

## Charity or Social Service Business? The Road to Sustainability

To contend with today's economic climate and challenges, many savvy nonprofits are learning to diversify their revenue through earned income, or social enterprise. While earned income is not for everyone, most nonprofits will find they have ready assets in what they already do, what they already know and what they already have that can be leveraged into earned income. This audio conference will discuss the steps required to become a successful social entrepreneur, from organizational assessment, to asset development, market research and feasibility, costing and financing, sales planning and finally, business planning.

### Target Audience

Mid, Senior, Advanced level and Board leaders.

### About the Presenter

**Jean Block** has more than 45 years experience in the nonprofit sector, having served as staff and volunteer leader in numerous local, regional and national organizations. She is now a national trainer and consultant on nonprofit management, Board development, fundraising and social enterprise. She has written two books: *The ABCs of Building Better Boards* (received a favorable review in *Philanthropy Today*), and *Fast Fundraising Facts for Fame & Fortune*. Jean began teaching social enterprise under a contract with a training organization and in 2006, was a founding partner in Social Enterprise Ventures, LLC a national training and consulting company. Her partner in Social Enterprise Ventures, Randy Gleason, has a distinguished career in both the for-profit and nonprofit sectors. In addition to his training and consulting through Social Enterprise Ventures, he facilitates strategic planning and serves as an executive coach.

