Technology is Disrupting Old Approaches
AirBnb, Amazon, Apple, Facebook, Google, Instagram, Lyft, SnapChat, Uber and Yelp have revolutionized how we buy, eat, communicate, share, travel and more.
Volunteer Expectations Are Changing
Younger generations bring new desires, perspectives and expectations to their "wanting to help."

Unlike older generations who arrived "committed" to a nonprofit organization, these younger generations arrive "curious" and only progress to "casual" and then "committed" based upon their experiences.
Marketing in a Non-Linear World
Old Mindset

You may have heard the expression, “The medium is the message.”

One might also say, “The medium is the marketing.”

One-way media has created one-way marketing.

NEW MINDSET

As our relationships change, so too must our marketing.

- Intermittent → Continuous
- Content → Context
- Push → Pull
- Audience → Community
- Transaction → Relationship
- Incremental → Exponential
- One-dimensional → Multi-dimensional
- Linear → Circular
- Sequential → Iterative

We SEGMENT and TARGET audiences, sending MESSAGES through CHANNELS with CAMPAIGNS to move CONSUMERS through STAGES of a FUNNEL.

The language and mindset of marketing is linear, transactional and one-directional.
Bob Johansen states "everything that can be distributed will be distributed" and the future we will all participate in "is probably already happening, just not at scale, somewhere now."
Mark Bonchek: Marketing shift from "selling to" customers to building communities "with" others having a shared purpose illuminates the potential for a bright future where technology contributes greatly to better communities and a better world.
Potential for a bright future where technology contributes greatly to better communities and a better world.
Five Year Trend

- NATIONAL: 26.8% (↑) 24.9% (↓)
- CINCINNATI: #13 30.1% (↑) #28 25.8% (↓)
- COLUMBUS: #17 29.2% (↑) #25 26.3% (↓)
- LOUISVILLE: #31 25.7% (↑) #20 28.2% (↑)
- PITTSBURGH: #23 27.2% (↑) #16 29.4% (↑)
- CLEVELAND: #29 26.4% (↑) #13 29.5% (↑)
- INDIANAPOLIS: #19 27.7% (↑) #10 30.3% (↑)
Many factors contribute to this decline

- Digital disruption and distraction
- Weakening of service oriented associations
- Rise in social needs and the number of nonprofits
- Economic factors, transportation issues, etc
- Institutional distrust and skepticism
- Expectations for easy access to information
Volunteerism matters to the nonprofits.
In America, volunteers contribute almost as much value as donors.

- $427B annually in contributions (according to Giving USA)
- $245B annually not including those made to higher ed & religious institutions
- $200B annually contributed in the economic value of volunteers*

- More than 45% of resources for nonprofits to deliver on their missions comes from volunteering
Volunteerism matters to the community and the volunteer.
The “happiness” effect
Longer, healthier, positive lives
Connections to others
Give and get more, twice as likely to donate
Counteracts the effects of stress, anger, and anxiety
Combats depression
Proximity
Conceptually Simple: ”Inspire, Connect, Engage”
Practically Complex: ”Many ways and reasons”
Volunteers’ help in many ways.

- Board Service
- Mission Delivery or Back Office Support
- Pro Bono and Skills Based
- Event Support
- Trained Positions
- Episodic/Emergency Response
Volunteers’ come for many different reasons.

- Compassion for a cause or need
- Connection to others and the community
- Personal/Career Advancement
- Make a meaningful contribution
- A sense of duty or obligation
- Requirement (Court, School, etc)
The needs and opportunities are far more complex than the simplistic, stagnant and fragmented technology approaches employed for the last 20 years.
National/Community:  
”Matching”  
Nonprofit:  
”Volunteer Management System” (VMS)
Technology has the potential to impact:
- the “field” of volunteer engagement
- the community level
- individual nonprofits
Individual Nonprofits

Main technology is a volunteer management system (VMS). VMS’s work if used. Overall NPS of 0.

Barriers: Way too many (70+) creating market confusion. Often poorly utilized. Low penetration.

Need to continue to evolve along with CRM, HR, event management, etc systems

The big opportunities are “resource optimization” and inter-agency collaboration
Carefully select the best VMS for your needs now and in the near future

Look at the just released report on Volunteer Recruitment

Look for opportunities to collaborate with others in your community

Consider becoming a certified “Service Enterprise”
Evidence-based best practices resulting from rigorous research funded by Deloitte, Bank of America and others
“Organizations that engage volunteers well are equally as effective as their peers, but at almost half the median budget.”

(Reimagining Service)
SERVICE ENTERPRISE

We help organizations leverage the skills and expertise of their volunteers to increase their social impact and strengthen communities.
Technology opportunity to advance the “field” of volunteer engagement: “Learning Network”
Goldilocks: “Ahhh, this chair is just right”

Bob Johansen: “Everything that can be distributed will be distributed”

Prospective volunteers for the benefit of the community. Nonprofits provide the means.
4 Guiding Principles

1. The volunteer ecosystem is more effective when all sectors participate in its evolution.

2. Make volunteering a core strategic function, not an add-on.

3. Focus volunteer engagement on true community needs.

4. In order to get a return, you must invest.
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Prospective volunteers for the benefit of the community. Nonprofits provide the means.
Visit CincinnatiCares.org
50,000+
unique annual visitors

1500+
ways to help

10,000+
people
finding ways to help
Cincinnati Cares
1776 Mentor Ave, Cincinnati, OH 45212
Our mission is to inspire and enable, people and organizations, to engage in volunteering that improves and strengthens their community, and themselves.

American Red Cross
2111 Dana Ave, Cincinnati, OH 45207
The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Lydia's House
2024 Mills Ave Cincinnati, OH 45212-3026
Our mission is to provide safe, stable, supportive housing to women and children in transition and crisis. Our vision is to be a demonstration of God's beloved community.
Find Your Ways to Help

Know what you care about but don’t know how to get engaged in your community? Explore our filters to choose your giving path.

Select Cause(s)
- Animals
- Arts & Culture
- Children
- Disaster Relief
- Education
- Environment
- Health
- Hunger
- Life Skills
- Poverty
- Senior Services
- Equality & Social Justice
- Veterans & Military Services

Near Location
1776 Mentor Ave, Cincinnati, OH

Ages of Volunteers
- 12-15
- 21+
- 55+
- Adults
- Child with Adult
- Children
- Teens

Type of Work
- Event support
- Indoor
- Office work
- Outdoor
- Physical

Frequency
- Monthly
- Occasional
- One-time
- Weekly

When
- Evenings
- Weekdays
- Weekends

Training
- Formal
- None
- On-site
- Skilled

Groups
- Corporate Team
- Families
- Groups (1-9)
- Groups (10+)
- Individuals
The technology of the future will be created “with” the community not just “for” the community
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FLows

Digital media changes the flow of information.

This alters the relationship between individuals and organizations.

1. Companies tend to focus on what they say, persuading and promoting their products.

2. Some companies have gotten better at what they hear, listening and learning from the market.

3. Now the most important influence is what people say to each other.

The challenge for companies is how to be a part of this conversation, even when you aren’t in the room.

4. The answer is to enable and empower these connections.

This requires you to not only do new things, but think in new ways.

RELATIONSHIPS

1. PERSUADE PROMOTE

2. LISTEN LEARN

3. CONNECT COLLABORATE

4. ENABLE EMPOWER
BRAND ORBITS

How do we think about engagement in a many-to-many world? How do we make the shift from Push to Pull?

Imagine a solar system. Your brand is the sun.

Your customers, employees, partners, and influencers are the planets in orbit around your sun. These ORBITs are:

- Ongoing Relationships
- Beyond Individual Transactions

The gravity field is generated by trust, gratitude and reciprocity.

Gravity attracts new people into this social system and keeps everyone connected.

shift.ng/hbr_brandorbit

COMPETING ON GRAVITY

Apple and Google demonstrate the power of Brand Orbits.

Consider how you chose an Android or Apple smartphone.

It probably wasn’t about the megapixels in the camera.

Apple and Google have created competing gravity systems.

> Apple has iTunes, Genius Bars, Facetime and Siri.
> Google has Search, Maps, Gmail and YouTube.

Each of these systems creates an ongoing relationship that extends far beyond the purchase of the phone.

The choice between Apple and Google is not “which product will I buy?” but “whose orbit will I be in?”

The future of competition is who can generate more gravity.
SOCIAL GRAVITY

People in customers’ orbits can be pulled into the brand’s orbit.

shift.ng/hbr_socialgravity

GRAVITY GENERATORS

There are five gravity generators that animate the Shared Purpose as a gravitational force of attraction.

INSTRINSIC VALUE

CONNECTIONS

LITTLE DATA

RETURN ON ENGAGEMENT

SOCIAL CURRENCY
SHARED PURPOSE

There's a lot of talk these days about purpose.

There are three different kinds of purpose - purpose WITH, purpose FOR and purpose TO.

<table>
<thead>
<tr>
<th>WITH</th>
<th>Co-Creation</th>
<th>What you achieve with others</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR</td>
<td>Contribution</td>
<td>What you do for others</td>
</tr>
<tr>
<td>TO</td>
<td>Commerce</td>
<td>What you deliver to others</td>
</tr>
</tbody>
</table>

Shared Purpose is the heart of an Orbit Strategy®.

The strength of your brand gravity is in direct proportion to the degree of sharing in your purpose.

shift.ng/hbr_purpose
Anderson 22 in. LED Indoor/Outdoor Brushed Nickel Ceiling Fan with Remote Control

Modern enclosed fan is perfect for a small kitchen or bedroom
Remote controlled three-speed functionality for air circulation
Long-lasting dimmable LED lights provides delightful ambiance

$215.00

Save up to $100 on your qualifying purchase.
Apply for a Home Depot Consumer Card

Fixture Color/Finish: Brushed Nickel

Request installation powered by Pro Referral
What to Expect

Add 2-yr protection for $35.00
What’s Included
Questions & Answers

500 Questions
1,236 Answers

Search Questions and Answers

Is there a replacement remote
Asked by Andrew September 22, 2019
2 Answers

We installed this and the fan works well, but the light flickers when it's on. Has anyone else experienced this?
Asked by Kn September 4, 2017
22 Answers

Can I order a new remote I installed the fan and list mine its brand new and i can’t turn it on.
Asked by Sk September 16, 2019
1 Answer

Does the remote control dim the light?
Thank You

Email: craig@inspiringservice.org