



Drive Revenue!

How to Build a Social Enterprise within
your Not-For-Profit Organisation



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Co-Founder and CEO of Vollie

Matt has close to a decade of experience working with non-profits, having helped to raise more than \$2 million in funding and volunteer value across numerous organisations within the non-profit sector.

[Matthew's LinkedIn](#)

THIS IS AN INTERACTIVE SESSION...SO
QUESTIONS ARE ENCOURAGED :)

The dependency syndrome of NGOs exclusively on external funding can be broken and that a shift towards sustainability can be achieved through social entrepreneurship.

Shifting financial dependence from charitable donations to self-generated earned income through social entrepreneurial ventures could be the future of the NFP sector.

Commercialisation among NGOs promotes self-reliance

THE FACTS

More and more charities starting up side-hustles.

Online merchandise stores, coffee carts, book shops and even gyms!

The conversations around NFPs-turned-social enterprises are taking centre stage.

WHAT THE MARKET SAYS...

NFPs operate in constant survival mode = Creativity + determination is needed for better solutions.

What separates the best organisations? A culture of testing a variety of funding streams to figure out what works.

If you decide you want to experiment with earned income, you should undertake a rigorous strategic analysis and a pilot program.

Successfully developing an earned-income strategy was one of the ways organisations broke through the \$2 million annual revenue barrier.

Commercial activities reduce the dependence on donor funding + enhancing resource diversification and organisational autonomy

Equally important = social enterprise may contribute to the emergence of an 'entrepreneurial spirit' not only among NGOs but also among communities and society at large

Earned-income strategies work best for NFPs when they are highly aligned with their mission.

Organisations wanting to scale substantially should be driving toward one or two primary sources of reliable ongoing revenue = Test a good diversity of approaches as they're growing.

Key reason for success = don't sacrifice quality despite being mission driven.

**Top five ways you can create new revenue streams for
your organisation...**

OPEN AN ONLINE STORE

Give your more passionate supporters a new way to show their support for your non-profit's work!

Stickers for laptops or cars, caps and t-shirts, tote bags and mugs – the list is endless!

Great e.g. Edgars Mission



RUN WORKSHOPS

You have a team of passionate and skilled people = there's a market for that expertise.

Plan out a program for a webinar or in-person workshop you can push out to your regular donors,



SELL SERVICES OF PRODUCTS

You can easily expand to a social enterprise by exploring themes and contexts surrounding your work.

Resulting in your organisation becoming more of a household name and a front-of-mind charity for your cause.



SELL AD SPACE ON YOUR WEBSITE

Simple to implement and an effective strategy

Create some extra pocket money for your cause, and also network and connect with local businesses who you may be able to form partnerships



RENT OUT YOUR SPACE

If your organisation has a space to call it's own, you already have a dormant asset waiting to make you money!



SOME REAL WORLD EXAMPLES

STREAT



OXFAM

Australia



MISSION **AU**STRALIA

Need a hand getting started...

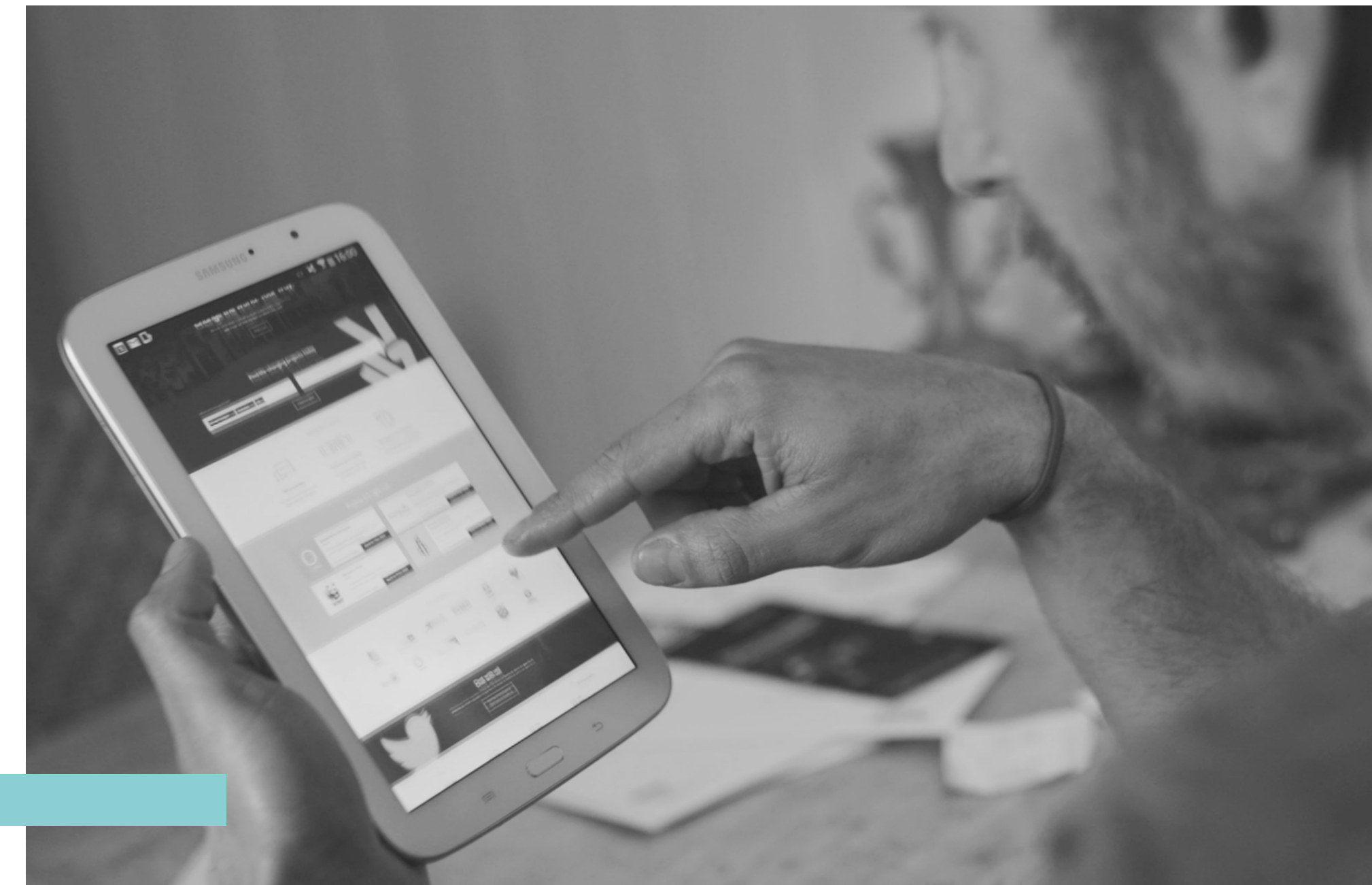
VOLLIE: THINK OF US AS ON-DEMAND VOLUNTEERING

Like Tinder for charities! Like Upwork for Volunteering!

Vollie is an online marketplace that connects non-profit needs with the skills & experience of modern day professionals. Projects are exclusively online, meaning that people can support the causes they care about from any location, & around their busy schedule.

VOLLIE VS TRADITIONAL VOLUNTEERING

- ✌️ **Fast:** applications in 4 clicks.
- ✌️ **Cost effective** for non-profits
- ✌️ **Convenient:** Remote opportunities, perfect for the gig economy
- ✌️ **Scalability** in our offering means non-profits can tap into a global talent market



VOLLIE BY NUMBERS



22 MONTHS OF OPERATION



>400 PROJECTS LIVE



7,000+ VOLUNTEERING HOURS



>\$350,000 VALUE GENERATED



AVERAGE PROJECT VALUE: \$1,000



Question Time!



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