



American Health Society

Concept Development & Ideation
Comprehensive Findings

*All data and client information is redacted



PURSUANT PRODUCT DEVELOPMENT

“DESIGN THINKING” METHODOLOGY



“...An iterative process in which we seek to understand the user, challenge assumptions and redefine problems to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.”



Understand.

CURRENT LANDSCAPE

- Donor base is incredibly loyal, older and aging
- Signature event remains a primary fundraising vehicle – but in “cash cow” status with limited growth potential
- AHS is seeking additional program/event properties to diversify the philanthropy portfolio and create new energy and excitement
- **AHS is seeking the next great movement and motivator of people who wish to support health-related causes**



EVENTS LANDSCAPE

P2P REMAINS A POWERFUL DONATION TOOL,
BUT CHALLENGES OLD, AND NEW, PERSIST

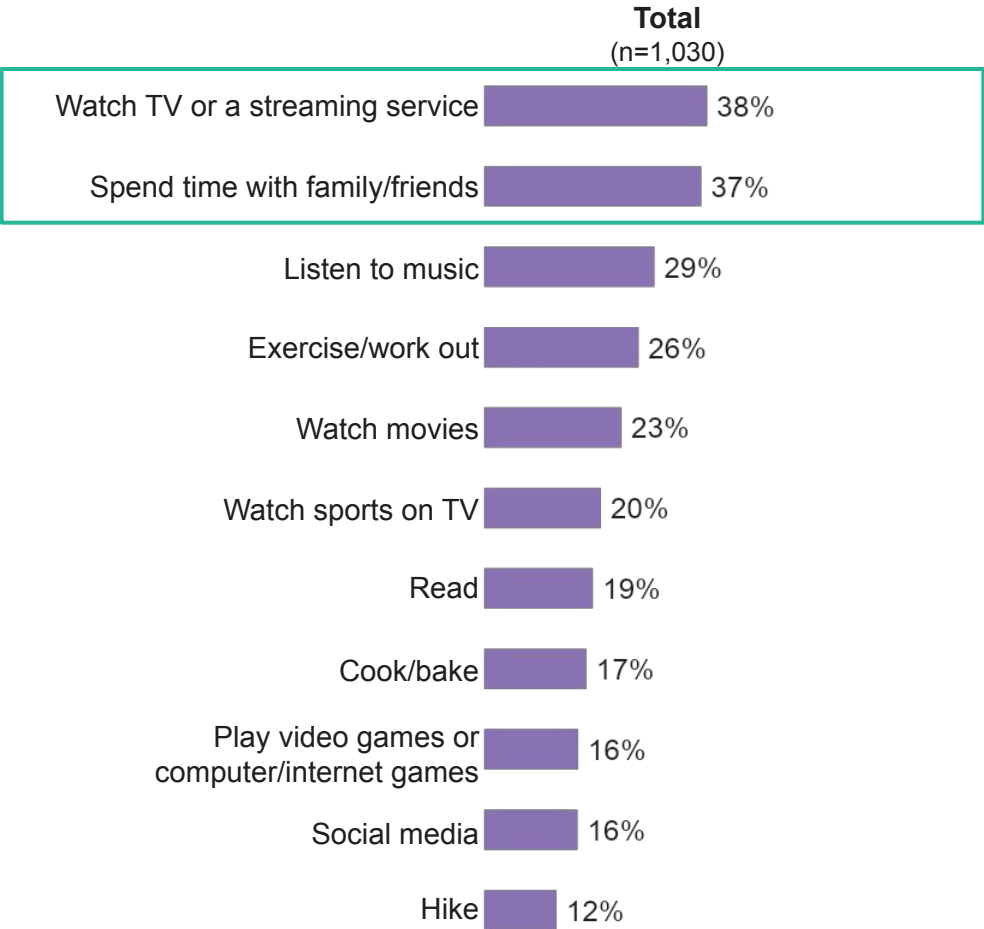
- The Top 30 P2P events raised \$900M in 2020,
a drop of 34% from 2019
...but totals have been falling since 2012
- P2P remains a leading driver of new donors
*...but retention is tough with less than 20% of
fundraisers returning the following year*
- Legacy walks and rides still dominate the Top 30
...but new youth and virtual events are growing fast



LEISURE TIME HABITS

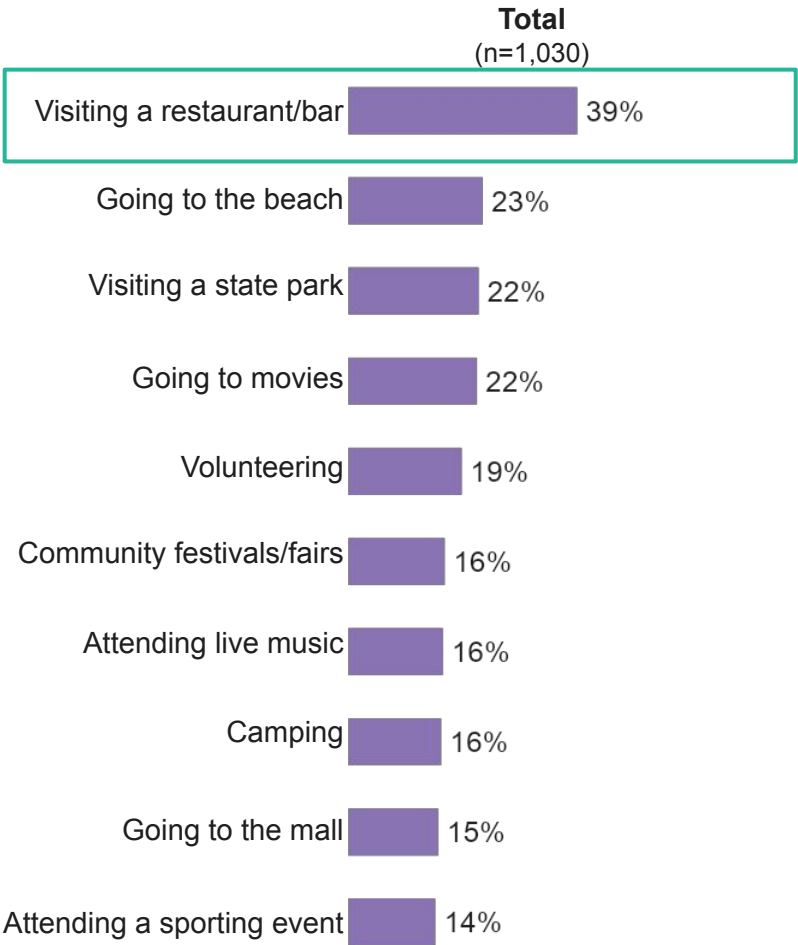
IF GIVEN SEVERAL HOURS OF FREE TIME

ACTIVITIES



Watching TV or streaming services, spending time with family and friends, and visiting a restaurant or bar are the top activities performed in their spare time.

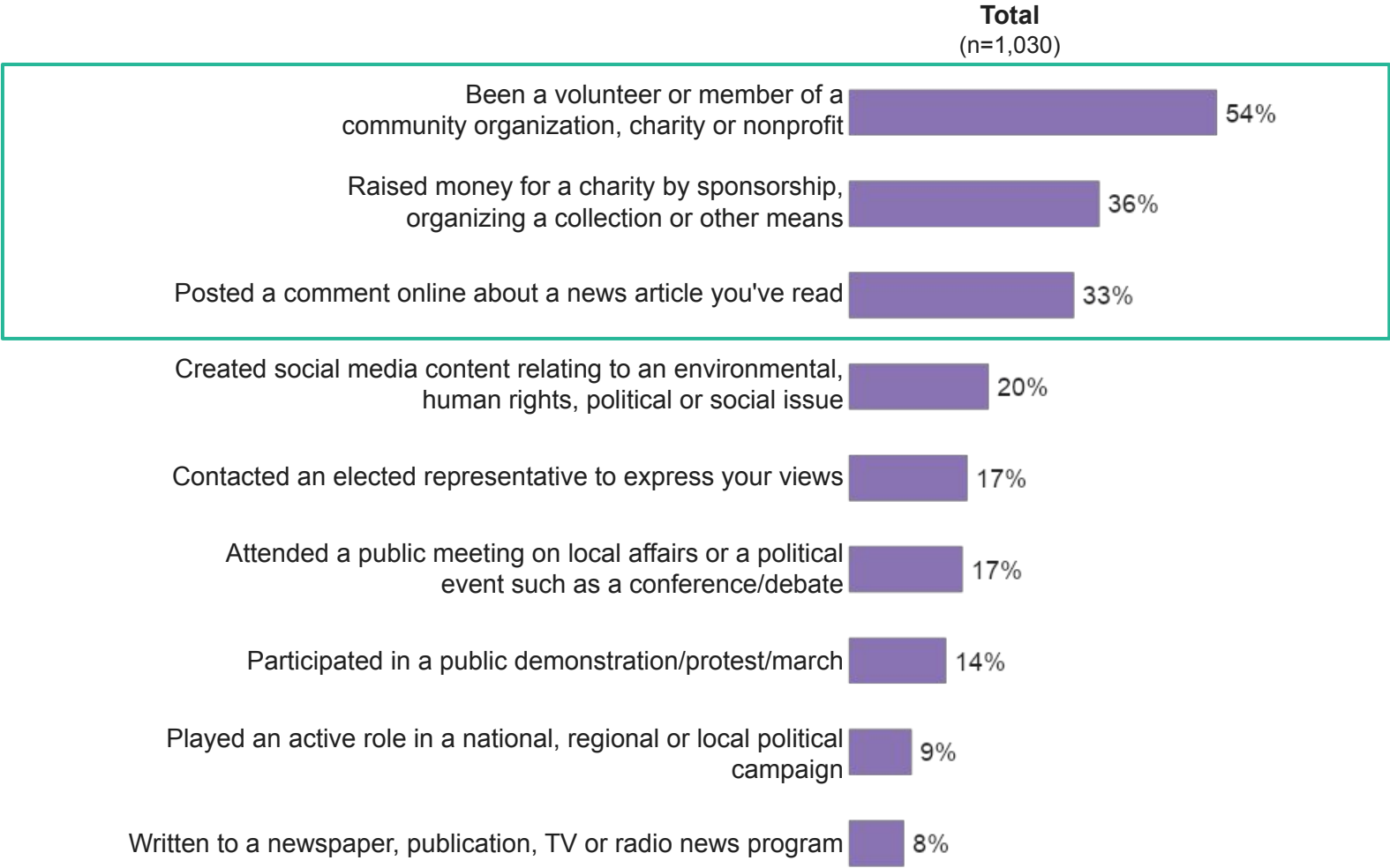
ESTABLISHMENTS FREQUENTED



ACTIVITY PARTICIPATION

OVER THE PAST 2 YEARS

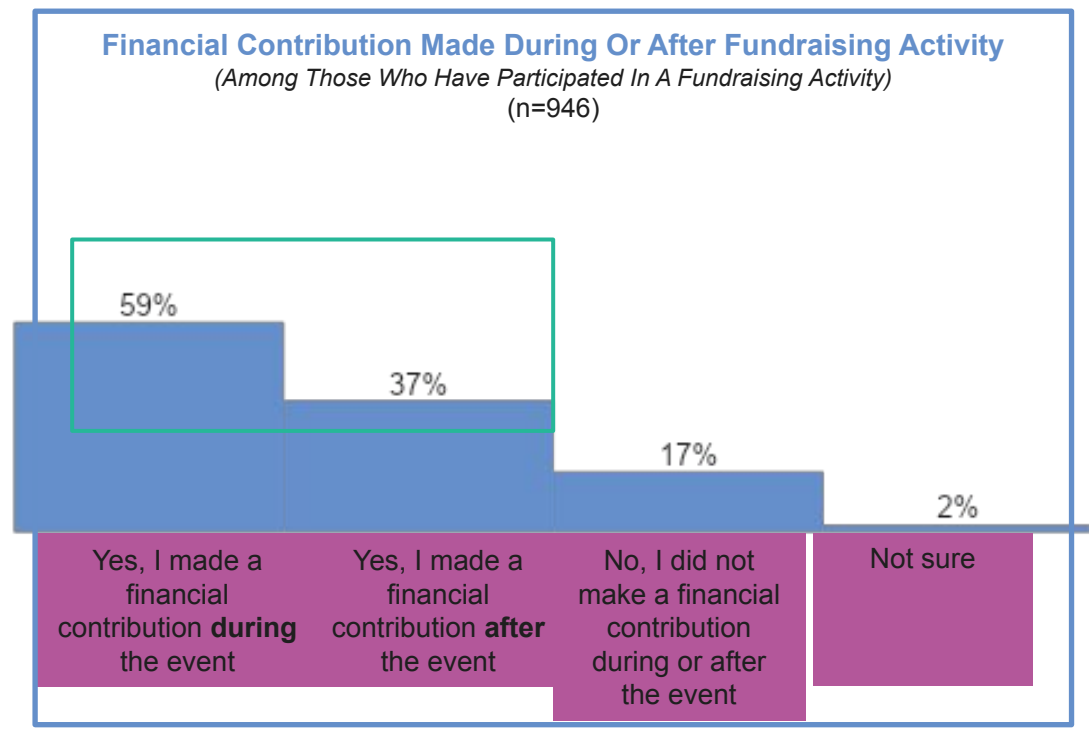
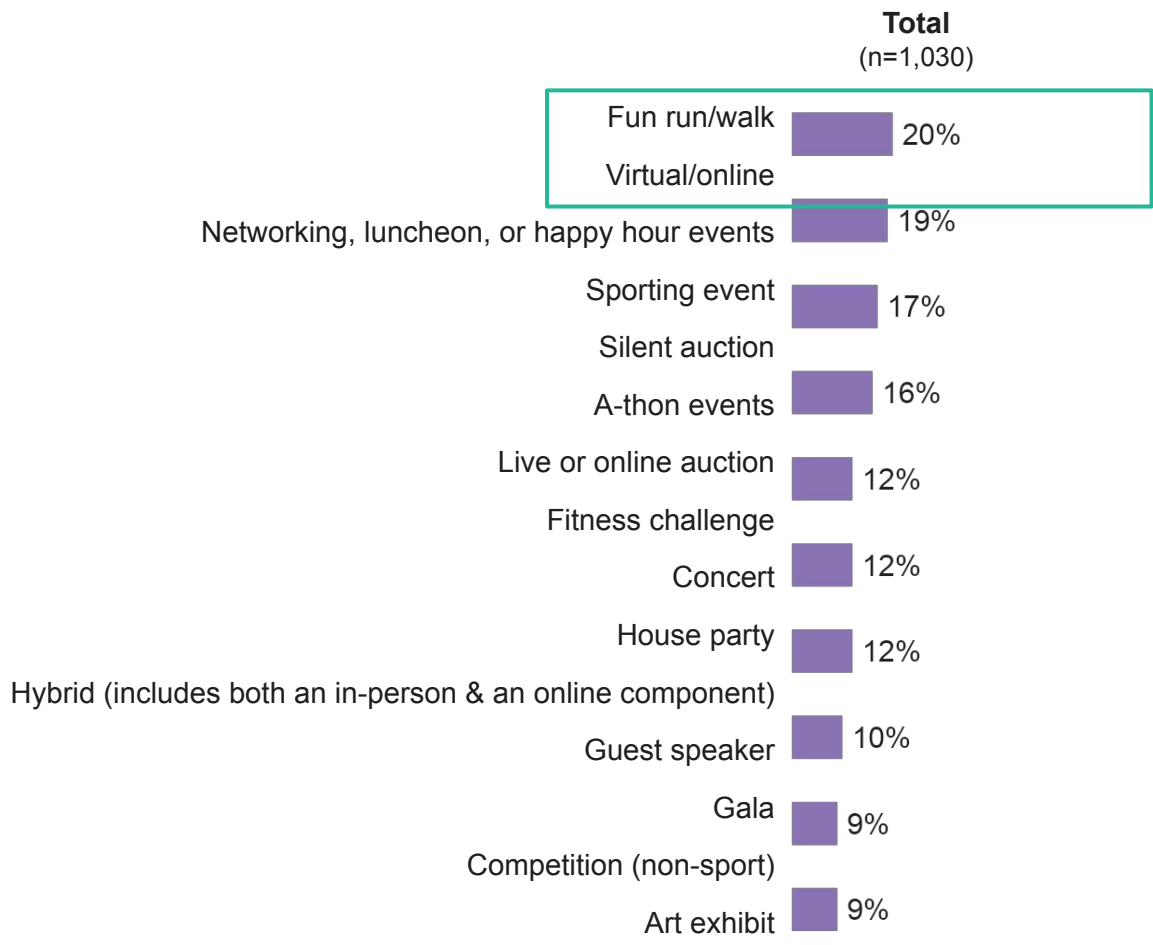
- More than half have volunteered or been member of a community organization, charity, or nonprofit in the past 2 years.
- ~ 1 in 3 have raised money for a charity and posted comments online about a news article.



TYPES OF FUNDRAISING

ACTIVITIES PARTICIPATED IN PAST 3 YEARS

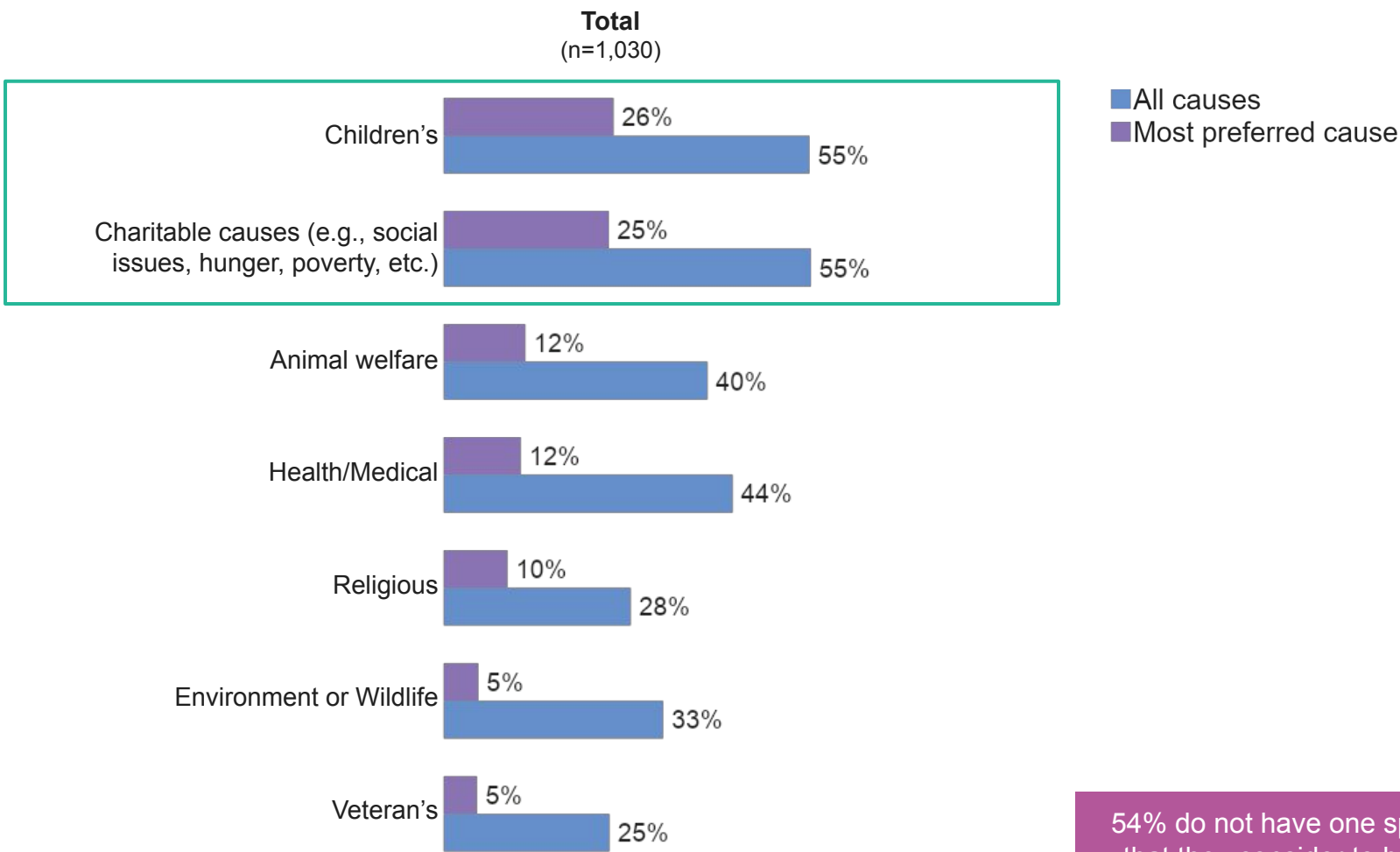
- Fun run/walk and virtual/online are the top fundraising activities participated in.
- Among those who have participated in a fundraising activity, 6 in 10 have made a financial contribution during the event. About 1 in 3 made a contribution after the event.



CHARITIES PREFERRED TO SUPPORT

THROUGH PARTICIPATION AND/OR FINANCIALLY

- Children’s causes and charitable causes are the most preferred causes to support through participation and/or financial gifts.



54% do not have one specific nonprofit that they consider to be a top priority.



PROSPECT AUDIENCE



My name is Charles, I live in Raleigh, and this past weekend my wife and I volunteered at a rainy commencement ceremony.



We also visited a couple of local breweries with friends.

We joined our local pickleball league a few years ago, and we really enjoy playing and teaching new members how to play.

I regularly support three main organizations - my professional association, my fraternity, and the pickleball league.



Define.

EXPLORING EVENT FEATURES

FOR PARTICIPATING IN AN EVENT

36 **event features** were generated and evaluated by respondents in random order and designated as must have, nice to have or not needed.



ENGAGEMENT SAMPLE

PREFERRED EVENT FEATURES

FOR PARTICIPATING IN AN EVENT

Happiness and well-being boosts are stand out event features preferred when respondents are selecting an activity to raise awareness or fundraise on behalf of a nonprofit.

	SHARE OF PREFERENCE
Boosts my happiness through participation	6%
Boosts mental well-being through participation	5%
Involves personal growth , to cultivate my best self	4%
Is on-demand, allowing me to participate on my own schedule	4%
Helps me connect with others who share my interests	4%
Allows me to learn new skills and knowledge	4%
Provides a safe space to express my thoughts and feelings	4%
Helps me to build confidence in my abilities	4%
Allows me to explore my creativity and imagination	4%
Helps me to develop my leadership skills	4%
Provides a platform for me to share my ideas and opinions	4%
Helps me to stay motivated and committed to my goals	4%

These features are ½ as likely to be preferred than **Boosts my happiness.**

More Often Preferred

Less Often Preferred



Ideate.



IDEATION GUARDRAILS

DESIGN PRINCIPLES WE'LL SEEK TO SOLVE FOR

Demographics

Event
Features
& Mix

Event
Types

Hobbies





Yes, And...

Idea Shopping Cart

WORST POSSIBLE IDEA

- We'll each generate terrible, stupid, bad (or even illegal) fundraising concepts
- This “opposite thinking” will help us to identify and leverage current limitations at AHS to generate radical ideas
- We'll work to determine if aspects of these horrible ideas could be made good



ROADMAP FOR GROWTH.

