Use your crowd wisely!

Boris Moshkovits

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“The key to a successful measurement program is not the tools but the clarity of the goals.” - Beth Kanter

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MONEY

MEMBERS

MESSAGE

MINDSET

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M-Faktoren

Money	Gelder wie Spenden, Nachlässe etc. (privat als auch öffentlich)
Members	Sammelbegriff für Unterstützer wie Ehrenamt, Aktivist, Mitglied, Spender (einmalige und regelmäßig) etc.
Message	Botschaft, Themen, Narrativ
Mindset	Grundsatz, Haltung, Identität

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M-Matrix

	Money	Members
Message	Money is the message Message is money	Members as messengers Messages for members
Mindset	Money frames the mindset Mindset channels the money	Members make the mindset Mindset attracts members

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	Money	Members
Message	**Money is the message** **Ziel:** absolute oder relative monetäre Zielgröße (Geld) formulieren **Mittel:** Kampagne, Mobilisierung (von Spendern), ev. Öffentlichkeits-arbeit	**Members as messengers** **Ziel:** Aktivierung von Mitgliedern als Botschafter **Mittel:** Transformation individueller Ziele und Absichten in kollektive Anliegen – Gemeinschaftsbildung (Vergemeinschaftung)

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	Money	Members
Message	**Message is money** **Ziel:** monetarisierbare Botschaft – inhaltliche Zielerreichung durch finanzielle Hilfe/Beteiligung (Spende) **Mittel:** Scharnierfunktion – Kommunikation / PR & Öffentlichkeitsarbeit	**Messages for members** **Ziel:** Bindung / Identifikation / Exklusivität / Alleinstellungsmerkmal **Mittel:** zielgruppenadäquate Botschaften, personelle Ansprache

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	Money	Members
Mindset	**Money frames the mindset** **Ziel:** Nachvollziehbarkeit, Transparenz, Nachhaltigkeit **Mittel:** Offenlegung von Mittelallokation, prozessorientiertes Berichtswesen gegenüber Spendern, flache Hierarchien, *lean administration*, Verhältnis direkte zu indirekter Mittelverwendung	**Members make the mindset** **Ziel:** Diversity/Vielfalt, Inklusion, Mitgliederanzahl (Anzahl/ Steigerung), Teilhabe, ev. auch Mitbestimmung oder Mitbestimmungsrechte bzw. -zertifikate **Mittel:** Inhalt (präzises und offenes oder weites Portfolio – geschärftes Profil) und zugleich Raum für Interpretationen

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	Money	Members
Mindset	**Mindset channels the money** **Ziel:** Glaubwürdigkeit, Organisationsethos, Lauterkeit, Ehrlichkeit, Bedarfsbestimmung, Aktualität/Relevanz **Mittel:** Code of Conduct, Spendensiegel des DZI (externe Validierung der ethischen Ziele bzw. der finanziellen Aufrichtigkeit) Big Names/moralisch integre Figuren des öffentlichen Lebens als Unterstützer/Kuratoren	**Mindset attracts members** **Ziel:** Wiedererkennbarkeit, Identifikation, Bindung, (Mobilisierung), Werteorientierung und Werteeindeutigkeit **Mittel:** Storytelling, Gegenerzählung, narrative Kampagnen/kohärente Narrative

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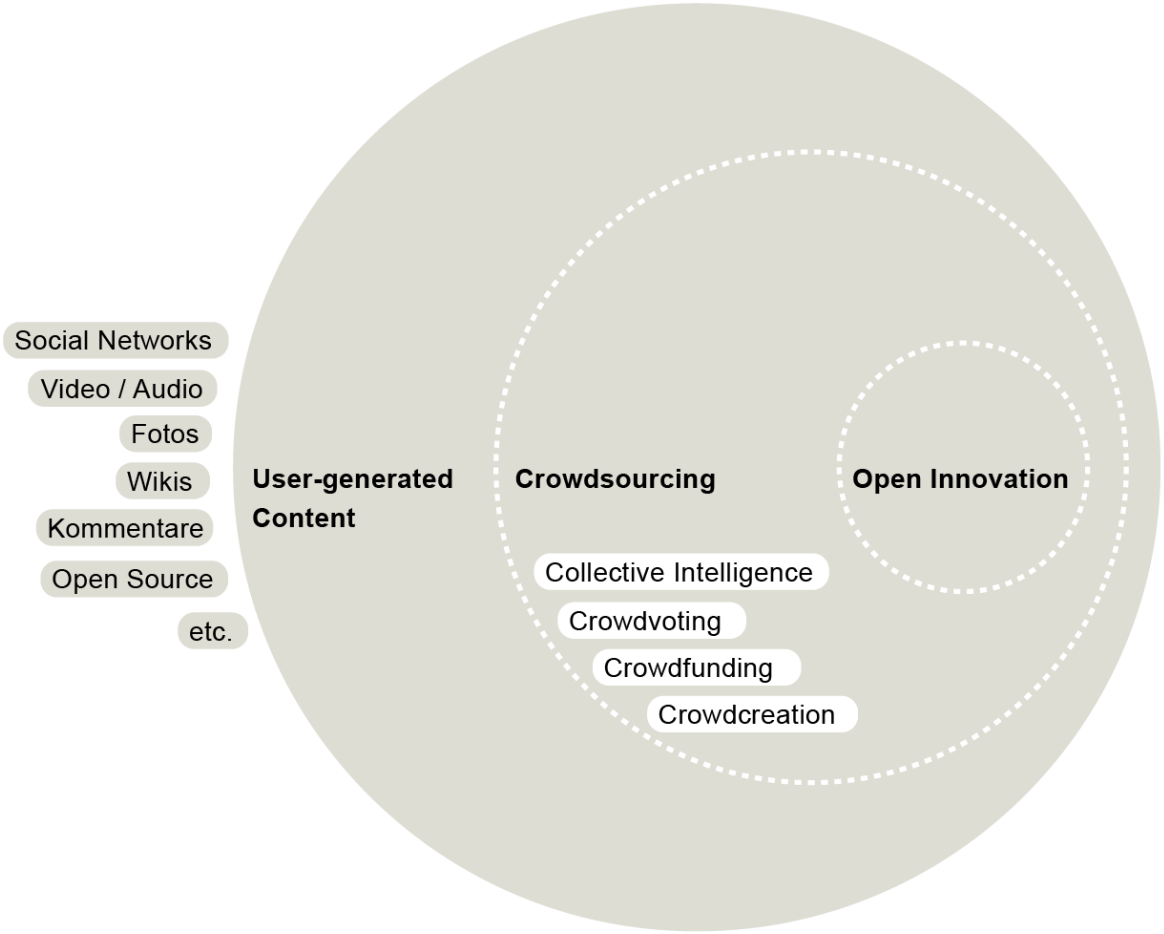
Crowd Collaboration



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PETA Germany

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Greenpeace vs. Dove

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Greenpeace vs. KitKat

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Crowddonating

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Petitions & More - Campact

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ALS - Crowd Engagement

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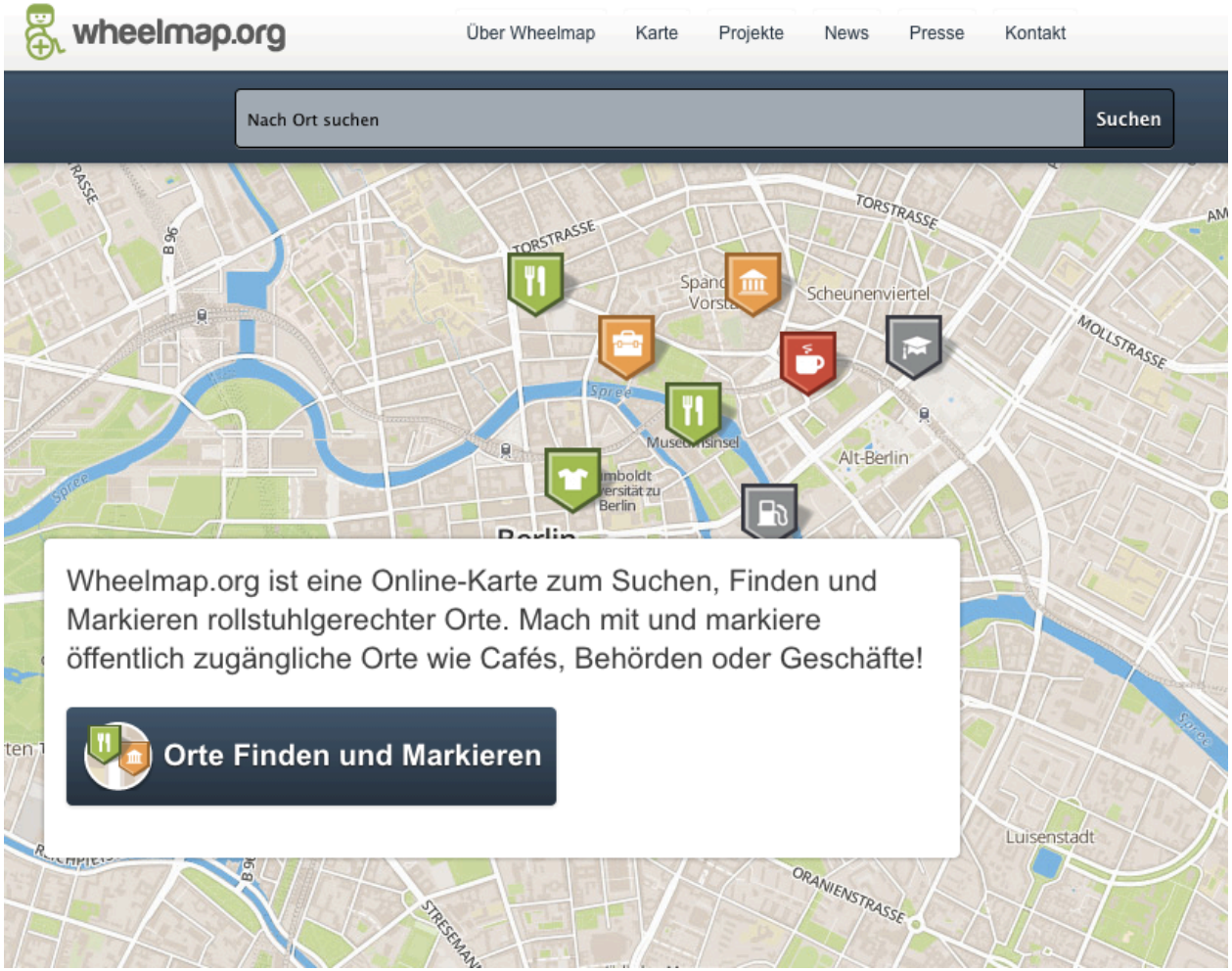
Crowdmapping



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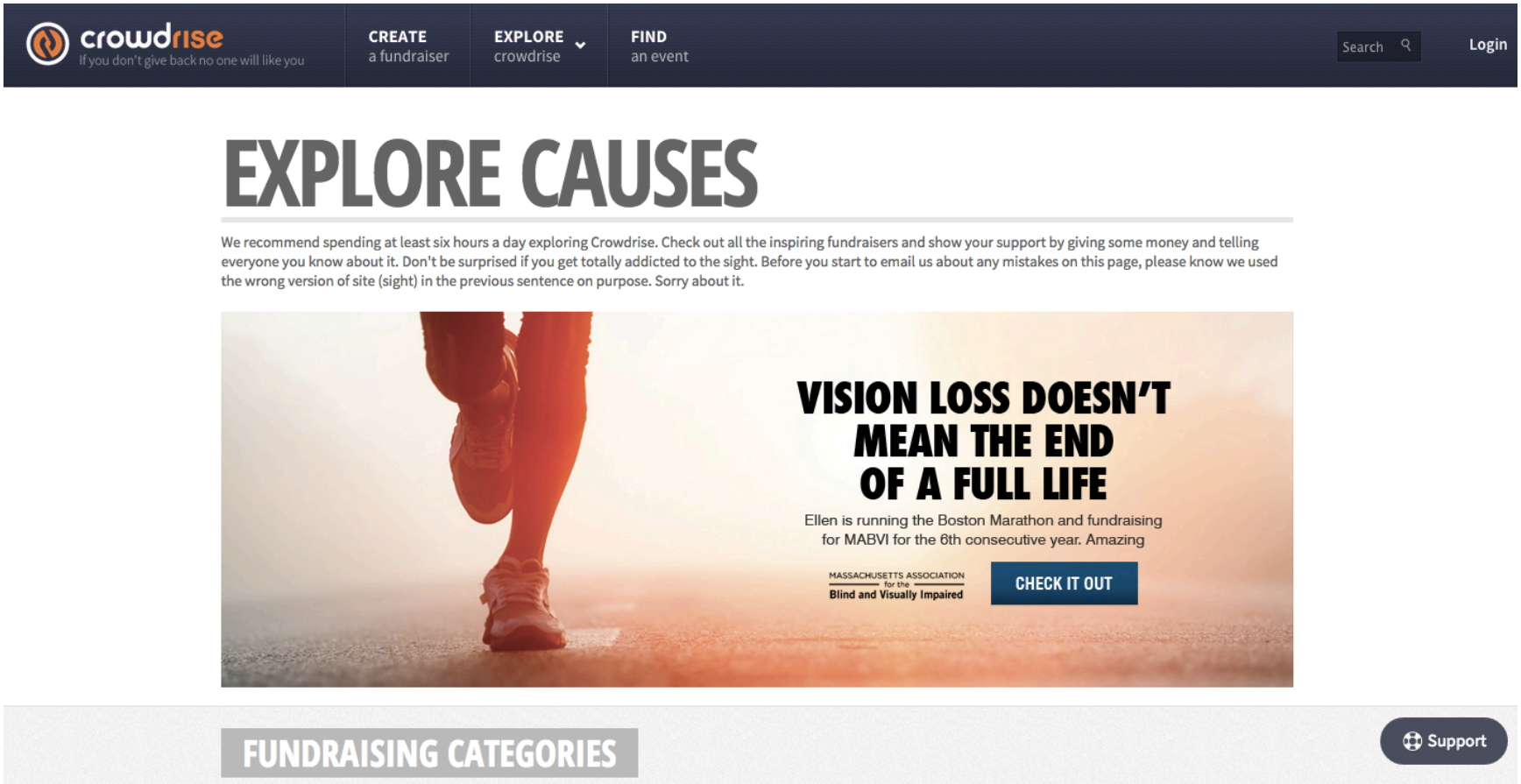
NGO Crowdfunding



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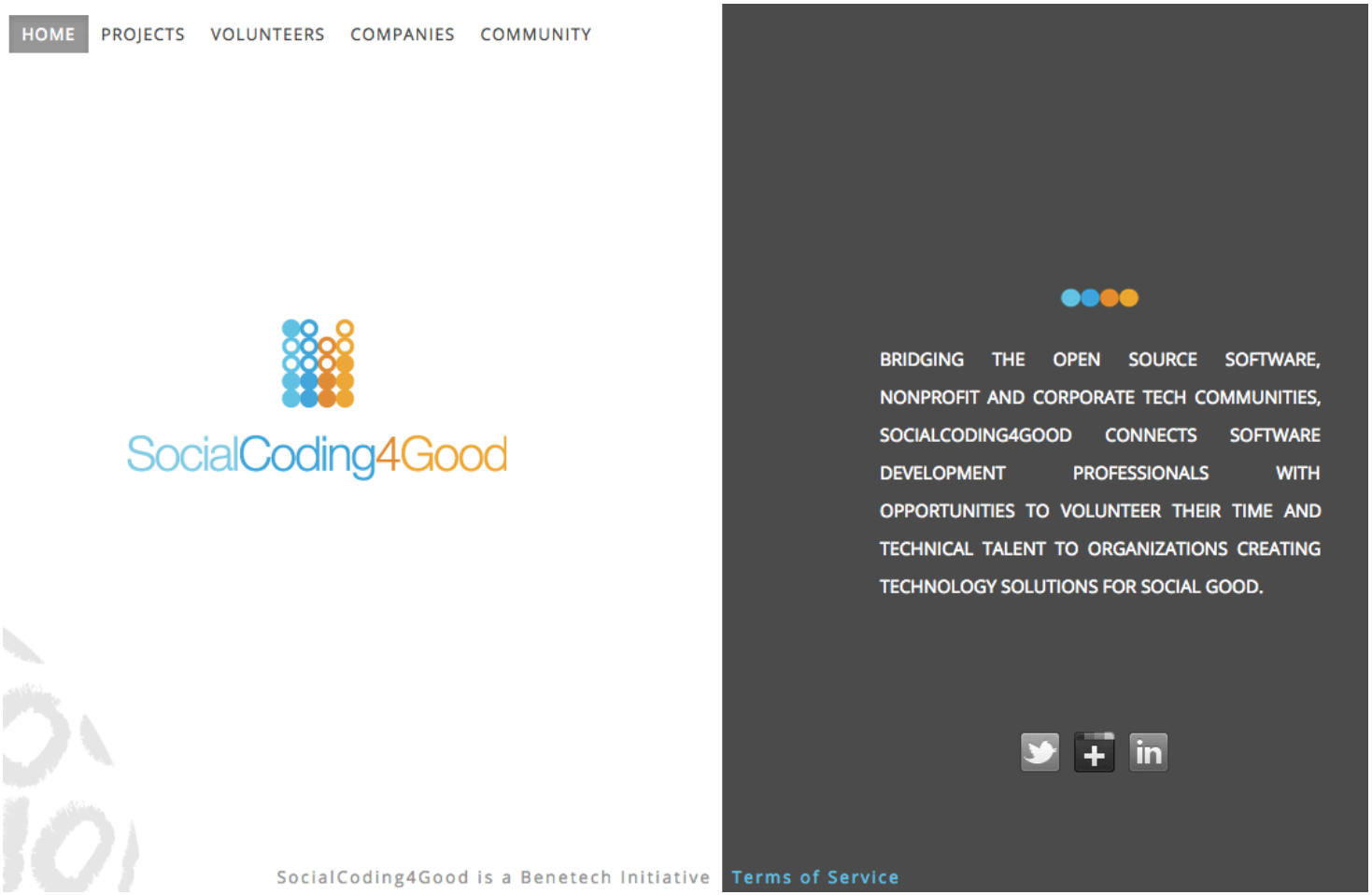
Coding for Good



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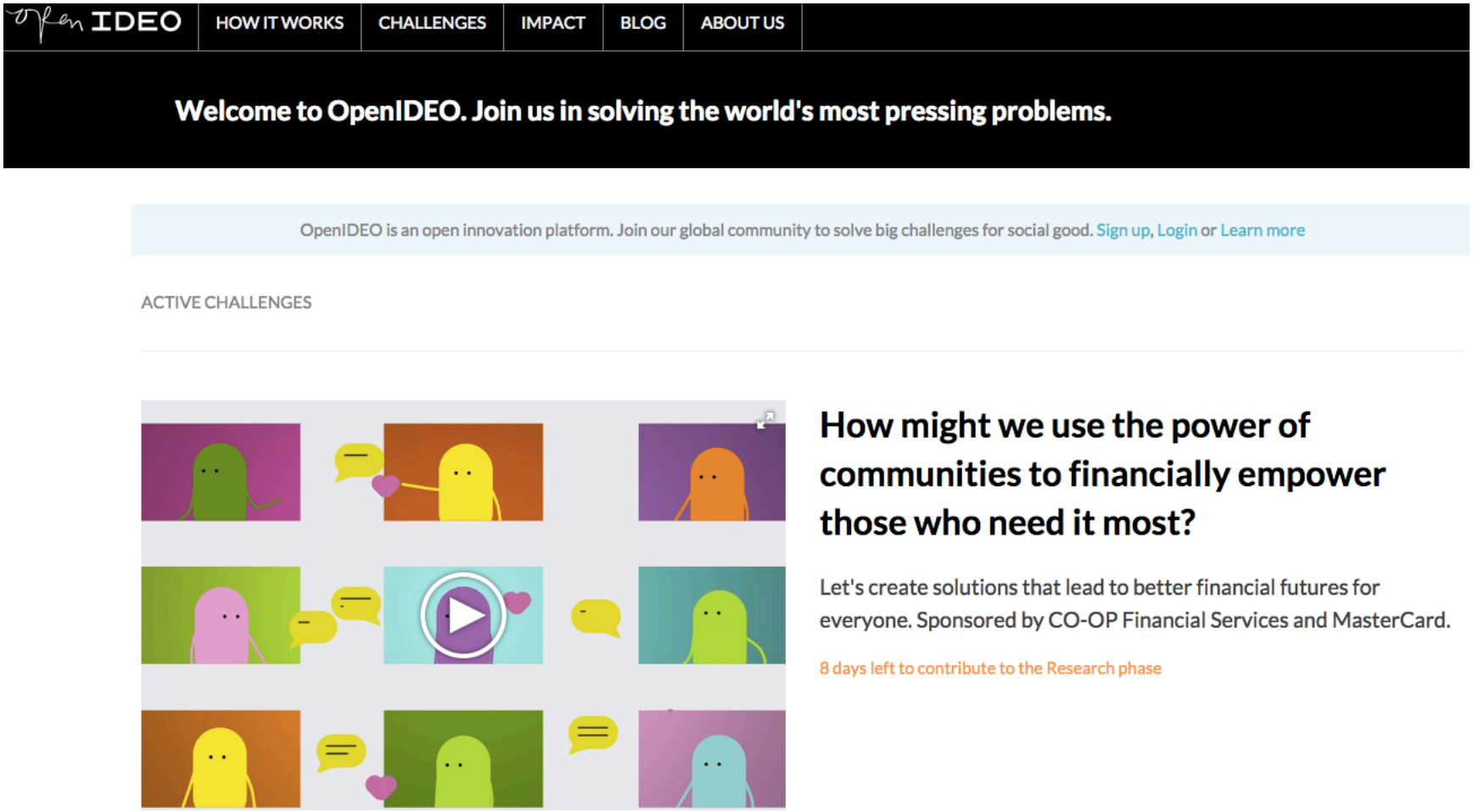
Open Innovation



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THE CHALLENGE PROCESS

We tackle each social issue via a challenge, a three to five month collaborative process that focuses our attention on the topic and creates a space for community members to contribute and build off each other. This approach is modeled on IDEO's design thinking methodology.

- **RESEARCH:** It all starts with an invitation for you and others around the world to share inspirations, stories, tools and successful examples on the challenge topic.
- **IDEAS:** Based on learnings from the Research phase, the OpenIDEO community shares new, wild or existing ideas and collaboratively refines them.
- **REFINEMENT:** We then focus on testing ideas with end users.
- **FEEDBACK:** This is when the OpenIDEO community shares comments and suggestions for next steps.
- **TOP IDEAS:** Working closely with the challenge sponsor, the OpenIDEO team chooses a set of top ideas based on their potential for impact, level of engagement and relevance to the challenge topic and evaluation criteria.
- **IMPACT:** This is where you can share learnings, find collaborators and share updates on how ideas are evolving.

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6 WAYS TO PARTICIPATE

CONVENE: Get together with friends and members of your network to discuss the current challenge topic. Make it an informal gathering, join an existing OpenIDEO Meetup or start your own.

LEARN: There's tons of knowledge to gain from our community's diverse perspectives and from our challenge process. Dive into topics like health, poverty alleviation, the environment and community empowerment in ways you never have before.

SHARE: Share stories, interviews, tools, or articles that shed light on the topic.

COLLABORATE: Whether you're looking for collaborators for a project, want to mentor an idea or simply want to connect with an interesting individual or organization, leave a comment and start a conversation.

CREATE: Go for quantity, go wild and defer judgement when adding ideas to a challenge – ideas can be new or ones you've been working on for a while. You can also lend your experience and join a team working on an existing idea. If we don't have an active Ideas phase, check out concepts from past challenges for inspiration.

EXPERIMENT: Get your idea in front of real people. Don't be afraid of role playing or building a cardboard product. Learning from potential end users is the one thing that makes ideas evolve into life-changing initiatives.

Get feedback, incorporate it and keep on learning and experimenting as you continue to implement your idea.

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