

**ECHOING
GREEN**



STORY SKILLS & KEY MESSAGING

PERSONAL PROGRAM WORKBOOK

Name:



Intro

This workbook accompanies a story skills and key messaging workshop conducted by Hiker for Echoing Green. Keep it as a reference to your own personal story building blocks and Echoing Green’s key messages as you continue in your journey of telling the Echoing Green story!

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Foundational Story Skills:

Setting, Character, Change Over Time

A photograph of a busy city street, likely in a coastal area, featuring numerous palm trees and a large crowd of people. The scene is overlaid with a semi-transparent green filter. In the foreground, a woman is riding a bicycle across a crosswalk. Other people are walking, some carrying bags or strollers. In the background, there are streetlights, traffic signals, and signs, including one that says "Ocean". The overall atmosphere is that of a vibrant, active urban environment.

Echoing Green

Think of the top 3-5 experiences that come to mind from your time at Echoing Green. Experiences that have impacted you positively and emotionally. Iconic experiences.

JOT THEM DOWN HERE, JUST NOTES FOR YOURSELF THAT WILL ALLOW YOU TO RECALL THEM.

Think of 3-5 people who have really impacted you during your time at Echoing Green.

WRITE THEIR NAMES HERE

Think of 1-2 things you've really seen change during your time at Echoing Green.

WRITE DOWN QUICK NOTES OF THEM HERE

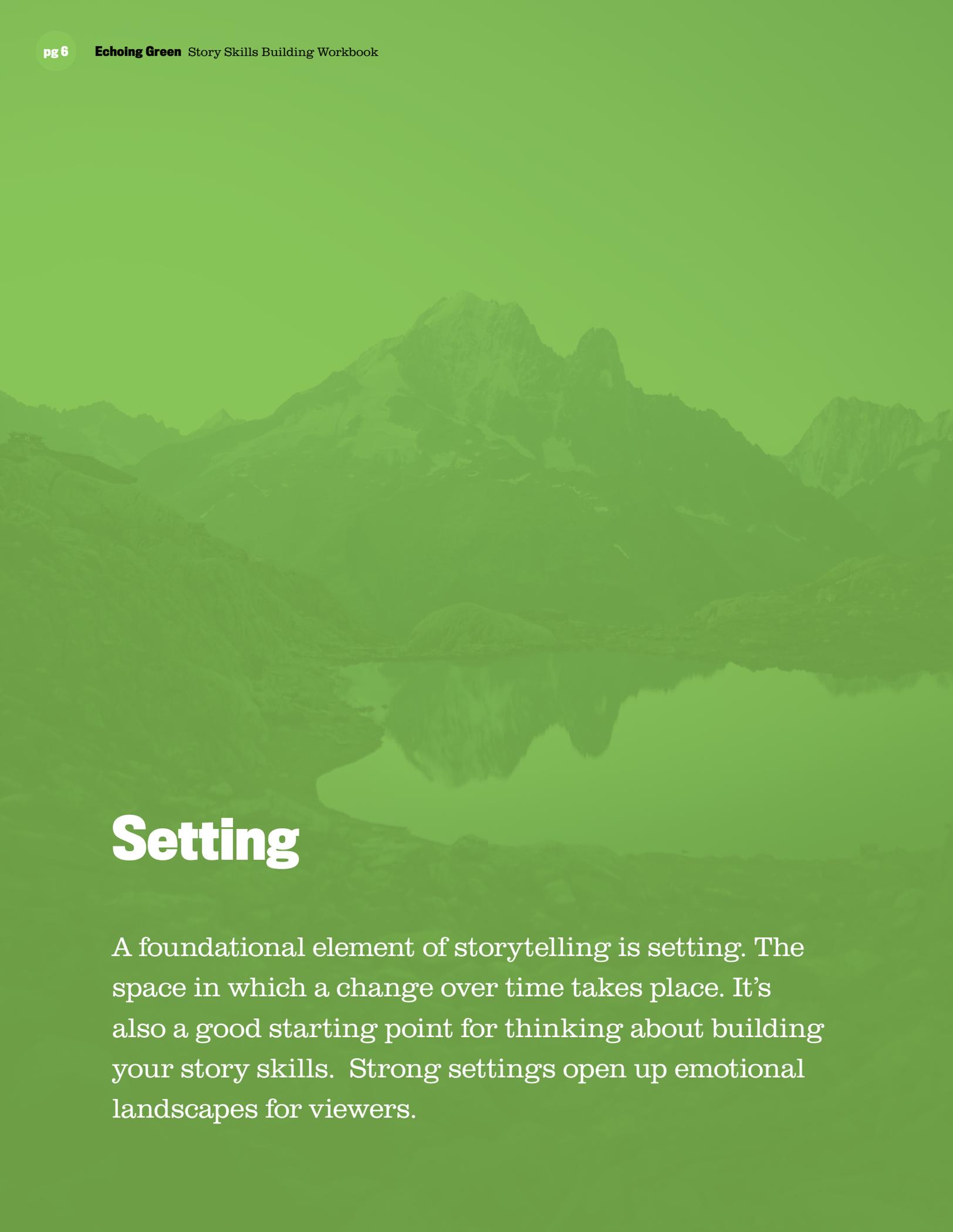
EXAMPLES

That time when David stood up and said he was going to make a change...

Walking down that road in Sierra Leone with Anjanue...

That donor meet-up when Cheryl got the standing ovation...

When Daryl opened up the new field offices around India...

A green-tinted photograph of a mountain range reflected in a calm lake. The mountains are rugged and snow-capped, with their peaks mirrored in the still water below. The overall scene is serene and majestic.

Setting

A foundational element of storytelling is setting. The space in which a change over time takes place. It's also a good starting point for thinking about building your story skills. Strong settings open up emotional landscapes for viewers.

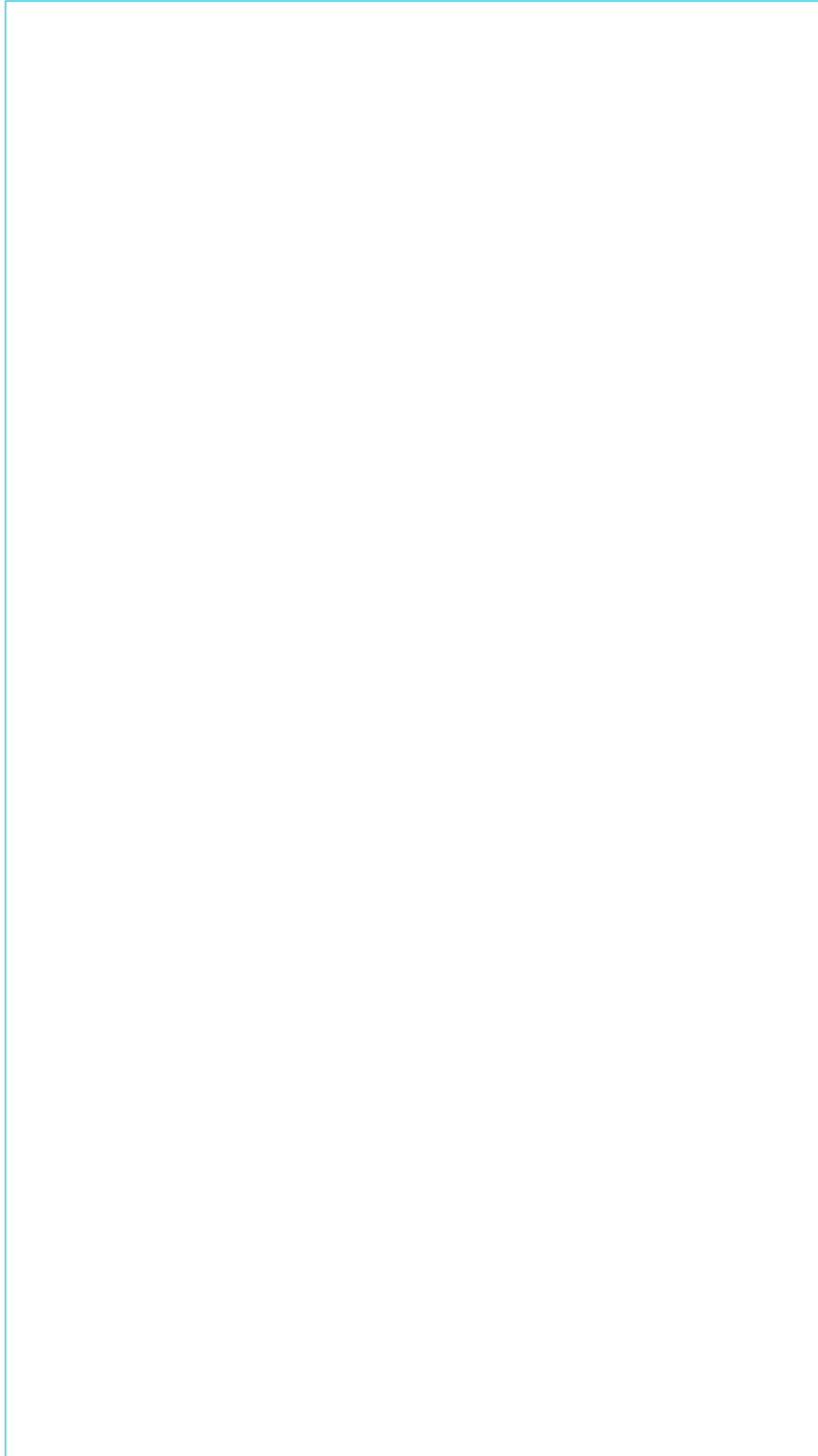
1. Choose an iconic space from your life. Describe it to your group, ideally, if you can, in the present tense. What is the physical environment? What are some specific details about that environment? What time of day is it as you're picturing it? What is the light like? Who is in the setting? And most importantly, observe your own emotions that you associate with that environment - describe how it makes you feel, or how people were feeling in that space.

TAKE NOTES HERE IF IT HELPS:

2. Now pick one of your Echoing Green memories. Describe the setting of that memory to your group. Take notes here about how you described it. Have them describe your setting back to you. What did they miss?

TAKE NOTES HERE IF IT HELPS:

- 3.** Draw a picture - just for yourself - of that setting (or another one from your memories). Point out certain elements you remember. Do not worry about your drawing skills! This is just another way to help you internalize the act of describing a picture that is in your mind.



DRAW HERE.

4. If you've got time, do this with another memory!
The more you can get through, the deeper your building blocks will be.

DRAW HERE:

A large, empty rectangular box with a thin blue border, intended for drawing. It occupies the central and lower portion of the page.

Character

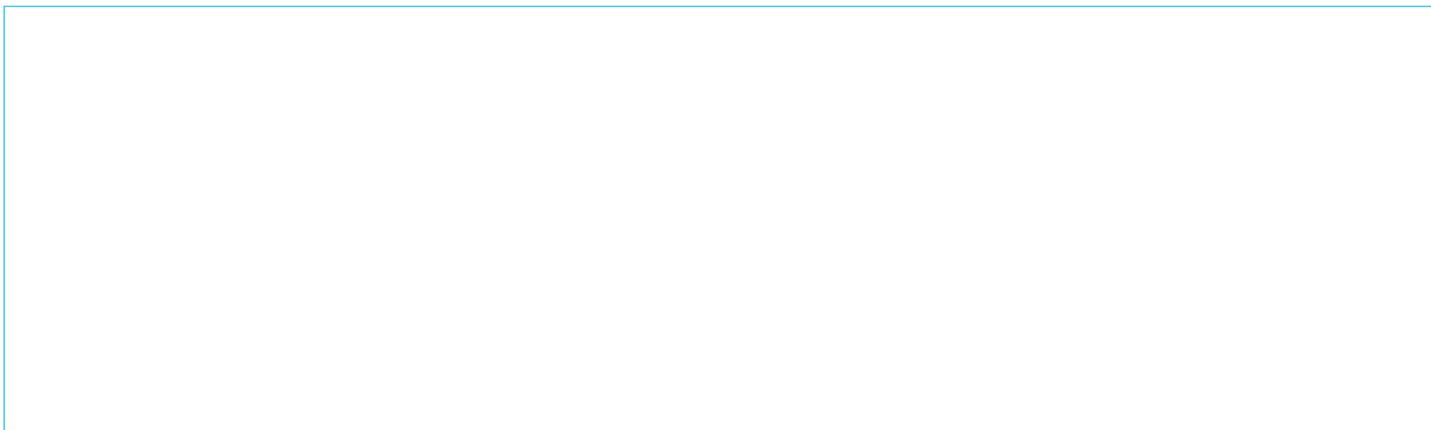
A foundational element of storytelling is character. The complex people who compel or experience change over time. Characters can be flat or round. A flat character simply fulfills a need in a story. This might be how we discuss a client population, or even our SEs. Round characters have emotional depth and are less predictable and more specific.

Choose an important person from your life. Describe this person to your group. What do you notice about your description? Are you talking about challenges they've overcome, personal idiosyncrasies, humorous details?

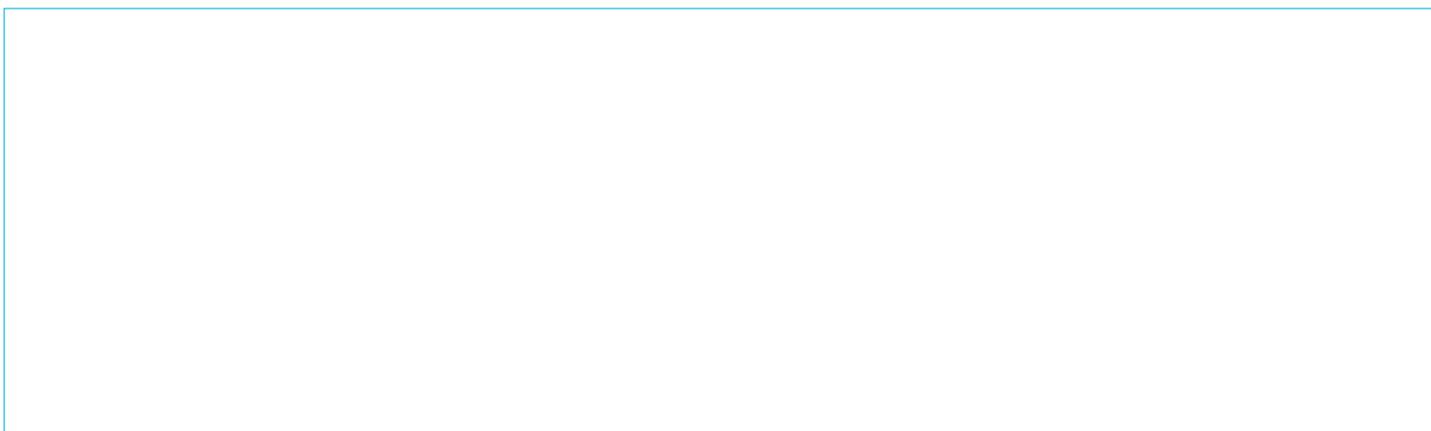
TAKE NOTES HERE IF IT HELPS

- 1.** Pick one of the people who have impacted you.
Why is this person on your list?

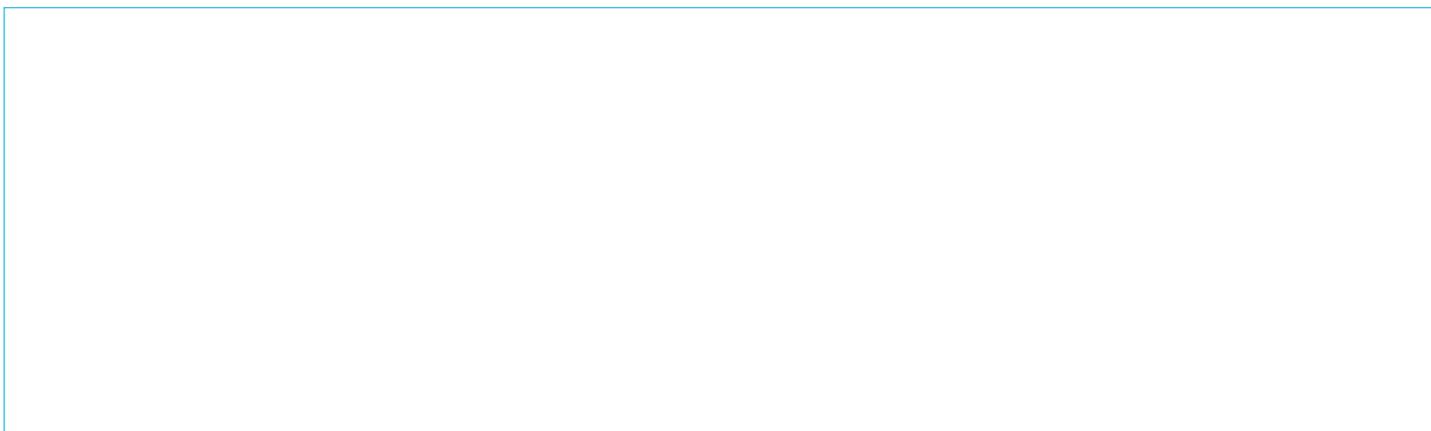
2. What is a memory you have of this person?



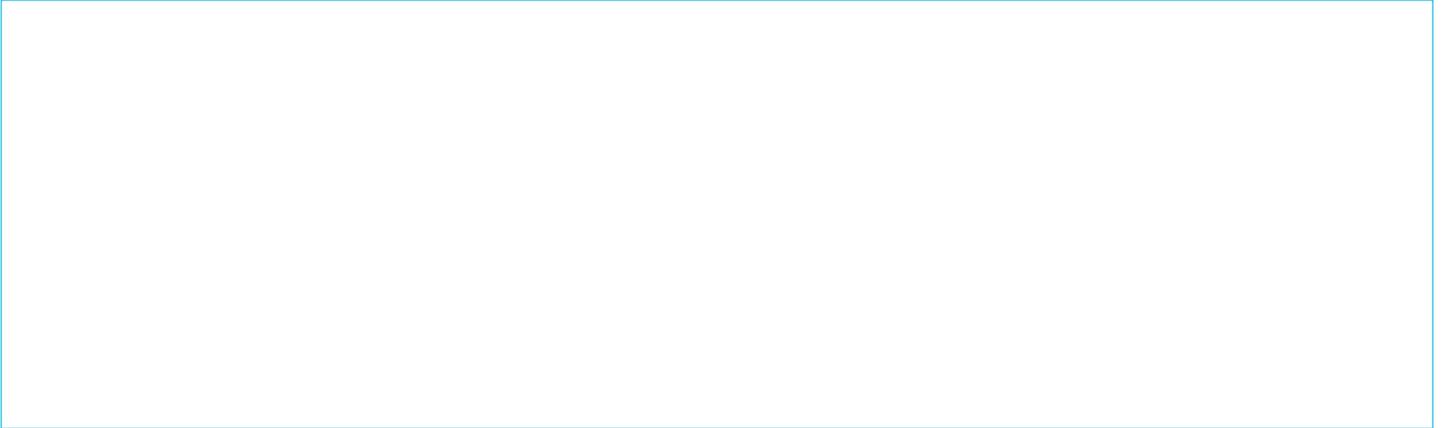
3. Have they overcome something to get where they are?



4. What is the future you wish for them?



5. What are their vulnerabilities?



6. Describe these people to your group. Have them describe them back to you.





Change Over Time

Change over time is in fact the most essential element of any story. It precedes character and setting. The egg fell off the table and broke. No people, no place except a table, but something changed. Developing useful examples of this happening is more than just getting the change. You also have to capture the time.

To turn change into change over time, you need to establish a state *before the change* and a state *after the change*.

This is the time element.

1. Pick one of your changes. Why did this change happen? What was the state before this change?

STATE BEFORE CHANGE:

2. What is the state after the change? What is the result of the change?

STATE AFTER CHANGE:

3. Now build that into a simple story. Tell the story in chronological order. Previous state. Change. New state. This is change over time. The best stories combine setting and character with change over time. Sitting alone in the dark kitchen, the sullen King picked up the egg and dropped it on the floor.

Try building a change over time structure entirely in the future.

Current state. Future change. Future state.

WRITE HERE:

Key Messages with Prompts and Answers

Green Group

Key Messaging Introduction

THE GOAL & PROCESS

This messaging will help Echoing Green staff, fellows, funders, and friends tell Echoing Green's story in more succinct, engaging, and effective ways. This messaging is meant to augment, not replace current messaging, which already works well in many cases. Our goal in this new messaging was to better align communications to the current strategic plan, particularly as it relates to eco-system building and organizational maturity. A discovery process involving interviews with internal and external stakeholders throughout the organization informed this messaging.

WHAT'S KEY MESSAGING?

Key messages are simply the core ideas about your organization that you want your audiences to know. They contain the logic and strategic thinking that allows you to differentiate your organization and establish your point of view with consistency. Like the rafters of a roof, key messages provide the framework and structure around which you build your communications.

A TOOLKIT OF IDEAS!

You do NOT need to memorize key messages word for word. Nor should you feel you need to copy and paste them entirely into your communications.

Think of key messages as a toolkit of strategic ideas, concepts, and logic that allows you to quickly (and consistently) tell your story. They are a starting place, and the ideas can be used in a modular way. The main thing is to get to know the ideas and logic behind the messages. And own the specific language you use to convey those ideas for yourself.

Finally, this is Echoing Green messaging at the top level. It's not meant to be the exact thing you say to a specific audience like an impact investor or a Direct Impact applicant, but as a springboard or framing idea to set up that messaging.

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.



QUESTIONS THIS MIGHT ANSWER

What makes your process special?

We find leaders others don't.

Why the focus on diversity?

Diversity fuels innovation.

How do you think your process makes a difference?

Diversity makes us strong.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character and Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

How do you approach data?

We use data to gain sector insights.

What makes your data so valuable?

Our unique process generates data not found in other ways.

Is there strategic value in your data?

Our partners leverage data insights to build better strategies.

A PLACE FOR YOUR NOTES:

Keep *Setting*, *Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

Why does your work matter?

Our process drives dramatic, not incremental change.

What sets your work apart?

We find transformational leaders earlier than anyone else.

Why does your process work?

Refined over years, our process uses a network of in-field scouts.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

Why does the sector trust you?

We achieve the authentic, high-impact results we promise.

What makes your partners confident?

Our proven methods raise up game-changing leaders.

How do you achieve your results?

We're meticulous. We keep innovating.

A PLACE FOR YOUR NOTES:

Keep *Setting*, *Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

How will you give us an edge?

We give partners a trend-spotting advantage.

Do you forecast sector trends?

Earlier engagement means earlier insight into the sector's future.

Why does trend-spotting matter?

We know what's coming, so we can plan for better outcomes.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

We find the world's best emerging social change leaders first and set them on the path to lifelong impact.

Our model for making a better world is clear. Find the best emerging leaders with the best ideas for social innovation as early in their careers as possible. And then do everything we can to make sure they succeed. We find, fund, prepare, support, and connect a broad and diverse community of social entrepreneurs and social justice leaders and equip them to successfully deliver a lifetime of global impact for good.



QUESTIONS THIS MIGHT ANSWER

What's your talent development model?

Find the best leaders early, and go all-in on their success.

What's your goal for the leaders you find?

We equip social innovators to deliver lifelong impact.

What do you mean by "support" leaders?

We find, fund, prepare, support, and connect social entrepreneurs for a lifetime of impact.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character and Change Over Time* in mind

We care more about you than your idea.

Social innovators are doers. They tackle problems head on. Faced with a challenge, their bias is toward action. They have the bold ideas to drive change, and the talent and vision to see those ideas succeed, regardless of the obstacles. Some may call them makers, founders, or leaders. We call them Solutionists. Solutionists learn, adapt, and never give up. They press on, even when the rules or status quo are stacked against them. That takes a special kind of character. And it's that character, more than anything else, that propels success. Echoing Green's goal is to nurture in people the qualities that allow them to lead change. And to understand that global change is a lifelong effort that requires a mindset that perseveres.



QUESTIONS THIS MIGHT ANSWER

Why is character so important to you?

Ideas aren't enough. It takes special character to succeed.

What's the No.1 reason fellows succeed?

Social innovators need a mindset that perseveres.

What's a Solutionist?

Solutionists have the ideas, talent, vision, and character to drive change.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

Why do share your knowledge with others?

By sharing our insights, we make the sector better.

Aren't you afraid competitors will use your insights?

For us, collaboration is leadership.

But what's in it for you?

Knowledge sharing breaks down barriers and helps us all find better solutions, sooner.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

What’s it like supporting tomorrow’s social innovators?

The impossible starts to seem possible.

How is work different in the social impact?

Engage with us, and we’ll put your talents on a mission.

Are my business skills even needed in the sector?

We all have a role to play to advance change.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

Key Messages with Prompts and Answers

Blue Group

Wherever you are is where we want to be, because that's where the change is going to happen.

Those closest to the problems are closest to the solutions. Proximate leaders often have the best ideas for solving problems in their own community. Yet these same community-level innovators are often denied access to the power, funding, and opportunity necessary to get their ideas heard. We want to change that. Building, connecting, and supporting a broad, diverse, collaborative community of social innovators is the most powerful way to ignite systems change. That's why we look for people with the best ideas for social innovation, period. We don't care whether you have the perfect business plan or resume, or if you even consider yourself a leader. If you have the ideas, talent, and vision to bring positive change to the world, Echoing Green wants to partner with you. And we'll do whatever we can to amplify your voice.



QUESTIONS THIS MIGHT ANSWER

What do you mean by proximate leadership?

Those closest to problems are closest to solutions.

Why do you focus on proximate leaders?

Because talent is distributed evenly, but opportunity isn't.

I'm not really the MBA type. Is that a problem?

We want to partner with people who have the ideas, talent, vision, and character to lead social change. No matter what.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

The end of your fellowship is the start of our real work together.

Social innovators are doers. They tackle problems head on. Faced with a challenge, their bias is toward action. They have the bold ideas to drive change, and the talent and vision to see those ideas succeed, regardless of the obstacles. Some may call them makers, founders, or leaders. We call them Solutionists. Solutionists learn, adapt, and never give up. They press on, even when the rules or status quo are stacked against them. That takes a special kind of character. And it's that character, more than anything else, that propels success. Echoing Green's goal is to nurture in people the qualities that allow them to lead change. And to understand that global change is a lifelong effort that requires a mindset that perseveres.



QUESTIONS THIS MIGHT ANSWER

Does our relationship end after the fellowship?

Your fellowship is just the start of our work together.

What role do your alumni play?

Our alumni will carry the mantle of leadership for social innovation.

What characterizes the ecosystem of support?

It must be proactive, collaborative, and alumni led.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

You have the passion to change the world. We have the knowledge to help you do it.

After more than 30 years of supporting social innovators, Echoing Green knows what it takes for social impact organizations and their leaders to not just succeed, but thrive. By sharing our expertise with social innovators like you, we make you better. Better leaders. Better at building and growing your organization. Better at advancing change and accelerating solutions to our biggest social challenges. Through our best-in-class training, professional guidance, and network building, Echoing Green stands ready to connect and support the many innovators and visionaries shaking up the status quo in communities around the world.



QUESTIONS THIS MIGHT ANSWER

Why is the success rate of your fellows so high?

Our expertise makes you better.

Do I have to be a fellow?

We share our expertise with any innovator shaking up the status quo.

Why do you share your knowledge so freely?

We share our expertise to build the sector.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

What do you do besides the fellowship?

We're building a broad ecosystem for change.

What's the purpose of the ecosystem of change?

To connect and support all those committed to solving problems facing communities.

Why is the ecosystem defined so broadly?

Diversity of opinion sparks breakthrough ideas.

A PLACE FOR YOUR NOTES:

Keep *Setting*, *Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

Why do you seek partners?

We can’t do it alone. SEs need a broad ecosystem of support to thrive.

What’s your goal in your partnerships?

Align our missions to maximize our impact.

How do you know when a partnership is working?

When we advance both our missions equally.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

How does sector influence begin?

By engaging emerging leaders on the cutting-edge of innovation.

Can you raise our sector influence?

We put partners in a place of on-the-ground sector influence.

How do you advance our goals?

You'll gain the influence needed to shape sector conversations.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

How is giving to you different?

We make it personal, connecting you directly with emerging leaders.

Will I see the impact I'm having?

You'll see first-hand what your support means to social change.

Can I be part of the process?

Connect with social innovators through gatherings and conversations.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

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.



QUESTIONS THIS MIGHT ANSWER

Why should organizations partner with you?

We know who will lead your sector tomorrow.

Why does Echoing Green matter?

Our talent development pipeline is the industry gold standard.

How can you help my sector?

We are a proven source for quality leadership across the sector.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character and Change Over Time* in mind

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 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.



QUESTIONS THIS MIGHT ANSWER

Your leaders are unproven. Why not wait?

If we wait, we might miss out on life-saving ideas.

It seems risky to invest so early?

Our proven process allows donors to manage their risk.

How does early investment drive impact?

Our uncommon process yields uncommon leaders.

A PLACE FOR YOUR NOTES:

Keep *Setting, Character* and *Change Over Time* in mind

Elevator Pitch & Worksheet

Sometimes you don't have time or opportunity for a full elevator pitch. That doesn't mean you can't leave people with something to remember. A great way to say what you want quickly is through a quick "brag" on what you do best or a short, simple intro.

YOUR BRAG

This is what we do best. It establishes our POV. Stakes our place in the sector. Gives you a place from which to springboard into messaging.

**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.**

YOUR INTRO

What we do and why we do it. It's a one-sentence "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.

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 as we support a new generation of social impact leaders. 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].

Your Elevator Pitch

Use this space for ideas for your own elevator pitch. Who is your audience? What do they want? Is there a way to modify the language to align more with the need?

Your “problem” may not be as large as systems change as in our shared elevator pitch. So, what’s the entry point that works right for you. It may be easiest to simply start with a “brag” or simple “intro statement”.

PROBLEM:

MAIN PITCH:

CALL TO ACTION:

Further Exercises

*
Add to your key messaging library by practicing a few more with a colleague

*
Notice new characters, settings, and changes over time as you encounter them to improve your storytelling

*
Make flash cards of key questions from the workbook you encounter regularly; use them to quiz yourself

*
Examine your past answers to these types of questions. What can you add to them?

*
Practice observing environments to describe them. Consider all your senses.

*
Draw more pictures from your experiences.
*

Notes

Notes

A large, empty rectangular box with a thin blue border, occupying most of the page below the 'Notes' header. It is intended for students to write their notes.

PROGRAM & WORKBOOK
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Tell better stories.

