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## ***Descriptions of Jerr Boschee's typical keynote and breakout presentations***

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### **KEYNOTE PRESENTATION**

***“Social enterprise:  
The promise and the perils”***

*Three hours, including  
a 30-minute break*

The pressures confronting nonprofits these days are daunting:

- Operating costs continue to climb
- Traditional sources of financial support are increasingly unstable
- The number of nonprofits competing for funds has risen dramatically
- The ranks of people in need are escalating
- And the calls for accountability from donors and others are more demanding than ever before

Fortunately, during the past few years, nonprofits around the world have been responding to the pressures impinging on them by adopting entrepreneurial strategies that emphasize a “double bottom line”: Helping the organization expand its impact and simultaneously increase its financial self-sufficiency.

Jerr Boschee has long been recognized as one of the founders of the social enterprise movement worldwide. To date he has delivered seminars or conducted master classes in 41 states and 14 countries.

Mr. Boschee's presentation will cover the following topics:

- Why nonprofits are becoming more entrepreneurial (*historical context, driving forces and five potential outcomes*)
- Key terminology and eight basic principles
- Examples of successful social entrepreneurs
- Four common stakeholder objections
- Fifteen critical success factors for nonprofits adopting entrepreneurial strategies (*identified by the pioneers in the field*)

Following the presentation, Mr. Boschee will distribute two documents to stimulate discussion:

- **“Crossing the cultural divide”<sup>®</sup>**: A matrix displaying -- in 21 categories -- the traditional nonprofit mentality, the traditional for-profit mentality and the new, hybrid mentality necessary for successful social entrepreneurship
- **“How do you stack up?”<sup>®</sup>**: A 23-question checklist that enables participants to begin assessing how ready their organizations might be to begin adopting or expanding entrepreneurial strategies

**Please see next page for descriptions  
of potential breakout sessions**

## BREAKOUT SESSION #1

### *“Turning theory into practice”*

*(90 minutes)*

Nonprofits today are slowly moving away from a **dependency** model of financing that relies almost entirely on charitable contributions and public sector subsidies. The movement takes two forms: Some organizations are working toward **sustainability**, which can be achieved through a combination of philanthropy, government subsidies and earned revenue; others are working toward **self-sufficiency**, which can only be achieved through earned revenue alone.

#### **Part one: “Working toward sustainability”** *(45 minutes)*

Mr. Boschee will present an introduction to entrepreneurial strategic planning, which is designed to help nonprofits simultaneously expand their social impact and solidify their financial well-being. He will also describe two diagnostic tools (“*The Organized Abandonment Grid*”® and “*The Core Competency Matrix*”®) that help them make rational decisions about which programs to expand, maintain, reduce, divest or eliminate.

#### **Part two: “Working toward self-sufficiency”** *(45 minutes)*

Some nonprofits are looking to move beyond sustainability to self-sufficiency by creating social sector businesses that can thrive *without* needing charitable contributions or government subsidies. Mr. Boschee will present a checklist of threshold questions for nonprofits interested in this approach, plus an introduction to the business development process.

## BREAKOUT SESSION #2

### *“Positioning and marketing strategies for entrepreneurial nonprofits”*

*(90 minutes)*

Regardless of whether they are pursuing sustainability or self-sufficiency, nonprofit entrepreneurs have discovered that positioning (“branding”) and marketing strategies are keys to their success.

Mr. Boschee’s presentation will cover 36 topics in five general categories:

- Basic principles
- Strategic marketing
- Positioning strategies
- Strategic partnerships
- Tactical marketing  
*(the “marketing mix”)*