Technology is Disrupting Old Approaches

*Example Disruptive Technologies

AirBnb, Amazon, Apple, Facebook, Google, Instagram, Lyft, SnapChat, Uber and Yelp have revolutionized how we buy, eat, communicate, share, travel and more

Cincinnati Cares

Volunteer Expectations Are Changing

*Disruption Drives New Expectations

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.
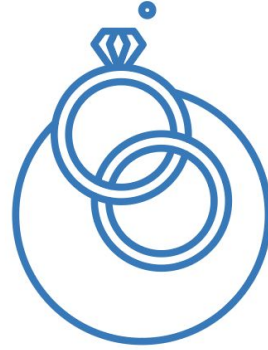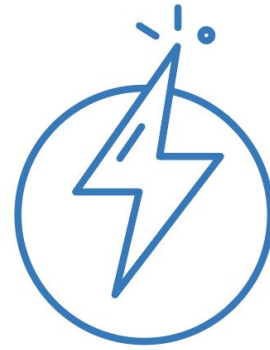
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Curious → Casual → Committed → Catalysts

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.

> 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.

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

*Bob Johansen

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

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

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Connections to others

Give and get more,
twice as likely to donate

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Counteracts the effects of stress, anger, and anxiety

Combats depression

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Proximity

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Conceptually Simple:
"Inspire, Connect, Engage"
Practically Complex:
"Many ways and reasons"

Volunteers' help in many ways.

Board Service

Pro Bono and Skills Based

Trained Positions

Mission Delivery or Back Office Support

Event Support

Episodic/Emergency Response

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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)

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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

Nonprofits: What you can do now

*

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.

POINTS OF LIGHT

Technology opportunity to advance the "field" of volunteer engagement:

"Learning Network"

Community Solutions

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**

RE**IMAGINING**
SERVICE

*Community Solutions

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Visit CincinnatiCares.org

Cincinnati Cares

What   All Causes

Who   Name

Where   All Locations

Near   1776 Mentor Ave, Cincinnati, OH 45212, USA   ✕   5 mi

215 Results Found (Showing 1-30)

Cincinnati Cares

1776 Mentor Ave, Cincinnati OH

Our mission is to inspire and enable, people and organizations, to engage in volunteering that improves and strengthens their community, and themselves.

0 miles

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.
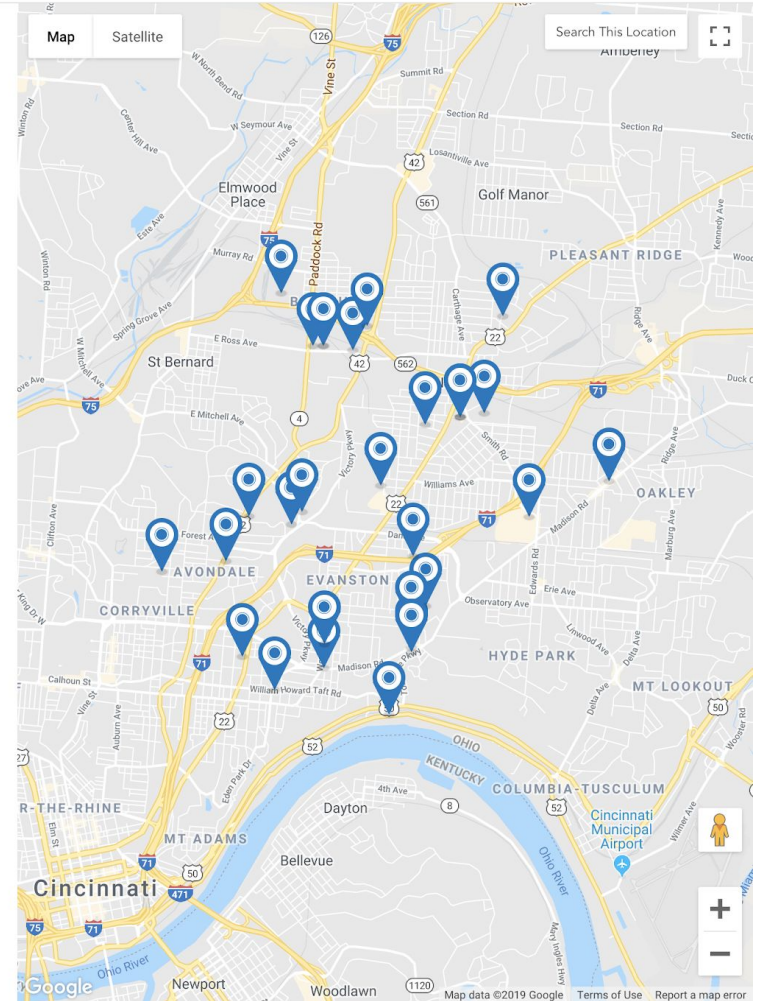
0.6 miles

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.
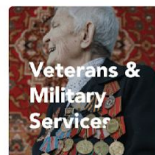
0.6 miles

Map   Satellite   Search This Location

BoardBank   Events   Places to Help   Ways to Help   Following   About

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 ✓ (8)	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 ✕ | 25 mi ⌄ |

Ages of Volunteers

| 12-15 | 21+ | 55+ | Adults | Child with Adult (8) | Children | Teens |

Type of Work

| Event support | Indoor | Office work | Outdoor | Physical |

Frequency

| Monthly | Occasional | One-time | Weekly |

When

| Evenings | Weekdays (8) | Weekends |

Training

| Formal | None | On-site | Skilled |

Groups

| Corporate Teams | Families | Groups (10+) | Groups (2-10) | 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

COMPANY

1.
PERSUADE
PROMOTE

2.
LISTEN
LEARN

4.
ENABLE
EMPOWER

3.
CONNECT
COLLABORATE
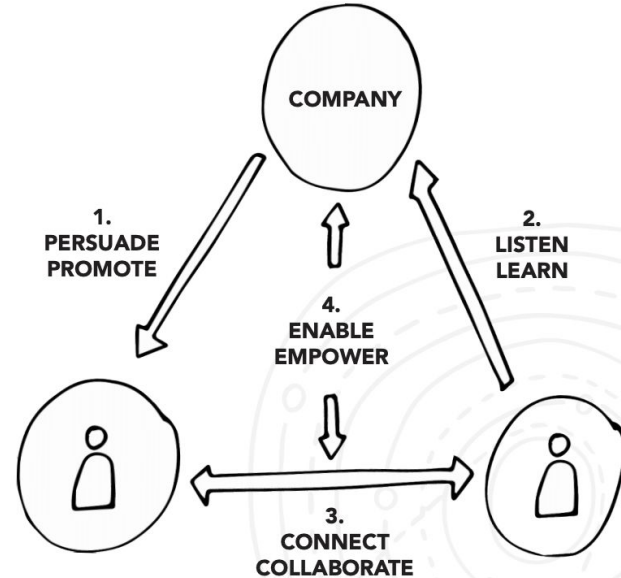
BRAND ORBITS

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.

FRIENDS

FAMILY

FOLLOWERS

BRAND
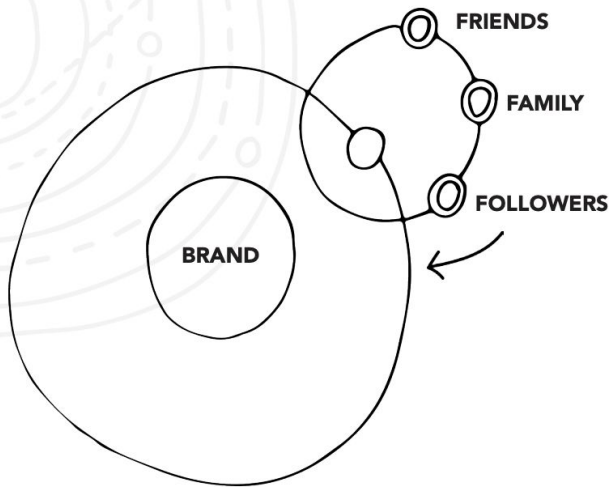
shift.ng/hbr_socialgravity

GRAVITY GENERATORS

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

INTRINSIC VALUE

CONNECTIONS

SHARED PURPOSE

LITTLE DATA

SOCIAL CURRENCY

RETURN ON ENGAGEMENT
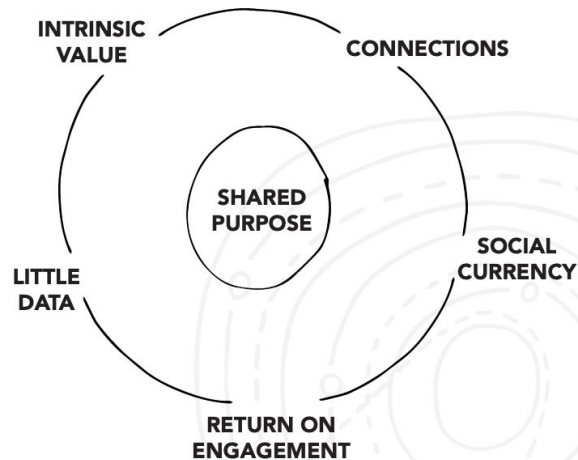
SHARED PURPOSE

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

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

WITH	Co-Creation	What you achieve *with* others
FOR	Contribution	What you do *for* others
TO	Commerce	What you deliver *to* others

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

………………………………………..

You're shopping
New Orleans Central

What can we help you find today?
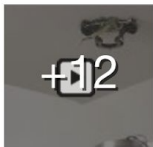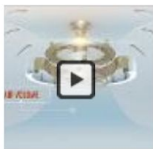
My Account

Cart | 0 items

All Departments   Home Decor & Furniture   DIY Projects & Ideas   Installation & Services   Specials & Offers   Local Ad

Internet #301919991   Model # CF0110   Store SKU #1002520392   Store SO SKU #1002483107

▶

▶

+12

Share   ♡ Save to Favorites   🖨 Print

Live Chat

Stile ›

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

★★★★☆ (1,665) ⌄   Write a Review   Questions & Answers (500)

- 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

Stile   Model # CF0110   ★★★★☆ (1665)

Anderson 22 in. LED Indoor/Outdoor Brushed Nickel Ceiling Fan with R...

$**219**⁰⁰

Questions & Answers

500	**1,236**
Questions	Answers

🔍 Search Questions and Answers

Ask a New Question

Sort By:

Newest answers ⌄

Live Chat

Feedback

➕ **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?**

5

Thank You

Email: craig@inspiringservice.org