

GARNERING COMMUNITY  
SUPPORT FOR  
MICROENTERPRISE  
DEVELOPMENT

2018 CAMEO Member Meeting

# A Microenterprise Development Organization Can:

- Raise funds for its own operations and programs
- Compete with other nonprofits in the community for scarce resources
- Try to convince the general public that small businesses are important
- Angle for media attention, volunteers, and a place at the “table.”



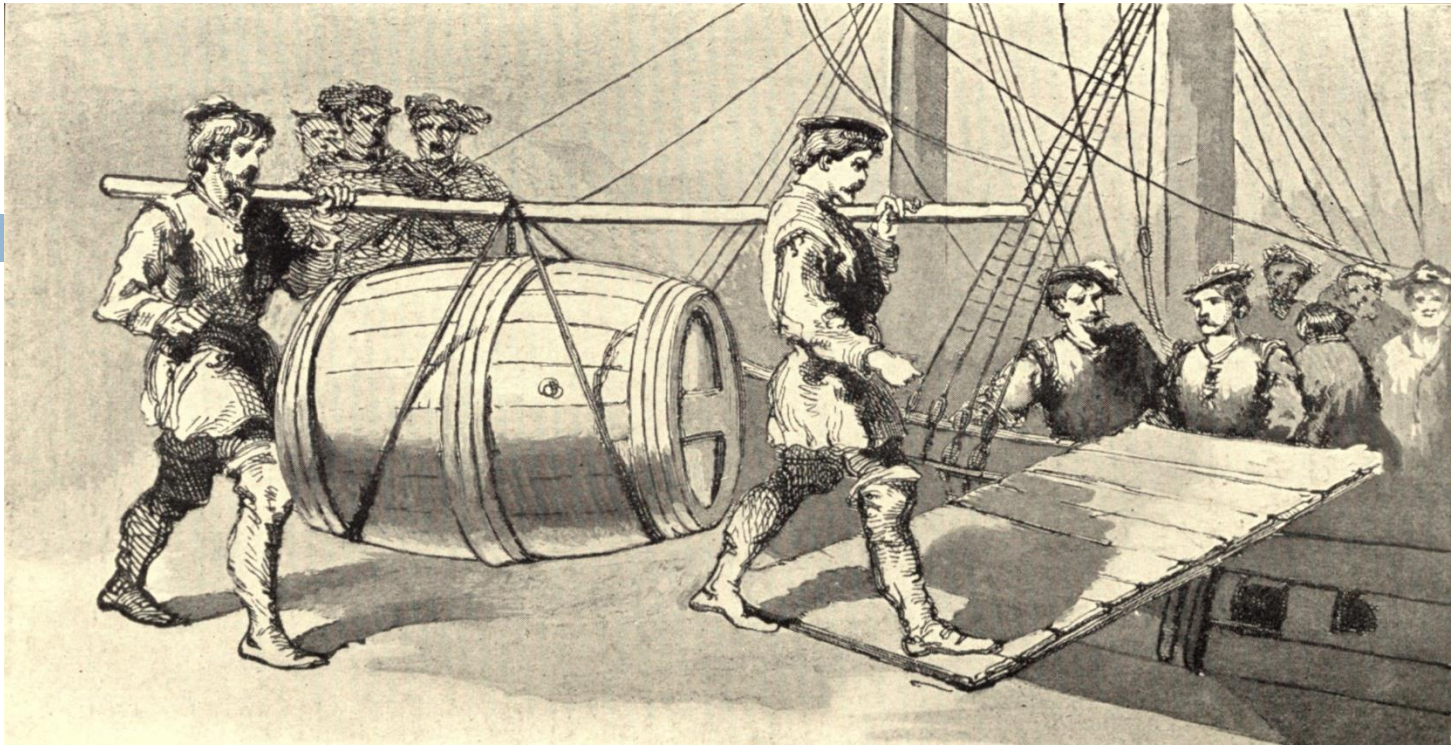
- Partner with another agency
- Convene those who work with target population and keep each other informed
- Form a community collaborative focused on growing small business

# A Microenterprise Collaborative Could

- a) Coordinate public awareness of the need for microenterprise programs and greater access to capital
- b) Affect local public policy and garner support for state and national advocacy efforts
- c) Expand information on best practices of microenterprise development among practitioners, city and county agencies
- d) Coordinate a more effective referral network
- e) Help attract funding to the region for programs and microloans
- f) What else?

# Who cares about successful small businesses?

- Cities and counties that need tax revenue
- Banks and other business services that want business customers
- Real estate agents who have space to lease
- Job developers and the unemployed
- Nonprofits who are looking for economic opportunities for their clients
- Chambers of Commerce



If you plan to build a ship, do not gather everyone in order to find wood and prepare tools; do not distribute responsibilities and try to make work more pleasant; rather teach them all to have a longing for the wide, endless sea.

*Antoine de Saint-Exupery*

# Essential Elements of Building a Community Collaborative



- ❑ Create Collaboration
- ❑ Build Capacity
- ❑ Develop Support
- ❑ Be Accountable

# Create Collaboration



- ❑ Who is included?
- ❑ How do we work together?
- ❑ What structure do we need to do the work?
- ❑ What change do we agree needs to happen?
- ❑ How do we communicate with each other?



# Build Capacity



- What products or programs will be offered?
- How do we strengthen service providers so they can meet demand and provide with quality?

# Develop Support



- Raise public awareness
- Change public policy
- Communicate effectively
- Make the case for support
- Engage funders

# Be Accountable



- Prove the products and services work
- Demonstrate the process is worthy of support
- Capture feedback and adapt



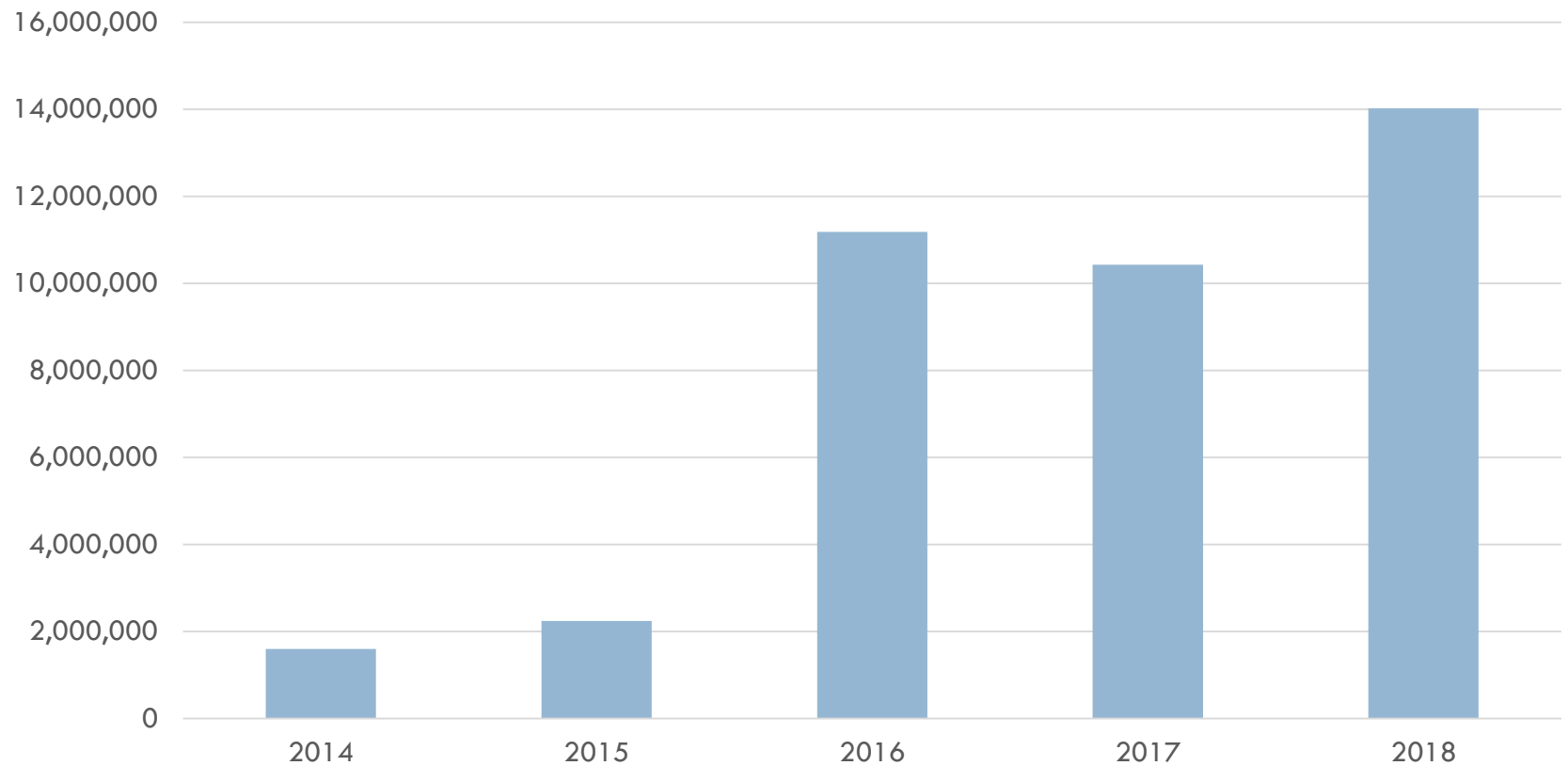
MicroEnterprise  
Collaborative  
Inland Southern California

## **Purpose: Create and Sustain Businesses and Jobs through Micro-Business Development**

- ❑ Increase the number of small businesses accessing services and loans with effective referrals.
- ❑ Raise public awareness of the importance of Micro-Business Development
- ❑ Increase the capacity of small business service providers and microlenders.
- ❑ Grow the collaborative to support this work

# Microlending is Growing in Inland Southern California

Series 1



# Typical Activities of an Emerging Collaborative

- Convene a conference of stakeholders
- Create a case statement
- Form a steering committee
- Secure an administrator/fiscal sponsor
- Raise funds for staff and infrastructure
- Explore policy opportunities
- Develop a strategic plan
- Develop a website
- Circulate an e-newsletter

# How the Work Gets Done

- Steering committee guides the collaborative's agreements and consensus building and oversees the work of effort
- Administrative entity (backbone) provides infrastructure for the day to day operations, communications, and convening
- Working groups or task force groups engage the network to accomplish specific tasks such as policy efforts

# Where Coalitions Make Leadership Mistakes

- ❑ Same agency acts as the administrative entity and leads the steering committee—dominating leadership
- ❑ Steering committee produces plan of action without community input and then asks for endorsement
- ❑ Membership to the coalition or collaborative appears to be “by invitation only” or is otherwise restricted.
- ❑ Communications are tightly controlled.
- ❑ Lots of activity with no theory of change
- ❑ No feedback loops
- ❑ No assessment, reflection, or adaptation



# For further information, contact

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“Field Building: Your Blueprint for  
Creating an Effective and Powerful  
Social Movement”