



# FROM NGO *to Social Enterprise*

2 - 5 July 2019 | Bangkok - Thailand

*Social entrepreneurship: from donor funding to entrepreneurial social impact*



## Contact us

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## Register here

Registration opens until  
25 June 2019

Read more about our  
policy, on our **Frequently  
Asked Questions** page.

## Why this course?

Many non-profit organisations are looking for ways to enhance their sustainability, diversify their income sources and become less dependent on external funding. One route is social entrepreneurship, i.e. making products and services available directly to those who need them but still be driven by the mission to effect change and create a social impact. Social entrepreneurship combines a market orientation with a social purpose, generating both financial and social revenues



### Course objectives

- Understand what a social enterprise is: characteristics, elements and the differences with an NGO
- Understand the what and how of a social enterprise: business models, value proposition, financing streams and outputs
- Learn a step-by-step approach to transforming (parts of) your NGO into a social enterprise
- Learn how to complement an enterprise approach with a domestic support raising (DSR) approach

### Course fee: 870 EUR

*(Including training materials, lunches and tea breaks; excluding taxes)*

- **5% discount** to all payments completed by 21 May 2019
- **10% discount** to MDF alumni who attended an MDF course within the past 02 years
- **01 FREE place** for a group of 06 registrations from the same organization



# Course agenda

## Day 1

- Introduction to social enterprise development; what is a social enterprise?
- The organisation of a social enterprise: the what and the how
- Steps to become a social enterprise; the road ahead for your organisation
- Identification of partners, clients and financiers

## Day 2

- The social enterprise business model: from a mission to a value proposition
- From beneficiaries to clients: researching market opportunities
- The role of the public in your organisation: accountability as a competitive advantage
- Exercise on your own organisation



## Day 3

- Social enterprise financing streams: financiers and investors
- Financial growth projections of your social enterprise ideas
- Domestic Support Raising: non-financial sustainability methods

## Day 4

- Organisational readiness: communicating your vision
- Change management and organisational restructuring
- Action planning and formulating your business case
- Certificates, end-of-training evaluation, closure

## Who should join this course?

Staff of organisations involved in the strategic direction of (parts of) the organisation: NGO's, private sector organisations, UN organisations, governments), who need to understand how to guide social entrepreneurship efforts

***Empowering People, Creating Impact***