

**10 WAYS**  
**TO START A**  
**BUSINESS FOCUSED**  
**ON**  
**SOCIAL GOOD**

# WHAT IS THEIR NEED?

Once you've identified who it is you want to serve it's time to determine their top five needs. Can you list them? If not get to researching and create a strong needs statement to build your case for business.

Having this information will also guide your activities and events. How else can you track if you're really helping to meet a need.

Write out about 2-3 paragraphs of the needs for your population.

# HOW CAN YOU MEET THEIR NEED?

Now that you have a needs statement you need to determine how you are going to meet those needs. How many of them can you feasibly meet? Which one should you focus first?

It's typically one that you can do really well. Later on as your program develops you can add on additional services as your team and funding grows.

# WHO IS IN NEED?

**Our community has so many individuals who are in need of support and services. Who pulls at your heartstrings? Where do you feel you can provide the most support?**

**Where do you already serve? What population do you already know quite a bit about?**

**What documents can you gather that can support that this community needs support?**

# **WHO CAN YOU PARTNER WITH WHO CAN ALSO HELP?**

**Who else in your community works with your population? What services do they already provide? There is no need to duplicate services. Think about how the two of you can work together to serve your population in an even greater way.**

**Who has a greater capacity and louder community voice that could help bring attention and resources to your cause?**

**Reach out to their team!**



# WHAT KIND OF FUNDS AND RESOURCES WILL YOU NEED?

**What will you need to do your job effectively?  
Sometimes this is not always in the form of funds  
but in-kind donations, volunteers, rental space,  
transportation, etc.**

**Write out what you need and it's value next to it.  
This will become the foundation for your budget.**

# HOW WILL YOU ATTRACT THOSE DONORS?

**Now that you have a clearer sense of what you need to work your business you need the support of donors! What line items in your budget can you get either an individual or company to cover?**

**Think from a donors perspective, what is it about your organization that is so unique or time sensitive?**



# WHO DO YOU NEED ON YOUR TEAM?

**What people do you need to meet your mission?**

**This is a good time to evaluate yourself as well. If you are an introvert then you may need to find someone who is assertive to balance the team.**

**Do you need someone who is a strong communicator? Great writer?**

**Look to create balance in personalities, experience levels, and**



# **WHEN AND WHERE WILL YOU PROVIDE YOUR SERVICES?**

**Where will you meet your clients? What days of the week and times work best for them? Does everyone have easy access to your location? Is it near public transportation?**

**Figuring this out will make all the difference in terms of who is even attracted to your offer. You can easily create an online survey and ask a few people in your target market what times work best for them. Use that feedback as a determinant for deciding your schedule.**



# HOW WILL YOU KNOW WHEN YOU'RE SUCCESSFUL?

**What does success look like for you? Not the organization like yours but FOR YOU?**

**You want to make sure you're evaluating your progress along the way to make sure that you're getting close to achieving your goals. Let's say you're goal is to improve grades in Science and Math, you'd be tracking test scores and grades before the end of the year. You'd be questioning**

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for additional trainings, resources, and  
guidance.

[reginacoley.com/community](https://reginacoley.com/community)



# WHO WILL SUPPORT YOU ON THIS JOURNEY?

**Who will support YOU personally? You are the visionary for your project but you will need support and to further develop your knowledge and skill.**

**Get access to the minds and voices of experts in your field by reading, subscribing to podcasts, and researching.**