

THE GRANTSMANSHIP CENTER

Earned Income Strategies (EIS) Training Agenda

The following is a typical agenda for this workshop. Trainers may shift the order and emphasis of some elements in response to the specific needs of participants. The timing for breaks and lunch periods are also only estimates; actual times vary based on group activities and discussions.

Day One:

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| 8:30-10:00 am: | Introduction of host organization, trainer and participants. Description of the workshop purpose, objectives, agenda, and workbook. Small group discussion on reasons for attending. |
| 10:00-10:15 am: | Break |
| 10:15- 11:10 am: | Basic principles of EIS: key terms, trends & drivers, strategies, contrasting EIS with fundraising and grantsmanship, benefits. |
| 11:10-12:00 pm: | Earned income principles continued. Risk of failure...and success, implications for your organization, funder perspectives, the brave new world of EIS, related vs. unrelated income, learning from for-profits. |
| 12:00-1:15 pm: | Lunch (restaurants recommended by the host organization) |
| 1:15-3:00 pm: | Organizational assessment of culture and capabilities. Your entrepreneurial profile, strategic framework for EIS, key stakeholders, management capabilities and systems, willingness and ability to invest in EIS. |
| 3:00-3:15 pm: | Break |
| 3:15-4:15 pm: | Identifying your earned income assets. Core competencies, current commercial and non-commercial products & services, physical assets, reputation and brands. |
| 4:15-5:00 pm: | Looking for customers in all the right places. Current constituents, current customers, new but related customers. |
| 5:00-6:00 pm: | Social networking (optional) |

EIS Training Agenda: Page 2

Day Two:

- 8:30-10:30 am Forming venture teams. Increasing profits from current business activities. Brainstorming strategies. Small group exercise to brainstorm ideas to increase profits from current business activities.
- 10:30-10:45 am Break
- 10:45- 12:15 pm Identifying new venture ideas.
- 12:15- 1:30 pm: Lunch
- 1:30- 4:00 pm: Feasibility screening. Venture teams evaluate and score their brainstormed venture ideas. Selecting the one “best” venture idea. (break TBA)
- 4:00- 5:00 pm Quick feasibility test. Identifying rationale and supporting evidence for ratings. Venture teams do preliminary work in this area.
- 5:00-? Work Night! Venture teams prepare venture summary of their selected venture idea, preparing both a written and in-class presentation to be delivered morning of Day Three.

Day Three:

- 8:30-11:30 am: Venture teams present their venture summaries. (2 short breaks)
- 11:30-12:00 pm Discussion of how to expand program knowledge and proposal writing capability by finding models on the Internet.
- 12:00-1:15 am Lunch
- 1:15-2:30 pm Quick business plan, full feasibility study and a full business plan.
- 2:30-2:45 am Break
- 2:45-4:00 pm Venture development action plan.
- 4:00 -5:00 pm Session review and evaluation (written and class discussion)