

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; **COMPLETED**