



# GoodWork Nonprofit Incubator

## Incubator Overview



The GoodWork Incubator provides a unique opportunity for innovative nonprofits to strengthen their capacity, expand their networks and gain visibility. GoodWork uses an application and evaluation process to identify impactful grassroots nonprofit organizations tackling the most pressing social and environmental issues in the New Hampshire Greater Seacoast. Once selected for the Incubator, organizational champions receive access to customized strategic support valued at more than \$12,000 over a period of 18 months.

Incubator participants receive strategic support, including;

- Trusted Thought Partners & Executive Coaching
- Experienced Mentors
- Information, Tools, Referrals & Introductions
- Technical Assistance
- Programs on Nonprofit Basics
- Peer-to-Peer Learning
- Free workspace at our Inspirational Hub of Nonprofit Collaboration; Carey Cottage

## A Proven Approach



At the end of the program, Incubator participants will know how to start and manage a nonprofit, make informed decisions, implement sound fiscal and management practices, gain energy, confidence, and resilience as leaders, be connected to the nonprofit sector, and have a credible community presence.

## Our Impact



# Our People

## Executive Coaches



Our team works with leaders and organizations to improve systems, enhance communication, support the development of leadership, staff, and board, reduce conflict, and clarify your mission and strategic vision. We build on your organization's strengths and assist in making you more effective, collaborative, adaptive, and better prepared to achieve your mission.

The GoodWork professional partners network consists of dozens of experienced business leaders, consultants and nonprofit experts, who provide counsel to our incubator participants.

## Professional Partners



GoodWork mentors are current or former nonprofit executives who share their knowledge and experience, provide support, and assist participants as they network and build social capital.

## Mentors



The GoodWork community provides nonprofit leaders with a shared brain trust where they can gain moral support and participate in peer-to-peer networking and problem solving.

## Community





# Eligibility

## We Serve Organizations:

- in the idea, early-stage, or start-up phase.
- that have a dedicated 'organizational champion(s).' This could be a founder, executive director, board chair, or idea conceiver who embraces learning, is deeply committed to the incubator process, and are willing to fully leverage the resources provided, including coaching, mentorship and professional development.
- serving the Seacoast of New Hampshire (Strafford or Eastern Rockingham Counties) Exceptions may be made.
- lacking resources and infrastructure needed to achieve impact.
- less than three years old and operating with budgets less than \$250,000, however organizations with more resources and length of time in operation may be considered.
- that are NOT religious or faith-based, political, or discriminatory.

## We Look for Organizational Leaders Who:

- are passionate, creative, and energetically addressing important community challenges.
- have great ideas but lack the capacity and resources to be successful.
- demonstrate a deep passion and dedication to the social, environmental, cultural or economic challenge they want to address and can articulate their vision and impact.
- provide innovative solutions and bring a unique or 'yet-to-be-tried' approach to the challenge they are addressing without duplicating existing services.
- have explored opportunities for collaboration or combination with existing organizations, and understand the risks involved and the trial and error process that may be necessary.
- are willing to learn and accept feedback from diverse sources including; coaches, professional partners, mentors and peers.

*The GoodWork Leadership Team will review potential participants and prioritize those that demonstrate the strengths outlined above.*



# Programming

## Monthly Speaker Series ~ Foundation Building



- Developing Your Mission, Vision, and Value Statements
- Writing Your Nonprofit Business Plan
- Nonprofit Budgeting 101 & Financial Management
- Board Governance & Development
- Fund Development & Corporate Sponsorship
- Marketing & Communications
- Conversation with Dynamic Nonprofit Leaders

## Quarterly Community & Skill Building Sessions

### A Systematic Lens to Your Nonprofit Work

Participants learn principles of a systemic approach to change, create a map of their organization's stakeholders, consider how their entity is positioned within the ecosystem of related organizations, and explore what it means to 'find your niche.'

### Understanding and Assessing Community Needs

Participants learn the importance of assessing community needs, develop approaches for gathering input from those they serve, explore how to identify gaps & overcome barriers, and learn to use storytelling as a means to connect.

### The Art of Hosting Good Meetings

Participants learn how to design meeting agendas for strategic thinking, explore how to grow an inclusive culture using participatory approaches, handle common board meeting dynamics, and work through tensions & differences to build trust.

### Reflection & Graduation Celebration

Participants reflect on each other's learning journey, synthesize themes about tools, topics, & content, reflect on what leadership skills are needed for growth, and celebrate their success as incubator participants.



# Application Process

## The Incubator is right for you if

- you are an activist, grassroots organizer, founder, or social justice innovator new to the nonprofit sector or in the idea phase, early-stage, or start-up of your nonprofit.
- you are eager to learn more about operating a nonprofit because you are passionate about a cause but not sure about how nonprofits work.
- you are willing to put in the time (10-12 hours/month), attend the programs, work with a coach, professional partners, & mentors, & leverage the resources & professional development opportunities presented.
- you are a leader who is open & willing to learn, accepts feedback from diverse sources, & is ready & committed to growing an organization & your nonprofit leadership skills.

## Incubator Selection

Our search and selection process lasts 4-6 months and involves targeted outreach to potential applicants, a written application, in-person interviews, and other forms of due diligence. It brings together a range of stakeholders, including experienced and thoughtful nonprofit leaders, consultants, and past incubator participants. Every 24 months we select a cohort of impactful organizations to participate in the incubator.

1

Determine eligibility

2

Complete and submit the Incubator Application

3

GoodWork notifies applicants of decisions

The GoodWork Leadership Team is here to help!  
Please Contact Us at <https://goodworkseacoast.org/contact-us/>  
to schedule a call.