tool includes detailed evaluations in the following critical nonprofit management areas:

- ◆ **Basic Organizational Dynamics.**
7 detailed worksheets including mission and vision review, core values and how they are used throughout the organization, plan to improve.
- ◆ **Board Governance and Management.**
110 checkpoints including governance, Board policies and procedures, fiscal and HR management and a plan to improve.
- ◆ **Human Resources.**
35 checkpoint on staffing and volunteer management and a plan to improve.

- ◆ **Programs and Services.**

8 detailed worksheets to evaluate mission versus money driven programs, market trends, revenue versus cost and a plan to improve.

- ◆ **Messages and Marketing.**

8 detailed worksheets comparing effectiveness, features and benefits, stakeholder communication and a plan to improve.

- ◆ **Fiscal Management.**

45 check points including IRS form 990, policies and procedures, Board oversight and more, and a plan to improve.

- ◆ **Resource Development.**

55 check points including policies, donor relations, diversity in revenue, a pop quiz and more and a plan to improve.

INSTANT GRATIFICATION!
**DOWNLOAD INDIVIDUAL MODULES
FOR \$49.95 EACH**
OR THE
WHOLE ASSESSMENT FOR \$299.95!
Visit the Exploration page to order.
**YOU HAVE PERMISSION TO MAKE UP TO 5
COPIES WITH EACH DOWNLOAD.**

Learn It & Earn It!

SEV offers nonprofits and nonprofit associations a unique opportunity to learn the **Expedition™** program and become certified trainers, earning unrestricted income for their organization.

Here's how it works: First, the organization participates in a full **Expedition™** training program

taught by SEV trainers. Then the next group of participants are taught by one SEV trainer and one organization trainer and net revenue is shared 50/50.

After approval of SEV, the organization is then awarded a geographic territory and pays a small licensing fee to SEV.

The Amarillo Area Foundation's Nonprofit Service Center is leading the way. Contact Katharyn Wiegand at 806.376.4521 or (katharyn@aaf-hf.org).

To learn more, contact Jean or Randy at info@socialenterpriseventures.com.

Visit our New Web Site at www.socialenterpriseventures.com

We are proud of the newly designed Social Enterprise Ventures website. We think it is easier to navigate and full of information that you can use.

For example, please visit the **TEAM** page to learn more about the additional skills and expertise of our talented Senior Consultants who teach **Expedition** and **Road Trip**. Also listed on that page are some highly qualified consultants we work with on other projects and whom we recommend highly.

We'll be launching some new products and services in 2010 that will include assessments and consultation for nonprofit organizations in crisis or who need guidance to turn around, collaborate or merge. These will be led by SEV principal Randy Gleason and John Ross, both of whom have considerable experience in this area.

Take advantage of our **free live Internet webinars** to learn more about **Expedition** social enterprise training and **Exploration** assessment tools. We are happy to schedule an informational webinar for you at

your convenience. Just email: info@socialenterpriseventures.com.

Finally, as you saw on page 2, we are now making the **Exploration Management Assessment** series available for you to download today at a price you simply cannot afford to pass up. You will find this comprehensive set of evaluations and assessments more than just useful ... it is the result of more than 50 years of combined nonprofit management experience in a handy format!

Are You a Nonprofit Consultant or Trainer?

If you are a nonprofit consultant or trainer and would like to add our programs to your consulting tool box, contact us!

We are always on the lookout for entrepreneurial nonprofit consultant/trainers who would like to leverage their experience and learn to teach our programs.

We offer the opportunity to earn significant income based on your ability to produce in a geographic area.

For example, you put together a training group and earn 15% of the net profit for the first group trained, while you learn the program yourself. The second group is co-trained with a SEV

principal and the net is shared 50/50. Thereafter, the consultant retains 85% of the net revenue and a 15% licensing fee is paid to SEV for every group trained.

Contact jean@socialenterpriseventures.com to discuss this opportunity.

More About Social Enterprise Ventures, LLC.

This newsletter is a publication of Social Enterprise Ventures, LLC.

The newsletter is intended to update you about issues surrounding social enterprise and inspire you to get going and keep going on your journey to sustainability by earning unrestricted income. Please share it with others who might be

interested. In addition to this newsletter, SEV offers one-hour live Internet webinars that explain the basics of social enterprise and

Schedule a live Internet webinar about Social Enterprise or Management by Assessment.

the management by assessment program. To schedule your **free** webinar, contact Jean@socialenterpriseventures.com Social Enterprise Ventures, LLC was formed in 2006 by founding partners Jean Block and Randy Gleason in Albuquerque. Visit our web site at www.socialenterpriseventures.com to learn more.



Social Enterprise Ventures LLC

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