Template

HORIZON SCAN WORKSHOP IN A BOX

AUDIENCE TO IDEAS WORKSHOP

This workshop is split into three parts:
Part one is designed to help you quickly be able to articulate unique opportunities to engage Gen Z, and then combine the audience segments and trend areas to generate lots of ideas.

Part two helps you select the most promising ideas and expand then in more detail.

Part three will help you prioritise which ideas to focus on now.

15 minutes to prepare
60-90 minutes to collaborate
3-8 people recommended

GOOD FUTURES
FROM GOOD INNOVATION

Before you get started ...

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

15 minutes

A Choose 3 trend areas you want to focus on
In a short session it's better to focus your time and energy on fewer areas (ie. charity engagement, volunteering, or marketing), but going into more detail. We recommend 3 max for each session.

B Pick your Character Cards
Before your session, take 5 minutes to go through the Character Cards and consider which ones are most useful to your organisation.

C Set the stage for creativity and inclusivity
Create the right environment for creativity, collaboration and optimism by setting out some simple ground rules for ideation:

1. **Encourage wild ideas** (If none of the ideas sound a bit ridiculous, then you are filtering yourself too much.)
2. **Defer judgement** (Don't like an idea, don't think it's possible, need it all before? Keep it to yourself. Be constructive, not destructive.)
3. **Build on the ideas of others** ("I want to build on that idea" or the use of "yes, and...").
4. **Stay focused on the topic at hand.** (Try to put your emails on mute and your phones on silent).
5. **Have one conversation at a time.** (It's easy to get distracted by the next shiny idea. Give space to finish the idea. Try not to talk over each other.)
6. **Be visual** (Draw and/or upload to show ideas, sketches, photos)
7. **Make space for thinking** (Some people need inspiration and energy from others in order to be creative. Some need quiet in order to reflect and consider. Flex to a variety of learning and creative styles in your session).
8. **Go for quantity** (Try to come up with as many ideas as possible in part 1. Parts 2 and 3 will help you refine and prioritise).

D Need a bit of facilitation help or more inspiration?
Check out the members area of the Good Futures website for more trend inspiration. Or get in touch with the team to find out more about how we can help turn ideas into impact.

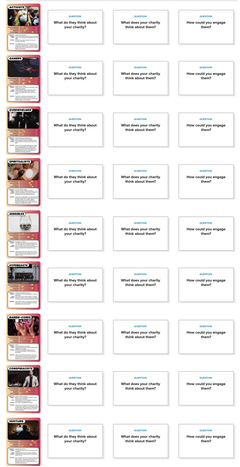
Open the website

PART 1

1 Exploring the Character Cards

Split into pairs and have each participant pick a character card. Try to bring the card to life within the context of your mission. What do they think about your charity? What does your charity think about your character? How could you best engage your character?

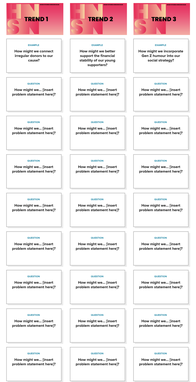
10 minutes



2 Refining the 'How Might We...'

Use the areas you picked prior to the workshop as stimulus to unpack a range of problems, opportunities and needs for your organisation. Articulate these as "How might we ..." Work individually or in pairs to come up with as many HMW as possible. Share back your most promising statements after 10 minutes.

10 minutes



3 Fundraising Ideation in Paris

In your pairs, break out into your "duo brainstorm space" by fundraising brainstorming ideas and placing them into the template. Alternatively, silently brainstorm solo. Encourage people to go for quantity.

Pick one character card for the whole group to work on for 5 minutes. Then move onto the next audience segment. Use the HMW statements as start points for ideation.

20 minutes

4 Stretch and Build

Have everyone copy and paste their ideas into the "group sharing space" within the template and have the team silently read through them. As a team, sort and group them by thematics. Discuss and answer any questions that arise. Encourage "Yes, and..." and build on the ideas of other people along the way.

15 minutes

TIP
You can use the **Voting session** tool above to focus on the strongest ideas.

PART 2

5 Prioritise potential

Give each person three icons to vote which idea(s) have the most potential and should be developed further.

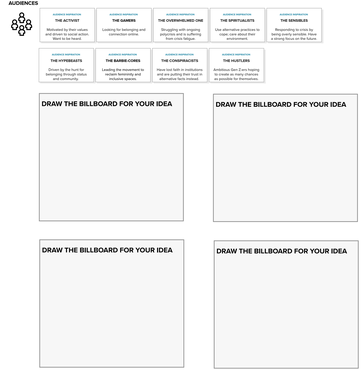
5 minutes

6 Mini-Pitching Session

In pairs, select one of the prioritised ideas. Stretch this idea. Be creative about the features, execution, channels and delivery. Test your idea against the different character cards. How does this idea change and develop with each audience?

Write up your stretched idea using the mini-template below. Give your idea a **name**, a **one sentence pitch**, and a **customer,** plus **Bring it to life with a drawing.**

20 minutes



PART 3

7 Vote for your favourite

Using the voting function to vote for your favourite idea of the whole session. This may be an idea that made it through to the final pitch, or it may be an idea that got left earlier on in the process.

5 minutes