

# Creating a Model for Supporter Engagement

## in New Entities

### Project Summary



TRANSFORMATIONAL  
INVESTMENT  
CAPACITY

#### Problem

In traditional MSF contexts (Europe, North America), MSF develops donors to support our social mission with an expected financial return on investment (ROI). New entities fail this ROI test in the short/midterm as financial returns are modest. Yet the value of supporters can be significant, especially in countries where MSF runs operations.

#### 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 models
- 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**
- Creates a model that can be used across entities
- 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: 13 months; **ONGOING**