

Hiker

Date: January 22, 2019

Client: Echoing Green

Project: The Givers Audience -- Key Messaging – Final

Summary: After establishing a new strategic vision, Echoing Green leadership recognized the opportunity to refine and improve existing communications and engaged agency partner, Hiker, to help translate that vision into a set of key messages. When completed, this messaging will help Echoing Green staff, fellows, funders, and friends tell Echoing Green's story in more succinct, engaging, and effective ways.

The Givers — Key Messaging

Below are the key messages for The Givers audience set

These are the individuals and institutions who make our work to build an ecosystem of social change possible. They support our fellows and our programs through funding and advice. Includes High Net-Worth Individuals, Foundations and Corporate Philanthropists, Elite Funders, and Impact Investors

Augment current messaging and align to strategic plan

This messaging is not meant to replace current messaging entirely, but to augment it, and amplify key new themes about ecosystem building to better align messaging to the current strategic plan.

Strategic goals of this message set:

1. To begin speaking to The Givers audience about ecosystem building from the start.
2. To focus on impact and influence over just Social Entrepreneurs
3. To focus leadership development over just early-stage discovery
4. To highlight the important role of data

Some strategic themes guiding this messaging

Identified in our discovery process through interviews and sector research, the list below contains some of the themes we need to elevate in order to achieve our goal of speaking to The Givers about ecosystem building and long-term impact:

- ecosystem building
- diversity
- cross-sector connections
- data mining enhances service & insights for partners
- speed to market
- trendspotting
- unique, early access to innovators
- influence
- shape conversation
- drive impact
- personal meaning in giving
- real connection in giving
- be heard in giving
- access to innovators in giving
- sector wrapping through core expertise
- front-end ownership of all sectors
- high-risk, high-reward
- challenge systemic bias
- ecosystem
- proximity

The diversity of our portfolio makes us strong and is an asset to our partners, the sector, and the world at large.

Nobody has a community of social entrepreneurs as diverse as Echoing Green. Our process develops innovators who are left out by traditional approaches — women, people of color, indigenous leaders, and others. To get there, we continue to invest in the methods and tools to hack not just the bias that exists in our own systems, but throughout the sector. A diversity of people means a diversity of opinions, points of view, and perspectives — the very things that spark innovation. By creating an environment where leaders of diverse backgrounds can challenge and inspire each other, Echoing Green is raising up a new generation of leaders with the courage to speak truth to power, and the talent, vision, and purpose to bring real social change.

Strategic themes

diversity fuels innovation • we find leaders others don't • diversity makes us strong

Our data unearths valuable opportunities our partners can leverage to build and advance better strategies.

Our talent discovery and development process generates a vast amount of unique, proprietary data about social entrepreneurs and the challenges driving their work. By thoughtfully examining this data, we find hidden patterns and gain often unexpected insights into the social impact sector that are unlikely to be found in any other way. Learn alongside Echoing Green, and you will gain exclusive access to information you can use to develop smarter business strategies, impact new markets, and lead your industry.

Strategic themes

data mining enhances service & insights for partners

Donors achieve dramatic social impact through Echoing Green's best-in-class talent discovery pipeline.

Incremental change is not enough. If you want to bring big, dramatic change to the world, Echoing Green gives you a way to partner boldly. Built and refined over 31 years, our process for early-stage talent identification and development is the social impact sector's gold standard. With a network of expert, in-field scouts, we're the first to identify the emerging leaders around the world with the ideas, talent, and mindset necessary to drive global change. We're raising up the leaders who are prepared to tackle the causes, not just the symptoms, of the world's big problems. But developing great leaders and their ideas effectively takes time and commitment. The sooner we start, the sooner we get these leaders to the place where they can make the biggest impact for good.

Strategic themes

dramatic, not incremental change • find best leaders early

Our funding partners trust us because they know we're the best at what we do.

With Echoing Green, you will never waste an opportunity to advance the causes you care about. You can count on us to achieve the kind of authentic, high-impact results you want for the simple reason that our process works. Refined and improved over three decades, our proven methods yield truly extraordinary, game-changing leaders time after time. That's why the sector recognizes us as leaders in talent identification and counts on us to find and develop the people who will lead our future. We're meticulous, exacting, and relentless in our pursuit of break-through innovators. So, you can be certain we've done all the hard work and deep thinking needed to ensure you get the results you need.

Strategic themes

authenticity • trust • confidence in investment

Invest with us and you'll spot important trends before your competitors.

Understanding the trends and ideas driving societal change is critical for donors, investors, and social innovation organizations alike. The earlier we can spot these forces, the better we are at directing their impact. Echoing Green's unique position working with emerging entrepreneurs at the cutting-edge of social innovation gives our funding partners a powerful trend-spotting advantage. Through advisory sessions, site visits, and global conferences, our funding partners get direct one-on-one access to a global network of entrepreneurs at the earliest stages of developing new solutions to the world's greatest challenges. This early proximity to the transformational leaders of tomorrow provides insights into the future of social innovation in ways that are simply not possible with other organizations.

Strategic themes

trendspotting • unique, early access to innovators

Magnify your influence in the social innovation conversation and guide impact in powerful ways.

Because we broaden your network to include tomorrow's most transformational leaders, Echoing Green is a critical asset for influence. We connect investors with emerging social change leaders at the earliest stages, when critical innovations are still in formation. This fosters a dialogue of shared knowledge, learning and insights that puts you in a place of on-the-ground influence. This influence enables you to shape the conversation around critical social innovation in ways that reflect your personal or institutional priorities.

Strategic themes

influence • shape conversation • drive impact

Working with Echoing Green connects you personally with the world's most dynamic innovators of social change.

With Echoing Green, your philanthropy will take on a new level of meaning and impact. Through our work together, you will connect personally with the world's most fascinating social innovators. You'll get to know them. Know their challenges. And see first-hand what your support can mean for communities around the world. Through private conversations and global gatherings, Echoing Green puts you into the rooms and on the ground where real social change is happening. You'll meet the extraordinary people with the ideas and leadership to advance social innovation. You'll join them in conversation. And get a rare glimpse into how these incredible innovators think and arrive at solutions to the world's biggest problems.

Strategic themes

personal meaning • real connection • be heard • access to innovators

Donors with mission-specific goals partner with us today because we know who will lead their sectors tomorrow.

Our expertise is early-stage leadership development. And we do it well. In fact, we find and develop tomorrow's social impact leaders, faster and earlier than anyone else in the world. If you care about the future of the social impact movement and the quality of leadership in your field, you need to partner with Echoing Green. With more than 30 years of expertise, we know how to help your mission succeed. Echoing Green is a proven cross-sector conduit to talent. We have no sector bias toward who should lead in what areas. What we do have is a clear vision that the right people with the most innovative ideas, lead best. And we have proven system of finding and developing those people. Our fellows, like our partners, work in a range of issues. Hunger. Poverty. Education. Social justice. Racial equality. Environmental sustainability. But while their work, geography, and approach may be broad, Echoing Green's focus lies squarely on identifying and developing the great transformational leaders of tomorrow.

Strategic themes

sector wrapping through core expertise • front-end ownership of all sectors

Visionary investors take risks because they know it's imperative to drive impact.

Social impact investing comes with risk. We all understand that. But the reward is worth it. Unless we take risk, we may never discover the community innovator whose out-of-box idea has the potential to save of lives or improve the ways we live. Finding extraordinary leaders with game-changing ideas is exactly what Echoing Green does best. Our process takes us beyond the traditional places to discover innovation wherever it is. What's more, our model for filtering the best emerging social entrepreneurs and moving them successfully through our pipeline of leadership development is proven. This allows funding partners like you to manage your risk and reduce your chance of failure. For funders who care about social change, Echoing Green is an essential investment in future leadership. We will not be the sole solution for anyone. But we should be a necessary part of the solution for everyone.

Strategic themes

high-risk, high-reward • seeks talent outside traditional places