

# The Institute for Social Entrepreneurs

Seminars, workshops and consulting services  
for social entrepreneurs in the United States  
and around the world

## PRAISE FOR JERR BOSCHEE'S *MIGRATING FROM INNOVATION TO ENTREPRENEURSHIP*

"Boschee's book is a must-read for any nonprofit practitioner who is serious about social entrepreneurship. Even the most entrepreneurial sector leaders will benefit from the book's clear and practical insight about achieving true sustainability."

**JUDITH E. ALNES**, Executive Director, MAP for Nonprofits, Saint Paul, Minnesota

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"Jerr Boschee has done it again - written a well constructed, highly readable and wonderfully usable new book. Boschee has a knack for clarifying complex concepts and language through crystallizing examples and a conversational voice. The book's practical 'how-to' approach examines critical success factors *as well* as obstacles, grounding the prospect of nonprofit self-sufficiency in reality. The technical content seeped in relevant anecdotes, story-telling and historical background make *Migrating from Innovation to Entrepreneurship* truly enjoyable to read. An essential resource for nonprofit practitioners and stakeholders interested in earned income ventures!"

**KIM ALTER**, Principal, Virtue Ventures LLC; Visiting Fellow, Skoll Centre for Social Entrepreneurship at Said Business School, University of Oxford; author of *Managing the Double Bottom Line: A Business Planning Guide for Social Entrepreneurs*

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"Jerr Boschee draws on his decades of deep and pioneering involvement with social entrepreneurship to provide a powerful set of insightful and practical guidelines on how to achieve economic self-sufficiency. A most useful read for all aspiring social entrepreneurs."

**PROF. JAMES E. AUSTIN**, Snider Professor of Business Administration; Co-founder, Social Enterprise Initiative, Harvard Business School; author of *The Collaboration Challenge: How Nonprofits and Businesses Succeed Through Strategic Alliances*

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"While social entrepreneurs existed before he came on the scene, Jerr Boschee has been a leader in cultivating within the worldwide NGO community a passion for sustainability and self-sufficiency through social entrepreneurship. This booklet captures in a succinct and highly readable way the essence of what it means to engage in social entrepreneurship. It will be especially useful to me in sharing the concept with others, including board members and colleagues. (And the lexicon and bibliographies alone are worth the price!)"

**KATHLEEN E. BUESCHER**, President & CEO, Provident Counseling, Inc., Saint Louis, Missouri

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"Concise and pragmatic...Jerr Boschee has written a wonderful overview of the often confusing world of social enterprise. For anyone wanting a short but on target clarification of social enterprise, its evolution, characteristics and purpose, this essay is just that tool."

**KATIE BURNHAM LAVERTY**, Founder and President, The Society for Nonprofit Organizations; Publisher, *Nonprofit World*

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"Jerr Boschee's book clarifies the essential elements of becoming a successful social entrepreneur. This is a valuable summary for nonprofit leaders considering earned income strategies to accomplish their social mission."

**MIKE BURNS**, President, Pioneer Human Services, Seattle, Washington

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"*In Migrating from Innovation to Entrepreneurship*, Jerr Boschee very aptly chronicles the evolution of the field of social entrepreneurship. Coming from someone who has "walked the walk," Boschee's commentary is a wise and necessary wake up call for donors and nonprofit practitioners to move from 'dreaming' to 'building' more sustainable organizations. As Boschee so rightly points out: 'It is one thing to create and nurture a new program - and quite another to sustain it...' - hopefully this book represents the end of the debate over terminology and the

migration from a focus on supporting *individual innovators* toward a more holistic approach to building stronger and more entrepreneurial social change *organizations*."

**LEE DAVIS & NICOLE ETCHART**, Co-Founders and CEOs, NESsT (The Nonprofit Self-sustainability Team)

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"Drawing on his 25 years of experience, Jerr Boschee masterfully shares his experience and knowledge in this book. The emphasis is on practical social entrepreneurship. What is so impressive about Boschee's book is his discussion of these four topics: 1) Unexpected outcomes experienced by nonprofits adopting entrepreneurial strategies; 2) Identifying key stakeholder objections; 3) Analyzing the single greatest obstacle encountered by entrepreneurial nonprofits; and 4) Reviewing 14 critical success factors emphasized by the pioneers in the field. This book should be within an easy arm's reach for every nonprofit CEO and board chair with a vision for self-sufficiency and not just sustainability of their organization."

**NORMAN L. DOLCH**, Professor of Sociology and Director, Institute for Human Services and Public Policy, Louisiana State University in Shreveport

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"Boschee's insights offer an in-depth and practical analysis of the essential elements of social entrepreneurship. His long history of involvement in the field and his exposure to so many successful social enterprises have made him keenly aware of the critical success factors which he details in *Migrating from Innovation to Entrepreneurship*. This is a great source of information and motivation for those seeking the path of social entrepreneurship."

**RICH GILMARTIN**, President and CEO, Gulf Coast Enterprises; former President, The Americas Group - Workability International

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"When I first received this manuscript to review, my reaction was 'oh no, not another tome on social entrepreneurship!' But I read it-and hey!!- it is an interesting and informative essay, quite cogent and presented in a nice, compact manner. The attachments - the lexicon and bibliographies-are quite handy too!!"

**PETER GOLDBERG**, President and Chief Executive Officer, Alliance for Children & Families

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"Boschee uses extensive expertise and vast knowledge of the nonprofit sector to provide innovative, practical and to-the-point guidelines supported by real-life examples for anyone connected to the nonprofit world or who just wants to have an impact. As the Co-Founder and CEO of a successful ten-year-old organization, I found his thoughtful exploration of common mistakes, misconceptions and obstacles experienced by nonprofits to be right on the money and a resource I wish I had a decade ago."

**DARELL HAMMOND**, Co-Founder and CEO, KaBOOM!

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"Jerr Boschee's book serves as an important compass for community foundations as they explore meaningful ways to work with donors and nonprofits on the vital topic of social entrepreneurship. He clearly outlines the basic principles, critical success factors and a lexicon of terms to enhance our ability to communicate and devise meaningful entrepreneurial strategies that will positively impact our communities."

**JAN KREAMER**, Retired President and CEO, Greater Kansas City Community Foundation

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"Boschee covers a subject that is receiving increasing attention in the publishing world. But what sets this book apart from the others is the author's ability to tease out key strategies from the myriad of anecdotal data, to guide both newcomers and the more seasoned social entrepreneurs alike. At the outset, this book takes a reasoned stand on questions around definition (and also includes an exhaustive lexicon in its appendix), but then puts the fuss about definition aside to provide a blueprint for others on what it takes to succeed. Boschee's plain talk is easy to read and understand, draws on his vast experience, particularly regarding affirmative businesses, and is reinforced through the "aha's" of practitioners in the field - all the while giving readers insights into their organizations and themselves and the strategies they can employ to reach their goals."

**CYNTHIA W. MASSARSKY**, President of SocialReturns, Inc., and founder and former co-director of the Yale-Goldman Sachs Foundation's Business Plan Competition for Nonprofit Organizations

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"Once again, Jerr Boschee is spot on with his consistent ability to drive right to the most timely and important challenges (and opportunities) within the evolving practice of entrepreneurship for the common good. Jerr has always focused on separating the ideal from the doable. This book is a must read for those that understand *sustainable* changemaking is what impact is all about."

**TOM REIS**, Program Director, W. K. Kellogg Foundation

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"Jerr Boschee's long experience guiding social enterprises qualifies him to bring us this insightful overview of this expanding field. The hard won wisdom of social entrepreneurs and their advisors, well organized in this essay, will save many nonprofits from false starts and help others towards sustainable profits."

**JOHN RIGGAN**, Founder and Retired Chair, TCCGroup, Philadelphia, and co-Founder, [Social Enterprise Alliance](#)

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"For anyone seriously considering a foray into social enterprise, Jerr Boschee's guide is an important point of departure. Filled with the accumulated experience of many practitioners, this work offers valuable perspective from those who have 'been there and done that.' No one has a track record like Jerr Boschee and we all benefit from his generosity in sharing it."

**BILLY SHORE**, Founder and President, Share Our Strength; author of *Revolution of the Heart* and *The Cathedral Within*

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"Finally, a book that cracks the code on social enterprise. For too long social entrepreneurs have strived to find a common language, one that made sense and traveled across cultures. Jerr has produced the useful definitions, insights, and his typical wisdom, that allows new and veteran social entrepreneurs to say what they mean and be understood. Congratulations."

**DR. RICHARD STECKEL**, author of *Filthy Rich and Other Nonprofit Fantasies* and *Making Money While Making a Difference: How to profit with a Nonprofit Partner*

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"Jerr Boschee is a leading expert on the rapidly advancing social entrepreneurial movement in the U.S. and abroad. His command of the intricacies, pitfalls and practical realities of social venture projects is both compelling and inspiring, as is his wise and thoughtful advice for those risk takers willing to commit their careers and organizations to a better future. In *Migrating from Innovation to Entrepreneurship*, Jerr satisfies our need for clarity and understanding of this emergent and complicated field and he masterfully details the essential factors for success, an on-the-mark analysis. This book with its Practical Lexicon for Social Entrepreneurs will surely be a dog-eared companion for every new and engaged social entrepreneur in the States and internationally."

**TONY WAGNER**, President, International Federation of Settlements and Neighborhood Centers

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"I would encourage everyone in the non-profit field to have this book close at hand. This is the 'how to' book that can help you on your path to sustainability. Jerr Boschee's insights into the importance of becoming financially self-sufficient in order to do more mission hits right to the core of what it takes to run a successful non-profit today."

**JIM WESTALL**, Founder and CEO, Skookum Inc., Seattle

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"*Migrating from Innovation to Entrepreneurship* is a welcome addition to the field. It's a practical toolkit of critical concepts and principles that will help social entrepreneurs successfully meet their double bottom line. Based on Jerr's broad pioneering background as well as those of other leading social entrepreneurs, you won't find this kind of distillation of on-the-ground experience anywhere else!"

**TOM WHITE**, Editor and Publisher, [Social Enterprise Reporter](#)

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"*Migrating from Innovation to Entrepreneurship* gives you the up close and very real insights of a rewarding yet challenging journey for nonprofit organizations to 'loosen the chains of dependence' so 'powerful relationships can change.' This read encourages a serious and informed reflection on the cultural changes that must become systemic, and on why there's a discomfort with making the money we need in our organizations. Examine the six most damaging pressures in your decision-making process to move toward entrepreneurship and the factors critical to your success. This essay is indeed the next best thing to Jerr being there himself to guide you on your path. A must read for all of today's nonprofit executives and their boards, especially those interested in being around tomorrow!"

**ELAINE M. WOLOSHYN**, President and CEO, Center for Nonprofit Excellence, Akron, Ohio

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