

Where funders join forces to bring the most promising strategies to scale

MARKETING KIT

Please help us spread the word about the Exchange's new philanthropic initiative and online platform, the **Social Impact Exchange Scaling Marketplace** (<http://www.socialimpactexchange.org/scalingmarketplace>). Spearheaded by leading foundations, the marketplace enables funders across the country to easily connect to evidence-based, game-changing nonprofits with the potential to have a major impact in education, health, and poverty alleviation.

It is the first marketplace for scaling impact, with the intent over time to encompass thousands of funders and generate billions of dollars in growth capital annually for high-impact interventions that address our most difficult social problems. To achieve the vision of a robust marketplace where thousands of funders participate, it will require broad collaboration among many stakeholders – a large collective impact effort – that includes funders as well as affinity groups, funder networks, corporations, philanthropist circles and others in the field.

We hope you will join with us in building this much-needed market-based system so that we can achieve this vision together. To make it easier to spread awareness about this work with your networks, we have put together a package of information about the Scaling Marketplace, including sample copy that you can drop into an email or newsletter, post on your website, use in a blog, share at conferences, etc., and suggestions for spreading the word on social media.

Here is a list of recommendations for ways to join our awareness campaign for the Scaling Marketplace:

1. Reach out to your members and/or networks to introduce the Scaling Marketplace and ask *them* to help spread the word. We have provided sample newsletter copy, blog topics, tweets and other social media below:

SAMPLE COPY for NEWSLETTER OR EMAIL

SUBJECT LINE: New Funder Collaboratives Support Growth Capital Campaigns of Game-Changing Nonprofits

As a valued colleague, we want to let you know about the new Scaling Marketplace and exciting opportunity for both local and national funders to offer support to a select group of game-changing nonprofits through a newly established capital marketplace.

The Social Impact Exchange Scaling Marketplace (www.socialimpactexchange.org/scalingmarketplace) is the first-ever online platform featuring game-changing nonprofits that are pursuing active growth capital campaigns and are generating major impact in the areas of health and education. The marketplace enables

grantmakers to review and co-fund scaling opportunities that align with their interests and have been pre-vetted by other funders in their field.

All funders throughout the country are encouraged to participate in the Scaling Marketplace – program officers and directors at local, regional, and national independent foundations, community and family foundations, corporate foundations and giving offices, as well as individual high-net-worth donors who are interested in identifying and providing financial support to nonprofits that can have major impact at scale.

The initiative is spearheaded by the Social Impact Exchange’s Working Groups whose funder members identify evidence-based nonprofits, conduct due diligence, and provide a portion of growth capital needed for scaling each investment.

Four nonprofit scaling opportunities in health and four in education are currently offered for co-funding through the Scaling Marketplace. View these investment opportunities and the funders supporting them at www.socialimpactexchange.org/scalingmarketplace. Join the Scaling Marketplace and be part of a new way of doing philanthropy!

SAMPLE BLOG TOPICS (these are themes rather than fully fleshed out blogs)

Topic #1: The Marketplace Potential

What would it take for capital to flow more efficiently and effectively to game-changing nonprofits seeking to grow? According to the Social Impact Exchange, the answer is the creation of a nonprofit scaling marketplace, which would operate like the private placement marketplaces in the for-profit sector that invite co-investors to come together to finance the growth of for-profit business.

Philanthropy, as currently organized, does not consistently enable those nonprofits with the most demonstrated impact to achieve the level of scale needed to help hundreds of thousands or even millions of people. Scaling impact is now an important discussion at many foundations and among philanthropists; the sector has numerous initiatives that have gone beyond demonstrations and are serving an increasing number of individuals.

However, to capture that progress and momentum and create greater, more systematic value, it requires the establishment of an enduring system that can scale the impact of hundreds of effective interventions on an annual basis. Our field has not yet accomplished this. The urgency to do so is borne out of the fact that our toughest social problems continue to overwhelm our solutions.

The Social Impact Exchange has taken the next step in thinking about a new way of doing philanthropy. The Exchange’s recently launched Scaling Marketplace (www.socialimpactexchange.org/scalingmarketplace) provides an opportunity for funders to make a measurable impact on the issues they care about by coming together to co-fund nonprofit growth campaigns.

The organizations in the Scaling Marketplace have high-performing, evidence-based interventions supported by trusted people and institutions. They are spreading to communities all over the country where funders can support their growth both locally and nationally. Such a marketplace has the potential to direct billions of dollars each year to hundreds of high-impact nonprofits that will improve the lives of millions of people in need.

Topic #2: Collaboration Through Co-Funding

Collaboration in the nonprofit sector is all the buzz these days. But collaboration isn't always as easy as it sounds, especially when it comes to multiple funders coming together to help scale-up nonprofit organizations.

The Social Impact Exchange's Funder Working Groups are spearheading a new way of doing philanthropy by combining their resources to help co-fund scaling opportunities. To successfully address our most difficult problems, they are helping to create a growth capital marketplace that enables billions of dollars to flow to high-impact, game-changing nonprofits.

Because no one funder can do it alone, the Exchange has established the Scaling Marketing (www.socialimpactexchange.org/scalingmarketplace) where funders are joining forces to support nonprofits that are bringing the most promising strategies to scale. The marketplace enables funders to connect easily with evidence-based, game-changing nonprofits that have the potential to generate major impact in health and education.

The Scaling Marketplace is an initiative spearheaded by the Social Impact Exchange's Funder Working Groups, consisting of 20-30 major foundations, corporations and other leaders and officials who identify and fund evidence-based nonprofits they feel should move to the next level of scale. These Working Groups are an example of a successful funder collaborative that is organizing its resources to help high-impact nonprofits succeed in their growth goals.

Funder Working Groups are member-driven and provide collective learning, shared due diligence, complementary portfolios, and a co-investing model that offers the benefits of collaboration yet preserves control over individual funder decision-making. By co-funding through the Scaling Marketplace, funders have the opportunity to make a big difference, while also furthering their individual missions.

SAMPLE TWEETS (tweets can be no more than 140 characters, including spaces)

- @SIExchange's newly launched Scaling Marketplace supports growth capital campaigns of game-changing nonprofits <http://siex.us/fundscale>
- Attention health funders! The Scaling Marketplace is an easy way to join forces & co-fund nonprofit growth campaigns <http://siex.us/fundscale>
- Attention education funders! Join forces in the Scaling Marketplace & help co-fund nonprofit growth campaigns <http://siex.us/fundscale>
- The @SIExchange's Scaling Marketplace is a new way for philanthropy to combine its resources to achieve more impact <http://siex.us/fundscale>

For nonprofits listed in the Scaling Marketplace:

- Find [Name of your nonprofit] in newly launched Scaling Marketplace where funders are joining forces to support our growth campaign <http://siex.us/fundscale>

SAMPLE FACEBOOK POSTS

- The Social Impact Exchange launches the Scaling Marketplace, the first-ever collaborative and online platform featuring well-vetted, game-changing nonprofits in health and education that are pursuing active growth capital campaigns. Visit www.socialimpactexchange.org/scalingmarketplace to learn more.

- The Social Impact Exchange's Scaling Marketplace is an opportunity for funders to join forces and support game-changing nonprofits that are bringing the most promising strategies to scale. Join the marketplace at www.socialimpactexchange.org/scalingmarketplace and discover opportunities to co-fund scaling initiatives that have the potential to generate major impact in health and education.

For nonprofits in the Scaling Marketplace:

- [Name of your nonprofit] is listed as a funding opportunity in the Social Impact Exchange's Scaling Marketplace, the first-ever collaborative and online platform designed for funders to support nonprofits in health and education that are pursuing active growth capital campaigns. Visit www.socialimpactexchange.org/scalingmarketplace to learn more.

2. Let Tamara Schweitzer Raben know if you write a blog post so she can repost to the Social Impact Exchange blog and promote via the Exchange's social networks. Contact Tamara at tschweitzer@growthphilanthropy.org.

3. Share news about the Social Impact Exchange Scaling Marketplace at Conferences you attend.

4. Post news about the Scaling Marketplace on your website. We have provided a link to the press release announcing the launch that you may repost on your website or in your newsletters.

http://www.socialimpactexchange.org/webfm_send/874