



Building Independent Political Power

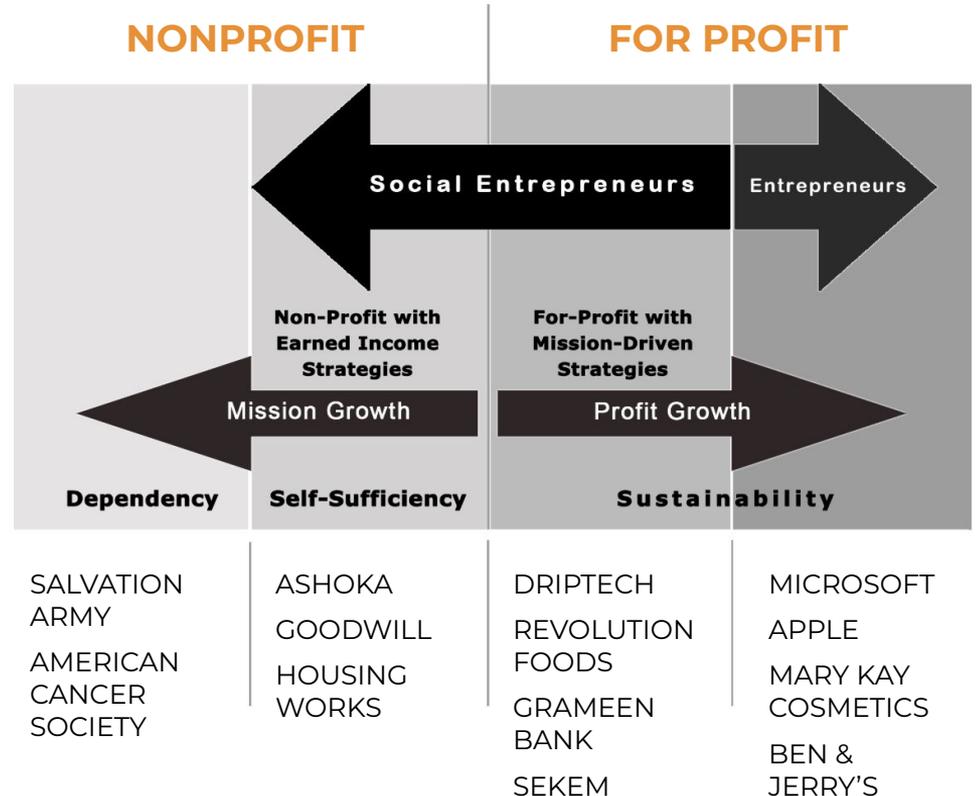
SOCIAL ENTREPRENEURSHIP

Primarily about Building
A Better Nonprofit: getting
companies to have more
of a conscience

Focused on leveraging assets
of existing nonprofit

Works to reduce reliance on
philanthropic funding

Vast majority of independent
revenue work



THIS IS **NOT** SOCIAL ENTREPRENEURSHIP

Four Goals:

1. Build independent political power in states
2. Increase fluid leadership to contest for power in more arenas
3. Organize money beyond foundations and donors
4. Expand opportunities for growth, innovation

This is **NOT** about the charitable sector, nor is it about becoming venture capitalists.



**WE ARE TRYING
TO SOLVE A SET
OF PROBLEMS
IN COMMUNITY
ORGANIZING**

**The hamster wheel of
fundraising**

**Insufficient funds for radical
or visionary politics**

**State groups, community
organizing as a marginal share
of political investments**

**Minimal influence over the
party and candidate pipeline**

Increase fluid leadership

Support risk and innovation

**Creative acquisition and
deployment of talent**



**A THEORY ABOUT
BUILDING
ECONOMIC
POWER**

**Conversion
Contesting
Creating**



CONVERSION **AKA RECYCLING**

Leverage existing assets

Redirect contracts to the appropriate LLC and passing through contracts to LLCs

Conversion is about having the right division of labor and maximizing money that is already coming into the ecosystem

Community organizers tend to be the free and cheap consultants, and community organizations are discount vendors: time to disrupt this



CONTESTING

Going outside of the charitable sector – but staying inside the progressive ecosystem – to contest for contracts

CREATING

Building economic power
that is **consumer driven, not
dependent on the progressive
movement bubble**

Most difficult

Most expensive

High risk and high reward

Builds the most power



LLC EXPERIMENTS

Field Vendor

Consulting Firm

The Battleground
Social Justice Taproom
and Mexican Kitchen

Drink Your Values (DYV)
Social Justice Craft Beer

FIIN Printing





Launched January 2018

100 full/part time staff in 2018; 60 full/part time staff in 2020;
minimal staff in non-election years

Core Business: voter registration, GOTV canvass, signature collection

Requires scale to be profitable; contracts must be structured correctly

Operating agreement stipulates that **majority of profits must be invested in community organizing, ballot strategies, or PAC**





Ohio Strategy

2022/2024: continue core activities if competitive races are running in Ohio

Increase direct work for candidates and Democratic Party

Program implementation contracts, aka Preschool Promise Sign-Up

Local ballot initiatives at the city and county level

National Strategy

Trade association

Consult in cities and states to set up field vendors

Human Resources best practices and design





Launched 2016

14 consultants who have worked on projects

Nine full-time, salaried staff





CBS Clients Include

Open Society Foundation

Ford Foundation

Deaconess Foundation

Both And Fund

Missouri Health Foundation

Funders Committee on Civic Participation

ISAIAH/Faith in Minnesota

Education Minnesota

Carry on the Fight Fund

Ohio Organizing Collaborative

Stand Up for Ohio

Good Jobs Strong Communities PAC

Black Fork Strategies

Amalgamated Foundation

Kathleen Clyde for Commissioner

USC Equity Research Institute

State Power Fund

Neighborhood Funders Group





CBS Business Model

Strategic Focus

Accelerate and support state based power building

Core Activities

Donor/Philanthropy Advising

On the Ground Strategy

Operations

Project Management

LLC Development

Research and Analysis





CBS Staffing Vision

Senior staff, former organizers

High-level operations team

Project management staff

Consultants: design work, additional project capacity

Tethered and Untethered

Place for fluid leadership





Social Justice Beer Goals

1. Generate revenue for social, economic, and racial justice organizations
2. Educate around issues, campaigns, ballot initiatives, and organizations
3. Build a consumer base that can be activated to be involved in those same organizations.
4. Test an explicit progressive/values-driven business model





Election Day IPA

Profits Support:

- Voter registration
- Election protection
- Get Out the Vote
- Automatic voter registration
- Voter education

MISSION
ELECTION DAY IPA SUPPORTS EFFORTS TO REGISTER VOTERS, ENSURE FAIR ELECTIONS AND DISTRICTS, AND TO INCREASE PARTICIPATION IN VOTING THROUGH ON THE GROUND GOTV EFFORTS.

IN SUPPORT OF OHIO ORGANIZING COLLABORATIVE (OOC)
The OOC is a broad based community organization that brings together community, faith, student, and labor organizations to address social, racial, and economic justice issues. In the past five years, they have registered over 370k voters focusing on young people and people of color. In 2020, their goal is to register 165k voters.

DRINK YOUR VALUES

Drink Your Values

6.8% ALC/VOL
16 fl.oz.

GET OUT = THE VOTE

DYV-001

THE BATTLEGROUND TAPHOUSE & KITCHEN
123 Cherry St.
Nash, OH 44240

Modern Methods
BREWERY & CANNED AT
123 David Good Alley
Weston, OH 44468

YOUR VOTE. YOUR VOICE.

THE BEER
This classic West Coast IPA is brewed with 100% Ohio-grown malt from West Branch Malts, Brunswick, OH and Ohio-grown hops from Ohio Hops, Sandusky, OH.

DRINK YOUR VALUES

ELECTION DAY IPA

DYV

IPA

SOCIAL JUSTICE BEER PROJECT

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, EXCESSIVE ALCOHOL CONSUMPTION CAN BE DANGEROUS TO YOUR HEALTH. (2) DRINKING BEER MAY CAUSE HEALTH PROBLEMS. © 2020 DRINK YOUR VALUES. ALL RIGHTS RESERVED.





Si Se Puede Lager

Profits Support:

- Immigrant rights
- Path to citizenship
- Keeping families together
- Comprehensive immigration reform

MISSION
¡Si Se Puede! lager supports efforts to pass comprehensive immigration reform that allows families to stay together, young people to realize their dreams, and celebrates the diversity that makes our communities and country great.

IN SUPPORT OF
National, state, and local organizations fighting for immigrant rights, refugee resettlement, and a path to citizenship. For more information about reform, visit www.fairimmigration.org.

THE BEER
Brewed for the people. Crisp, clean, delicious. Pre-Pro style with flaked corn for a bit of sweetness and balanced by spicy German noble hops.

THE ART
Drawings by Mexican artist, Pepe Martinez, depicting the Voladores de Papantla, an ancient Mesoamerican religious ceremony performed to help the community address its greatest challenges.

DRINK YOUR VALUES
5.5% ALC/VOL (16 fl.oz.)
DREAM ACT VOTE

LAGER

SOCIAL JUSTICE BEER PROJECT

GOVERNMENT WARNING: Excessive consumption of alcohol can lead to alcoholism, liver damage, and heart disease. Drinking alcohol can be dangerous when operating machinery, and may cause fetal abnormalities.





Dark Money Russian Imperial Stout

Profits Support:

- Reducing money in politics
- Transparency in government
- Clean and fair elections

MISSION
In 2010, the landmark *Citizens United* Supreme Court decision gave corporations a green light to spend money on ads targeting political candidates and issues via shadowy Super PACs. Since that decision, over \$1 billion in dark money has been spent in American elections – reducing the transparency and accountability of our politics.

IN SUPPORT OF
Profits support community organizations across the Midwest who are working to increase the transparency of our local, state, and federal elections.

THE BEER
A classic stout that strikes a balance between the bold and the drinkable. Coffee and roast flavors lead the charge with hints of chocolate and caramel in the background.

DRINK YOUR VALUES
9.2%
ALC/VOL
(18.4°P)

MONEY OUT OF POLITICS

DARK MONEY RUSSIAN IMPERIAL STOUT

BATTLEGROUND
ON TAP & IN CANS AT:
425 Sherry Street
Kent Ohio 44240

Modern Methods
BREWED & CANNED AT:
125 David Smith Alley
Warren Ohio 44481

DYV
A SOCIAL JUSTICE BEER PROJECT

GOVERNMENT WARNING: Excessive drinking can lead to alcoholism, liver damage, and heart disease. © 2014 Modern Methods Brewing Co. All rights reserved. PHOTO: JEFFREY M. HARRIS





Early Indicators

500 consumers per week on limited hours and little advertising
or 26,000 consumers per year (20 percent unique)

Gross projected sales of \$1.2 million to \$1.5 million in one year

Organize consumers, generate capital



FIIN PRINTING, LLC

Founded 2016

Returning citizen owned and operated printing company

Tee shirts and swag

Cleveland-based

Goal: go-to vendor for progressive groups, churches



ORGANIZERS ARE ENTREPRENEURS

There are universals to launching start-ups and building organizations: nonprofit and for-profit

Five years and \$14M in revenue is an indicator of potential, but still a long path to get to scale

For-profit businesses are less constrained in terms of structure, strategy, innovation



ORGANIZERS ARE ENTREPRENEURS

Small Capital needed for many conversion strategies;
Moderate Capital for contesting strategies; and
Much Capital to build out a set of experiments that create a consumer base

Need outside help including lawyers, accountants, and people with expertise in the business fields you are exploring

Get out of the bubble every day



Law of Requisite Variety



If a system is to be able to deal successfully with the diversity of challenges that its environment produces, then it needs to have a repertoire of responses which is (at least) as nuanced as the problems thrown up by the environment. So a viable system is one that can handle the variability of its environment. Or, simply put, **only variety can absorb variety.**

W. Ross Ashby