FEELING THE IMPACT

29th Annual Voluntary Health Leadership Conference
FIRST ... A FOUR-PART SURVEY

Campaign 2016:

• Candidate behavior: What they’re saying vs. how they’re saying it?
FIRST . . . A FOUR-PART SURVEY

Campaign 2016:

• **Candidate** behavior: What they’re saying vs. how they’re saying it?
• **Voter** behavior: What they’re **thinking** vs. what they’re **feeling**?
FIRST . . . A FOUR-PART SURVEY

Campaign 2016:

- **Candidate** behavior: *What* they’re saying vs. *how* they’re saying it?
- **Voter** behavior: *What* they’re *thinking* vs. *what* they’re *feeling*?

Your world:

- **Size of your particular constituent stakeholder community**
FIRST . . . A FOUR-PART SURVEY

Campaign 2016:

• **Candidate** behavior: What they’re saying vs. how they’re saying it?
• **Voter** behavior: What they’re **thinking** vs. what they’re **feeling**?

Your world:

• **Size** of your particular constituent stakeholder community
• **Generational change** (Boomer to GenX to Millenial)
OUR FOCUS

We exist to have an impact.

When we do – *how can we best communicate that impact to our constituent stakeholders* – members, employees, sponsors, donors, policymakers and others who have an active stake in what we do?
OUR FOCUS

We exist to have an impact.

When we do — how can we best communicate that impact to our constituent stakeholders — members, employees, sponsors, donors, policymakers and others who have an active stake in what we do? Because…

their awareness, attitudes and actions have a material impact, too!
COMMUNICATIONS LANDSCAPE: PROFOUND DISRUPTIVE CHANGES

• Large Trust Gap between opinion elites, general public

• Infinite content – finite attention/absorption span; consumption in bytes

• Over 60 percent of all US time spent with digital media is now via mobile

• New set of keys to the cupboard: search, video, sponsored content, “owned media,” amplification, sharability, micro-targeting (content and channel)
im·pact

noun

The action of one object coming forcibly into contact with another.

verb

To have a strong effect on someone or something.

Synonyms: effect, influence, significance, meaning
“People who exhibited very different levels of cognitive decline often showed similar levels of damage from Alzheimer’s. The brains that functioned better, it turned out, belonged to people who had indicated more purpose in life over the course of the study.

In other words, having a goal in life actually affects cellular activity in the brain. Plaques and tangles still form, but having a goal seems to increase the brain’s protective reserve. Not only that, the stronger the purpose, the more it adds to the reserve. The results held up even after the researchers controlled for differences in exercise levels, education, and other factors. Other studies link a sense of purpose not only to slower rates of cognitive decline but to lower rates of disability and death.

Anti-ageism author Ashton Applewhite
“A life is not important except in the impact it has on other lives.”
Jackie Robinson

“My job as a leader is to make sure everybody in the company feel they’re having a meaningful impact and are contributing to the good of society.”
Larry Page, Google

“When does a job feel meaningful? Whenever it allows us to generate delight or reduce suffering in others. Though we are often taught to think of ourselves as inherently selfish, the longing to act meaningfully in our work seems just as stubborn a part of our make-up as our appetite for status or money. It is because we are meaning-focused animals rather than simply materialistic ones that we can reasonably contemplate surrendering security for a career helping to bring drinking water to rural Malawi or might quit a job in consumer goods for one in cardiac nursing, aware that when it comes to improving the human condition a well-controlled defibrillator has the edge over even the finest biscuit.”
Alain de Botton
### Reasons Trust in Business Has Increased

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produces economic growth</td>
<td>59%</td>
</tr>
<tr>
<td>Contributes to the greater good</td>
<td>45%</td>
</tr>
<tr>
<td>Allows me to be a productive member of society</td>
<td>40%</td>
</tr>
</tbody>
</table>

### Reasons Trust in Business Has Decreased

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fails to contribute to the greater good</td>
<td>50%</td>
</tr>
<tr>
<td>Lacks economic growth</td>
<td>39%</td>
</tr>
<tr>
<td>No public services</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: 2016 Edelman Trust Barometer Q328-329. For which of the following reasons, if any, has your trust in each institution listed below increased over the past year? Q330-331. For which of the following reasons, if any, has your trust in each institution listed below decreased over the past year? General Population, 28-country global total.
Landing on the Optimal Level (Tone, Volume) of Impact Communication: A Balancing Act

Scope of Impact Communication

Impact on Beneficiaries

Overselling
Optimal
Future - limiting
EFFECTIVE “IMPACT COMMUNICATION”...

• *Taps emotions* — it’s about “feeling” the impact
• *Tells a* compelling, consistent, authentic *story*
• *Are tightly* tied to the beneficiary impact *in time and fact*
• *Maries the* “macro” (numbers) and “micro” (one-by-one)
• *Is intentionally* past, present or future-grounded
• *Knows its constituents and can be* micro-targeted
• *Is often* delivered by other voices (the beneficiaries themselves)
• *Gives* abundant credit and gratitude
• *Uses “We” to bond — not separate — organization and stakeholder*
• *Empowers stakeholder to* have greater impact in other ways
PUTTING THEORY INTO (POWERFUL) PRACTICE
FEELING THE IMPACT (LITERALLY)
COMMUNICATING THE ALS ICE BUCKET CHALLENGE’S IMPACT

- Macro (Over $100 million raised) + micro (thank you from an emotional beneficiary)
- In voice of the impacted
- Audience targeting: Viral video (17 million+ views); Ellen
- Optimal volume, tone and timing
SKILLFUL USE OF PEER-DRIVEN MEDIA

Percent who use each media source several times a week or more

<table>
<thead>
<tr>
<th>Media Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search</td>
<td>71%</td>
</tr>
<tr>
<td>TV</td>
<td>69%</td>
</tr>
<tr>
<td>Social</td>
<td>67%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>45%</td>
</tr>
<tr>
<td>Magazines</td>
<td>32%</td>
</tr>
<tr>
<td>Blogs</td>
<td>28%</td>
</tr>
</tbody>
</table>

2 of top 3 most-used sources of news and information are peer-influenced media

Source: 2016 Edelman Trust Barometer - How often do you read, view, click on or engage with the following types of content, media or information sources? Online search engines, such as Google... (Q285), television news and information (Q287), social networking sites, such as Facebook, LinkedIn, Instagram, Twitter, etc. (net of Q278 Social Networking, Q279 Blogs, Q289 Online Message Boards, Forums or Newsgroups), articles in printed newspapers (Q284), articles in printed magazines (Q283), blogs (Q279) (several times a week+). General Population, 28-Country Global Total, question asked of half the sample.
• Intensive “micro” focus built around the “One for One Promise”
• Beneficiary and impact communication tightly tied
APPLE

- Tells a compelling, consistent, authentic impact story
- Through its own and third-party voices
HOPE FOR PAWS

• Knows their target
• Powerful, sharable video “says it all” visually

Rescuing a homeless dog living in a trash pile. The most amazing transformation you have ever seen!
Dear Friends,

Recently, I received a donation in the mail from a long-time supporter of BSF. She told me this, “I’ve been giving to the Foundation since the beginning. Back then, there seemed to be very little hope. But, after reading your letters and updates, I can see now that there really is hope! I’m so happy I can support your work. These boys and young men need hope.”

I was overcome by emotion from her words because she is right...now there really is hope. And it’s thanks to her support and YOURS!

2014 was bursting at the seams with hope. Thanks to you, we raised over a million dollars in donations. And, we put that money to good use to help our boys and young men suffering from Barth syndrome.

As you’ll see in this report, we funded some truly promising research. We’re arrived at this new frontier in science and medicine where we are actually getting close to therapies for Barth syndrome. There is currently no specific treatment for Barth syndrome. Right now, we only treat the symptoms, and that’s where the work of the Foundation comes in. No other organization is dedicated to finding treatments for Barth syndrome.

Thanks to you, we can keep fighting for answers. We give hope to new moms like Elissa whose story you’ll read in this report. Thanks to you, we continue to raise awareness and educate families and clinicians. Thank you for giving us hope!

As we move into 2015, let’s keep the hope alive. With your help, we can continue this good work. We will push for treatments. We will provide loving support to our families, and we will do all of this, thanks to YOUR generosity.

With gratitude,

Lindsey B. Groff
Executive Director

Skillful use of past/present/future:
We set a goal... achieved it... and are on to the next challenge.
SAVE THE CHILDREN

- “Together, we achieve…”
- Ultimate micro-impact …
- Along with big impactful numbers
MOTHERS AGAINST DRUNK DRIVING (MADD)

THE HISTORY OF MADD

35 YEARS: Saving Lives, Serving People

- Use of 35-year legacy to validate present and future course
- “50%” speaks to shared success, challenge ahead
- “Power of Parents” empowers a core stakeholder to add personal impact
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