

ocial Enterprise Network

Opportunity to Reach Markets through Collaboration

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Who, what and why?

and Way's investment in job training programs

recognized position in the community
identified need for additional commercial
commerce

overwhelming interest amongst local
entrepreneurs

opportunity for joint marketing

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Evolution of the Concept

for impartial referral/promotion
mechanism

expressed interest via internal path
increased visibility/recognition

research on what exists

increased focus at United Way on
program effectiveness and efficiency

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What Others Have Done

Examples of 3 Approaches

Fundraisers.com

www.fundraisers.com

Social Enterprise London

www.sel.org.uk

Social Purchasing Portal Toronto

<http://www.spptoronto.org/>

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Take-Aways

Common Criteria

Increasing degrees of “user-friendliness”

Increases triple bottom line

▶ Vancouver created over 100 jobs for suppliers

▶ Winnipeg suppliers had 30% increase in supplier sales

▶ Toronto suppliers saw 37% increase in supplier sales

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Ask the Experts

Is there a need (in your organization) for a new approach to reaching customers?

What is the most common way customers currently access services/products?

What is possible are your products/services?

What is possible would you like them to be?

What are the threats to your bottom line?

What are the best-selling products/services?

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Implementation Impedim

ring service/product integrity

ing eligibility accordingly

omic/relational implications

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ssity of Neutral Promotion

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Next Steps?

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Thank You

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