

**Key
considerations
for social
enterprise as a
mechanism for
sustainable
funding**

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What is Social Enterprise

Organizations that address a basic unmet need or solve a social or environmental problem through a market-driven approach.

- The Social Enterprise Alliance

Some Types of Social Enterprises

Provide service

Buy one, give one

Donate part of proceeds



" Almost all new ideas have a certain aspect of foolishness when they are first produced. "

-Alfred North Whitehead

Key Considerations

Agility

Risk

Marketing

Timing

- Services
- Finances
- People

Agility

Agility

Ramp ideas up quickly

Close elements down quickly



Risk

Nonprofit Fear of Risk

Community dollars

Responsibility to steward

Appearance

- Gambling
- Don't need money
- Commitment to mission

What are the risks?

Fail

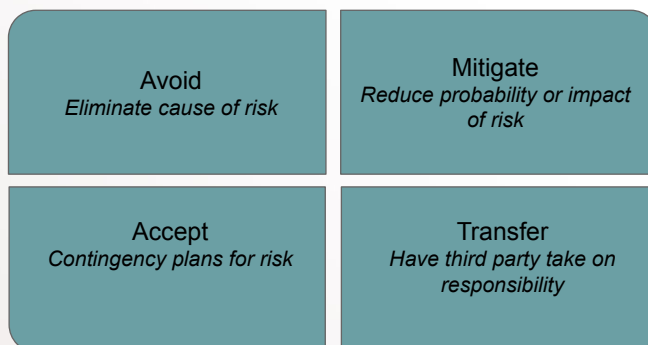
Lose money

Distract from mission services

Confusion

Tips for Organizations with Risk

May not be comfortable
Someone needs to lean in
Be open and transparent



Source: World Economic Forum

Marketing

Marketing

The mission of TBP is to support adults and kids impacted by cancer by ensuring sustainable funding to the Cancer Support Community of Greater Ann Arbor, and to provide brides with a socially-conscious, eco- and budget-friendly option for purchasing their wedding gowns.



Data Driven Marketing

- Analytics
 - Geo & Demo
- Survey Information
- Appointy

The screenshot shows the Facebook Analytics interface. At the top, it says 'Analytics' and 'All accounts > The Brides Project'. Below that is a dropdown menu for 'All Web Site Data'. The main navigation menu includes: Home, Customization, and a 'REPORTS' section with sub-items: Realtime, Audience (with sub-items: Overview, Active Users, Lifetime Value ^{BETA}, Cohort Analysis ^{BETA}, Audiences, User Explorer), Demographics, Interests, and Geo.

Data Driven Marketing

| | | Reach | Positive Likes | Shares | Comments | Negative post engagement | Page unlikes | New page likes |
|----------|--|-------|----------------|--------|----------|--------------------------|--------------|----------------|
| 11/21/17 | <p>THIS is why we do what we do. ❤️ .</p> <p>#GivingTuesday is a week away. This #givingtuesday give a gift that lasts. Give Support. Give to the Cancer Support Community of Greater Ann Arbor.</p> <p>Lily's Story: Our little family ended up facing cancer five days before my 34th birthday. I knew I needed help. Within two weeks of my diagnosis, I was sitting in a comfortable chair at the Cancer Support Community attending my first breast cancer support group giving me a source of comfort. I didn't feel alone. I hoped to meet another young family and CSC made this happen. As our children played, I</p> | 653 | 10 | 0 | 0 | 1 hide post | 1 | 5 |

Donor Cultivation in Marketing

Publicly & privately acknowledge

Keep in touch!

- Buyers become donors
- Donors become volunteers
- All are marketing tools

Timing is
everything

Timing - State of Services

“Tail wagging the dog”

Quality

Stability

Timing - People

Inventory

- Staff
- Social Capital
- Stakeholders

Timing - Finances

Evaluate

- Cash reserves
- Investments
- Stability of development activities

Timing - Finances

Use what you know

Fundraising & expense ratio:

Total Fundraising Expenses/Total Expenses

Revenue and expense ratio:

Total revenues/Total Expenses

*** Conflicting beliefs around these formulas

Key Takeaways

- Is it the **right time** to embrace **risk**?
 - State of services
 - People
 - Finances
- **Be agile!**
 - These practices need to be evaluated both initially and on an ongoing basis
- **Know your message**