Using TED Talks & More

Linda Yoder, Marshall County Community Foundation
Maggi Spartz, Unity Foundation of La Porte County
About TED

• Ideas worth spreading
• Very succinct and amazing talks
• 20 minutes each or less
• Started in 1984 as a Technology, Entertainment and Design conference
• From science to business to global issues
• 100+ languages

• Independent TEDx events help share ideas in communities around the world
What’s So Great about TED Talks?

- This young man explains why TED Talks are so great
- Hear him explain it to exemplary high school students: https://www.youtube.com/watch?v=SHQAscIzdE8
“Most Viewed” are my Favorites...
Life Hacks helped me & my family personally---good for the whole family!
Other TED Creations

- **Curated TED** Talks for employees, non-profits, donors, volunteers
- **TEDx** - local TED talks
- **TED Prize & Fellows**
- **TED-ED** - Creating classroom lessons worth sharing
- **Open Translation Project**
- **TED Books** - Little books about BIG ideas
- **Ads Worth Spreading**
- **TED Cities** - Preeminent thinkers on urban topics from around the globe TED City2.0 Day
Much to our Surprise...

- The Spartz Family used TEDs for personal and professional development over the years.
- Little did we know that our oldest son would be doing them!
- https://www.youtube.com/watch?v=SHQAscIzdE8
TED Talks - In Action

• Nonprofits are rewarded for how little they spend – not for what they get done

• Reward charities for big goals & big accomplishments

• Even if it comes with big expenses

https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dea_d_wrong#t-5193  Filmed Mar 2013
TED Talks- How We Use Them

- **Board Members**
  - Email
  - Meetings (setting framework for topics, i.e. marketing, nonprofit outreach)

- **Nonprofit organizations**
  - Making a Difference Campaign
  - United Way Agency Directors Meeting

- **Used in conjunction with . . .**
  - Letter from BBB Wise Giving Alliance, Charity Navigator, and Guidestar to Dispel the Charity “Overhead Myth.” June 2013
TED Talks: Reactions and Outcomes

- Thoughtful conversation
- Reframing perceptions
  - Do board members agree or disagree? What are our assumptions?
  - Nonprofits - from “grant recipients” to “fundholders”
- Carrying the message
  - Each nonprofit board
- Twenty new agency funds during Making a Difference Campaign
In The Last 33 Years, 70 Of The 71 Mass Murderers In The U.S. All Had 1 Thing In Common

These 7 Girls Took 'Grown Up' Pictures, And The Results Are Pretty Inspiring
By Erica Williams Simon

She Carried A Secret Around For Years. Her Adopted Son Found Out And Loved Her Even More For It.
By Brandon Weber

That One Body Part We're Too Scared To Talk About Isn't Really That Scary
By Franchesca Ramsey
Things that matter. Pass ‘em on.
http://www.upworthy.com/

Topics
- Community
- Economy
- Environment
- Health
- Inspirational
• 19 Awesome Years on this Planet
• Watch the first 54 seconds (landfillharmonic)
• 15-year-old with a huge brain and an even bigger heart blows mit away
• Scientists discover one of the greatest contributing factors to happiness
• Having a Bad Day: 46 Things You Should Really Hear
• Elephant or Hummingbird
• Know any overachievers that are upset

https://www.youtube.com/watch?v=bLhUS_QjcZY
UPWORTHY Applications

• Sharing a message
  ▫ Raising awareness
  ▫ Thought provoking
  ▫ Inspirational (uplifting)

• Social Media
  ▫ Website, Facebook, Twitter
Don’t Reinvent The Wheel

- Skip ahead using “other’s” wheels
- Fail Faster, succeed more
- Find and spread solutions that work
Learning from Others

- National Alliance to End Homelessness www.endhomelessness.org
- Government Websites- yes, they’ve come a long way!
- Critical thinkers: https://www.ncrp.org
- What are YOUR sources?
- Makes us smarter
- Learn faster, by learning what works...in communities like ours
- Strengthens collaborations by getting information relevant to all partners, not just us
- Find out where government priorities are and align with them for fill in gaps
- Be more strategic about which conferences or meetings to physically attend
Movie Mondays

- **Real Solutions from Real Fundraising Professionals**
  Development Directors, Executive Directors, Board Members, Donors, etc.
  - people with real world experiences and knowledge
  - unique perspectives and fresh ideas

- Free email every Monday morning with link to short 3-5 minute interview (video)

- More than 150 fundraising professionals talk about how they overcome particular problems

- Archives: subscription fee starting at $20/month
Inspiration and Fundraising Solutions at your fingertips

How would you like to have answers to your fundraising problems at your fingertips?

Now you can have the world's largest video collection of fundraising professionals talking about how they overcome the many challenges nonprofits face. From fundraising challenges, to working with board members, to finding and stewarding donors, and so much more.

What does this mean for you?

It means that the next time you run into a problem at your nonprofit, you'll be able to turn to this set of DVDs and find a solution. I've been told by many people that they use the episodes to help inspire staff and volunteers. Some people have even made it a habit to start every board meeting with playing an episode on a particular topic. These episodes have inspired and helped thousands of people from all over the world. Just check out the testimonials on the right —

200 videos on 18 DVDs
Indexed and categorized to make it easy for you to find any video on any subject, on a moment's notice.

Great for board meetings, staff trainings & anytime you need inspiration.

The DVDs contain interviews with over 150 development directors, executive directors, board members, and donors. Each episode is carefully categorized and easy to find with the included index. You can search for episodes on a specific topic, person, or date.

Nonprofit Fundraising Series: 18 Full Length DVDs (200 videos)
Movie Mondays Topics

- Finding Major Donors
- Getting Board Members to Fundraise Joyfully
- Stewarding Donors
- Creating Successful Events
- How to Make an Ask
- Creating More Public Awareness
- Finding and Training Volunteers
- Handling Stress
Movie Mondays - Some Titles

- How to Get Board Members to be Excited about Fundraising
- Getting a Donor Meeting
- Turning $5,000 to $120,000
- Engaging Younger Donors
- The Four Rules of Good Fundraising Writing
Community Report Card
www.indianaimpact.org

- 35 key indicators for education, income and health for each Indiana county
- Quick snapshot comparing county to state average and “better/worse” indicators
- Drill down to data via graphs or maps
# Marshall County

**Service area data:** United Way of Marshall County

## Population

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2009</th>
<th>2011</th>
<th>2009</th>
<th>2011</th>
<th>Rank in Indiana**</th>
<th>How Do We Compare?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>0.9%</td>
<td>1.8%</td>
<td>31st</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median Age</td>
<td>2.4%</td>
<td>1.1%</td>
<td>68th</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Minority Population</td>
<td>-3.0%</td>
<td>8.5%</td>
<td>25th</td>
<td></td>
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</tr>
</tbody>
</table>

## Education

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2009</th>
<th>2012</th>
<th>2009</th>
<th>2012</th>
<th>Rank in Indiana**</th>
<th>How Do We Compare?</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-year Public High School Graduation Rate</td>
<td>9.6%</td>
<td>6.9%</td>
<td>41st</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Pop with High School Diploma or More</td>
<td>2.6%</td>
<td>1.1%</td>
<td>63rd</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Free/Reduced Lunch Students</td>
<td>18.6%</td>
<td>17.6%</td>
<td>34th</td>
<td></td>
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<td></td>
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</tbody>
</table>

## Income

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2009</th>
<th>2011</th>
<th>2009</th>
<th>2011</th>
<th>Rank in Indiana**</th>
<th>How Do We Compare?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poverty Rate</td>
<td>9.6%</td>
<td>7.1%</td>
<td>57th</td>
<td></td>
<td></td>
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<tr>
<td>Median Family Income</td>
<td>0.3%</td>
<td>2.2%</td>
<td>34th</td>
<td></td>
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<tr>
<td>Unemployment Rate</td>
<td>33.8%</td>
<td>16.4%</td>
<td>44th</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% All Households with High Housing Costs</td>
<td>4.4%</td>
<td>0.5%</td>
<td>55th</td>
<td></td>
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<td></td>
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## Health

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2008</th>
<th>2011</th>
<th>2008</th>
<th>2011</th>
<th>Rank in Indiana**</th>
<th>How Do We Compare?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Smoking Rate</td>
<td>-3.4%</td>
<td>-7.1%</td>
<td>48th</td>
<td></td>
<td></td>
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<tr>
<td>Adult Obesity Rate</td>
<td>3.3%</td>
<td>1.6%</td>
<td>55th</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>% Births with First Trimester Prenatal Care</td>
<td>-10.0%</td>
<td>3.0%</td>
<td>84th</td>
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</table>

*This percent cannot be calculated due to a value of 0 in the baseline year. Click the + for more details to view the data values for this measure.

**Out of 92 Counties or 62 Service Areas.
Ball State’s Comm. Asset Report


PEOPLE
The category considers the conditions of the people within a community.
Factors include population growth, poverty rate, unemployment rate, private foundation revenue per capita, and other economic measures per capita.

HUMAN CAPITAL: EDUCATION
When businesses consider an expansion or relocation, the education in a community is a significant factor. Education in this category reflects the percent of students who passed the ISTEP English Language section, percent of students who passed the ISTEP math section, educational attainment (higher degree earned), and high school graduation rates.

HUMAN CAPITAL: HEALTH
The category focuses on the well-being of the human capital in a community. The health of the workforce is key to economic growth. Factors include family rate, death rate, premature death rate, and fair health rate. Poor physical and mental health due to smoking, alcohol and drug use, heart disease, cancer incidence rate, smoking rate, number of medical care providers, and access to healthy food presence healthiest populations.

GOVERNMENT IMPACT AND ECONOMY
Governments influence and affect economic conditions in a community. Factors include crime rate, unemployment rate, median income, and metropolitan development.

ARTS, ENTERTAINMENT, AND RECREATION
Residents and businesses enjoy the quality of life through arts and culture, recreation, and entertainment. Factors include population, annual income, number and type of arts organizations, and number of art events.

PUBLIC AMENITIES: CHANGEABLE
Some public amenities can be changed by a community through zoning, grants, initiatives, etc. These factors include public parks, libraries, cultural centers, libraries, and community centers.

PUBLIC AMENITIES: STATIC
Some public amenities are relatively static, so they are not easily changed. Factors include natural features, such as forests, lakes, and rivers, dedicated recreation areas, public transportation, libraries, and cultural centers.
Today my school had a fire drill.

I was standing outside with one of the most popular football players, when a Down Syndrome girl came up to him and wanted to hold his hand because she was scared. Happily, he held her hand in front of all his friends back to class.

His soft side in front of his boys.
Generating Good Feelings

- Little books as tokens of appreciation for key donors
- Generates good feelings of hope and appreciation
- Cross-generational: Grandparents to teens
- Inscription inside ties it to philanthropy
- Easy to get book on-line

- And GMH.com has prevented hundreds of suicides....
Summary

- TED Talks and others are JUST a few to use
- Helps us be more effective
- Takes time, but saves you time
- Key messages are communicated better, by credible people
- Build on other’s work
- Short videos get remembered and are more fun!
Questions? What’s Your Idea?

Thanks to the Indiana Philanthropy Alliance for:
• thinking about this topic
• querying the field for expertise and feedback
• Encouraging us to share our experiences

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