

TO: McConnell Foundation

FROM: Santropol Roulant

SUBJECT: Dissemination plan

DATE: January 30, 2018

[Growing Pains at Santropol Roulant]

Introduction and Background Information

Santropol Roulant is a successful non-profit organization, which is involved in the distribution of organic meals to senior people. The institution employs youth as volunteers as it helps the company to unite different generations, which is an integral part of culture in Santropol Roulant. Employees of the organization are highly devoted to their jobs since they believe that delivering meals to senior people can contribute to the public well-being and improve quality of life in the community. Having created the corporate culture that drives social innovation, Santropol Roulant wants to share its "magic" with other companies, so it decided to follow the path of dissemination. The organization believes that this step will encourage other non-profit institutions to be more innovative and collaborative.

Dissemination Plan

Santropol Roulant has been operating in the market for ten years. During this period, founders have tried various ways to disseminate its activity. Their experience has shown that the company is not ready to apply a traditional franchising model to expand to other regions. Company's authorities think that centralized structure cannot help charity institutions to replicate Roulant's experience. Instead, the organization seeks to exchange expertise with its partners, create reliable communication channels and inspire other companies to develop corporate culture, which will draw young people in charity projects. The key goals of Roulant's dissemination plan are the following:

- foster development of [The Living Labs project];
- establish reliable communication channels with other non-profit institutions;
- share innovative tools and models with partners;

Name?

not an appropriate memo title

Wrong Font, Wrong Margins

So? why should McConnell Foundation care?

what is this? You haven't defined or described it

- encourage companies to create their culture of engagement, which will stimulate young people to take part in charity activities;
- launch joint ventures with core partners;
- hold regular events with partners to help people in need in different regions of the country.

Financial Analysis

As a rule, dissemination process presupposes that a company will have to allocate more financial and labor resources to exchange its experience with partners and maintain sustainable corporate culture. Employees will have to go in business trips more frequently, while management will be involved in new internal and external processes. Consequently, company's authorities will need to hire more employees and attract more volunteers to maintain existing business processes. Additionally, to meet the primary objectives of the dissemination plan and launch a joint venture with core partners, Santropol Roulant will have to invest much money in new projects and experiment with different activities. McConnel Foundation may assist the organization in executing its mission with a grant. The following table illustrates future expenses of Santropol Roulant on dissemination plan:

Human Resources Needs	\$ 20 000
Travel and Accommodation	\$ 10 000
Business Development Needs	\$ 50 000
IT expenses (employees will purchase new equipment to establish reliable communication channels)	\$15 000

At the same time, the company should continue its fundraising activities in the community to involve people in charity projects. These projects help Roulant to draw youth in the meal-on-wheel initiative and raise money for further development. According to the

company's financial statement, self-financing activities brought \$ 100 000 to the enterprise in 2003.

Counterarguments

While Roulant's dissemination model is flexible and innovative, some foundations consider it to be decentralized and ineffective. They believe that dialogue and communication will not bring the desired result as the organization does not advise its partners on how to replicate the same culture and structure. However, Santropol Roulant does not want other institutions to copy the same model because it is impossible. The company can only help non-profit organizations to establish the culture of engagement that will draw young people in charity projects. It is vital for the institution to foster collaboration and communication within the company so that people of all ages will feel comfortable at this place.

30

Your analysis is fundamentally sound, but your memo is not compelling at all.

You do not argue your points or actively explain why McConnell Foundation should care about any of it.

In general, you've written a clinical business analysis not the required persuasive business communication.

Lastly, you ignored many of the requirements for structure and formatting.

