

Hiker

Date: January 23, 2019

Client: Echoing Green

Project: The Doers 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 Doers — Key Messaging

Below are the key messages for The Doers audience set

These are the people doing the work – the Solutionists coming up with the ideas and doing the work to advance change. Includes, Social Entrepreneurs, Fellows, Alumni, Spark community, social innovators and activists in communities around the world.

Augment current messaging and align to strategic plan

As the Findings document indicated, much of what is said to SEs and Fellows right now works. Getting more fellows is not Echoing Green’s challenge. In light of that, this messaging set is not meant to replace but augment current messaging 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 Doers 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 Doers about ecosystem building and long-term impact:

Early identification
Long-term impact
Nurture founder’s mindset
Define solutionist
Leverage/amplify/engage proximate leaders
Think alumni, not fellows
Global network
collaborative leadership
Key role of knowledge-sharing
Our insights make you better

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.

Strategic themes

early identification • lifelong impact

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.

Strategic themes

nurture founder's mindset • define solutionist

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.

Strategic themes

leverage/amplify/engage proximate leaders

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

We activate our alumni as lifelong agents for change, supporting them with resources, connections, and convening opportunities. Together, we're building a network of innovators around the world to carry the mantle of leadership for the issues that we all care about. So, our fellowship is not the end goal for you. Our fellowship is a challenge. A challenge to fight through adversity and use your exceptional ideas to be a force for good in the world. A challenge to build community ties across the social impact sector and create a global movement to tackle the world's biggest problems.

Strategic themes

think alumni, not fellows • global network • long-term impact • collaborative leadership

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.

Strategic themes

Our insights make you better • key role of knowledge-sharing