



BUILDING ON OUR  
**Foundation**

September 21-23, 2021 Fahe Annual Meeting | Kingsport, TN

*ADVANCING OUR MISSION*  
*Donna Callejon*

# Advancing Your Mission:

*OR: The importance of staying agile, learning fast, and... ensuring others understand your value*





# Who am I?

*(Donna)*



*(note circa 1985 logo)*



*(Unless playing the SF Giants!)*



# GlobalGiving as a case study

*Listen, Act, Learn. Repeat.*

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A close-up photograph of a person's hands knitting a white garment with wooden needles. The background is blurred, showing other people in a community setting. The text is overlaid on the image.

# GlobalGiving's Mission:

To transform aid and philanthropy to accelerate  
community-led change.

Leadership and learning are indispensable to each other.



# Initial Assumptions


- Grassroots nonprofits around the world know what's best for their communities and can't get visibility or funding
- Donors in the world (Primarily US) do/should care about causes globally
- Donors will make the "best" decisions with lots of information ("Wisdom of the Crowds"); driving a neutral marketplace of goodness
- The internet will enable all of this



If We Build it Will They Come?







## 2002-2005 Survive + Prove Concept

- If we build it they will not come
- International vs global?
- Trust matters in giving
- Stress is real



## 2006-2010 Listen, Act, Learn. Repeat.

- Corporate partnerships
- Gift cards
- They are still rarely coming
- Maybe disasters fit
- Due diligence is sexy



## 2010-2018 A real business model

- Rise of companies
- Rise of crowdfunding
- Incentive programs
- Disaster Recovery
- GG inside (API)



## 2019 - ? Back to growth

- New leadership
- Focus, scale, grow
- Return to donor focus
- Emphasis = community-led
- Pandemic life

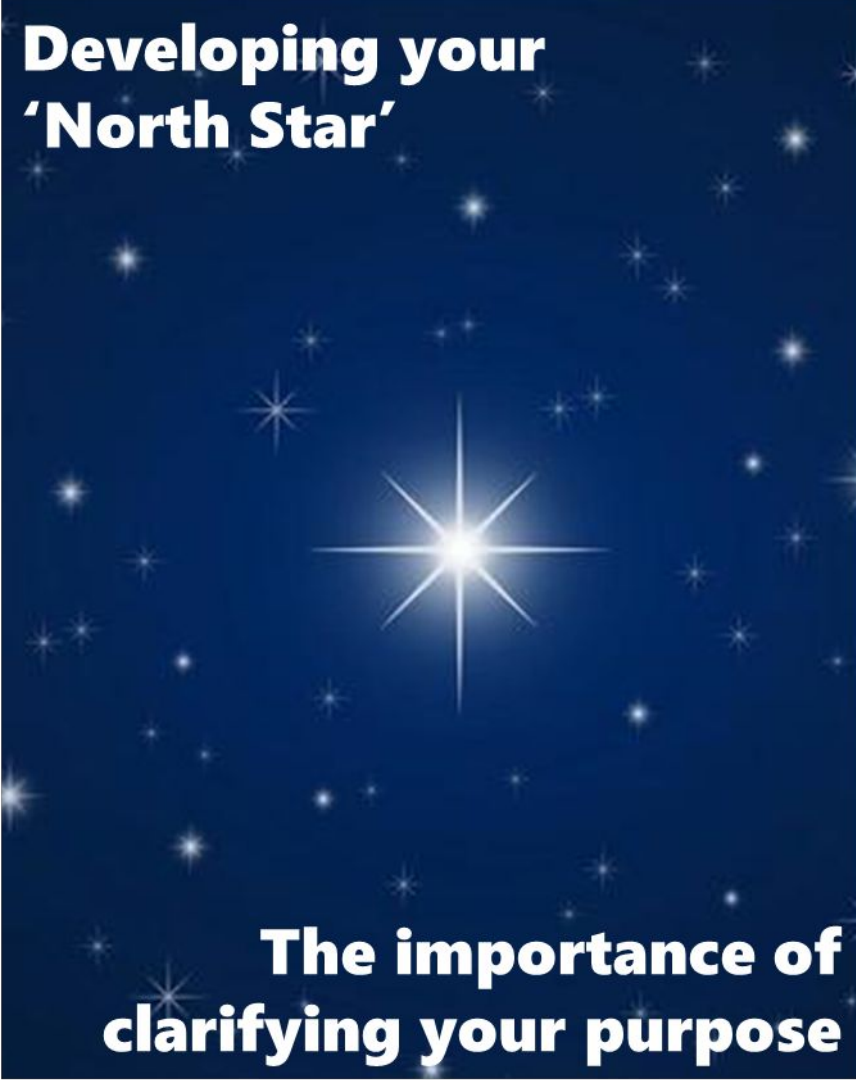
# TakeAways

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1. Know where you are headed,  
even when you aren't sure  
how you will get there

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**Developing your  
'North Star'**

**The importance of  
clarifying your purpose**

# North Star or Vision Statements

- **Concise articulation of what drives your organization**
- ◆ Focuses on the problem you aim to solve
  - ◆ Forward-thinking
  - ◆ Aspirational
  - ◆ Clear and easy to communicate
  - ◆ Rarely changes

**Alzheimer's Association:** "A world without Alzheimer's disease."

2. Know how you are different  
from the rest

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# CRUMMY COMMUNICATION OF VALUE - HP


## Small & Medium Business

1. HP **GREEN** News | 2. HP Ultrabooks | 3. Professional Color | 4. ProLiant Gen8 |











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## Browse and Buy Product

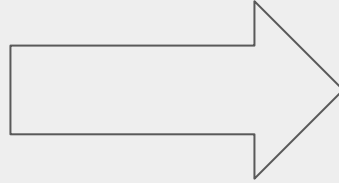
 <p>Laptop &amp; Tablets PCs ▶</p>	 <p>Desktops &amp; All-in-One PCs ▶</p>	 <p>Workstations ▶</p>	 <p>Monitors &amp; Digital Signage ▶</p>	 <p>Printing &amp; Multifunction ▶</p>
 <p>Servers ▶</p>	 <p>Blade Servers ▶</p>	 <p>Storage ▶</p>	 <p>Rack &amp; Power Infrastructure ▶</p>	 <p>Ink, Toner &amp; Paper ▶</p>



# Why do I need a “value proposition?”



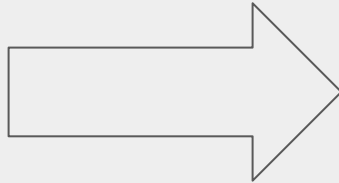
*Clarity*



**TRUST**



**TRUST**



## One approach: “Jobs to be Done”

\_\_\_\_\_ is for \_\_\_\_\_ who want  
\_\_\_\_\_.

It/we are a \_\_\_\_\_ that  
\_\_\_\_\_.


Unlike \_\_\_\_\_, we/our offering  
\_\_\_\_\_.

EXERCISE



### 3. You are what you track

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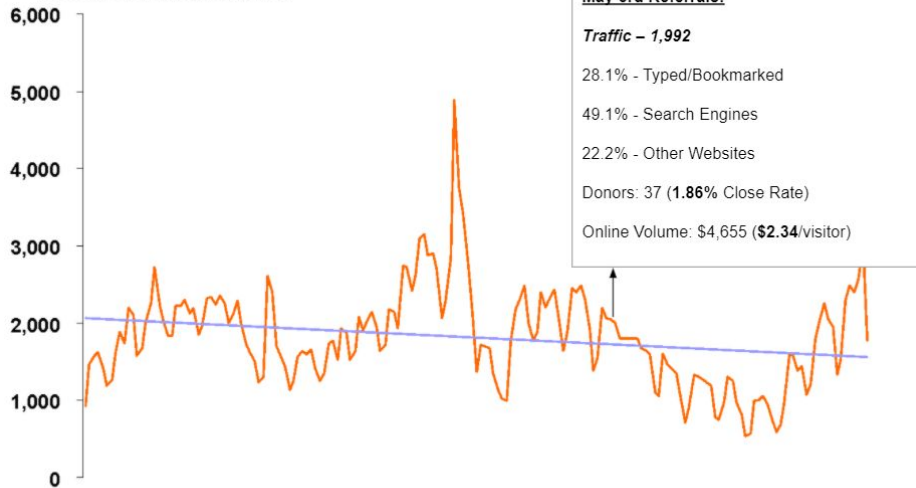
Measure what is important,  
don't make important  
what you can measure.

Robert McNamara

# Tracking what matters

2007

YTD Traffic: Referrals and Conversion



2021

2021 Visitors



4. Don't hide your light under a  
bushel  
(a song)





## Reality: People have short attention spans

- ◆ Meet stakeholders where they are
- ◆ Get help if you can
- ◆ Get to the point but tell stories
- ◆ Hopeful, not painful, images and stories
- ◆ Use your networks - they are bigger than you think

**Photo Credit:** Community Empowerment Fund (Durham, North Carolina)

## 5. Invite, don't ask (a story)

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A woman with dark hair tied back, wearing a white short-sleeved dress with a full, tiered skirt and a long, colorful beaded necklace, is captured in a joyful dance pose. She is holding the edges of her skirt out to the sides, and her head is tilted back with a wide smile. The background consists of a rustic wall made of light-colored stone blocks, with a wooden door and a decorative window with star-shaped cutouts visible behind her. The ground is dark and uneven.

Discussion