Creating a Model for Supporter Engagement in New Entities

Project Summary

Problem
In traditional MSF contexts (Europe, North America), MSF focuses investment on developing donors with an expected financial return on investment (ROI). New entities fail this ROI test in the short/medium term as financial returns are modest. Yet the value of supporters can be significant.

Proposed Solution
Transform the way we identify, capture and measure the value of the full spectrum of our supporters (financial and non-financial) by creating a new model for MSF new entities. Develop a broader supporters classification, capture the impact of the way we engage with our communities and further develop supporter activities.

Potential Impact
- Builds a new model for supporters across fundraising, comm’s, advocacy and operations
- Transforms the way MSF defines, values, measures and invests in supporters

Viability
- Engages strong leadership support across Eastern Africa, WaCA and Southern Africa
- Leverages a collaborative, workshop approach to engage multiple stakeholders across the regions

Risk Mitigation
- Explores the feasibility of various measures
- Engages potential decision-makers for their input
- Uses creative methods and design thinking

Scalability
- Engages the three major African regions in pursuing a common Strategic Plan priority
- Links with the MSF We Want to Be Initiative

Area/Type: Other; Incubator
Sponsor/Support: MSF Eastern Africa, WaCA, MSF Southern Africa
Length/Project Status: 7 months; ONGOING