



#YALILEARNS



**YALILearns Session
Facilitation Guide**

**CREATING AND
MAINTAINING SOCIAL
ENTERPRISES**

Your Guide to Facilitating a Session on Creating and Maintaining Social Enterprises

This guide will help you to lead a session on starting, running and building a non-governmental organization (NGO) through the YALI Network Online Course, "[Creating and Maintaining Social Enterprises](#)." With these skills, participants will understand why social enterprises matter, how their work can improve their communities, and what skills it takes to see a social enterprise thrive.

Total Time: 85 Minutes

Materials

- Be sure to bring 10 sheets of blank paper or 10 blank poster boards to your YALILearns session for one of the session's activities.

Introduce Yourself (3 minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to start an important conversation about social enterprises in your community.
- Briefly share why you are interested in this topic and chose to organize a community dialogue on creating and maintaining NGOs.

Icebreaker: Similarities (10 minutes)

- Divide participants into groups of three to five people.
- Ask participants to identify three things all their group members have in common (e.g., hobbies, where they grew up, number of siblings, work they are passionate about, etc.).
- Have each group appoint a spokesperson to present its three similarities to the larger group.

Watch Lesson 1: [Creating Your NGO's Strategic Plan](#) (5 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the first video before answering the following questions:

- What are some of the needs facing your community that could be addressed by an NGO?
- Share an example of an NGO in your community that you find inspiring. What need did the founder address? Is the organization meeting its goals?

Watch Lesson 2: [Creating Partnerships](#) (5 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the second video before answering the following questions:

- What are some of the benefits of partnerships?
- Let's take the example of Sam, who's starting an organization to help educate young adults about the importance of a healthy diet. What are some of the organizations you'd recommend he partner with?
- What partners have been most helpful in getting your ideas off the ground?

Watch Lesson 3: [Managing and Evaluating Projects](#) (5 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the third video before answering the following questions:

- Think about a successful project manager in your life. It could be you! What skills does he or she possess? How would you describe him or her to a friend?
- The video we just watched explored different ways of keeping projects on track. What are some of the tools you use or habits you practice to ensure that your projects are moving forward?

Watch Lesson 4: [Advocating for Youth](#) (5 minutes)

Group Discussion (15 minutes)

Now that participants have had a chance to watch all four videos and learn a bit more about social enterprises, this next exercise will help them to refine their ideas and underscore important course lessons.

- Divide participants into groups of three to five people.
- Give every group a large piece of paper or poster board.
- Invite each group to take a few minutes to identify a specific challenge facing youth in their community.
- Once groups have identified a challenge, ask them to brainstorm three to four influencers who can effect change and help them address the challenge they've identified.
- Give participants 10 minutes to identify their challenge and influencers, then allow five minutes for a representative from each group to share a summary of their thoughts with the larger group.



Wrapup (5 minutes)

- Thank participants for attending and briefly restate the importance of understanding social enterprises.
- Encourage participants to sign up for the YALI Network at yali.state.gov.

