



Gamifying Engagement™:

from Mission to Message to
Engaging

*Accelerating Impact:
Harnessing the Power of Human, Social, and Financial Innovation*



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AGENDA

- Introduction
- Ice-breaker
 - Our work
 - Let's Play

Mission..Narrative..Message..

GAMIFY

*“Things in life have no real beginning, though our stories about them always do.”
— Colum McCann, author*

*"There is no greater agony than bearing an untold story inside you."
--Maya Angelou, poet, memoirist, and civil rights activist*

*"Story is a yearning meeting an obstacle."
--Robert Olen Butler, author*

*“Stories create community, enable us to see through the eyes of other people,
and open us to the claims of others.”
– Peter Forbes, photographer and author*

*Storytelling is the most powerful way to put ideas into the world.”
– Robert McKee, professor*

Today we are mindful

Let's Engage!

Share:

- **Your Name**
- **1 thing you do that engages others**

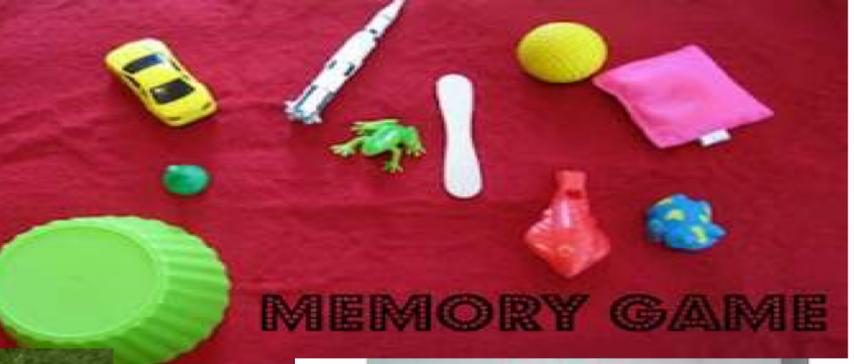
THE PURPOSE:

To Raise Visibility for Nonprofit Organizations by changing behavior

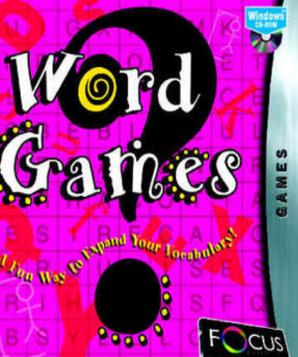
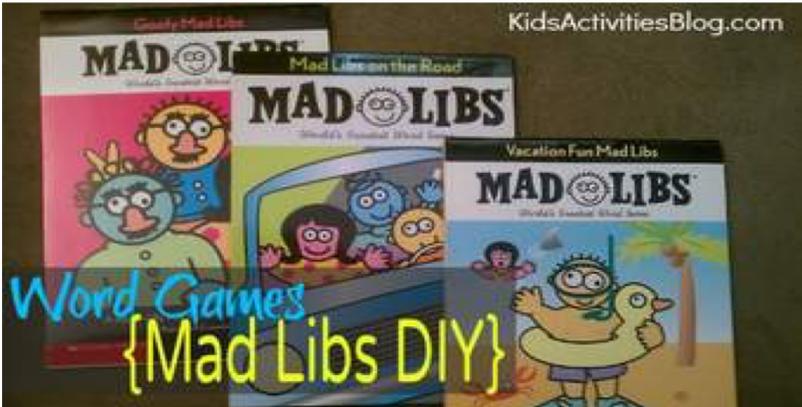
(1) *Mission to Message:* craft the message(s) that help others understand your organization

(2) *Gamifying the message(s):* create engagement strategies that stimulate participation

Why do we PLAY?



MEMORY GAME



Gamifying is Playing

The What:

- Use of game-like elements
 - Tells a story
 - Rules or guidelines
 - Competition
 - Teaming-collaboration
 - Scoring
 - Fun
 - Challenge
 - In-put/strategy
 - Decision-making

The How:

- Digital game-based application
 - Mechanics and design
 - Use of social media

The Benefit

- Serve psychological purpose
 - Builds empathy
 - Impacts behavior
- Inspires action
 - Donate/Volunteer

OUR DEFINITIONS

Digital Storytelling

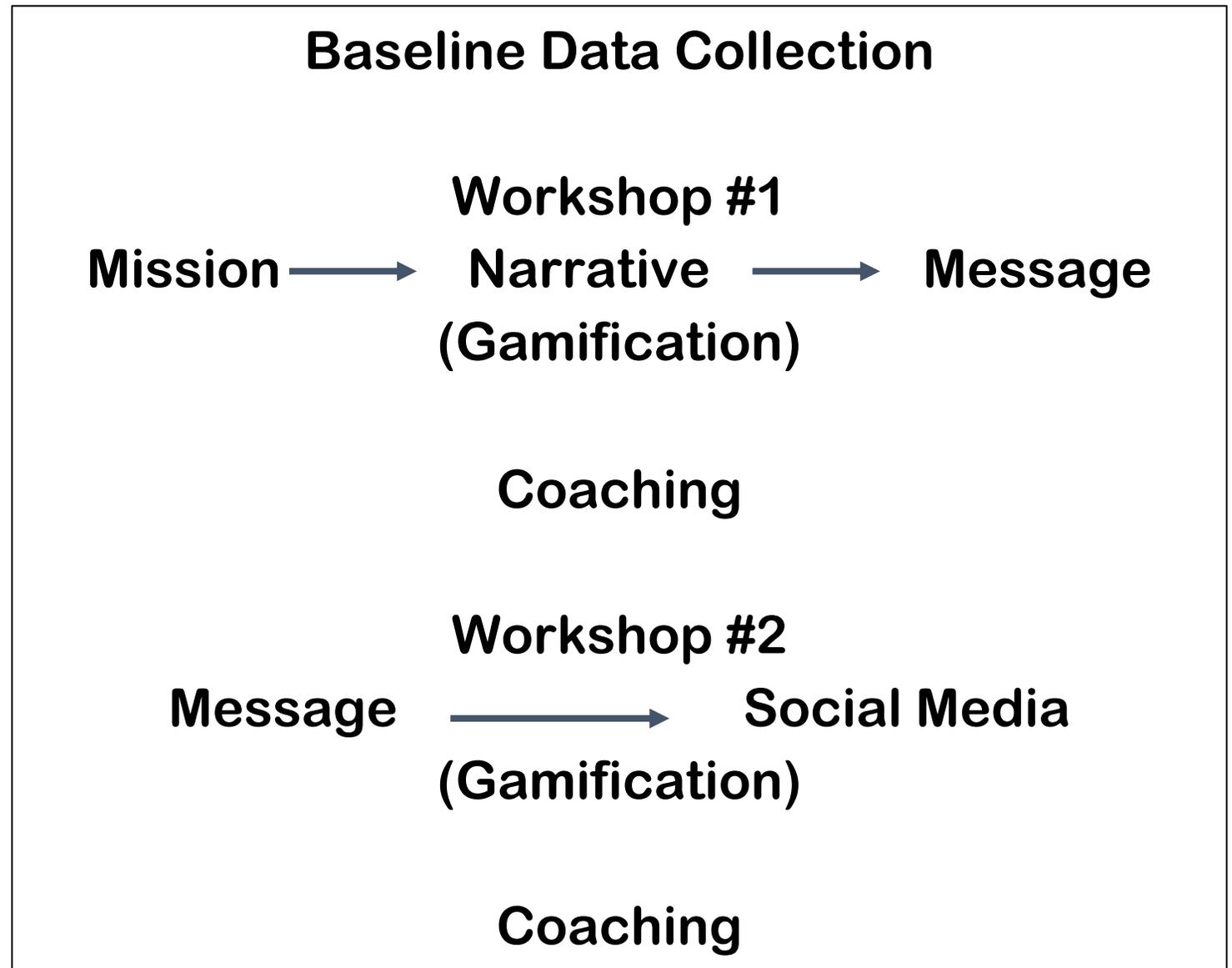
Sharing an aspect of an organization's mission through a narrative construct using technology as the platform/mechanism (website, FB, Twitter, Instagram)

Gamification

Any engagement strategy that uses game elements (competition, scoring, asking questions, rules, team collaboration) with technology as the platform (website, FB, Twitter, Instagram)

OUR PILOT PROJECT: 6 Nonprofits

*Goal: Increase Under-
Resourced Nonprofits'
VISIBILITY*

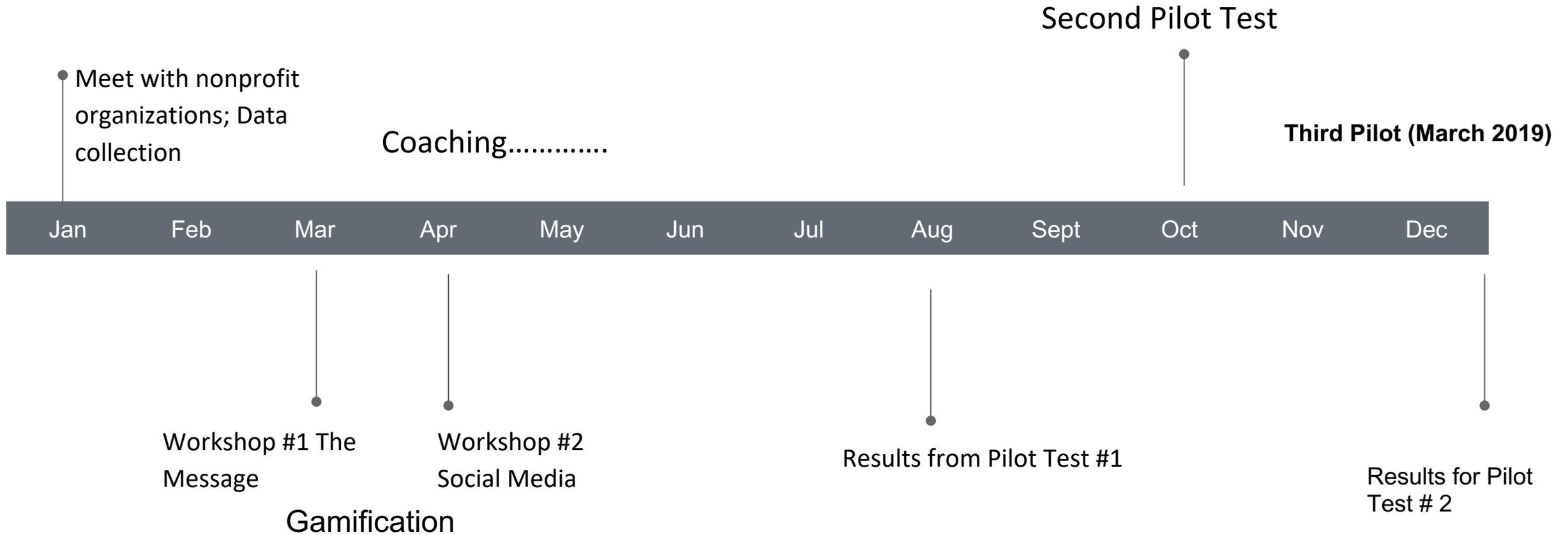


WHAT WE KEEP TESTING

Does the combination of digital storytelling and gamified elements increase donor and volunteer activity as measured by an increase in on-line engagement?

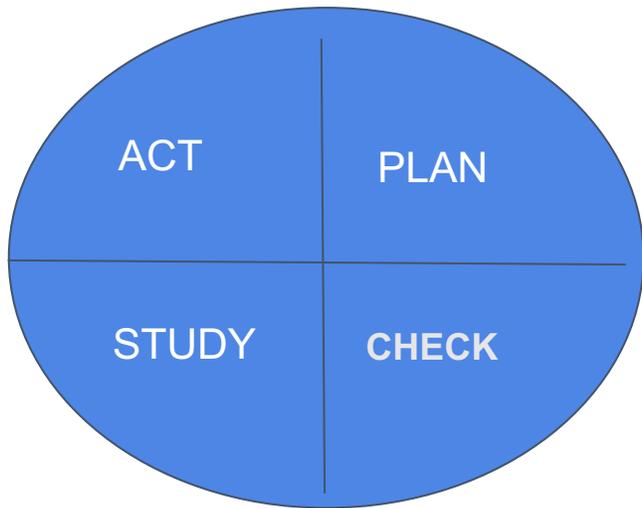
MILESTONES

the process and what's left to tackle
(2018 - 2019)

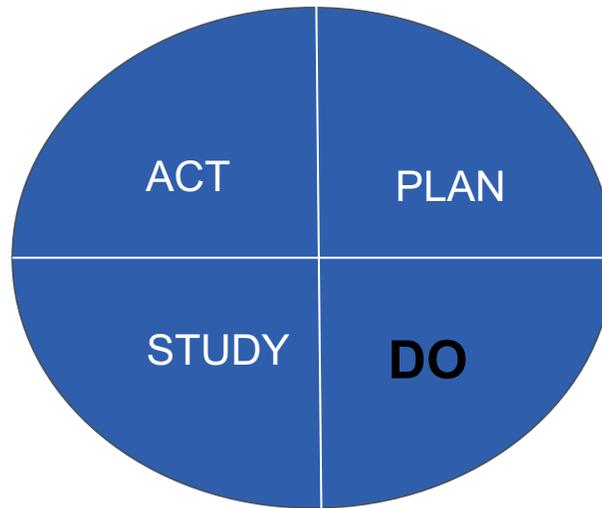


The Solution is Iterative ...just like this project

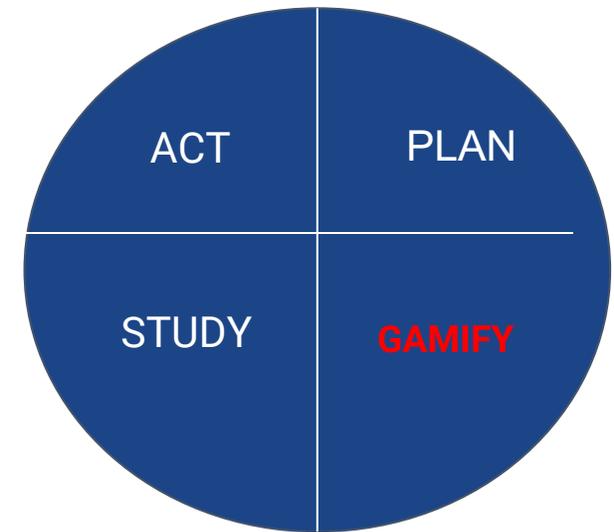
Does increasing nonprofit marketing capacity increase their visibility?



Deming, 1951, 1986 (Continuous improvement)



Institute for Healthcare Improvement



Gamifying Engagement™

FIRST-THOUGHT BRANDING: THE 5 ALPHA METHOD©

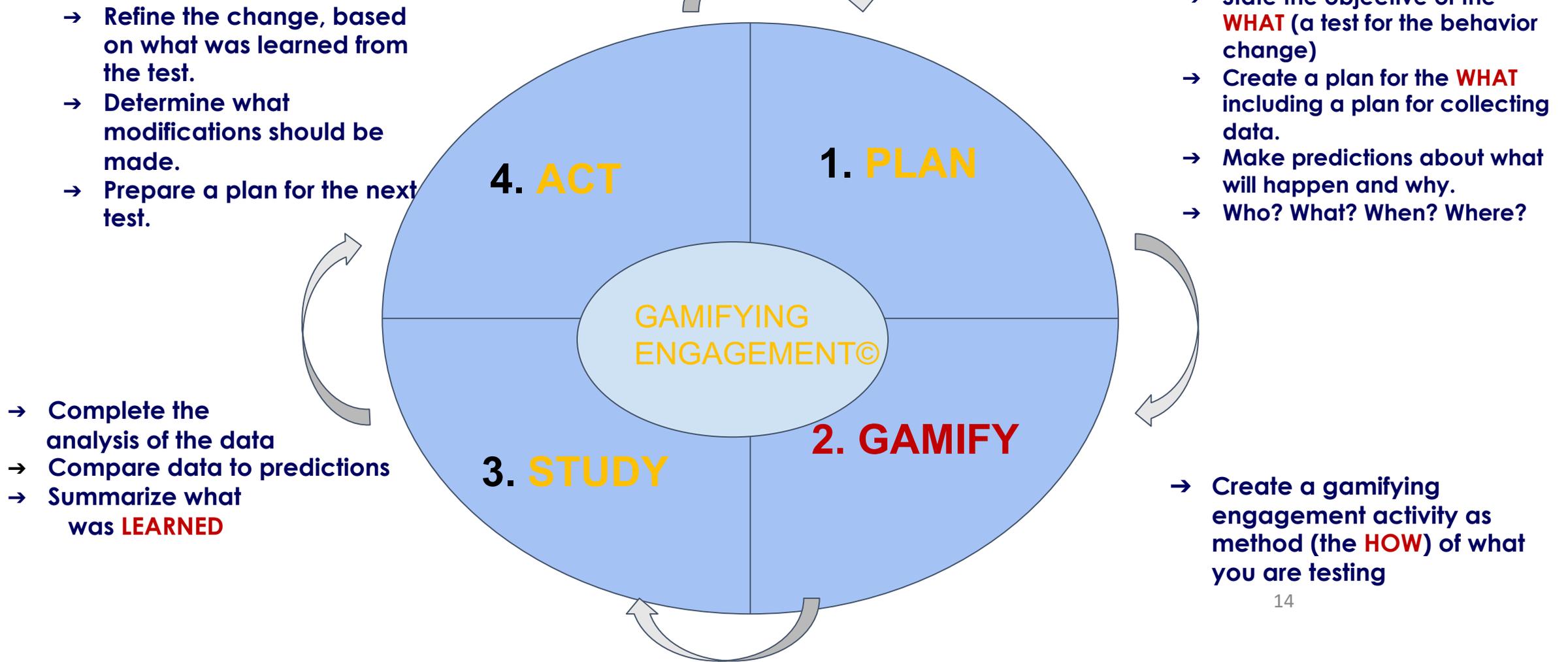
ARTiCuLATE
the message into
the gamified
element

ALLianCE
with your & others'
networks

APpeAL
to your networks
and ask
them to share or to
engage in some
way

APprECiaTE
every stakeholder
including
members/clients
students/staff
volunteers/donors

AMpLiFY
your message
through
gamification/
gamified elements
in spreadable
media



Adapted from PDSA, Deming (1951, 1986) and the Institute for Healthcare Improvement

WORKSHOP FEEDBACK

- Enjoyed content and energy of group interaction
- Gave us an opportunity to work with other agencies
- Enthusiastic about applying knowledge right away
- Gave us a chance to revisit our mission
- Coaching time very useful
- Had fun practicing with internal team, staff, board
- Excited to work on this and add these ideas to donor/volunteer outreach efforts

Initial Results-Pilot

Intervention Group: 10% increase in email list

- ✓ Agency Cr: 500 to 625
- ✓ Agency S: 3,500 to 4,902
- ✓ Agency U: 3,000 to 3,500

Control Group

- ✓ Agency W: 700, no increase
- ✓ Agency Sc: 2,500, poor tracking/unable to determine
- ✓ Agency C: 2,200, no increase

Second Test

Participants

- 11 Agencies
- No control group
- Aimed at Giving Tuesday and end of year giving (12/31)

Results

- Participated in workshops and coaching
- Dedicated to testing
- Increase stakeholder
- \$15k through FB
- Interest from TV Fox 11
- Increased profile of org.

“We raised over \$15,000 organically through Facebook, by getting our staff, volunteers, and our board of directors to become more involved than they have before. They made phone calls, they texted, they emailed, and they posted on social media. One of our board members even helped us get the local TV station FOX11 to come out and do a “behind the scenes” story on the morning of Giving Tuesday, live!”

“And at the end of this month long social media campaign, we raised lots of money and perhaps more importantly we raised the profile of our organization to more people in Los Angeles.”

APPRECIATE FAILURE = EMBRACE FAILURE

Failure is a Lesson Learned; Success is a Lesson Applied



LET'S PLAY: GAMIFY THE MESSAGE....

Imagine what your message looks like

- Draw the picture of *this* message
- Draft all of the game elements that reflect the message
- Brainstorm possible engaging gamified ideas and list them on newsprint

MESSAGE TO ENGAGING GAMIFICATION

Agency: Food Pantry

Message: *Great Meals are Made From Love*



You have three items:

- bread
- cheese
- milk

Gamification ideas:

- Share your favorite recipe using these three items, staples in our pantry
- Tips on nutrition
- What's your favorite memory about any of these 3 items?
- # recipe...or a nutrition tip

THE MISSION TO MESSAGE CHALLENGE:

Crafting a single message that reflects the narrative

Agency C

- Charter school serving geographic area from DTLA to South LA
- Offers wellness program for families facing homelessness and housing instability
- Years in operation: almost 1
- Revenue: \$1.9 million

Mission: provides a rigorous, college preparatory education to historically underserved (at risk or homeless) Transitional K-6th grade students.

Message: *We see the hero inside you*

THE MISSION TO MESSAGE CHALLENGE:

Crafting a single message that reflects the narrative

Agency S

- Service location for youth facing homelessness
- Offers programming, schooling, clothing, food, and community
- Years in operation: 8
- Revenue: \$1.5 million

Mission: to inspire, nurture and empower the resilient human spirit of homeless youth by providing immediate and lasting solutions, one young person at a time

Message: *Ignite the resilient human spirit*

THE MISSION TO MESSAGE CHALLENGE:

Crafting a single message that reflects the narrative

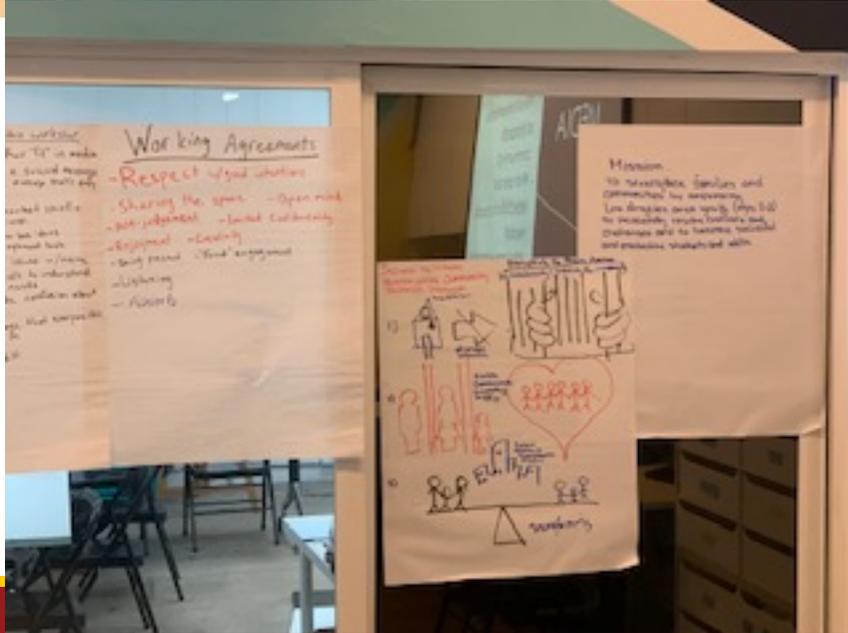
Agency U

- Interim housing for homeless families at three locations throughout Los Angeles County
- Housing includes rapid rehousing, bridge sheltering, and emergency shelter
- Years in operation: 27
- Revenue: \$4.5 million (65% government funding)

Mission: to eliminate homelessness among families with children in Los Angeles by providing housing, supportive services, and advocacy

Message: *All children and families deserve a home*

INSPIRATION





Storytelling builds empathy

Gamification offers engagement

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*Success is not final. Failure is not Fatal: it is the
courage to continue that counts — Winston Churchill*

Iterating is that courage

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Thank you

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