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| *Business Purpose* | Potential client clarity will increase by.25% as they learn the foundations of operating a non-profit.  |
| *Target Audience* | Potential clients who have recognized that they have a passion and want to make a difference in their corner of the world. |
| *Training Time* | 20 minutes |
| *Training Recommendation* | Design an e-learning course that provides information and activities that helps potential clients answer fundamental questions about whether or not they should focus on forming a non-profit.* Course would have the storyline: “I know I’m passionate about this cause, but is starting a nonprofit the right thing for me? What do I need to know before going down this road?”
* This course will ask the learner five questions they should be able to confidently answer before beginning their non-profit.
	+ Am I ready to run a business?
	+ Am I ready to succeed?
	+ Do I have the patience and skills for administrative management?
	+ Who’s on my team?
	+ Ethical considerations to make
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| *Deliverables* | * 1 e-Learning course developed by
* Storyboard
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| *Learning Objectives* | Upon completion of this course, learners will be able to:1. Identify the attributes, qualities, and resources necessary to run a non-profit business.
2. Describe some of the requirements needed for being in administrative management.
3. Describe some of the types of people who will need to be on their team.
4. Defend whether or not they feel that forming a nonprofit is the right thing for them to do in order to channel their passion to change the world.
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| *Training Outline* | * Introduction
	+ Title slide
	+ Navigation
	+ Objectives
* Am I ready to run a business?
	+ Vyond video
	+ Daily business activities for a nonprofit founder
	+ Knowledge Check
* Am I ready for a long-term commitment?
	+ Vyond video
	+ Nonprofit statistics
	+ Knowledge check
* Do I have the patience and skills to be in administrative management?
	+ Vyond video
	+ Issue with either compliance, insurance, communications
	+ Knowledge check
* Who is on your team?
	+ Vyond video
	+ Team member choices
	+ Knowledge check
* What are some of the ethical considerations of starting a nonprofit?
	+ Vyond video
	+ Common ethical situations for a non-profit
	+ Knowledge Check
* Summary

Final Evaluation / Reflection – Learner answers the question, “Do I think that starting a nonprofit is right for me?” “Yes” – move on to the next module addressing the mechanics of starting nonprofit“No” – provide suggestions and resources for how to channel passion to make a difference in the world (i.e. volunteering, etc.) |
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| *Evaluation Plan* | * 3 assessment questions per question to ask yourself (12 questions total)
* Learner must score 80% to continue
* Feedback given after each question
* Learner will have 3 opportunities to pass
* Questions will be created during alpha programming (after the storyboard / script have been fully approved)
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