girl scouts of wisconsin badgerland

BossGIRL

Lesson Plan 5

Lesson Plan Name: Social Change for Social Good

Objective of the lesson plan

- Developing your business is more than just brainstorming a new business venture and creating a product or service. Thinking about the impact that your business will have on the community is an important piece to consider. You will learn how to incorporate a social good component into your business during this lesson plan. During this lesson you will also:
    - Learn what a social good company is
    - Research social good businesses
    - Think about ways to turn your business into a socially good business

Lesson Plan Resources

- Website links:
    - Rising Tide Car Wash
    - Think Beyond the Label
    - Change Creator

- Video Links:
    - Social Enterprise 101 (3:35 minutes)
    - Puzzles Bakery (5:45 minutes)
    - Project Repat (2:34 minutes)
    - TOMS shoes (3:01 minutes)
    - Rising Tide Car wash (4:37 minutes)
    - Special Kneads Bakery

Length of time for lesson plan: 30-45 minutes

Supplies needed

- Computer access with internet to watch videos
- Printed copy/copies of the worksheet
- Pen or Pencil
- Piece of paper

Activity Instructions

1. Read the information under each activity and follow the instructions provided in the activity. Step by step instructions will be provided when necessary. The lesson plan is written to the Girl Scout.

Ready to learn what a socially good business is?!

In the last lesson, you learned about who the audience could be for your business. Did you know though that there is another audience for your business that you may not have thought about? They are not the ones who you are going to **SELL** your product to.... BUT the ones that can benefit **FROM** your product or organization.

As Girl Scouts, we all want to 'Make the World a Better Place'. We do this by taking action in our local communities to help others. When you take action you investigate a need/problem in your community, research that need, and come up with a solution to solve that need/problem. After you have come up with your solution, you are then able to go around and educate people about the problem, how you propose you solve it and then implement your solution. This solution is your Take Action Project.

When you are developing your Take Action project, you are thinking like an entrepreneur. As entrepreneurs in BossGIRL, you have brainstormed a product or service that fulfills a need in your community. Maybe this is a new line of clothing, a tasty treat, a bath product, or a tutoring program. Your new product or service can then be sold to your audience and a profit can be made.

Have you ever wanted to make money and make the world a better place, all at one time?! Guess what! You can do both as a Social Entrepreneur.

Who is a Social Entrepreneur and how does their business solve a social need?

A **Social Entrepreneur** is a person who wants to make the world a better place through their business.

- Their business emerges from the need to serve their community or society in some way and have a greater positive impact on the life of others.
- Their business stems from a personal story, passion or cause very close to their heart.
- Their heart is at the center of their business and their goal is to have a social mission tied to their business to make a social impact.
- They invest at least 50% of their profit in a charitable mission.

When a Social Entrepreneur establishes a business to run, they are running a **Social Enterprise**.

- Check out this great video on Youtube about what a social enterprise is.
    - Social Enterprise 101

Activity 1: Let's Meet some Social Entrepreneurs:

Check out these short video clips about these amazing examples of Social Entrepreneurs. Discover what makes them a social entrepreneur and what makes their business unique. You will need to have access to YouTube to watch these videos. As you watch the videos, fill out the information on the next few pages. You can also write down your answers on a piece of paper.

You are welcome to watch all of the videos but do not need to watch all six of them. Choose at least three of them to watch.

1. Puzzles Bakery (This New York Café hires people with Autism | Today)
2. Project Repat (Project Repat – Upcycled t-shirts)
3. TOMS Shoes (Gives new shoes to children in need. One for One.)
4. Rising Tide Car Wash (Meet the gutsy dad that started a car wash to help his son find purpose)
5. Special Kneads Bakery (Special Kneads and Treats)
6. Seventh Generation (We are Seventh Generation)

Social Entrepreneur 1:

Name of organization:
Who founded (started) the business?
Why did they start the business?
What does their organization sell? What service do they offer?
What makes their business good for the community/world? What makes it a Social Entrepreneur business/organization?

Social Entrepreneur 2:

Name of organization:
Who founded (started) the business?
Why did they start the business?
What does their organization sell? What service do they offer?
What makes their business good for the community/world? What makes it a Social Entrepreneur business/organization?

Social Entrepreneur 3:

Name of organization:
Who founded (started) the business?
Why did they start the business?
What does their organization sell? What service do they offer?
What makes their business good for the community/world? What makes it a Social Entrepreneur business/organization?

Social Entrepreneur 4:

Name of organization:
Who founded (started) the business?
Why did they start the business?
What does their organization sell? What service do they offer?
What makes their business good for the community/world? What makes it a Social Entrepreneur business/organization?

Social Entrepreneur 5:

Name of organization:
Who founded (started) the business?
Why did they start the business?
What does their organization sell? What service do they offer?
What makes their business good for the community/world? What makes it a Social Entrepreneur business/organization?

Social Entrepreneur 6:

Name of organization:
Who founded (started) the business?
Why did they start the business?
What does their organization sell? What service do they offer?
What makes their business good for the community/world? What makes it a Social Entrepreneur business/organization?

What makes them a Social Entrepreneur?

Each of the businesses that you just learned about are social entrepreneur businesses. They all started their business because they saw a need or problem in their community and had an idea on how to fill that need or solve that problem. Look back at your notes from each video and write down the need their idea was filling or problem it was solving in the space provided below.

Business	Need it was filling | Problem it was solving
Puzzles Bakery	
Project Repat	
TOMS	
Rising Tide Car Wash	
Special Kneads Bakery	
Seventh Generation	

Activity 2: Become a Social Entrepreneur

Now that you know what a social entrepreneur is, it is time for you to think about the needs that you see or know about in your community or around the world. How can you as a Girl Scout and a BossGIRL fill that need or solve that problem? Brainstorm possible social topics below. After you have brainstormed the possible social topics, think about how you could potentially help solve that problem or fill that need with a business idea.

Social Need	How can you help solve it?

Activity 3: Can your business Idea have a social good aspect?

Over the last few lessons you have been working hard to think about different types of products/services that you are interested in starting a business around. Are there any social good components you can build into your business idea that would fill a need or solve a problem? Think about each idea you came up with (from Lesson 3) and see if you can incorporate a social good component into that idea. It is okay if you cannot think of one. Not all good businesses have a social good component built into it.

Type of Product or Service	What social good component can you build into that product or service business?

Get ready to pick the business right for you!

Now that you have brainstormed possible products or services that you want to develop a business around, uncovered your passion, examined who your audience is, and discovered how to build a good social component into that idea, it is time to pick the business idea that is right for you! Coming up in Lesson 6, you will pick one idea that you want to move forward with, and learn how to design your business plan for that product or service.