

A Week at a Glance:

OU Impact Accelerator

MONDAY

IMPACT ACCELERATOR WORKSHOP

Learned all about goal setting!

TUESDAY

VENTURE CLINIC

That was great! I've got a lot of ideas running through my head now

WEDNESDAY

COACHING WITH THE OUIA TEAM

The team always has sage wisdom for growing my venture

THURSDAY

IMPACT ACCELERATOR WORKSHOP

Today was about perfecting our pitch to donors

FRIDAY

MEETING WITH A MENTOR

Great meeting recapping the venture clinic and getting great advice

EDUCATION WORKSHOPS AND SEMINARS PRESENTED BY OU COLLEAGUES

Strategy

- Understanding Your Leadership Style
- Mission, Vision, and Values
- Pitch Workshop
- Goal Setting
- Customer Segmentation
- Product and Services
- Logic Model and Impact Measurement

Marketing

- The Marketing Plan
- Social Media Strategy
- Public Relations How To's
- Creative Production
- Search Engine Optimization (SEO)

Operations

- Pricing and Revenue Streams
- Leadership Fireside Chats
- Understanding Management
- Legal Considerations
- Finances and Accounting

Fundraising

- Demystifying Fundraising
- Donor Prospecting
- Donor Stewardship
- Perfecting the Donor Pitch
- Appointments and Asks
- OU Fundraising Peer Mentoring

QUESTIONS TO CONSIDER

- What are my KPIs and how can I measure them?
- Is this next step in line with my mission?
- How do I frame my mission for different audiences?
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TO-DO

Connect with another venture to think through our goals

Create market research survey

Start next section of the business plan