



The Nonprofit Guide to Social Enterprise: Show Me The (Unrestricted) Money!

Jean Block, Niki Nicastro McCuiston

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Let's face it. Today's nonprofit fundraising environment is just plain tough. Development efforts that worked for decades no longer bring the same results. Nonprofits can no longer count entirely on government funding, available grants, and individual solicitations. Different and more creative solutions are a must.

The Nonprofit Guide to Social Enterprise is an essential guide to starting a social enterprise within your nonprofit organization. The step-by-step process in this comprehensive manual offers a tested approach to launching a successful nonprofit social enterprise that builds your organization's capacity and reduces reliance on traditional but dwindling funding sources.

This manual, part of the popular CharityChannel Press **In the Trenches** series, has examples, worksheets, guidelines, and a business plan template and process that take you through the entire journey of what must be done to launch a successful social enterprise that works to build sustainability for your mission and market.

The authors show you how to reduce your nonprofit's dependence on traditional funding and outlines processes for building unrestricted income sources that allow your organization to expand services, develop new programs, provide better wages and benefits for staff, and build organizational capacity.

Learn how to:

- Create sustainability.
- Develop a sound business plan.
- Discover an enterprise venture that aligns with your mission.
- Reduce your dependence on charitable donations.
- Execute a strategic process that builds sustainability.

The Nonprofit Guide to Social Enterprise will help you develop a clear vision and results-driven plan.

Chapter One

Social Enterprise: Changing the World for the Common Good

Chapter Two

Paradigm Shifts: The Business of Doing Good

Chapter Three

Vetting the Social Enterprise Model

Chapter Four

Organizational Goals, Focus, and Desired Outcomes

Chapter Five

Examining Your Assets and Opportunities: What You Do, What You Have, What You Know

Chapter Six

Testing the Waters

Chapter Seven

Developing Your Sales Plan

Chapter Eight

Understanding Pricing, Financing, and Costs

Chapter Nine

Developing Your Business Plan

Chapter Ten

Sustainability: The End Goal

Appendix A

Business Plan Example

Appendix B

Resources

Read this manual, follow the process, and join the ranks of forward-looking successful nonprofits that have changed their business model from reliance on others to sustainable self-reliance.

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