

## Products and Services *Journey Map*



### **Ideate and Imagine**

Learn, teach, and use design thinking to expand creativity and solve big problems

### **Launch New Initiatives**

Run our proven accelerator courses for social entrepreneurs in your context

### **Discover Your Context**

Understand who your neighbors are, what they need, and how you can best serve them

### **Plan and Pivot**

Make and change strategic plans quickly in the age of COVID-19

### **Align Money and Mission**

Generate revenue that fulfills your mission & eliminate revenue that undermines your mission

### **Communicate and Collaborate**

Tell your story better in order to inspire, generate support, and engage

### **Measure and Evaluate**

Understand the difference you are making and improve your programs by measuring your impact

# Products and Services

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\* - coming soon

† - free with Mycelium Network membership

## Ideate and Imagine

### ***Mission Possible: Design Thinking for Social Change***

Learn the process of “design thinking” by playing a game. In teams, you will come up with creative solutions to aspects of some of the world’s trickiest problems.

You will discover that resource constraints can inspire innovation, teamwork is required, and evaluation can improve design. You will learn how to present ideas, and — most importantly — that innovation is more of a process than a lightbulb.

Mission Possible is available as a [physical game](#) for in-person play and/or as a [digital subscription](#) for online use. Both versions can be used multiple times. The game works with as few as three people and as many as 100!

[Learn More](#)

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### ***My Mission Possible: Design Thinking for Your Context***

My Mission Possible takes the design thinking process learned from Mission Possible and applies it to a real problem or project your organization is working on.

Use this tool to move from ideas to action through a guided process that helps you:

1. Understand the problem you are focusing on
2. Identify resources you already have
3. Generate and evaluate ideas
4. Identify intended impact and measurement strategies
5. Connect with fellow collaborators and experts
6. Plan your next steps

[Learn More](#)

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## Launch New Initiatives

### ***Make Good Accelerator***

Make Good is an accelerator course to help you design, develop, and launch your idea — whatever it is — within a community of peers. Along the way, you'll get the input of skilled practitioners and experienced entrepreneurs.

All of us have agency to do good in the world and make things better for everyone. At RootedGood, we believe that good ideas don't take root in a vacuum, but instead in community. With the right people around you and the right tools at hand, it's possible to create projects that benefit people, communities, and the planet.

Designed for early stage entrepreneurs, Make Good is for anyone starting to dream about what is possible — for those that can't sleep at night because they have to do something! Our tools will help you define, refine, and launch your project.

*Make Good is part of Common Awards in the UK, which is validated by Durham University.*

[\*Learn More\*](#)

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### ***Oikos Accelerator***

The Oikos Accelerator empowers congregations around the US to align money and mission by creatively using their buildings and property to further their mission and build financial resilience.

By the end of the Oikos Accelerator, each organization will effectively design and launch a social enterprise that utilizes their church property in some form.

Oikos Accelerator will run for approximately one year from spring through May 2022. Up to 50 congregations will be selected for participation. The first enrollment will begin in March 2021.

[\*Learn More\*](#)

## Discover Your Context

### *Community Discovery Tool*<sup>†</sup>

The Community Discovery Tool is designed to help you identify the different places in your context where people are interacting in new ways and where communities are forming, and create a map that can be used as a scavenger hunt or trail.

*Learn More*

*Purchase*

<sup>†</sup> You can access this resource (and many others!) for free by joining the [Mycelium Network](#).

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### *I Spy*<sup>†</sup>

Riffing off the old children's game, this mini-tool will help people have fun discovering new things in their own context. The exercise will give you prompts to uncover both assets and needs which together will illuminate new opportunities for action. It will help you be more observant about the world around you and provide new insights about your community.

*Learn More*

*Purchase*

<sup>†</sup> You can access this resource (and many others!) for free by joining the [Mycelium Network](#).

# Plan and Pivot

## *What Now?*

Since early March, when COVID-19 began spreading across the US, congregational life has been disrupted and changed in a way that is unprecedented for many. The sheer number and complexity of decisions that leaders face is both exhausting and overwhelming. In a highly politicized environment, leaders face the daily struggle of fostering the creativity and consensus needed to respond faithfully to the challenges and opportunities of this present moment.

At RootedGood, we have designed a toolkit to help. The “What Now?” tool (available in Spanish & English) will guide you and your leadership team through an engaging, efficient, and interactive process for making decisions about how to fulfill your mission in the current environment. Whoever you are, wherever you are, and whatever you are dealing with at this moment – we designed this tool to be accessible for you.

Designed with flexibility, What Now? can be used online, in person, or via phone. You can share it online, print it, mail it to participants, look at it on a phone, or use it in whatever way works best for your context. It will generate creativity, foster consensus, and enable you to chart a path through the stormy-seas of this present moment. It is designed to improve the quality of your planning process in a quick and engaging manner, all in the context of potential restrictions on the ability of your team to gather in person.

[\*Learn More\*](#)

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## *How Will We Gather?*

Since COVID-19 began spreading rapidly across the US, the rhythms and rituals of congregational life have been challenged in a way that is unprecedented for many. The future is uncertain. And while restrictions are being lifted, we don't know when we will be back to 'normal'. In this 'interim' time, the number and complexity of leadership decisions are exhausting and overwhelming. In a difficult and complicated environment we must discern how we will gather for worship and other programs in a way that fulfills our mission and purpose even if those practices look different now. We need to resist trying to go back to how things were in the past and find a way to navigate through what has become a highly politicized discussion.

We want to help you plan for this moment, so we developed “How Will We Gather?”, an interactive and engaging exercise (available in Spanish & English) that will help your congregation or organization have a good conversation and make decisions about how you will gather given the current context. This exercise will take less than one hour and your leadership will walk away with clarity about how to fulfill your core mission & purpose with new or adapted ways of gathering.

[\*Learn More\*](#)

## Align Money and Mission

### *Money & Mission Alignment Tool*<sup>†</sup>

This heuristic map and planning tool is designed to help organizations evaluate their alignment of money and mission in order to do both, better. Gain a deeper understanding of how money and mission intersect in your organization by learning this framework and applying to your context.

[Learn More](#)

[Purchase](#)

<sup>†</sup> You can access this resource (and many others!) for free by joining the [Mycelium Network](#).

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### *Money & Mission Alignment Assessment*<sup>\*</sup>

Take your alignment to the next level. This assessment will take you through a guided process to plot your activities on the money and mission alignment map. You will receive a customized report showing visually how your activities affect your mission and your financial health. Your report will provide recommendations for how to align your money with your mission better in order to generate more funds with mission consistent activity and stop doing activities that hinder your work.

[Learn More](#)

<sup>\*</sup> **Coming Soon!**

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### *We Aren't Broke: Uncovering Hidden Resources For Mission And Ministry*

In this book, RootedGood cofounder, Mark Elsdon, writes about the perceived funding crisis in many Christian churches and challenges the assumption that churches are broke. He uncovers the fact that there are billions of dollars of investment assets and property available to churches to use differently for mission through impact investment and social enterprise. The second half of the book contains practical and tested ingredients for aligning money and mission in social impact organizations.

[Learn More](#)

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## Communicate and Collaborate

### *Make it Memorable*<sup>†</sup>

Even the best ideas don't go anywhere if people don't know about them. And the most amazing stories get lost if they aren't told well.

But storytelling can be learned and improved. This game takes a group of 3-6 players from your organization through the process of developing a compelling story about your organization or project. This collaborative and constructive game will help you tell stories that stick.

[Learn More](#)

[Purchase](#)

<sup>†</sup> You can access this resource (and many others!) for free by joining the [Mycelium Network](#).

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### *Let's Talk About Resources*<sup>†</sup>

Let's talk about resources! The context for many churches is changing-and the changes affect how they receive and use resources for mission and ministry.

Are you finding yourself?...

- Responding to the challenge of finding economic support for your congregation
- Adapting to changing patterns of congregational giving
- Addressing changing needs in the wider community
- Exploring new ways of using existing resources for social good

If you are facing any of these, or similar questions, in your context – this tool is for you.

Created in partnership with the [Lake Institute on Faith and Giving](#), Let's Talk About Resources is designed to facilitate creative and imaginative conversations about how churches can use their resources in service to their local community. You will read and discuss fascinating case studies of congregations that have put resources to work in creative ways. A simulation game within the tool, Drive and Deploy, will help your team explore how different kinds of resources can be deployed in different ways for meaningful transformation in your community.

[Learn More](#)

<sup>†</sup> You can access this resource (and many others!) for free by joining the [Mycelium Network](#).

*Note: this tool is exclusively available to Mycelium Network members.*

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## ***Mycelium Network***

RootedGood invites you to join the Mycelium Network! The Mycelium Network is a membership network of creative and dynamic leaders seeking to do more good in the world. Through this network you will gain access to many of RootedGood's tools and to others in the network.

What is a 'Mycelium Network': The scientific and popular consensus used to be that trees competed with each other – for sunlight, water and nutrients from the soil. Recent discoveries have shown how mistaken we were. Instead of competing for resources, trees share resources. Trees don't compete, they collaborate. They do this by passing nutrients and messages to each other through a network of fungi under the forest floor. This network is the mycelium. It sustains the common life of the forest. In a similar way, RootedGood's Mycelium Network is a forum for collaboration and mutual nourishment.

With your membership you will also gain free access to current and future self-directed tools to help your organization move further/faster (value = \$100+), 20% discount on the Mission Possible Design Thinking Game, My Mission Possible, and Impact on Track Impact Measurement Tool (value = \$200+), and access to a private network of social impact leaders where you can ask questions, seek input, and solve problems together. Looking for some legal advice? Some funding suggestions? A new program idea? A tool to help your team? Ask all of that here in the Mycelium Network. (value = priceless!)

You will also receive invitations to monthly hive-mind learning events, meet and greets with the RootedGood founders, and other unique networking opportunities throughout the year, as well as opportunities to be a part of testing new tools as they are developed!

[\*\*\*Learn More\*\*\*](#)

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## Measure and Evaluate

### *The Transformational Index (TI)*

The Transformational Index is centered on a half-day facilitated workshop. The key decision-makers of your organization will:

1. Clearly describe your intended impact by selecting five indicators that describe what “good” looks like for your organization
2. Visualize how that impact takes place through your work
3. Develop an impact measurement framework to track progress & help your organization learn

This empowers your team with a shared understanding of the difference you exist to make in the world, as well as a practical framework to track the progress you’re making towards that impact.

[Learn More](#)

[Contact Us](#)

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### *The Transformational Index in Practice*

Over 220 social enterprises, non-profits, faith-based institutions, foundations, impact funds, and churches have used the TI.

RootedGood is currently training and licensing organizations to use the TI within their own networks. We are currently inviting applications for a limited number of new licensee partners. If you would like to be considered, please contact [info@rootedgood.org](mailto:info@rootedgood.org).

[Learn More](#)

[Contact Us](#)

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### *Impact on Track: Introduce Impact Measurement \**

Impact on Track is a self-facilitated tool that offers an introduction to impact measurement. There are two versions available:

- For an existing project, helping improve and add to existing impact measures
- For a new project, helping design and develop new impact measures

With Impact on Track, project organizers clearly identify their mission and purpose, ultimately developing an impact measurement framework that clearly tracks progress.

[Learn More](#)

**\* Coming Soon!**

## ***Measurement Masterclass (MM)***

The Measurement Masterclass (MM) is an interactive learning workshop that can be delivered for as few as three people and as many as 100.

An introduction and guide to impact measurement, MM takes participants from unpacking why impact measurement is important to providing the principles and practices needed to start the measurement journey.

Participants will leave the workshop with:

1. Increased understanding of the importance of impact measurement and the role measurement plays in an organization or project's development
2. Awareness of the potential challenges of impact measurement in a culture dominated by financial tools and an obsession with numbers
3. Principles for good impact measurement for projects and organizations
4. Four metrics for the participants' own project or organization

For more information about booking your Measurement Masterclass, please contact [info@rootedgood.org](mailto:info@rootedgood.org).

*Learn More*

*Contact Us*

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## ***Three Little Pigs***<sup>†</sup>

Based on the children's story of the Three Little Pigs, this short, engaging exercise will help your team discuss what is going well and what needs some attention in your organization. You'll be invited to ask the following questions:

- What do we do that just about hangs together, but could topple over at any minute?
- What do we do that is pretty solid, but could be improved?
- What do we do that is rock solid?

You may want to focus your conversation on the impact your organization is having in fulfilling your core mission; your financial resilience as an organization; or the strength of your internal process, team, procedures etc. that gives your organization lasting effectiveness. Or you may want to touch on all three of these areas. Have fun with it and let the Three Little Pigs help you have a good conversation!

*Learn More*

*Purchase*

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