



All-Star Panel: Innovation in Action



Geoff Handy

Head of Mass Market Fundraising,
North America
International Rescue Committee



Karen Barr

Managing Director, Individual Giving
Share Our Strength | No Kid Hungry



Drew Daniels

Vice President, Digital
Communications & Strategy
Human Rights Campaign

Moderator & Q & A: **Meredith Piemme**, Business Development Director, Production Solutions



Increase speed and innovation by eliminating what's slowing you down

1

Make better decisions about where to invest our time

2

Prevent distractions from taking over our work

3

Reimagine what's possible

4

Learn from others to achieve any goal in record time

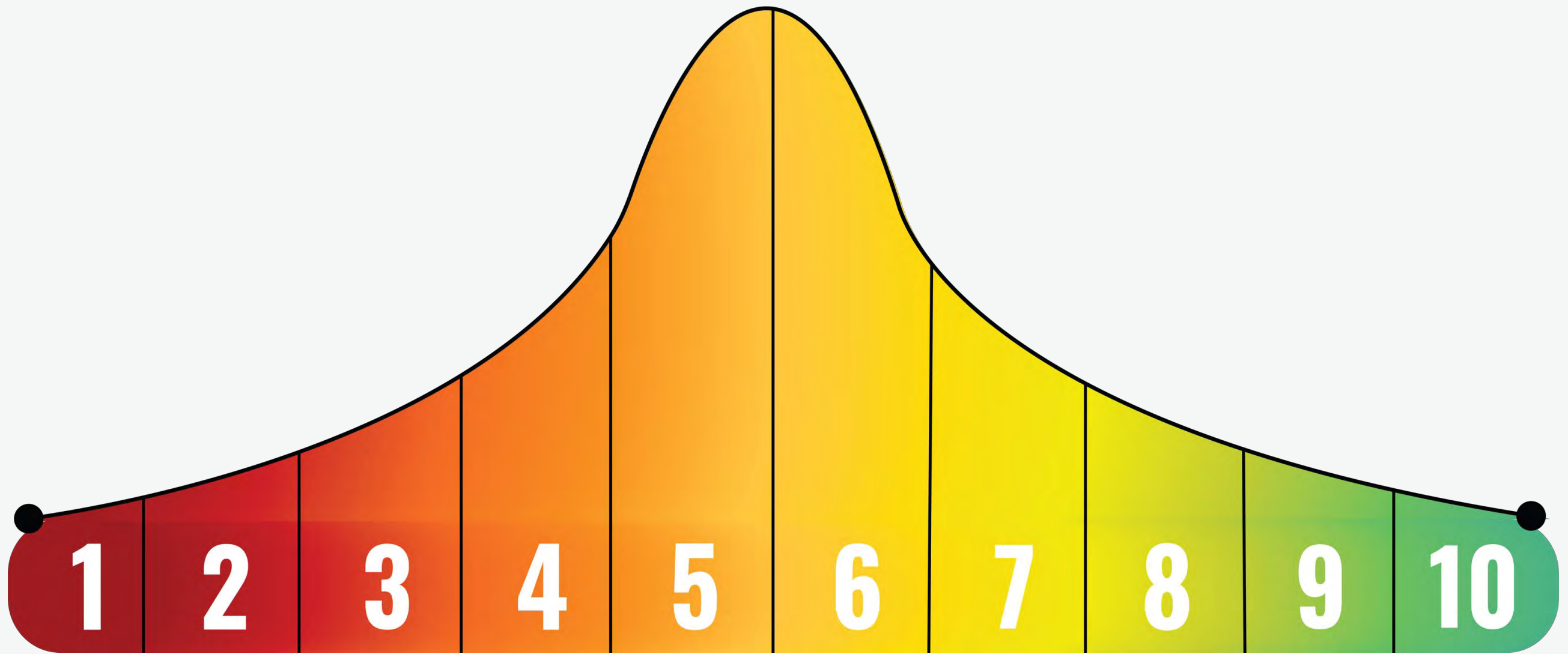
HOW FAST DO YOU INNOVATE?
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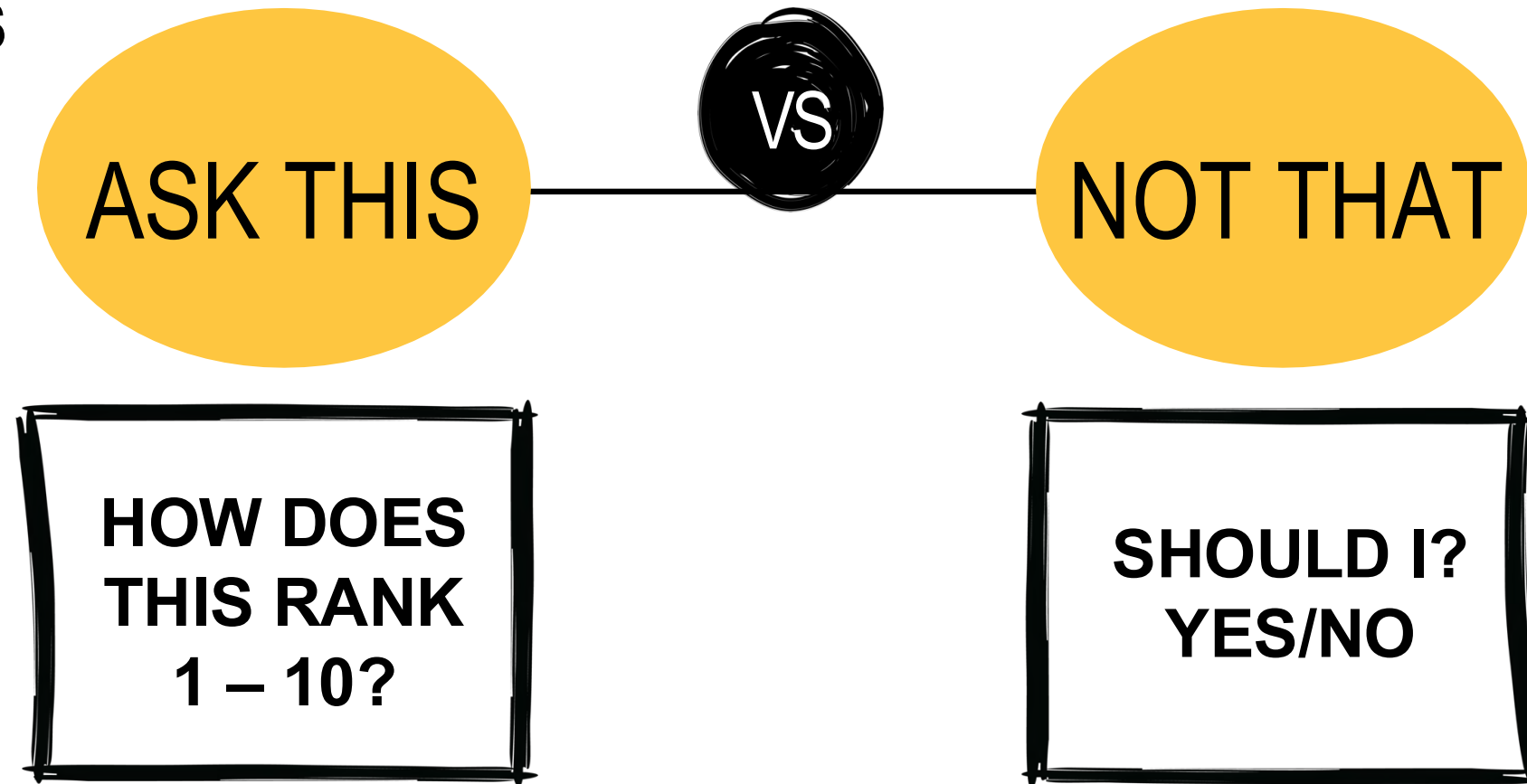
THE **MORE** WE KNOW,
THE **LESS** WE QUESTION

PRACTICE #1: MAKE
BETTER DECISIONS
ABOUT WHERE TO
INVEST OUR TIME





**RAISE
THE BAR
FOR A YES**

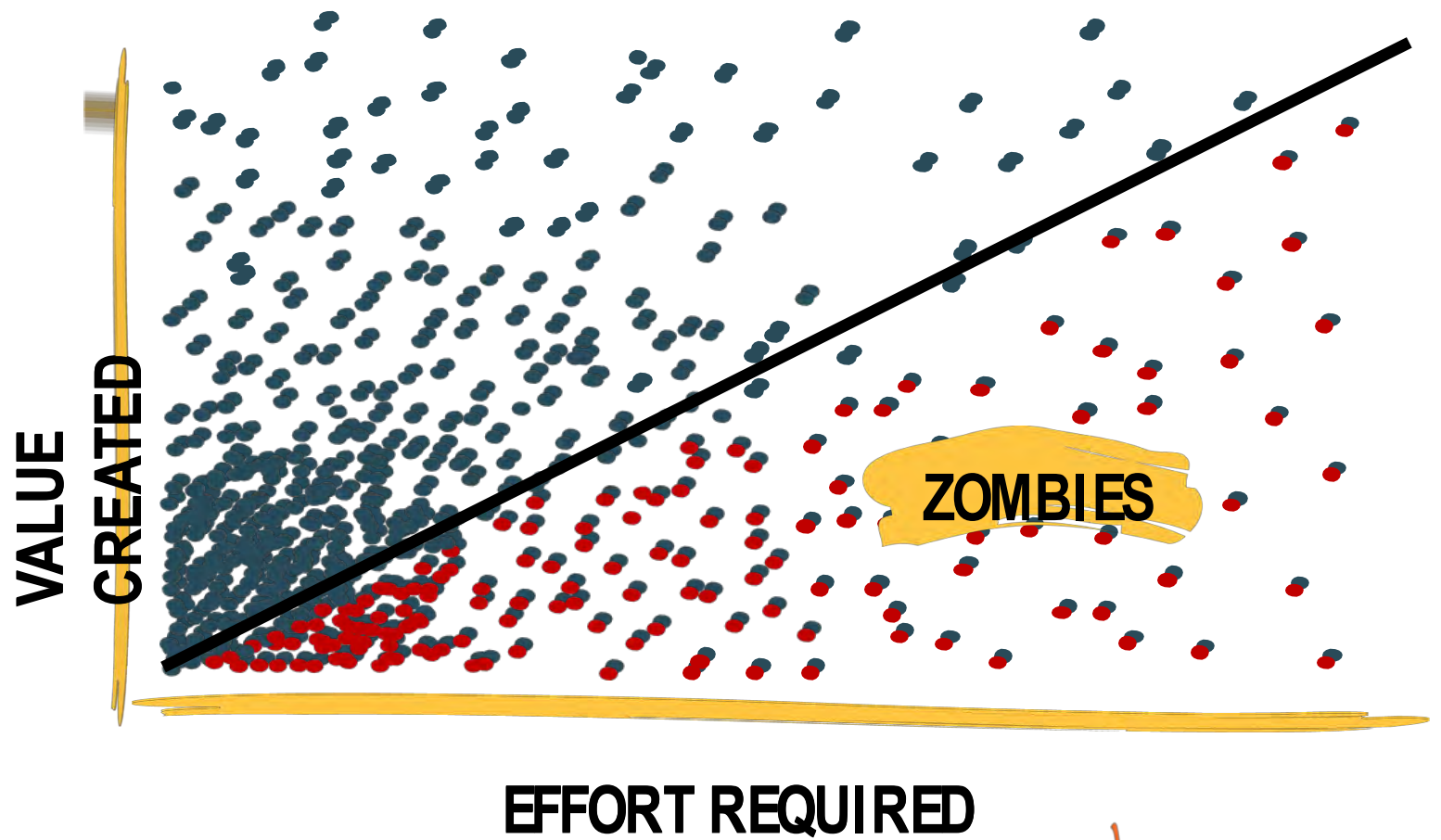


PRACTICE #2:
PREVENT
DISTRACTIONS
FROM TAKING
OVER OUR WORK



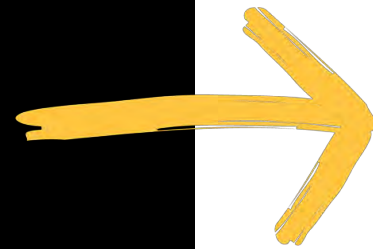


VALUE MAP



ZOMBIES:

**ANY USE OF TIME AND RESOURCES
THAT DON'T PRODUCE ENOUGH
VALUE IN RETURN**



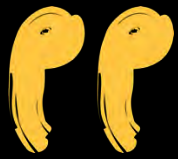
**PROJECT
RULE
PROCESS
MEETING**

WHEN THE ZOMBIES ARE
NO LONGER ALIVE



THE 8s, 9s, AND 10s
WILL START TO THRIVE



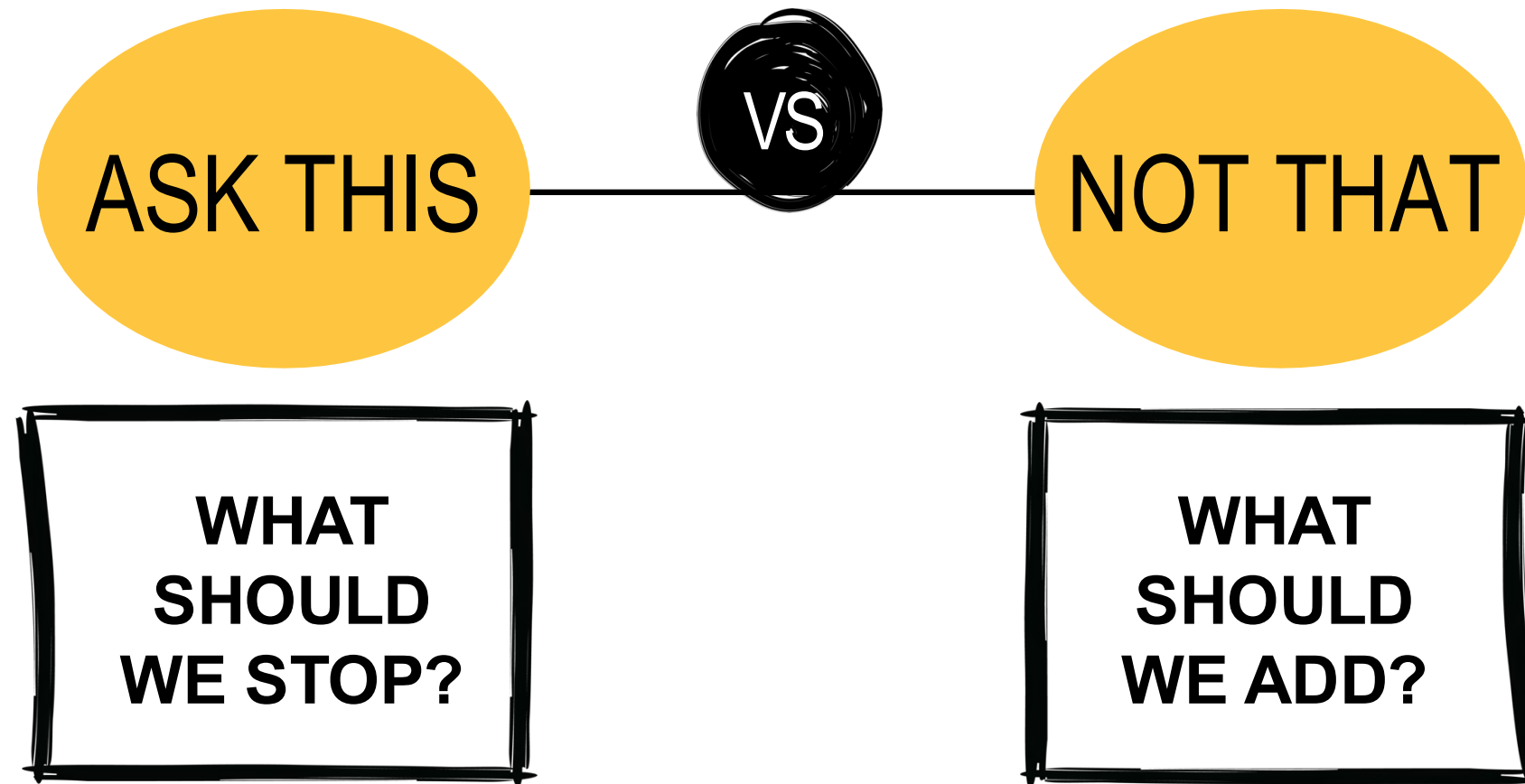


IF YOU WANT INNOVATION,
YOU HAVE TO MAKE SPACE FOR IT.

Seema Dhanoa



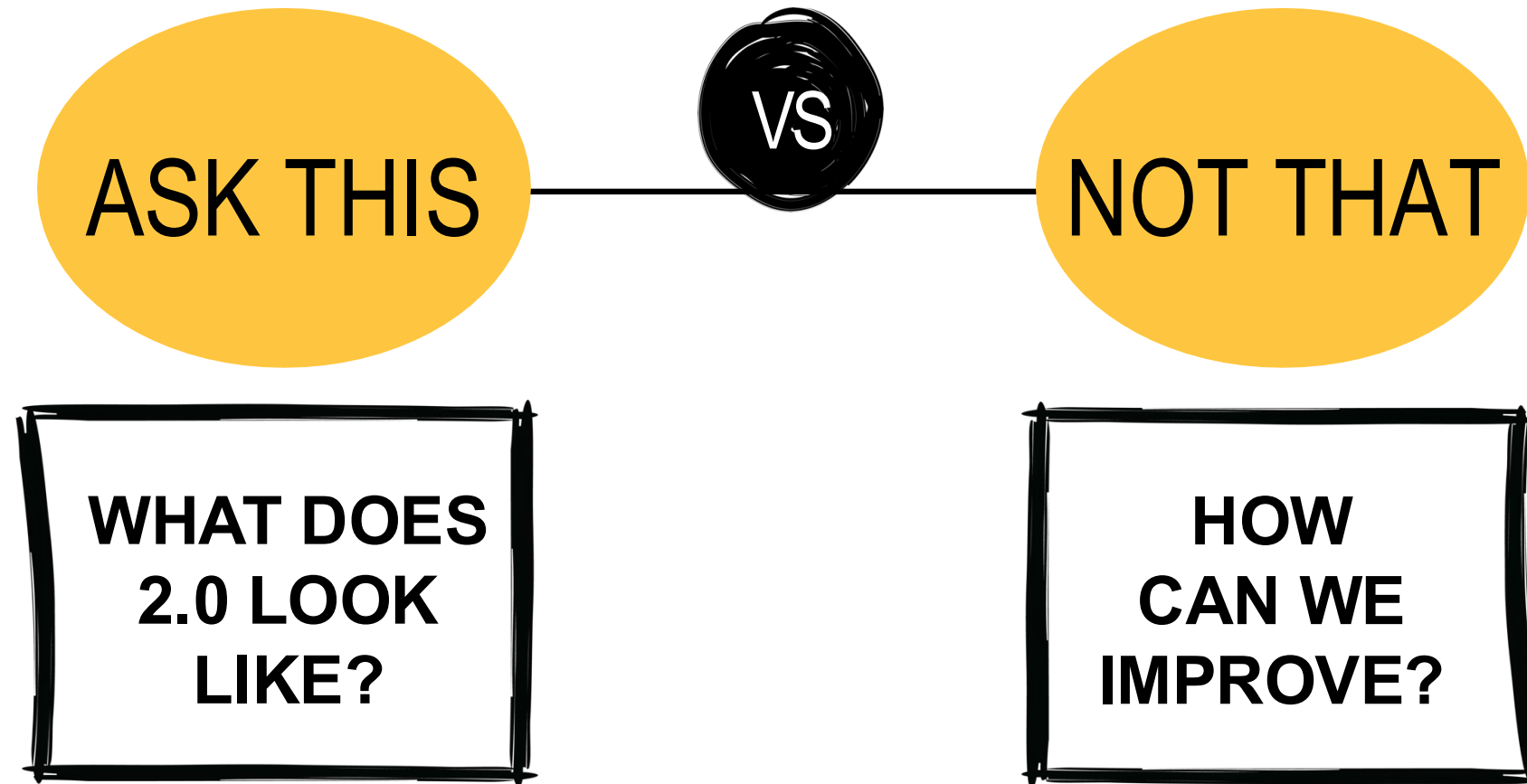
**REMOVE
THE
ZOMBIES**



PRACTICE #3
REIMAGINE
WHAT'S
POSSIBLE



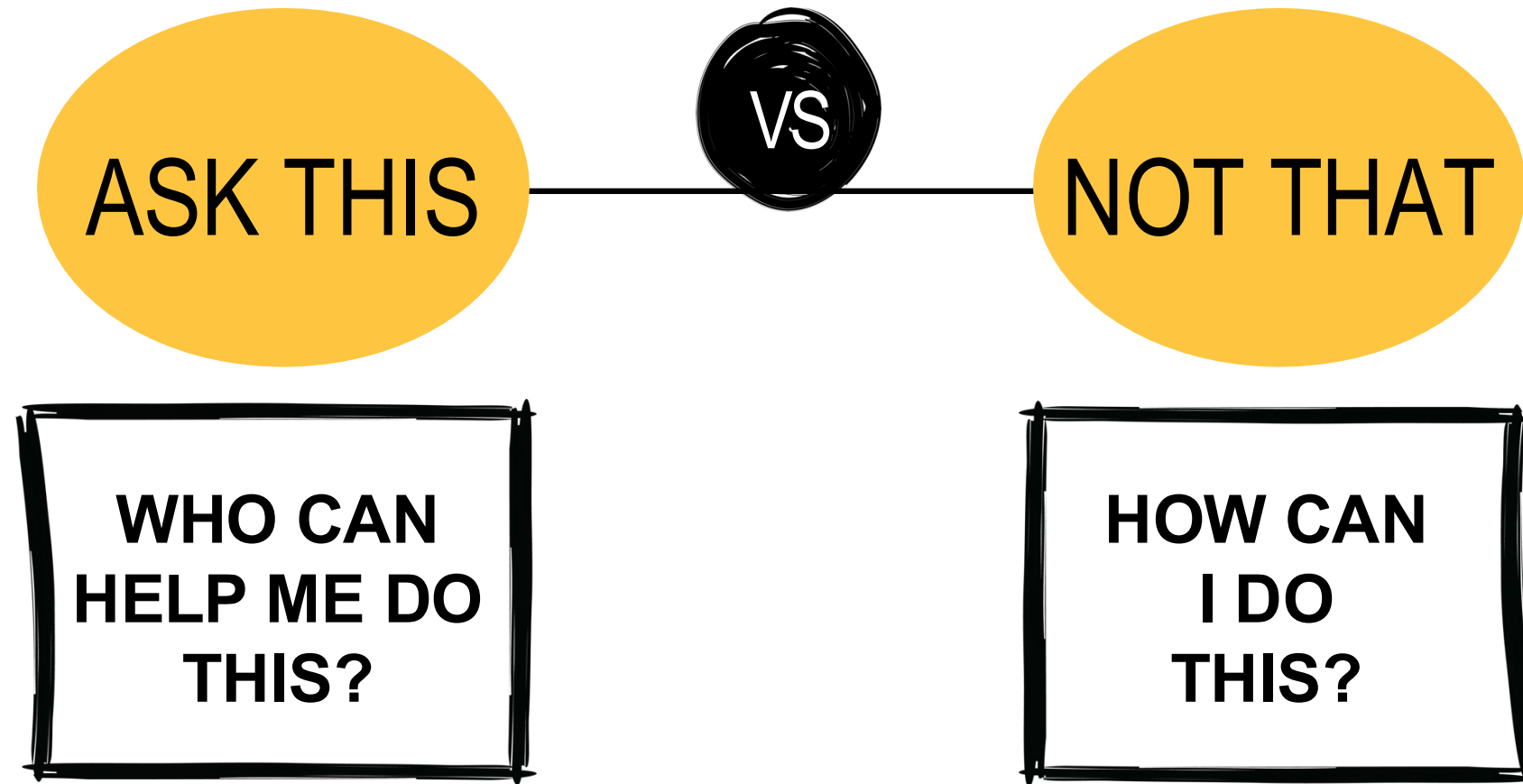
**REIMAGINE
WHAT'S
POSSIBLE**



PRACTICE #4
LEARN FROM
OTHERS TO
ACHIEVE ANY GOAL
IN RECORD TIME



**REIMAGINE
WHAT'S
POSSIBLE**



”

NEVER **GOAL** ALONE

Remember...Increase speed and innovation by eliminating what's slowing you down

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Make better decisions about where to invest our time

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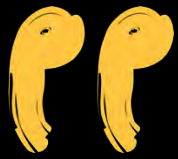
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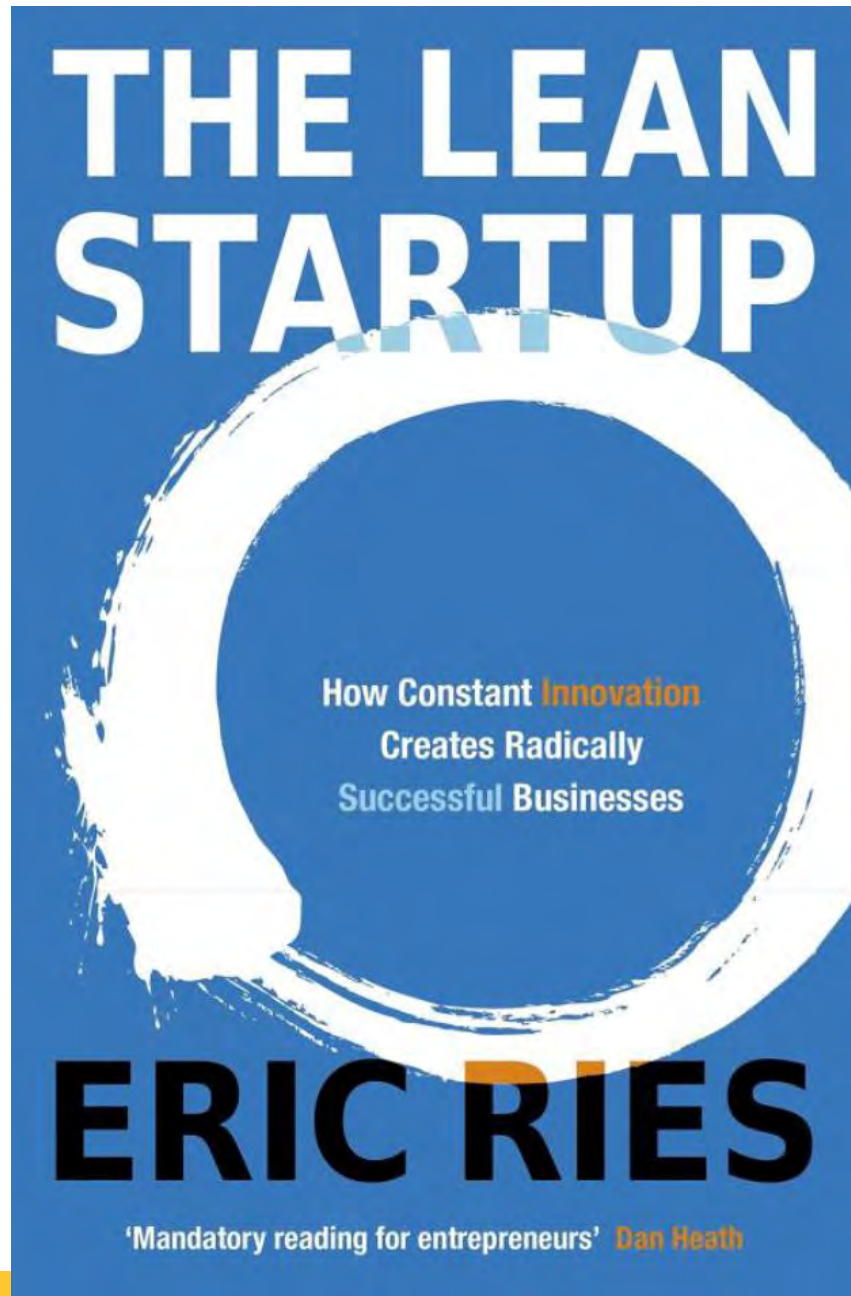


CHANGE IS INEVITABLE

INNOVATION IS OPTIONAL.

”[In innovation], the only failure
is failure to learn something actionable.”

--Nate Fink



The “Lean Startup” approach to launching businesses and products relies on **validated learning, scientific experimentation and iterative product releases** to shorten product development cycles, measure progress, and gain invaluable customer feedback.
(Wikipedia)

5 Principles of the Lean Startup



1. Entrepreneurs are everywhere



2. Entrepreneurship is management



3. Innovation requires validated learning



4. Build-Measure-Learn is the key operating paradigm



5. Innovation requires a special form of accounting

Every new idea involves two leaps of faith:

- That the idea will create value for donors
- That the idea will attract and retain enough donors to make it worth the investment

In the Lean Startup model, these leaps of faith are turned into experiments:

- What is the Value Hypothesis? In other words, how can we test whether a product or service really delivers value to donors who engage with it?
- What is the Growth Hypothesis? Or, how will prospective donors discover the product or service?



The Value Hypothesis Seeks to Answer Questions Such As:

- What value do we deliver to the donor?
- Which one of our donors' problems are we helping to solve?
- What bundles of products or services do we offer each donor segment?
- Which donor needs are we satisfying?

Some Common Characteristics of a New Idea that Delivers Value:

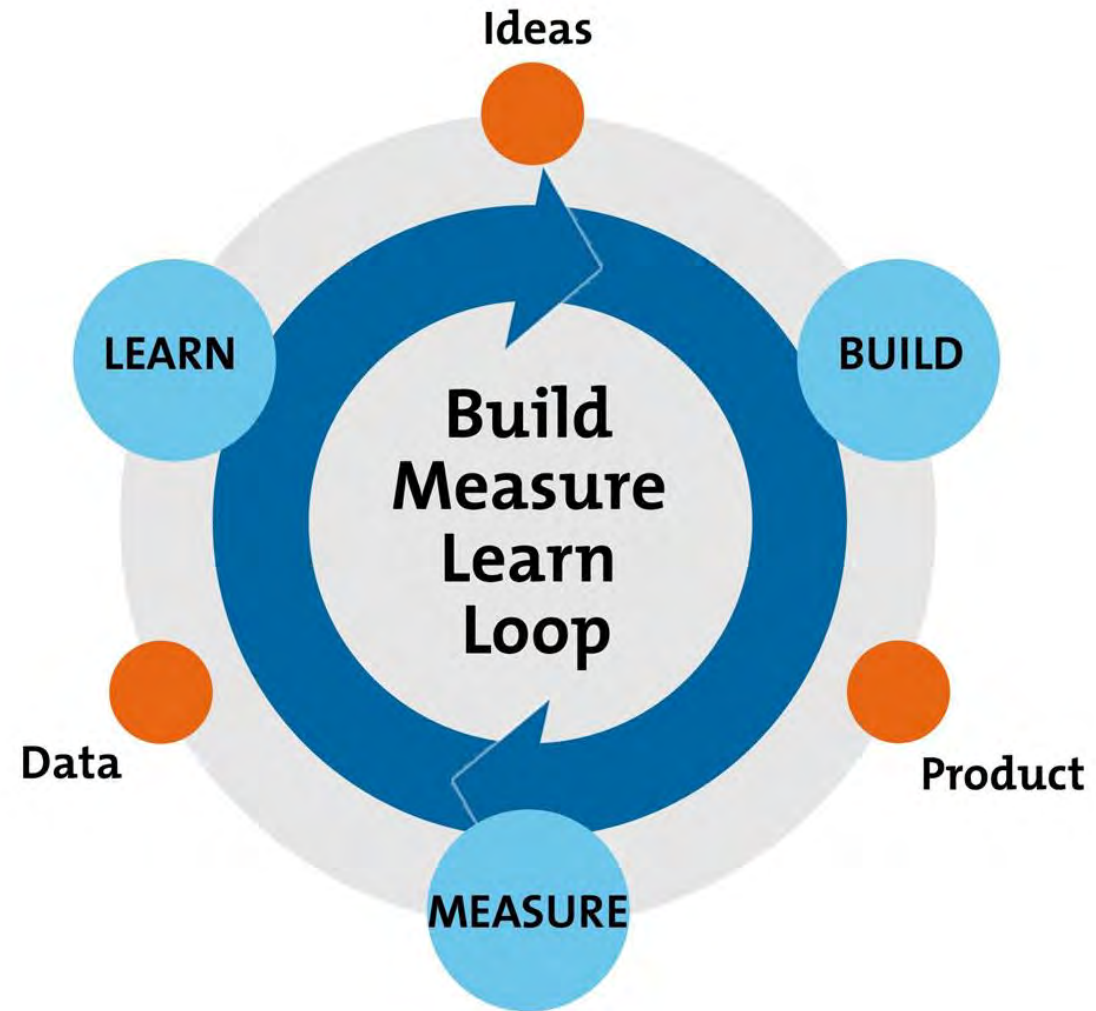
- Newness
- Performance
- Customization
- "Getting the job done"
- Design
- Brand/Status
- Price
- Cost Reduction
- Risk Reduction
- Accessibility
- Convenience
- Emotional Fulfillment

The Growth Hypothesis is Based on One of Three Engines of Growth

- The Sticky Engine of Growth
 - Examples: Salesforce, eBay
- The Viral Engine of Growth
 - Example: ALS Ice Bucket Challenge
- The Paid Engine of Growth
 - Example: Oxfam Unwrapped

BUILD - MEASURE – LEARN and THE MINIMUM VIABLE PRODUCT

Build-Measure-Learn loop



MVP: MINIMUM VIABLE PRODUCT



One Month

"The Minimum Viable Product is that version of a new product that allows a team to collect the maximum amount of validated learning about customers with the least effort."

--Eric Ries

Key Elements of an MVP

- Basic, launchable version of the product that supports minimal yet must-have features (which define its value proposition).
- Created with an intent to enable faster time to market, attract early adopters, and achieve product-market fit early on.
- Attracts feedback that enables organization to fix any problems and introduce new features that those early adopters suggest.

How **Not to Build** a Minimum Viable Product



How **to Build** a Minimum Viable Product



Source: Net Solutions

"If you are not embarrassed by your first product, you launched too late."

--Reid Hoffman
Co-founder of LinkedIn

MoSCoW Prioritization

M

Must have: Non-negotiable product needs that are mandatory for the team.

S

Should have: Important initiatives that are not vital, but add significant value.

C

Could have: Nice to have initiatives that will have a small impact if left out.

W

Will not have: Initiatives that are not a priority for this specific time frame.

"Innovation accounting is a way of evaluating progress when all metrics typically used in an established nonprofit (revenue, donors, and ROI) are effectively zero."

--Eric Ries

The Goals of Innovation Accounting

- Achieve validated learning
- Create the metrics needed to power the build-measure-learn feedback loop

BEFORE WE GET TO OUR RISKY ASSUMPTIONS
THAT COULD CRATER OUR ENTIRE BUSINESS,
WHAT DO YOU THINK OF THE FONT COLOR
ON THIS PACKAGING BURST?



TOM
FISH
BURNE

A FINAL SUMMARY...

- Have an **idea**. Determine your **value and growth hypotheses** to validate it.
- Build an **MVP** to test it.
- Set your **baseline measures** and your route for improvement.
- **Build-Measure-Learn** again & again & again.
- Not driving value or getting value quickly enough? **PIVOT. (Or abandon entirely.)**
- If you are – success! You’ve created a new product that donors actually want. **SCALE IT UP.**

**Now, the Eras Tour
of Endless Innovation.**





Disclaimer: The businesses, brands, and platforms mentioned in this presentation are included solely as examples to illustrate current social media trends and strategies for audience engagement. Their inclusion is not an endorsement but rather a demonstration of how trends influence digital marketing and cultural impact.

Audiences are navigating nonstop updates.

We scroll 300 ft per day, or **21 miles per year**, searching for connection, entertainment, and meaning.

Half of Americans now rely on social media for their news.

TikTok has officially **outpaced cable** subscriptions.



BLUMPS

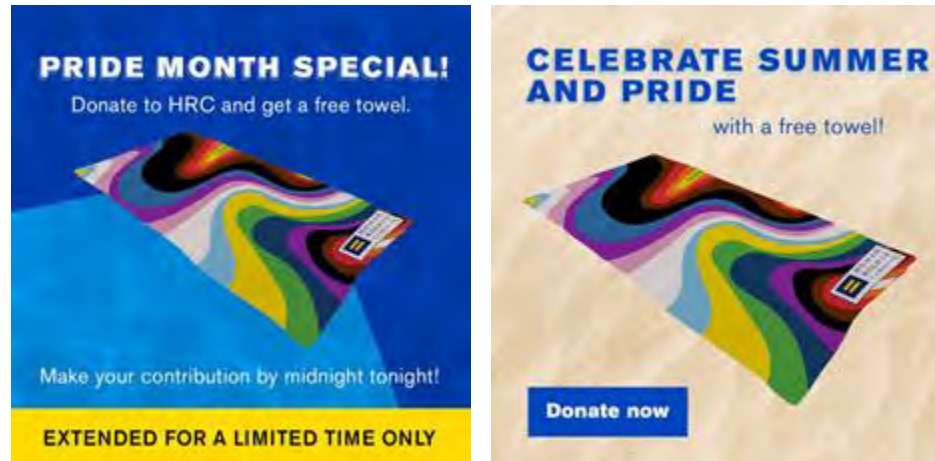




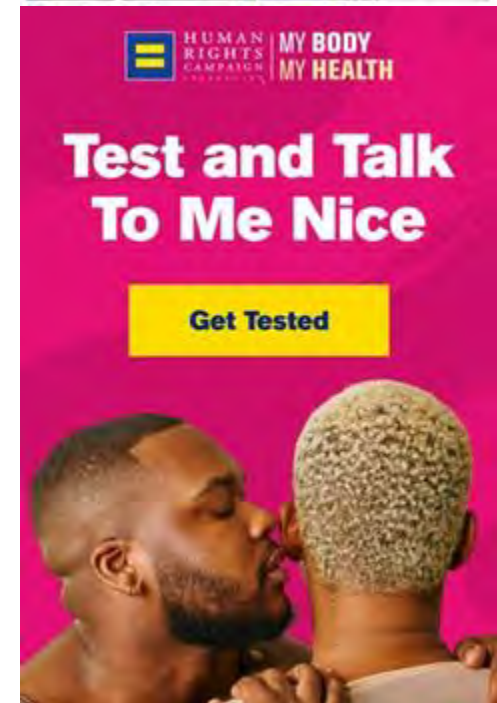
Current Trends in Action



Familiar Vibes to Drive Action with Relatable Content



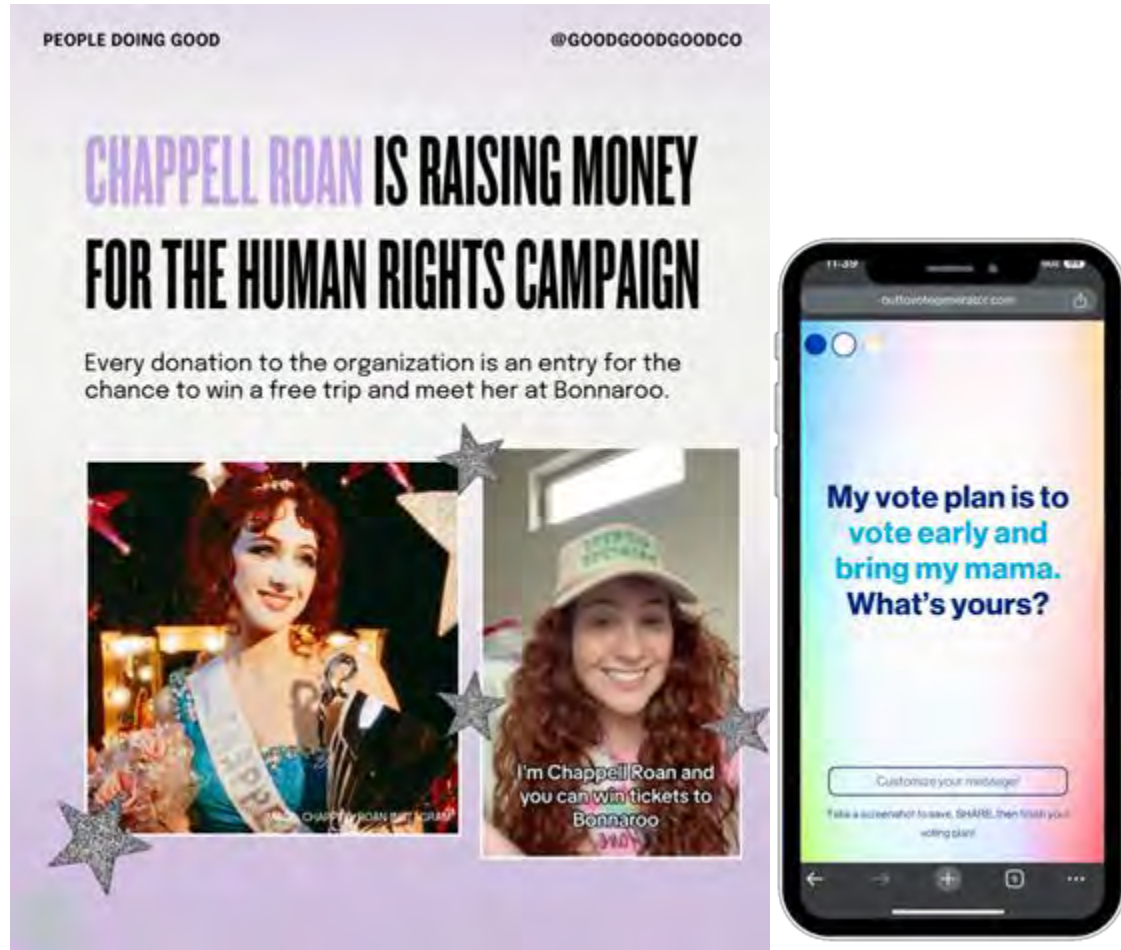
Amplify Moments When It Counts



Matching Audiences on Dating Apps



Current Trends in Action



Turning Fans into Activists



Creating Your Own Hype, Limited Edition Elvira Doll



Final Tips for Engaging Audiences in Real Time

Focus on your Problems

Period.

Monitor Trends Regularly

Keep up with social media trends, memes, and cultural conversations to stay connected with your audience.

Turn on all the Features

Use polls, stories, and UGC to invite your audience to participate and make it interactive.

Be Timely and Responsive

Jump into cultural moments while they're still hot. Speed and relevance drive engagement.

Emphasize Authenticity

Be real. Use symbols and messages that your audience connects with on a deeper level.

Don't Forget your Values

Make sure your messaging aligns with your core values so your engagement feels genuine, not opportunistic.





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THANK YOU!

Extra content if we miraculously have time left over:
Innovation in an organization happens when it is:

- Open to all staff on the team
- Inclusive of ideas big and small
- Able to be financed
- Able to be measured
- Managed
- Practiced, reinforced, and rewarded
- Accepting of risk-taking and failure

And another: Ways to Finance Innovation

- New Initiatives Budget Process
 - Tied to annual budgeting process
 - Parallel process to budgeting for your fundraising tests and scaling where ROI can be estimated
 - No revenue attached to the idea(s) you seek to fund
- R&D / Innovation Fund to be used in budget-year