



**SCALING  
WELLNESS  
IN MKE**

# Non-Profit Accelerator

## *Non-Profit Accelerator Proposition*

The SWIM Non-Profit Accelerator moves nonprofit organizations from financial dependency to self-sufficiency through earned income strategies, innovation, and leadership development.

## *Accelerator Design*

The holistic program model incorporates a business accelerator specifically tailored for nonprofit leaders. Included in the distinct program design are an orientation, 15 weekly cohort learning sessions, leadership coaching, business mentoring, technical support, and access to a panel of experts and Cardinal Stritch University resources. Further, the Non-Profit Accelerator employs relevant adult learning strategies that respect and leverage the wisdom in the room offered by the talented cohort members.

## *Accelerator Components*

**Coursework:** The course content starts with a focus on the fundamentals of social entrepreneurship and then uses the Business Model Canvas to help nonprofit leaders develop and launch their social enterprise initiatives. Along the way, participants learn to adopt an entrepreneurial mindset and gain knowledge about mission-driven business development, earned income strategies, revenue diversification, partnership creation, and trends impacting nonprofit innovation. Working together, the cohort of leaders learn to “grow the pie instead of fighting over the pieces” -- ultimately yielding results that create more financially sustainable mission-driven organizations ready to address complex community challenges. The course culminates with a final pitch event open to the public, and a path forward filled with entrepreneurial thinking and doing.

**Leadership Coaching:** To be effective in social enterprise work, nonprofit professionals must first lead the self before leading systems. Toward this end, Master Coach Sandye Brown provides two individual coaching sessions focused on each individual participant’s leadership influences, style, and practice.

**Business Mentoring:** Compelling entrepreneurial ventures cannot take place in a vacuum. In order to receive feedback and insights during the business development and pitch process, each organizational leadership team is matched with a seasoned business mentor. Teams meet with their mentors at least four times over the course of the program.

**Technical Support:** Once the first half of the program is complete, organizations become poised to leverage individualized technical support to further develop their social enterprise idea and integrate it into their organization. Dr. Matt Wagner, who also serves as the Non-Profit Accelerator’s first instructor, provides this individualized consulting service.

**Experts Consultations:** For innovative ideas to become reality, there is often the need for expert guidance. A panel comprised of lawyers, bankers, HR professionals, marketing experts and others are on call to

provide initial consultations that can help leaders properly assess and implement their innovations. (Note: This component is in development . . . the Non-Profit Accelerator keeps innovating!)

[Access to SWIM Resources](#): To complement the holistic support provided in the Non-Profit Accelerator, participants are also provided access to various SWIM supports and resources.