

### WHAT IS A SOCIAL ENTREPRENEUR?

*A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur assesses success in terms of the impact s/he has on society. While social entrepreneurs often work through nonprofits and citizen groups, many work in the private and governmental sectors. - Source: Wikipedia*

In the **Facing the Lion Service Learning Program**, students will learn how to use simple entrepreneurial business skills to organize and manage a fundraising event on behalf of Cows for Kids. This program will provide students with the tools for goal setting, team building and effective communication and will provide students the opportunity to explore and discuss ways that they can make a difference to Kenyan communities in need.

Students should also be encouraged to establish personal goals. What do they hope to accomplish by completing this program? What do they hope to learn about themselves? What new skills do they think they will acquire?

#### **Goal Setting & Planning:**

**Before you start**, the class should set goals. Learning how to set attainable goals is a lesson for students of all ages. Your **goal setting & planning process** should include:

1. As a classroom, discuss your goals for **Cows for Kids**.
  - a. What is your vision for a better world for the people in Joseph Lekuton's district?
  - b. What would the class like to accomplish?
  - c. What is the target fundraising amount that will accomplish this?
  - d. Set a timeline for your project and a deadline.
  - e. Write down your goals.
2. Prepare students to talk about **Cows for Kids** and why they are supporting this cause.
  - a. How are they going to tell people why they feel it is important to support young people in Kenya. Do some role-playing in your classroom so students are prepared.
  - b. Clearly and plainly help your students tell people about their goals. "We want to raise enough money to buy 5 cows for poor families in Kenya through the **Cows for Kids** program".

## Facing the Lion: A Bridge to Kenya

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### Interdisciplinary Middle School Curriculum and Service Learning Program

3. Now that you have set your goals, students can use their math and organizational skills to tackle the nuts & bolts of planning an event:
  - a. What kind of event or project would meet these goals?
  - b. What possible problems might you encounter as you try and achieve your goals?
  - c. How much are your fundraising activities going to cost?
  - d. What will be your net contribution?
  
4. Write out the specific action steps that you need to do to achieve your goals.
  - a. Establish tasks that can be assigned to specific students or groups of students. For example, one team can work on media and publicity, one team on event planning, one team on sponsorship.
  - b. Create master and team checklists to mark progress.
  
5. Set measurement standards.
  - a. How will the students know what impact they have had.
  - b. What follow-up is required?