Doing Good is Good Business
CONSIDER THIS BABY
HE COULD GROW UP TO CHANGE THE WORLD
ROAD MAP FOR TODAY

➢ The Story of John’s Crazy Socks
➢ Building a Social Enterprise
➢ A Unified Workplace
➢ Some Stories Revealed
OUR STORY BEGINS
HEADING FOR THE 21-YEAR-OLD CLIFF

➢ Fall of 2016
➢ John
➢ Last year of high school
➢ Heading for the 21-year-old cliff
➢ Not many choices
OUR STORY BEGINS
HEADING FOR THE 21-YEAR-OLD CLIFF

➢ John says, “I want to go into business with my Dad”
➢ A natural entrepreneur
➢ If I do not see a job I want, I will create one
➢ Idea: Fun Store
➢ Idea: Food Truck
➢ Idea: Socks
OUR STORY BEGINS
THE LEAN START UP

➢ December 2016:

➢ Built JohnsCrazySocks.com

➢ Bought some inventory

➢ No marketing other than organic Facebook

➢ Open December 9, 2016

➢ Try Ideas: Home Deliveries

ANA Email Evolution Conference
LESSONS LEARNED

➢ People Want to Buy Socks

➢ People Want to Buy Socks from John
  ➢ Related to John
  ➢ Liked the Giving Back
  ➢ Liked the personal touch
  ➢ Saw John as an inspiration

➢ We Learned that We Could Sell Socks
AN INNOVATIVE MODEL: SOCIAL ENTERPRISE

➢ Social and E-Commerce Mission are Indivisible
➢ Not Enough to Just Sell Stuff
➢ Show that People with Differing Abilities are an Asset
A SIMPLE MISSION

Spreading Happiness

Showing What’s Possible
A SOCIAL ENTERPRISE: 4 PILLARS

➢ Inspiration and Hope

➢ Giving Back

➢ Fun Products You Can Love

➢ Make It Personal
A SOCIAL ENTERPRISE: MAKE IT PERSONAL

➢ Thank You Note and Candy in Every Package

➢ Sock Wrangler and Happiness Packer Stickers

➢ Thank You Videos

➢ Special Notes and Packages
A SOCIAL ENTERPRISE: SOCKS YOU CAN LOVE

➢ Over 2,000 Different Socks
➢ Sock of the Month Club
➢ Gift Boxes and Gift Bags
➢ Custom Socks
➢ Greeting Cards Too
A SOCIAL ENTERPRISE: GIVING BACK

➢ Donate 5 Percent of Profits to the Special Olympics

➢ Awareness Socks Raise Money for Charity Partners:
  ➢ NDSS, Autism Speaks, Gigi’s Playhouse...

➢ Gift Boxes and Auction Items

➢ Autism Can Do Scholarship
A SOCIAL ENTERPRISE: INSPIRATION AND HOPE

➢ Showing What People Can Do When Given an Opportunity

➢ John is the Face of the Business

➢ Hire People with Differing Abilities

➢ Show the World through Content Shared on Social Media

➢ School Tours and Work Experience Groups

➢ Speaking Engagements

➢ Advocacy
A UNIFIED WORK PLACE

➢ Differing Ability & Neuro-Typical Working Side-by-Side
➢ No Charity, Everyone Earns His or Her Job
➢ Focus on What People Can Do, Not What they Can’t Do
➢ Commit to Employee Engagement
A UNIFIED WORK PLACE

➢ Better Morale
➢ Better Retention
➢ Better Productivity
➢ Helps with Recruiting
HOW ARE WE DOING?
METRICS OF A SOCIAL ENTERPRISE

➢ Created 23 Jobs with 19 Held by People with Differing Abilities
➢ Employ More than 70 People during the Holidays
➢ Our Videos Have Been Seen Over 10 Million Times
➢ Videos About Us Have Been Seen Over 70 Million Times
➢ Shipped to 80 Different Countries
➢ 230,000 Facebook Likes, 50,000 Instagram Followers
HOW ARE WE DOING?
METRICS OF A SOCIAL ENTERPRISE

➢ Raised Over $350,000 for our Charity Partners

➢ Happy Customers

➢ 20,000+ online reviews, 90%+ are 5 ★ Reviews

➢ 94 Percent say they “will definitely buy again”

➢ Net Promoter Score = 92
HOW ARE WE DOING?
METRICS OF A SOCIAL ENTERPRISE

➢ Three Year Orders: Nearly 250,000

➢ Three Year Sales: $10 million +
THE REAL IMPACT OF JOHN’S CRAZY SOCKS

➢ Andrew’s Paycheck
➢ Thomas’ Growth
➢ The Visiting Student
➢ Our Friend from Curacao
WHY A SOCIAL ENTERPRISE?

➢ It establishes your “why”
➢ Creates a bond with your tribe
➢ Creates differentiation in the marketplace
➢ The higher purpose motivates and inspires
➢ Sustainable
➢ Follow Your Heart
➢ Follow Your Dreams
➢ Work Hard
➢ Show What You Can Do
Spreading Happiness