Are you the founder of a budding non-profit organization or social impact project looking for ways to grow your heart for service? Like many, are you feeling depleted by the continual struggle to expand your mission? So often, changemakers begin from a place of deep authenticity, only to find that the continual search for new sources of funding leaves them exhausted, feeling the isolation of competition, or otherwise burnt out.

If this sounds familiar, Greenhouse is for you.

**Greenhouse is a different kind of social innovation incubator.**

An outreach of The Pollination Project, Greenhouse is designed to expand the consciousness of participants in ways that promote connection, community, resilience, and collaboration for grassroots changemakers around the world.

When we think of development in a non-profit context, often we think only of ways to invite more financial capital into our organizations. But what if other forms of wealth exist that have the opportunity to catalyze our work in ways that strengthen not only our missions, but also our individual capacity to see those missions through? Reflecting our belief that social change requires inner transformation, together we will map the nonprofit ecosystem in ways that explore social capital, material capital, cultural capital, experiential capital, spiritual capital, as well as financial capital.
A COMMUNITY SENSING INTO ABUNDANCE

Greenhouse will unfold over a 6-week virtual program. There will be live events twice a week, and each week will cover one training module in a community call, breakout session, and harvest and/or thematic focus group discussion call. Each event will be not more than 2 hours long. Conversations and breakout sessions will be facilitated by powerful guests who can engage deeply with participants around their hopes, dreams, and challenges.

Our deep hope is that a beloved community will be built through Greenhouse, and that everyone involved will find new ways to seek and offer multiple forms of support to this community. At the close of the six-weeks cohort, those who want to and have a need for financial support can apply for a Sustainability Grant of up to $5,000. A panel of advisors, most of whom previously received a Sustainability Grant in the first cohort, will choose the projects to receive funds.
WHAT YOU WILL LEARN FROM THE GREENHOUSE

SESSION 1: SOCIAL CAPITAL

This session will focus on building clear and compelling stories that inspire connection and move people to action. Through the art of conversation, you’ll explore ways to build strong, collaborative, long-lasting relationships based on trust. You’ll identify your core message, clearly communicate the value and mission of your work, learn how to listen closely in order to grow shared ideas and use key points to connect with specific audiences. Storytelling exercises, techniques and feedback will be shared to help you grow in confidence so that you are always prepared and ready to present your ideas.

Key takeaway:
- Learn what makes a story compelling and how to create your own.
- Establish your core message and choose the right format to communicate your “why.”
- Develop greater confidence in sharing the unique aspects of your story and work.
- Grow in your ability to build relationships through storytelling.

SESSION 2: MATERIAL CAPITAL

This session will explore how gift economy and in-kind offerings can invite meaningful engagement for projects with a service-based mission. You’ll look at what your project currently needs - for example, new people, donors, knowledge, connections, information - and learn to think beyond inviting purely financial support. We will explore the importance of building relationships on shared values and interdependence.

Key takeaway:
- Explore the values of “gift economy.”
- Understand the needs of your project.
- Identify in-kind resources and develop strategies to engage your community.
- Create meaningful, mutually beneficial relationships with an open exchange of services.
SESSION 3: CULTURAL CAPITAL

Cultural capital is an internal exploration that leads to external results. In this session, we’ll explore cultural capital as a way to better understand yourself - why you behave and operate the way you do - and then bring that same understanding to the beneficiaries you serve. In thinking about social movements, culture can create an experience of belonging but it can also fuel inequality. That’s why interrogating the culture of our organizations, communities, and societies is an important aspect of serving with intention and inclusion. We will explore what culture is, and what beliefs we may have passively inherited about the world that shape our work. How are we similar or different to the people we serve? What unconscious agreements have we made that might be barriers to connection?

Key Takeaway
- What culture is and how it impacts us and our work.
- Why it’s important to question our culture and programming
- Tools to question our culture and unpack our assumptions

SESSION 4: FINANCIAL CAPITAL

Do you sometimes experience anxiety or fear when you think about fundraising? In this session, we will examine our relationship with money and why it is often so difficult to talk about it with others. Time and again, talking about money can trigger us to come from a scarcity mentality, or bring up old insecurities and fears of not having “enough.” Sometimes, we simply fear rejection. This is a barrier for many mission-driven organizations and can serve as a roadblock on the journey toward meaningful and connective relationships with supporters. We will explore strategies to consider decentralizing financial transactions in relationships with donors, and instead emphasize building meaningful connections based on a shared hope for change.

Key Takeaway
- Tools to unpack our personal relationships with money.
- Inviting relationships, not transactions.
- Strategies to build real, lasting relationships with donors.

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SESSION 5: EXPERIENTIAL CAPITAL

Experiential capital is the knowledge you gain through a variety of firsthand experiences over the course of your life such as, working on projects, exploring new ideas, learning new skills and more. These activities are worthwhile investments because they generate new skills, broaden perspectives and lead to cultivation and innovation. Experiential capital can help you to develop solution-based approaches, strategic thinking and foster personal and communal growth, which directly contributes to the ongoing development and progress of a population. What we learn has value; experience is a form of wealth. Thinking holistically and objectively about impact allows opportunities for self-reflection and continual growth, as well as the chance to share these findings with others toward collective impact. We will invite heartfelt conversation about the experience of a servant leader in building a movement. We’ll look at the strategies used while working in a challenging environment and how they were able to sustain their project. In addition, we’ll share stories about resilience and explore co-management skills, key successes, challenges, and mitigation strategies used to navigate and stay connected to changing the status quo and/or committed to achieve their project goals.

Key Takeaway

- Learn to embrace vulnerability and every experience as a teaching moment.
- How to ask for technical support, advice and training opportunities from other organizations, donors and institutions to build the project team’s capacity to deliver in areas where gaps exist.
- Understand setting realistic goals in alignment with mission and vision.

SESSION 6: SPIRITUAL CAPITAL

We believe that how changemakers approach their work in the world is as important as the work itself; the journey is as meaningful as the destination. The heartivist path invites changemakers to look inward and cultivate practices that sustain activism over the long-term, while also building greater peace, connection, and kindness in the world. This session will explore the idea of heartivism and invite conversation around the ways in which this framework offers a deeply nourishing foundation for social change.

Key takeaway:

- Introduction of the idea of heartivism
- Understanding of the ways in which social change and inner transformation are linked
Orientation Call to give program overview & participants will introduce themselves and get to know each other on September 13, 2022.

Session 1: **Social Capital** Community call on Tuesday, September 20 & harvest call on Thursday, September 22

Session 2: **Material Capital** Community call on Tuesday, September 27 & harvest call on Thursday, September 29

Session 3: **Cultural Capital** Community call on Tuesday, October 4 & harvest call on Thursday, October 6

Session 4: **Financial Capital** Community call on Tuesday, October 11 & harvest call on Thursday, October 13

Session 5: **Experiential Capital** Community call on Tuesday, October 18 & harvest call on Thursday, October 20

Session 6: **Spiritual Capital** Community call on Tuesday, October 25 & harvest call on Thursday, October 27

Please Note: All the training sessions will be done from 10:00 am to 12:00 pm EST New York Time for each day. You can use this tool to convert to your respective time zone.