

## Report of Activities related to 2013 Strategic Objectives

- Find partners to plan & scale
- Increase visibility / engagement
- Stabilize & enhance current programs

### **OBJECTIVE: Partnering to scale**

To engage partners in ways that not only fund our planning and scale-up, but demonstrate new ways of partnering to accomplish the mission.

To that end, our plans for the coming months include:

- 1) Conversations with funders and philanthropy advocates who are actively seeking new ways to build true philanthropic partnerships, to explore what such relationships might look like.
- 2) Ask our immediate community (first ripple, incl. board, grads, others who are closely engaged) to connect us with those funders and philanthropy advocates. *NOTE: These conversations are NOT for purposes of giving us money, but for exploring the topic of partnering.*
- 3) Convene online conversations with groups of innovative funders and philanthropy advocates, for those conversations to be instructive beyond our individual learning and exploration.
- 4) From these discussions, we are likely to find partners to move our work forward.

### **OBJECTIVE: Visibility and engagement:**

Increase visibility / credibility, to facilitate introductions to / conversations with potential partners.

#### ***Work this month included:***

- 2 initial meetings to began honing Creating the Future's messaging
- Dave Svet (Spur Communications) [Available in video & MP3 here](#)
  - Zach Braiker (Refine and Focus) [Available in video & MP3 here](#)

From those sessions, we are now clarifying Creating the Future's role as participating in / amplifying / inviting others to / leading the charge in a movement that is already blossoming around us. How do we define our role in that movement? How do we talk about that? We'll be working with Dave and Zach to determine next steps, hopefully in early February. *In addition to facilitating all our communications, this work will be of critical importance as we seek to blow up and start over on our website this year.*

#### ***Need Assistance:***

We are seeking assistance from our immediate community - including board members - to connect us with major publications (HuffPo, Fast Company, etc.) for Hildy to write, and to get PR stories by others about the work we're doing.

### **OBJECTIVE: Stabilizing and Enhancing current programs:**

To generate cash flow AND activate our immediate community, to create stability for the work we are currently doing. That will mean enough cash to meet our immediate budget (attached hereto) AND increased participation of our grads in teaching and expanding the existing programs.

#### ***Work this month included:***

Completed an abridged Asset Based Resource Development Plan. A summary of that plan is pending. Videos of the 3 sessions are at these links:

- [Identifying and leveraging the People Assets in our "first ripple" to further the mission](#)
- [Leveraging the asset of our Community Impact Planning framework, to further the mission](#)
- [Matrixing and prioritizing the ideas generated by those two sessions](#)

In the next few days, we will be taking the work done in those sessions, and figuring out how to meet our budget needs, using the prioritized list from Session 3.

## Report of Activities by Program Area

- R&D
- Education
- Demonstration
- Convening and Engaging

**PROGRAM AREA: Research and Development**

***Volunteering as Participation***

Meeting was held with leaders in the world of volunteering ([click here for video](#)) to begin identifying issues to address / approaches for Creating the Future to use in its own volunteer recruitment. It became clear that this will be an area ripe for further R&D, as there is much going on globally around this topic, none of which is being coordinated to make effective means the norm.

***Governance R&D Lab***

The lab has met twice, with different people attending the 2 sessions. That lab team has been invited to be part of the board meetings, to feed what becomes their next steps.

***Philanthropy R&D Lab***

As part of our Strategic Objectives re: partnering, it is becoming clear that convening the conversations noted in that section above will be the logical next step for the currently dormant Philanthropy R&D Lab.

**PROGRAM AREA: Education**

1) An on-the-ground Changemaker immersion course is scheduled for the week of February 25<sup>th</sup>. There are currently 5 people registered for that session.

2) The results of the Asset-Based Resource Development plan will lead us to doing a LOT of workshops and webinars this year, both Hildy and Dimitri, and engaging grads to teach as well.

3) There are currently 3 webinars scheduled:

- Continuum of Potential (graduate webinar in Feb) - sold out
- NTEN 3-part Webinar series: Building Community through Twitter Chats (Feb 6, 13, 20)
- Grant Station Webinar “The Sustainability Question” March 27

4) Also as a result of the resource development plan, we are planning to coordinate a global event for probably September, where everywhere our grads are located, there will be a session taught or facilitated, sharing the framework for Community Impact Planning. We are VERY excited about this!

**PROGRAM AREA: Demonstration**

With all our meetings being live online starting this year, life has become a demonstration project. Even just this first few weeks has brought incredible learning (a small piece of which [we shared here](#))

Our intention is to close out January as a “soft launch” and to get significant publicity to bring people to these meetings beginning in February. *Therefore, if you know of groups, individuals, people in the press (local or global or in between), or your own newsletters or avenues of engagement - please help us get the word out about this incredible and exciting thing we are doing.*

**PROGRAM AREA: Convening and Engaging**

***NPCons chat***

The chat is now being facilitated and developed entirely by a team of our grads. The intent in doing the NTEN webinar on twitter chats is to add to that team.

***Facebook group for consultants***

This group is now being moderated by two volunteers - members of that community who have taken the task joyfully to heart. They are both welcoming and nurturing while still being strong guardians of the values behind the group. We could not be more honored by their sharing their gifts in that way.

***Making Change Podcast***

We continue to get amazing guests for this program. And we continue to be frustrated by lack of reach, as well as logistical difficulties (for example, the show used to air the 2<sup>nd</sup> Thursday of each month. It now airs when the Chronicle finds time to post it.) We are open to any and all suggestions for getting these incredible paradigm-shifting conversations broader exposure, to engage the change of conversation this effort is intended to engage.