

Greater Sum Project Description
Fall 2021

Anna Taylor is the Executive Director of [The Greater Sum Foundation](#), an organization with the following mission:

The Greater Sum Foundation serves as a catalyst for positive change. We enable early-stage innovators to create new solutions to old problems by providing the tools, connections, and assistance they need to realize effective solutions to significant and ongoing problems around the world.

The Greater Sum connects skills based volunteers (SMEs) with early-stage nonprofit entrepreneurs for short and long term volunteer coaching and consulting projects. These connections are organized within a structure of programming. Applicants should be early-stage nonprofits doing innovative work with a potential to scale their impact.

- 1) [Virtual Incubator](#) program
 - a) Free, 8-week financial literacy & nonprofit sustainability curriculum.
 - b) Includes recorded curriculum, personal reflection activities, peer chats, & group coaching sessions with Greater Sum SMEs
 - c) Multiple sessions Jan-Aug
- 2) [Pitch Competition](#)
 - a) Open to graduates of the virtual incubator program
 - b) Two stages: two minute video pitch in the first round and full pitch deck, financials, Q&A in the second round.
 - c) Pitching happens during September & October. Pitch competition airs in November, audience members have opportunity to vote for their favorite org.
 - d) \$15k in prizes including \$1k for audience favorite
- 3) [Accelerator](#) program
 - a) Participants are those orgs recognized as “promising practices” in the pitch competition
 - b) 1 month online matching fundraising campaign Dec
 - c) 6 month mastermind group Jan-Jun
 - d) Pro bono coaching, HR consulting, video production, & grant research

In four years of operation, Greater Sum has increased the number of nonprofits they're able to work with tenfold.

- 24 deserving nonprofits awarded financial help and professional support
- \$375K disbursed
- 60 volunteers working through our incubator and in other modes
- 300+ applications received
- 30 nonprofit leaders and their supportive volunteers having attended our annual *Summits*

The organization is poised for growth and technology will be key to that effort.

The main objective of the project is to develop expansions to the current website as described below:

- 1) A website for the pitch competition
- 2) A tool for audience voting. Currently done with Google forms
- 3) A series of online fundraising pages for the accelerator that will utilize the organization's current CRM's custom form feature and be hosted on the Greater Sum site.
- 4) A workflow for online grant review that will share applications (including attachments and video links) with reviewers and log their reviews. Currently done with Google Forms and shared Google Docs
- 5) SEO optimization for current website and expansions

Each team needs to select 2 out of 5 of the items listed above as their main project. Teams can also add one additional item from the list to earn extra credit.

Students will have the opportunity to meet with the client(s) on 4 occasions:

- Monday August 30 from 5:30-6:30 pm: First Client Interview
- Monday September 20 from 5:30-6:30 pm: Second Client Interview
- Monday October 18 from 5:30-7 pm: Client feedback session
- Monday November 29 from 5:30-8 pm: Final Presentations