



2h 25m

PLENUM AND  
SMALL GROUPS

## DESCRIPTION

Organizations often face financial hardships. Think about a time when your organization was in need of money. What did you do? Did you apply for another project and end up being responsible for even more activities?

This exercise will help you to create income for your organization based on your current resources, capabilities, and contacts. Use your creativity to see what opportunities for funding may already be available to you.



## PREPARATION

None



## MATERIALS

- Moderation Cards
- Flip Chart
- Markers
- Tape



## TOOLS

- Worksheet:
  - Mapping Resources (17)
  - Venture Matrix (18)
  - Social Business Model Canvas (22)



SUMMIT



FINANCIAL MODEL

### STEP 1 IN SMALL GROUPS:

List your organization's current resources, capabilities, and contacts on moderation cards using **Mapping Resources (17)** ■■

Use different color moderation cards for each category. [15 MIN]

### STEP 2 IN PLENUM:

Tape all of the moderation cards to a wall so you can see all of the available resources. [10 MIN]

### STEP 3 IN SMALL GROUPS:

Find a comfortable and creative surrounding. You could go for a walk together, sit down on a couch, or just get nice colorful pens. If you found a wonderful spot, get ready to brainstorm fruitful and crazy venture ideas. [30 MIN]

### STEP 4 STILL IN SMALL GROUPS:

Write down your 5 best ideas for generating funding. [15 MIN]

### STEP 5 IN PLENUM:

Review the venture ideas. Select those which fit well with your organization's mission. Write these down in **Venture Matrix (18)** ■■

With the help of this matrix, you can assess which venture ideas would generate a high or low income for your organization and how feasible they would be. Pick the three best venture ideas and distribute them to three groups. [30 MIN]

**STEP 6** In three groups, use **Social Business Canvas Model (22)** ■■ to determine if the funding idea is worth pursuing. [30 MIN]

### STEP 7 IN PLENUM:

Share your conclusions from the small group discussions. If one or more of the ideas seem worthwhile, designate a group who will be responsible for taking the next steps to put your idea(s) into practice. [15 MIN]

Further Reading: Rolf Larson, Amherst Wilder Foundation, Saint Paul (2002), *Venture Forth! – The Essential Guide to Starting a Moneymaking Business in Your Nonprofit Organization*.

Source: Inspired by Socius, Venture Audit.