



# Crafting Creative Solutions for Changing Needs

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**What is the most fascinating change or shift you see taking place in the nonprofit world today?**



# What's NOT changing?



**What's NOT changing?**

**How we are responding  
to change.**



**Working more and  
working harder won't  
produce different results.**



**“We can’t solve problems  
by using the same kind of  
thinking we used when  
we created them.”**

**– Albert Einstein**



**“If stupidity got us into  
this mess, then why can’t  
it get us out?”**

**– Will Rogers**



**Even the most talented  
teams and organizations  
fall into the trap of  
solving a problem the  
same way every time.**





**How can you view the world through new eyes to develop creative, innovative solutions to changing needs?**

# Discussion Framework

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- ‘Present shock’ – see the possibilities
- Creativity – you can do it!
- Idea sparking process & practices
- Creativity fitness tips

# ‘Present Shock’

## *See the Possibilities*



How can you spark innovation in a world where . . .

- everyone's a philanthropist?
- anyone can be a nonprofit?
- ways to reach donors are exploding?

# Creativity – You can do it!

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- Creative thinkers will rule the future
- Creativity is a ‘skill everyone can learn, practice & use’
- Thinking creatively can be exhausting or energizing

# Defining the Challenge

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- Draft your challenge statement
- Center your challenge with questions
- Begin with  
*“In what ways might I/we . . . .?”*

# NPO Challenge Statements

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- In what ways can we diversify our funding sources?
- In what ways can we raise private funding?
- In what ways can we build our base of major donors?

# Adult Education Center Challenge Statements

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- In what ways can we build alliances with area colleges?
- In what ways can we encourage students to go on to college?
- In what ways can we get staff to think more creatively?

# Idea Sparking Rules

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- Be enthusiastic and engaged
- Every idea is brilliant
- No censoring, judgment or analysis
- Quantity, not quality is goal now
- ‘Wild & crazy’ ideas earn bonus points
- Have fun; no really, have fun!



# Creativity Exercises

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- Solo brainstorming – give yourself idea-generating time
- How would a famous person solve your challenge?
- Prompts from a ‘respected’ journal
- Fly an airplane

# Evaluating Ideas

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- Establish criteria for judging your ideas
- Pick your five best ideas/solutions
- Build an idea/solution evaluation matrix

# Evaluation Matrix



	Criteria 1	Criteria 2	Criteria 3	Criteria 4	Criteria 5
Idea 1					
Idea 2					
Idea 3					
Idea 4					
Idea 5					
Total					

# Evaluating Ideas

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- What are advantages/disadvantages of implementing this solution?
- What can we do to overcome the disadvantages?
- What might we do to gain enthusiasm?
- What might we do to insure acceptance?

# Your Creativity Fitness Regime

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- Eat ice cream for breakfast
- Rearrange furniture, swap offices
- Watch TED talks
- Engage in WILB – with moderation!
- Do something different!

# Team Creativity Fitness Regime



- Create an inspiration board
- Start an Idea Dropbox
- Create structure for unstructured time
- Hold SWOT spark session
- Swap jobs
- Create an outside Spark Team

# Contact Us

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“If you change the way you look at things, the things you look at change.”

– Wayne Dwyer