

HELLO

CHANGEMAKING 101: A STUDENT GUIDE TO SOCIAL ENTREPRENEURSHIP



Changemaking 101 includes:

- Resources for students to learn more deeply about social entrepreneurship
- Models of social entrepreneurship in practice that college students can replicate
- Strategies for how students can build momentum for social entrepreneurship on campus
- Tips and tools students need to be effective student leaders and changemakers in their area of study or chosen career field

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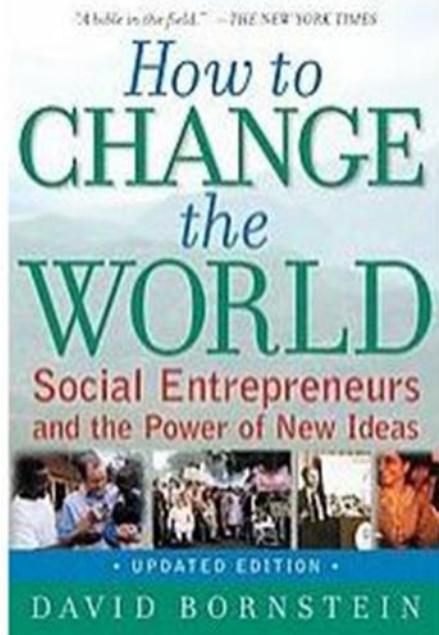
- ▶ Do you want to make a difference in the world?
- ▶ Do you see the same problems in the news headlines every day, and wonder how we could solve them?
- ▶ Do you question “the way things have always been done” and change things up, just to try something different?
- ▶ Are you looking for a more effective way to bring about social change?
- ▶ Are you inspired by those who have?

WELCOME TO SOCIAL ENTREPRENEURSHIP

“Social entrepreneurs identify resources where others only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving.”

— David Bornstein

SOCIAL ENTREPRENEURS



Social Entrepreneurs are people who strive to **solve** social problems at the root-cause/systemic level using **innovative, sustainable, scalable, and measurable** approaches.

Social entrepreneurs are transformative forces.
They...

- Have **new ideas** to address **major problems**
- Are relentless in the pursuit of their visions
- Will not take no for an answer
- Will not give up until they have spread their ideas as far as they possibly can.

Taken from David Bornstein's [How to Change the World](#)

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Teach for America

The Problem: Educational inequity in America (and around the world).

Wendy's Solution: Take talented, recent college graduates and place them in low-income schools to teach for two years before they start their careers.

WENDY KOPP

WAYS OF BEING

- **Understand oneself.** Cultivate awareness of personal passions, motivations, aspirations, abilities and limitations, paired with a commitment to work on improving oneself as a changemaker.
- **Sense of purpose and self-permission.** Develop a sense of the change one wants to see in the world and grant yourself permission to take risks to pursue it.

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Vision Spring

The Problem: The poor in developing countries cannot get access to simple eyeglasses needed for precision work.

Jason's Solution: VisionSpring delivers high-quality, affordable eyeglasses to individuals in the developing world with a network of local entrepreneurs using a scalable model that reaches more people every day.

JASON KASSALOW

WAYS OF INTERACTING

- **Communicate clearly and convincingly.**
Be able to create and deliver a crisp, concise, audience-appropriate presentation of a problem (and its solution) and why one should care and act.
- **Build coalitions and teams.** Be able to build connections with peers and stakeholders through effective vision-setting, negotiation and communication.

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APOPO

The Problem: Hidden land mines threaten people's lives and make it impossible to use some land for agriculture.

Bart's Solution: Relies on the high olfactory sense of the African Giant Pouched rat that is endemic to sub-Saharan Africa. Bart forms teams of three human de-miners and one trained rat to detect mines.

BART WEETJENS

WAYS OF THINKING

- **Think in systems.** Cultivate the ability to analyze a problem in the context of a system; learn to make hypotheses about what would be required for the solution to function at the scale of the problem.
- **Define problems, design solutions.** Define a problem and design a solution that takes into account both intended and unintended consequences.
- **Think creatively.** Push thinking beyond the immediacy of the challenge at hand to envision the world as it should be.
- **Think with a focus on results.** Learn to align activities and tactics with measurable results in the short- and long-term; map out pathways to success that take into account continuous learning from failures along the way.

CORE PRINCIPLES

- Long lasting improvement instead of short-term profits
- Creating sustainable value in their communities
- Seeing opportunities where others see problems
- Being bold and not limited by resource constraints
- Continuing innovation, adaptation, and learning

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Image from the Joshua Venture Group

We believe that the synergy between a passionate “**who**,” an innovative “**what**,” a sustainable “**how**” and a community of changemakers can and will change the world.

CHALLENGE:
Use your education to
learn how to be a
changemaker!

QUESTIONS?



CONTACT

Susie Richetti

Work On Purpose Liaison

srichetti@Rollins.edu 407.414.3177



Contact Us