



— **SPRINGBOARD** **Social Innovation Forum**

April Theme: *Online Solutions*

~The 2nd Wednesday of each month~

Welcome to the Springboard Social Innovation Forum.

Springboard Social Innovation Forum invites you to think. Ask questions. Find your passion. Take action.

Get enraged. Get engaged. Get busy.

This month: *How do internet-based technologies support social innovation?*

Tonight's forum is themed "Online Solutions" and will use emerging local projects for real-time, hands-on learning. Learn how the internet can be used to raise seed-funding for social entrepreneur startups, learn about free and low cost online resources for creating a successful social innovation, learn how social marketing can create social change.

Discover how you connect with powerful local programs and ideas, help get them off the ground, implement them in your neighborhood, or integrate them with your mission—they benefit you! If you are an organization or individual seeking to use technology to streamline social innovation, tap into local assets, or adapt our city to support social, environmental, and economic innovation, please join in to take action. During tonight's forum, Portland-based internet entrepreneurs representing three categories: using the Web as a social innovation, building communities of support for social innovation, and online tools that help us do our good work—demonstrate the potential of their Web sites and answer some challenging questions:

- Why use the Web?
- What gap are you filling? Why do you think it's worth filling?
- How does your "online solution" work? How do users engage with your online solution?
- What's different about your Web site? What's innovative about your approach?

Chances are, you'll have some good answers of your own. Tonight is your chance to talk about them with others in the community who share your concern. And if you have an idea ready to turn into action, you'll find experts ready to help you get started.

The Springboard Social Innovation Forum is a monthly community event envisioned and hosted by Springboard Innovation, a nonprofit organization based in Portland that fosters community-led community change. Our mission is to help turn ideas to action, led by local community members... like you.



Launching community-led community change.

www.springboardinnovation.org

5:30 p.m. *Share a meal with a fellow community member.
Take this opportunity to meet neighbors and connect with local projects.*

6:10 p.m. **Welcome:** Amy Pearl, *Springboard Innovation*

6:15 p.m.

Speakers

- **Randy White, Bright Neighbor**
- **Samantha Mafchir, MicroMentor**
- **Skip Newberry, Portland Is Better Together / Business Express**
- **Amy Pearl, ChangeXchange**

7:15 – 8:00 p.m. Workshops

❖ **Session 1: Engage!**

Stage

1. **The ChangeXchange:** *Amy Pearl, Springboard Innovation.* Meet launchers of social change featured on the ChangeXchange and learn more about their projects. Surf the new ChangeXchange Web site and invest in social innovation with seed funding!

Dangerous Table Room

2. **Social Media Marketing for Social Change -** *Tom Bennett, Marketing Strategist.* See how Social Media is creating opportunities for organizations to build and connect with communities. Tom will go through the best practices for creating a *Social Media Strategy*, along with a survey of the tools available for connection and community development. (Facebook, LinkedIn, Ning, etc.)

Kids' Room

3. **Brainstorming Session: Project Equilibrium.** *Stephanie Fleming, Project Equilibrium.* Project Equilibrium is an online decision-making tool that helps balance decisions with regard to the three critical domains of sustainable development: Environment, Society, and Economy. Help Project Equilibrium by giving feedback on how to make this online tool helpful to us all.

Ping Pong

4. **Online Tools:** *Holly Ross, NTEN.* A crash course in free and low-cost online tools for managing your contacts, donation services, marketing and communications. You need this workshop!

Main Room

❖ **Collaborative Session Tables**

Are you launching an idea or organization? Get others to help you! Claim a table, define the need, and ask for help. Pull up a chair and offer advice, feedback, ideas... Dry erase signs are available at the sign-in table. Engage!

8:15 – 9:00 p.m. Workshops

❖ **Session 2: Cross-pollinate!**

- **Repeat of Session 1**

(Next month, May 13: Shelter)