



Strategically Considering Social Enterprise

When making decisions about whether to pursue a social enterprise and/or which one to pursue, it is important to have an understanding of what is most important to you.

Social Enterprise Selection Criteria are the few key items that must be met in order to feel confident that the social enterprise you are considering is a good fit for the organization and/or has the support of your team. To develop your criteria, consider:

- What are the most important things for us to take into consideration when exploring a social enterprise opportunity?
- These are the things we care about the most. If we remember these values, our choices will be stronger and representative of what we stand for and believe.
- Who or what matters most to us?

Please capture the items that are most important to your group when it comes to considering a social enterprise. When you have listed all of your criteria, please select your top five and highlight any that are “deal breakers.”

Social Enterprise Selection Criteria	Top 5
EXAMPLE: Does the social enterprise opportunity help us to achieve our mission?	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	