

Hiker

Date: January 22, 2019

Client: Echoing Green

Project: The Allies 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 Allies — Key Messaging

Below are the key messages for The Allies audience set

These are the many individuals and institutions supporting our innovators in their efforts to advance social change. Includes business leaders, direct impact participants, board members, referrers, perhaps EG team members, and peers and competitors around the world.

Augment current messaging and align to strategic plan

There is already a lot of great messaging for many in the allies audience. This messaging expands on themes of ecosystem building and partnerships, and how we go about building a stronger sector in the ways our mission aspiration suggests. This messaging is not meant to replace current allies messaging outright but augment it and amplify key new themes to better align messaging to the current strategic plan.

Strategic goals of this message set:

1. To begin speaking to The Allies audience about ecosystem building from the start.
2. To shift the focus to impact versus Social Entrepreneur. Our work is about the end game, not just the fellowship.

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 allies about ecosystem building and long-term impact:

Field building

Leading through knowledge sharing

Powers purpose

We all have a role to play

Transformative

Ecosystem building

Forging connections

Strength in diversity

Collaborative leadership

Aligning missions

Our insights make you better

Deeper impact

We share our knowledge to break down silos, encourage partnership, and improve the social innovation sector.

A global community working toward social innovation can only thrive in open dialogue. It requires trust and transparency. For us, that starts with sharing our knowledge widely. Keeping our expertise to ourselves only delays the social progress we all seek. We believe collaboration is leadership. Echoing Green shares its expertise with others working in social impact because it strengthens connections throughout the field. It breaks down the barriers and helps us all arrive at better solutions, sooner. By freely sharing the knowledge and insights we've learned over more than 30 years of early-stage talent identification and development, we are making the whole sector better.

Strategic themes

field building • leading through knowledge sharing

Echoing Green will set your talents on a mission.

Echoing Green allows people to engage in work that has deeper meaning and greater purpose. Partnering with us will set your talents on a mission, giving you the opportunity to use your skills, resources, and business acumen in new ways that have even greater impact on the world. Whether you are an individual or an organization, a rising business star or an experienced leader — we need you and all that you bring to the table. To work alongside and support tomorrow's most dynamic social innovators is transformative. It opens your mind, inspires new ways of thinking, and broadens your definition of what is possible. Change doesn't happen someday. It happens now. It starts with us, and we all have a role to play.

Strategic themes

powers purpose • we all have a role to play • transformative

We're building a broad ecosystem of individuals and institutions committed to solving problems facing communities around the world.

Echoing Green is building an ecosystem of change-makers that will drive social innovation for decades to come. Through our workshops, convenings, and other idea-sharing opportunities, we're forging connections and building support that will galvanize purpose and catalyze new solutions to old problems. It's about collaboration, ongoing communication, and a diversity of ideas. Social innovators, government officials, business leaders, influencers and activists, philanthropists, foundations, and friends across the social justice sector all have a place in this dynamic community. By including people from around the world with different backgrounds, different needs, and different ways of solving problems, we cultivate an array of viewpoints and fresh perspectives that spark breakthrough ideas.

Strategic themes

ecosystem building • forging connections • strength in diversity

Align your mission with ours, and we both will make a deeper social impact.

Echoing Green has built the best-in-class process for early-stage talent identification and development. We are the best at what we do, and have the sector trust, experience, and results to prove it. But social innovators need an ecosystem of bold partners willing to support these emerging leaders and provide them with the space to grow and thrive. Too often, those with the most innovative, ground-breaking ideas for change are locked out and denied critical resources. Not with Echoing Green. We find the transformative leaders others miss or never consider in the first place. Work with us. By aligning our missions and processes, we can push social innovation further, faster. Bring your assets to the table — whether that's follow-on funding, operational expertise, leadership skills, or strategic connections. Together, we'll advance both our missions, and make a deeper impact for good.

Strategic themes

aligning missions • deeper impact