NYU Reynolds R.E.A.L. Workshop Series: 
Realistic Entrepreneurial Actionable Learning

Responding to the demand for greater access to social entrepreneurial related content, the NYU Reynolds Program is pleased to launch the NYU Reynolds R.E.A.L Workshop Series: a new series designed to support social entrepreneurs and changemakers with practical skills and knowledge bases critical to success in the field. The series is free, open to the public and to students from across the entire NYU community, with some sessions specifically targeted to undergraduates, graduates or the executive communities. An RSVP is required for each event.

This series digs deep into the NYU Reynolds network of social entrepreneurship professionals to feature a diverse collection of leaders who have honed their know-how through practice. Each presenter will share their knowledge and breadth of experience, leaving participants with a tangible skill or lesson learned to apply to their own projects and changemaking trajectories. All you need to bring is an open mind!

Fall 2012 Workshops

November 27, 2012
The 29 Mistakes You Are Bound to Make as a Social Entrepreneur
Zack Rosenberg, Founder and CEO, DoGoodBuyUs
RSVP at: https://s.zoomerang.com/s/REALrosenberg

- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Jersey Conference Room
- Intended Audience: This workshop is designed for all levels of undergraduate students

Often, presenters attempt to provide audiences with a comprehensive guide to their successes. In this workshop, Zack Rosenberg will present the mistakes he made on the road to building his social enterprise, DoGoodByUs. With the thinking that mistakes can often be more illustrative and instructive than success stories, you will walk away from this workshop with a clearer understanding of some of the specific challenges—and potential pitfalls—of marketing, funding, and partnering decisions. Additionally, you will learn more about #GivingTuesday, which is also on November 27.

December 6, 2012
Expanding the Philanthropy Footprint: The Challenge of Social Entrepreneurship to Traditional Philanthropy – What’s Fad? What’s Fab?
Richard Marker, Co-Principal, Wise Philanthropy; Founder, NYU Academy for Grantmaking & Funder Education
RSVP at https://s.zoomerang.com/s/REALmarker

- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: All professionals are welcome, particularly those in philanthropic, development and/or grant-writing roles
This session is designed to help attendees understand how philanthropy interacts with the innovation ecosystem and the world of a social entrepreneur. The workshop will cover a vast array of philanthropic topics, from questioning the role of philanthropists and foundations, to discussing what “impact” means, to wondering what organizations, sectors, and people should be solving major societal problems. Using his expertise as a philanthropic advisor, Richard will provide insight into the relationship between a changemaker and his/her funders, along with valuable perspectives on how shareholder activism, varying organizational structures, and evolving scholarship on success, scale, and start-up funding models are changing the game.

December 7, 2012
Mobile Technology for Social Good Demystified: Demo and Discussion
Kate Otto, Mobile Tech for Development Consultant, World Bank; Founder, Everyday Ambassador; NYU Reynolds Scholar Alumnus
RSVP at: https://s.zoomerang.com/s/REALotto

This session will review various ways in which mobile connectivity is changing the world for the better, and provide participants with a tutorial in creating and deploying a free mobile phone based survey tool, manipulatable to a variety of applications. (Note: Android phone required to participate in demo. You don’t need an Android phone to participate in the session.). We will also discuss how and why too much digital connectivity can poison our efforts at meaningful change, and suggest the balance of tech and human connectivities that enable us to produce the highest impact outcome.

About the Fall 2012 R.E.A.L. Workshop Speakers:

Zack Rosenberg
Founder and CEO, DoGoodBuyUs
Learn more about DoGoodBuyUs: http://www.dogoodbuy.us/

Zack Rosenberg is the Founder and CEO of DoGoodBuyUs, the marketplace for social good/s. One of the first online resources of its kind, DoGoodBuyUs offers a unique fundraising platform for non-profit groups and charity partners. On this site, consumers shop for beautiful items while giving generously at the same time.

Zack has always dedicated himself to giving back, serving on the boards of non-profits and also working tirelessly to help colleagues find work. In 2009, he created SixDegreesofZack Rosenberg (SDZR), a monthly e-newsletter bringing great people together with great job opportunities in digital media. With over a thousand subscribers, each issue gets results. He recently posted his twenty-first edition, which now offers expanded content including timely interviews with industry leaders.
Richard Marker
Co-Principal, Wise Philanthropy: http://wisephilanthropy.com/
Founder, NYU Academy for Grantmaking & Funder Education:
http://wisephilanthropy.com/funder-education/nyu-academy-for-grantmaking-funder-education/

Richard Marker is an internationally recognized speaker, educator, and advisor on philanthropy. He is the founder of 2 educational initiatives for funders: the NYU Academy for Grantmaking and Funder Education and the Wise Philanthropy Institute. The NYU Academy for Grantmaking and Funder Education, now entering its 11th year, is the world’s oldest and most comprehensive university program exclusively teaching philanthropists and foundation professionals.

Marker has lectured in 39 countries on 5 continents and in 40 of the United States, writes a popular blog “Wise Philanthropy” and is the author of “Saying ‘Yes’ Wisely: Insights for the Thoughtful Philanthropist.” [Blooming Twig Books, 2009, 2011] In addition to the Institute, Wise Philanthropy™ includes Marker Goldsmith Philanthropy Advisors and Green Strides Consulting. Over his career Marker has been CEO of a major foundation [Bronfman-Seagram Foundation], a trustee of several others, a professor [Brown, Hofstra, Loyola, and New York Universities], a management consultant [The Solutions Group], a senior executive in the non-profit world [Hillel Foundation], and a university chaplain [Brown University].

Marker has received an Excellence in Teaching award from NYU, his career has been the subject of a feature length article in Lifestyles, and Forbes recently published an extended interview with him [March 2012]. He is a professional member of the Global Speakers Federation/National Speakers Association. In addition to his professional work, Marker has served in leadership roles on a wide variety of volunteer and foundation boards and served as chair of two international boards. He is married to Mirele Goldsmith, PhD who is also on the faculty of the NYU Academy and is his partner in Wise Philanthropy. They are the parents of Adam, a public interest attorney in Washington, DC.

Kate Otto
2006 Reynolds Scholar Alumnus
Founder, Everyday Ambassador
Mobile Technology Consultant, World Bank
Learn more about Everyday Ambassador: http://everydayambassador.org/

Kate Otto is a consultant to the World Bank, USAID, and other international development partners, in the field of mobile health technologies. She is also the founder of Everyday Ambassador a movement to ensure technology helps, not hinders, our ability to connect with others in service efforts. Kate is a 2006 Reynolds scholar, and graduated NYU with her BA in International Relations and MA in Health Policy & Management.