

## CULTIVATE Overview

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**WHAT:** **CULTIVATE** is an incubator for nonprofits designed to provide expert strategic supports to emerging social cause organizations based in Mecklenburg County. The incubator will include weekly one-on-one work and personalized coaching married with peer engagement on monthly topics.



**WHY:** The nonprofit sector is ripe for disruption, and social entrepreneurs with new and different ways to achieve success are needed now more than ever. Sometimes these individuals should be encouraged to align with already-developed nonprofits, but other times there are good reasons to launch a new 501c3 endeavor. The goal of **CULTIVATE** is to dramatically increase the likelihood of success for the leaders of emerging nonprofits in Mecklenburg County through hands-on support that encourages collaboration, critical thinking and goal-setting that results in the creation of a roadmap to future success.

**WHO:** Founders and executives of emerging nonprofits selected by a panel of community leaders who will consider applications based on an RFP process. Emerging organization must be a 501c3 nonprofit based in Mecklenburg County established in the past ten (10) years.

**WHEN:** Launching in January 2019 and lasting for 12 months

**WHERE:** Participating organizations will receive **free membership at Hygge Coworking**, receiving access to a variety of drop-in spaces throughout Mecklenburg County where they can engage with stakeholders and prospective constituents. Organizations participating in **CULTIVATE** will be encouraged to bring their missions and programs to neighborhoods across Charlotte and dialogue with local leaders on their own turf.

**CURRICULUM:** Core monthly topics covered by the incubator will include:

- Aligning Mission, Vision & Values
- Building Program Fidelity
- Strengthening the Board of Directors
- Sourcing Volunteers and Staff
- Seeking Partnerships That Make Sense
- Building a Pipeline of Individual Donors
- Mastering Grantsmanship
- Leveraging for Sponsorship
- Onboarding Earned Revenue
- Designing Online Communications
- Appealing to the Media/PR
- Refining the Strategic Business Plan

**CULTIVATE** participants will engage in a half-day workshop each month, work one-on-one with Next Stage and faculty members, and apply what they learn to real-world opportunities.

### Next Stage Team

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### Official Partners

