Build a Thriving Montessori Business

Day 2: How to Embrace Your Power

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First Step to Build Thriving Montessori Org.'s

- Approach your mission-driven project with **a business mindset**

- Your Montessori project must have an **explicit business funding model**
    - Core activity / program / service / offer = impact
    - What is the funding model = income

- Every core activity / program / service / offer has to be always created based on the **Impact & Income Framework**
    - What is the impact = Specific, Measurable, Achievable, Relevant, Time bound?
    - How will we bring in the income?

Business Model {Funding Model}

Business Model Building Blocks	**Description**
Core Activity / Program	Description of the activity or the program
Client	Who is it for
Distribution Channels	How will you connect the program to the client
Key Resources	What competencies and other resources you need to execute the program
Cost Structure	What do you need spend to deploy
Income Model	What type of income will cover the expense

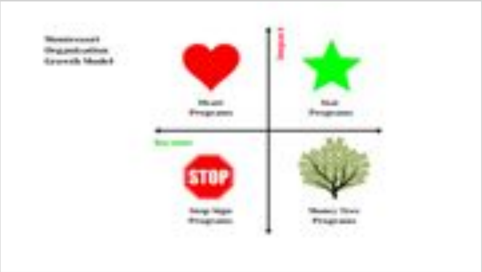
Six Most Frequently Used Business Models

- Individual Donorship
- Foundational, Corporate and Institutional Grants
- Government Subsidies and Contracts
- Fundraising Campaigns
- Formal Membership
- Earned Income

CARVED IN STONE

➢ Impact & Income Framework

➢ Montessori Organization's Growth Model



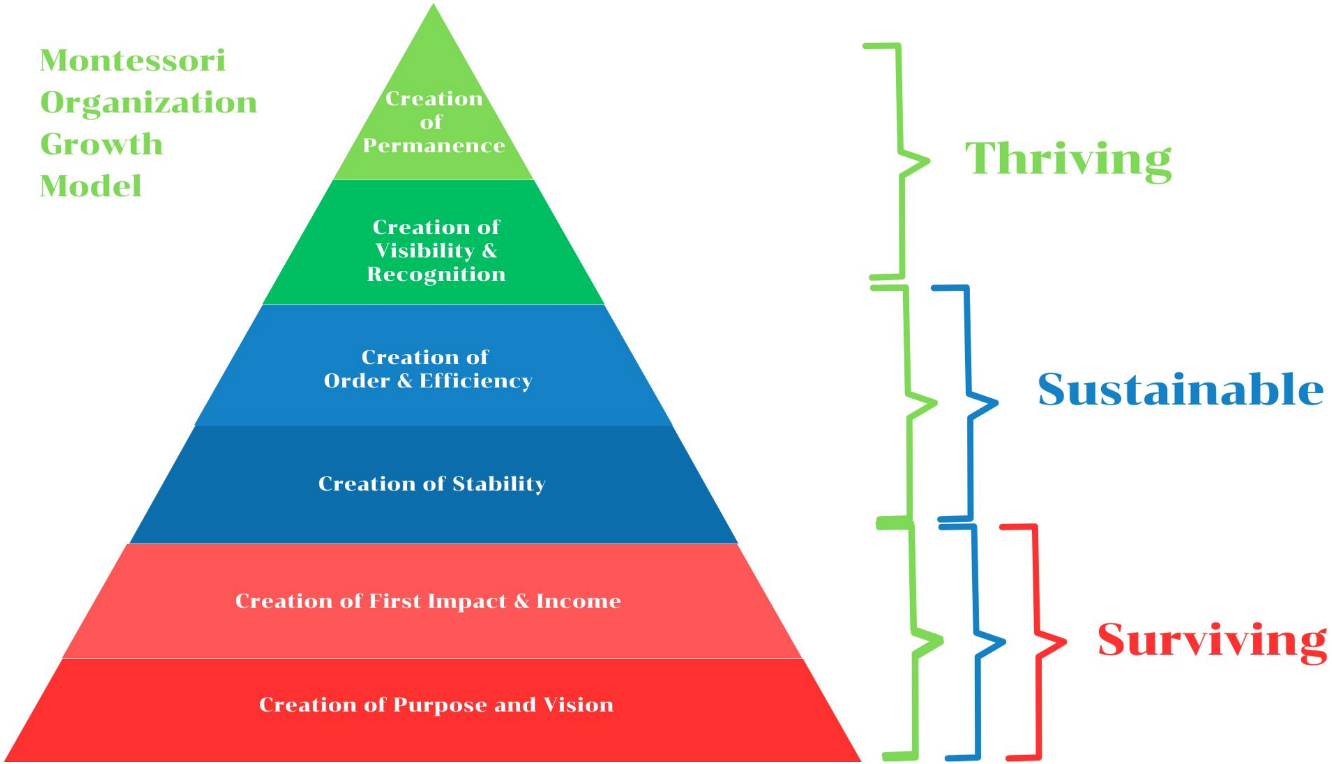
GOLDEN GIFT FROM TODAY

CROWDFUNDING

- For people and organizations with a community
- Based on connection of people with people
- Much easier than corporate fundraising

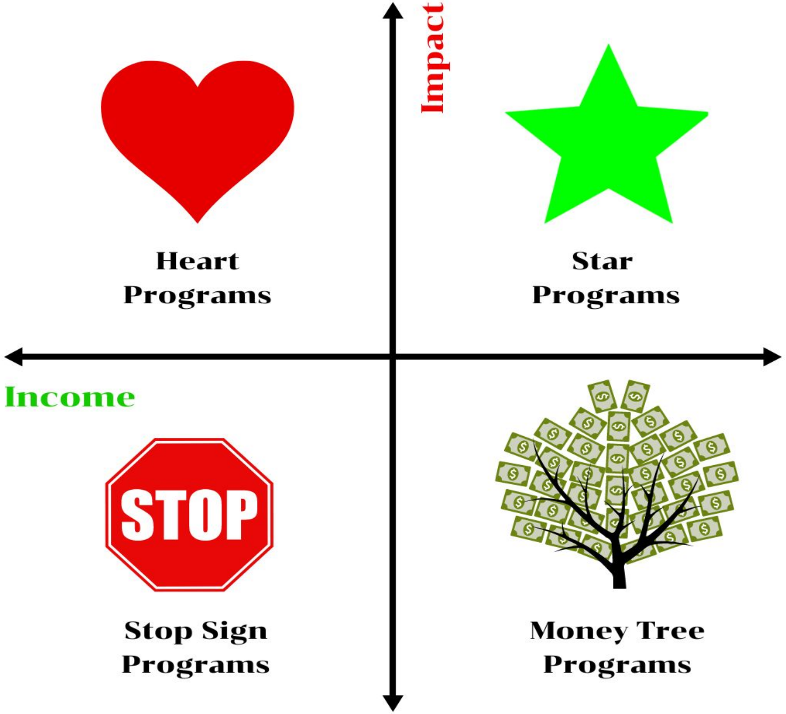
SOCIAL MEDIA FUNDING CAMPAIGNS

- Affordable
- Everyone is there, quick and easy access to donors
- Engagement grows with connection

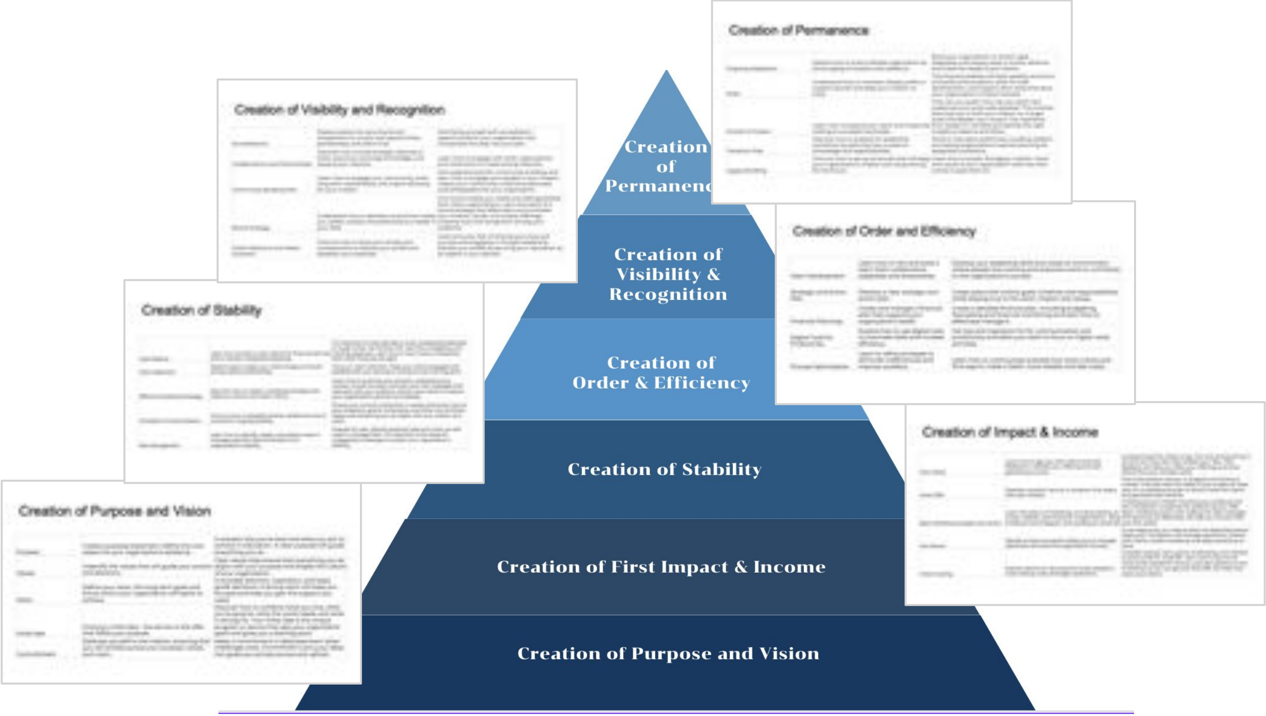


Montessori Organization Growth Model
Creation of Permanence
Creation of Visibility & Recognition
Creation of Order & Efficiency
Creation of Stability
Creation of First Impact & Income
Creation of Purpose and Vision
Thriving
Sustainable
Surviving

Montessori Organization Growth Model



The Montessori Organization’s Growth Model



CASE STUDY

Meet the one and only,

The coolest Montessorian ever,

Dr.Indre Vitkuviene!

Creation of Purpose and Vision

Purpose	Create a purpose statement. Define the core reason for your organization's existence.	It answers why you're here and what you aim to achieve in education. A clear purpose will guide everything you do.
Values	Indentify the values that will guide your actions and decisions.	Clear values help ensure that everything you do aligns with your purpose and shapes the culture of your organization.
Vision	Define your vision, the long-term goals and future which your organization will aspire to achieve.	It provides direction, inspiration, and helps guide decisions. A strong vision will keep you focused and help you gain the support you need.
Initial Idea	Find your initial idea - the service or the offer that fulfills your purpose.	Discover how to combine what you love, what you’re good at, what the world needs, and what it will pay for. Your initial idea is the unique program or service that sets your organization apart and gives you a starting point.
Committment	Dedicate yourself to the mission, ensuring that you will actively pursue your purpose, values, and vision.	Make a commitment to dedicated even when challenges arise. Commitment turns your ideas into goals you actively pursue and uphold.

Creation of Impact & Income

First Clients	Learn how to get your first clients and their feedback to validate your offering and start generating income.	Landing those first clients is key. Not only do they bring in income, but they also help validate your idea. Their feedback will help you refine your offerings and show others that your concept works.
Initial Offer	Develop a product, service, or program that aligns with your mission.	This is the product, service, or program you'll bring to market. It should meet the needs of your audience. Make sure it's compelling enough to attract those first clients and generate early revenue.
Basic Marketing Analysis and Tactics	Learn the basics of marketing, including setting up a basic website, optimizing for Google search, using Facebook and Instagram, and building an email list.	Understand your market. Knowing your audience and the competition is essential for positioning your offer. Basic marketing tactics, like crafting the right messages and reaching out effectively, will help you connect with your first clients.
One Person	Identify at least one person (likely you) to manage operations and drive the organization forward.	In the beginning, you need at least one dedicated person (likely you). This person will manage operations, interact with clients, handle marketing, and keep everything on track.
Initial Funding	Explore options for securing the funds needed to cover startup costs and begin operations.	Consider savings, loans, grants, fundraising, and whether to be for-profit or nonprofit. Learn how to secure the initial funds needed for startup costs like operations and marketing, so you can get your first offer out there and reach your clients.

Creation of Stability

Cash Reserve	Learn how to build a cash reserve for financial security and to handle unexpected expenses.	It’s important to have savings to cover unexpected expenses or tough times. Get familiar with cash flow, budgeting, and tracking expenses. Learn how to save money consistently, even when finances are tight.
Client Retention	Explore ways to keep your clients happy and build strong, lasting relationships.	Focus on client retention. Keep your clients engaged and satisfied with your services or products over the long term.
Effective Marketing Strategy	Discover how to create a marketing strategy that helps you attract and retain clients.	Learn how to promote your services, understand your market, choose the best channels, and craft messages that resonate with your audience. Attract new clients to support your organization’s growth and stability.
Consistent Income Streams	Find out how to establish diverse, reliable sources of income for ongoing stability.	Ensure your income comes from a variety of sources, such as your programs, grants, fundraising, and other core activities. Make sure everything you do aligns with your mission and vision.
Risk Management	Learn how to identify, assess, and explore ways to manage potential risks and protect your organization’s stability.	Prepare for risks. Identify potential risks and come up with ways to manage them. It’s important to be ready for unexpected challenges to protect your organization’s stability.

Creation of Order and Efficiency

Team Development	Learn how to hire and build a team that's collaborative, adaptable, and empowered.	Develop your leadership skills and create an environment where people love working and everyone wants to contribute to the organization's success.
Strategic and Action Plan	Develop a clear strategic and action plan.	Create plans that outline goals, timelines and responsibilities while staying true to the vision, mission and values.
Financial Planning	Create and manage a financial plan that supports your organization's health.	Create a detailed financial plan, including budgeting, forecasting and financial monitoring and learn how to effectively manage it.
Digital Tools for Productivity	Explore how to use digital tools to automate tasks and increase efficiency.	Get tips and inspiration for for communication and productivity and allow your team to focus on higher value activities.
Process Optimization	Learn to refine processes to eliminate inefficiencies and improve workflow.	Learn how to continuously evaluate how work is done and find ways to make it faster, more reliable, and less costly.

Creation of Visibility and Recognition

Accreditations	Explore options for securing formal recognitions to unlock new opportunities, partnerships, and client trust.	Familiarize yourself with accreditation opportunities for your organization and incorporate this step into your plan.
Collaborations and Partnerships	Discover how to build strategic alliances to share resources, exchange knowledge, and expand your network.	Learn how to engage with other organizations and institutions to create strong networks.
Community Building Plan	Learn how to engage your community, build long-term relationships, and inspire advocacy for your mission.	Gain essential tools for community building, and learn how to engage your people in your mission . Inspire your community to become advocates and ambassadors for your organization.
Brand Strategy	Understand how to develop a brand that makes you visible, trusted, and positioned as a leader in your field.	Your brand makes you visible and distinguishable from other organizations. Learn the basics of a brand strategy that effectively communicates your mission, values, and unique offerings, creating trust and recognition among your audience.
Public Relations and Media Outreach	Find out how to share your stories and achievements to elevate your profile and establish your expertise.	Overcome your fear of sharing your story and success and engaging in thought leadership. Elevate your profile by securing your reputation as an expert in your domain.

Creation of Permanence

Ongoing Adaptation	Explore how to build a flexible organization by encouraging innovation and resilience.	Build your organization to remain agile, adaptable, and always ready to evolve, advance, and meet the needs of your clients.
Profit	Understand how to maintain steady profits to support growth and keep your mission on track.	This financial stability will help weather economic and political fluctuations, allow for staff development, and support other areas that drive your organization's mission forward.
Growth of Impact	Learn how to expand your reach and impact by looking at successful examples.	How can you scale? How can you reach new audiences and continually develop? This involves learning how to fulfil your mission on a larger scale and deepen your impact. Get inspiration from leaders in the field and identify the right models to observe and follow.
Transition Plan	Discover how to prepare for leadership transitions by planning how to pass on knowledge and responsibilities.	While it may seem preliminary, building resilient and lasting organizations requires planning for leadership transitions.
Legacy Building	Find out how to set up structures that will keep your organization's mission and values strong for the future.	Learn how to sustain the legacy, mission, vision, and values of your organization when the time comes to pass them on.

Initial Funding Models

Funding from friends and family
Peer to peer lending
Crowdfunding

Grants

Fundraising

Funding Strategies for Montessori Organizations

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Initial Funding Models

Sponsorship
Partnerships with Local Businesses

Personal Loans
Business Loans
Loans to Non-profit organisations

Tax Benefits
Volunteers

Funding Strategies for Montessori Organizations

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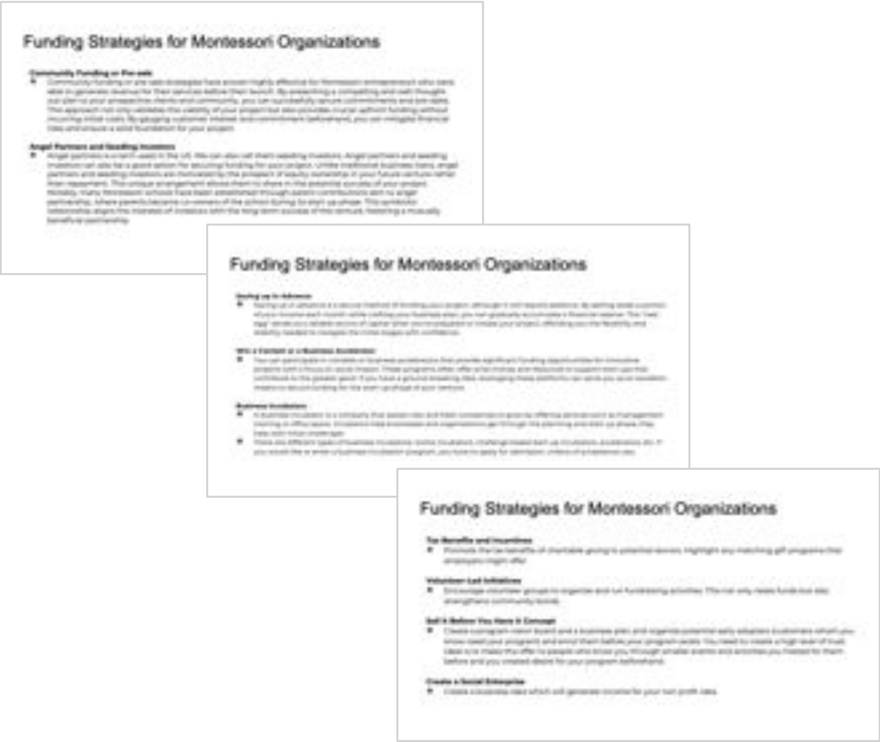
Initial Funding Models

Community Funding or Presale
Angel Partners and Seeding Investors

Saving Up In Advance
Win a Contest
Business Incubators

Sell It Before You Have It
Social Enterprise


Funding Strategies for Montessori Organizations

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Initial Funding Models

Giving Tuesday
Membership Programs
Alumni Networks
Merchandise Sales


Funding Strategies for Montessori Organizations

Educational Events
Donation Drives
Partnerships with Universitites
Social Media Campaigns


Funding Strategies for Montessori Organizations

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Funding From Friends and Family

- Loans are harder to get when you are a start up project. First place to go is usually family and friends, those who have faith in your ideas and ability to run a business. You can also share your ideas on social media and ask a wider circle of friends to help you. You need to have a project outline ready to share, treat them professionally. All investments, even if from close ones, need to be legally captured in a signed document

Peer to Peer Lending (P2P)

- There are online services which match lenders directly with borrowers. These loans are cheaper than bank loans. The interest rate is sent by lenders. If you are considering this option, make sure to research the P2P lending service very carefully and consult with a specialist.

Crowdfunding Campaigns

- Crowdfunding is an excellent way to receive donations from both individuals and companies. There are numerous crowdfunding platforms which offer accessible mediums for launching campaigns. You will only be successful with crowdfunding, however, if you plan and craft a really good crowdfunding strategy. You can learn how to run a crowdfunding campaign by studying successful case studies. Thorough preparation and research will be paramount for maximizing the potential of your crowdfunding work. (Check out GoFundMe, IndieGoGo, Kickstarter platforms.)

Funding Strategies for Montessori Organizations

Apply for Grants

- Applying for a grant is a highly effective method to fund your educational project. Crafting successful grant applications demands profound understanding, knowledge, and skills. Whether you are steering a non-profit mission or leading a profit-driven endeavour, learning how to navigate this process is essential. Alternatively, you can enlist the support of a skilled and experienced grant writer. Both non-profit organizations and profit-driven companies are eligible to apply for grants.

Educational Grants: Apply for grants specifically aimed at educational institutions. Many foundations and government programs support innovative educational approaches.

Community Development Grants: Look for grants that support community enrichment projects, as Montessori education often aligns with community development goals.

Funding Strategies for Montessori Organizations

Fundraising (campaigns, events)

- Mastering the art of fundraising is imperative. Fundraising is not just a suggested component but a vital pillar for the creation and sustenance of every non-profit organization. From organizing events and campaigns to cultivating long-term donor relationships, you need fundraising strategies to mobilize financial support so you offer services to target clients who are unable to pay. There are many types of fundraisers, such as birthday fundraisers, matching challenges or donation challenges, recurring donations, online donations, board members giving and fundraising, in-kind donations and others. There are also many kinds of fundraising events, such as auctions, bake sales, thrift shop sales, selling admission tickets (gala, theatre, art performances), silent auctions, book sales, recipe book sales, daughter father dance nights, community nights, babysitting sleep overs and many more.
  Learning how to fundraise will not only ensure the financial viability of your non-profit endeavour but it will also foster a sense of community engagement and solidarity, empowering people and organizations who care about the same cause as you to contribute.
  Fundraising serves as a cornerstone. It will enable you to fulfil your mission and make a tangible impact in your community.

Annual Galas: Host an elegant event with auctions, dinners, and entertainment to attract donors.
Walk-a-thons or Fun Runs: Engage the community in a healthy, family-friendly activity that raises funds through sponsorships.

Funding Strategies for Montessori Organizations

Sponsorship

- Sponsorship presents a valuable opportunity for non-profit start-ups to garner support from commercial companies and experienced business owners, provided that the mission and purpose of the service align with their values. When approaching a corporate sponsor, you need to tie your project to their social responsibility strategy (CRS). One tip: it works better to approach corporate sponsors through people you mutually know. Successfully securing sponsorship entails more than just a compelling project; it requires a well-crafted plan and a strategic approach to approaching potential sponsors. Establishing credibility is essential, as sponsors seek assurance that their investment will yield meaningful impact. Thus, you will need to cultivate a strong project plan and demonstrate credibility.

Partnerships with Local Businesses

- Partner with local businesses for sponsorships. In return, offer advertising opportunities or community engagement benefits.

Funding Strategies for Montessori Organizations

Personal Loans

- Personal loans can be a practical solution if you are seeking a modest amount of funding to kickstart your project. However, be sure to approach this option with a well crafted plan and budget in hand. You need to understand the precise financial requirements of your project to ensure that the loan serves its intended purpose effectively and that you will be able to return it in its due time.

Business Loans and Loans for Non-profit Organizations

- The same principles apply to larger business loans or loans for non-profit organizations. You will absolutely need to establish a favourable credit history with the bank where you intend to apply for the loan, along with presenting a comprehensive business plan. This plan should outline your budget and articulate a clear strategy for generating revenue to repay the loan. You will only be able to secure the necessary funding from the lender, if you are able to demonstrate a very solid understanding of your project's financial trajectory and if you are able to foster trust with the lender.

Funding Strategies for Montessori Organizations

Community Funding or Pre-sale

- Community funding or pre-sale strategies have proven highly effective for Montessori entrepreneurs who were able to generate revenue for their services before their launch. By presenting a compelling and well-thought-out plan to your prospective clients and community, you can successfully secure commitments and pre-sales. This approach not only validates the viability of your project but also provides crucial upfront funding without incurring initial costs. By gauging customer interest and commitment beforehand, you can mitigate financial risks and ensure a solid foundation for your project.

Angel Partners and Seeding Investors

- Angel partners is a term used in the US. We can also call them seeding investors. Angel partners and seeding investors can also be a good option for securing funding for your project. Unlike traditional business loans, angel partners and seeding investors are motivated by the prospect of equity ownership in your future venture rather than repayment. This unique arrangement allows them to share in the potential success of your project. Notably, many Montessori schools have been established through parent contributions akin to angel partnership, where parents became co-owners of the school during its start-up phase. This symbiotic relationship aligns the interests of investors with the long-term success of the venture, fostering a mutually beneficial partnership.

Funding Strategies for Montessori Organizations

Saving up in Advance

- Saving up in advance is a secure method of funding your project, although it will require patience. By setting aside a portion of your income each month while crafting your business plan, you can gradually accumulate a financial reserve. This “nest egg” serves as a reliable source of capital when you're prepared to initiate your project, affording you the flexibility and stability needed to navigate the initial stages with confidence.

Win a Contest or a Business Accelerator

- You can participate in contests or business accelerators that provide significant funding opportunities for innovative projects with a focus on social impact. These programs often offer prize money and resources to support start-ups that contribute to the greater good. If you have a ground-breaking idea, leveraging these platforms can serve you as an excellent means to secure funding for the start-up phase of your venture.

Business Incubators

- A business incubator is a company that assists new and fresh companies to grow by offering services such as management training or office space. Incubators help businesses and organizations get through the planning and start up phase, they help with initial challenges
- There are different types of business incubators: online incubators, challenge based start-up incubators, accelerators, etc. If you would like to enter a business incubation program, you have to apply for admission, criteria of acceptance vary.

Funding Strategies for Montessori Organizations

Giving Tuesday

- Every day, we are in the front lines, building a new and better society through Montessori education. We need to keep looking for and testing new innovative approaches to raise funds for our work. Giving Tuesday is a global online community of givers. Every December 3rd all non profit organizations around the world use Giving Tuesday to raise funds for their work. Giving Tuesday is an extraordinary opportunity to raise funds on an annual basis.

Membership Programs

- Create a membership program where supporters pay annual dues in exchange for exclusive benefits, such as newsletters, special event invitations, or discounts on school-related services.

Alumni Networks

- Engage alumni in fundraising efforts. Develop an alumni association that can contribute financially or volunteer their time.

Merchandise Sales

- Create and sell branded merchandise such as clothing, accessories, or school supplies. This can also serve as a form of marketing and community building.

Funding Strategies for Montessori Organizations

Educational Workshops and Seminars

- Offer workshops, seminars, or training courses on Montessori methods to educators, parents, and other interested parties. Charge a fee for participation.

Donation Drives

- Organize periodic donation drives focusing on specific needs, such as classroom materials, technology upgrades, or scholarships for underprivileged students.

Partnerships with Universities

- Collaborate with higher education institutions for research grants or educational partnerships. This can provide mutual benefits and open up additional funding avenues.

Social Media Campaigns

- Utilize social media platforms to run targeted fundraising campaigns. Leverage storytelling to connect potential donors with the Montessori mission and impact.

Funding Strategies for Montessori Organizations

Tax Benefits and Incentives

- Promote the tax benefits of charitable giving to potential donors. Highlight any matching gift programs that employers might offer.

Volunteer-Led Initiatives

- Encourage volunteer groups to organize and run fundraising activities. This not only raises funds but also strengthens community bonds.

Sell It Before You Have it Concept

- Create a program vision board and a business plan and organize potential early adopters (customers whom you know need your program) and enrol them before your program exists. You need to create a high level of trust. Ideal is to make this offer to people who know you through smaller events and activities you hosted for them before and you created desire for your program beforehand.

Create a Social Enterprise

- Create a business idea which will generate income for your non profit idea.

Your Signature Story

What is it? WORKSHEET

Why do you need it?

Discovering and using your signature story in your work is crucial to creating connection with your people and community, and to converting them into customers or clients of your program. Use this worksheet below to write down your insights and use those insights to design your own signature story.

Remember: PEOPLE CONNECT WITH PEOPLE, NOT WITH ORGANIZATIONS.

CLIENT JOURNEY

<u>GO TO</u>