

Hiker

Date: January 24, 2019

Client: Echoing Green

Project: Brag, Intro Statement,
and Elevator Pitch

Summary: Hiker is collaborating with Echoing Green to improve existing communications. In addition to creating messaging that is better aligned with the new strategy, we are also developing a new brag statement, intro statement, and elevator pitch.

Brag Statement, Intro Statement, and Elevator Pitch

The Need:

Echoing Green needs a quick, one-sentence “brag” statement. That is, a sentence saying what we do best. EG also needs a one-sentence “Intro” statement.

The Approach:

In line with our findings, we think there is an opportunity to elevate the critical role of ecosystem building in Echoing Green’s work, while maintaining focus on our primary role in the social innovation sector of finding and developing the world’s most transformational leaders as early as possible. We want to speak to dynamic ideas and big systems change, not incremental moves.

Though we maintain a fellows-first approach to understanding our work, we must begin to think of that process of early-stage identification of SEs as the foundational *start* to the work of ecosystem building. We must stay mindful of the end game of social impact and systems change. Pursuing social impact is the purpose of the fellowship and of developing the transformational leaders who have the ideas and character to bring innovation. Think alumni, not fellows. The gold-stand pipeline for talent that we’ve refined over 30 plus years is our central asset and entrée into the rooms and conversations we want to be in. But, it’s not the goal. Not in and of itself. We find, fund, develop, and support these incredible people, because they will take us where we want to go. Think impact. Think change. And think of supporting the alumni who will lead us in that effort.

Over time, by establishing first in our messaging the central importance of impact, we can lean even harder and more authoritatively into our positioning which insists on the critical need for strong leadership. i.e. “To solve the world’s great world challenges, we need great leadership, with the ideas, talent, and character to bring necessary change.”

Brag Statement

This is what we do best. It's the "brag" of what we do. Stakes our place in the sector. It's a place from which you can springboard into messaging. Establishes your POV, your perspective, quickly for your audience. Current brag is short and sweet, but it also makes you sound like a fund. Though it hints at "early" it doesn't say it. it also doesn't say anything about the developing leaders, which seems important given the third pillar of ecosystem building.

Suggested new brag statement:

We find the best leaders with the best ideas for social innovation as early as possible. And then do everything we can to make sure they succeed.

Intro Statement

What we do and why we do it. It's a short "about us" statement.
Perfect for quick introductions in those "Hi, my name is ..." moments.

Echoing Green is the leading source for finding social innovators – leaders with the boldest ideas for change. We find them as early as possible, and fund, support, and connect them through a lifetime of social impact.

Elevator pitch

A one shot, over-arching statement about your organization that sums up what you do and why you do it.

Approach:

We want to capture the mission as succinctly as possible and turn it to an action-oriented call to action for both ourselves and our listeners. The pitch is distinguished from a straight marketing statement in that it is a personal appeal to the listener for engagement. To do that we need to define the need or state the case for our “why;” show how Echoing Green not only answers that need but does so in a unique way (our value proposition); and support with prominent alumni, awards, or other validation points as desired.

Elevator Pitch:

The world is broken. The problems we face are entrenched in systems that just aren't serving everybody equitably. What we need is change. Bold ideas, not baby steps. It's time to reset a broken system and create a world that works for everyone. For more than 30 years, Echoing Green has been on the front lines of solving the world's biggest problems, raising up the transformational leaders willing to speak truth to power and challenge the status quo. We find emerging leaders with the best ideas for social innovation as early as possible, and set them on a path to lifelong impact. We are the best at what we do, and have the trust, experience, and results to prove it. Our community of almost 1,000 social innovators includes past Fellows like first lady Michelle Obama, the founders of organizations like Teach for America and the One Acre Fund, and major public figures like Van Jones. Built and refined over 30 years, our process discovers tomorrow's leaders, today. We find, fund, connect, and support a new generation of social impact leaders. The work we do has the power to change communities for the better around the world. I hope you'll consider joining us. These extraordinary social innovators need an ecosystem of bold partners willing to provide them with the space to grow and thrive.

Breaking down the Elevator Pitch:

[Problem Intro]

The world is broken. The problems we face are entrenched in systems that just aren't serving everybody equitably. What we need is change. Bold ideas, not baby steps. It's time to reset a broken system and create a world that works for everyone.

[Main pitch]

For more than 30 years, Echoing Green has been on the front lines of solving the world's biggest problems, raising up the transformational leaders willing to speak truth to power and challenge the status quo. We find emerging leaders with the best ideas for social innovation as early as possible, and set them on a path to lifelong impact. We are the best at what we do, and have the trust, experience, and results to prove it. Our community of almost 1,000 social innovators includes past Fellows like first lady Michelle Obama, the founders of organizations like Teach for America and the One Acre Fund, and major public figures like Van Jones. Built and refined over 30 years, our process discovers tomorrow's leaders, today. We find, fund, connect, and support a new generation of social impact leaders. The work we do has the power to change communities for the better around the world.

[Call to Action]

I hope you'll consider joining us. These extraordinary social innovators need an ecosystem of bold partners willing to provide them with the space to grow and thrive.

PAUSE. If asked for more...

[Additional validation points upon further prompting — only pick 1 or 2 of these]:

- **Awards:** Our Fellows have gone on to win some of the world's most prestigious awards, including three MacArthur Genius awardees, 13 Skoll awardees, and 21 TED Prize winners.
- **ROI:** For every dollar we invest in a Fellow today, they go on to raise an additional \$10 for social innovation around the globe.
- **Impact Numbers:** Since 1987, we have selected and supported almost 1,000 Fellows who have gone on to raise more than \$5.7B in the service of social change worldwide.
- **Sustainability Numbers:** While 90% of new businesses fail within the first year, 70% of Echoing Green-funded organizations are still in operation today.
- **Timely Progress Examples:** Our Fellows are working on everything from [bringing dying coral reefs back to life] to [building new AI tools to empower users to report and combat police brutality].