

Coalition Decision Framework



IDEA (Imagine, Develop, Execute, Assess) is a social sector digital accelerator designed to achieve exponential impact. It is typically employed to solve a challenge scenario for a single nonprofit. When the scope of this scenario is relevant to more than one nonprofit, an IDEA coalition can be formed to collaborate on a sector-wide approach. This collaboration has the benefit of creating a comprehensive yet simpler solution, as new perspectives are woven in for increased relevance, and organization-specific features lessened to reduce complexity.

This document describes the roles and expectations for an IDEA coalition. The Imagine Workshop phase consists of a workshop employing design thinking and other innovation methodologies to formulate solutions for a specific challenge scenario refined ahead of time.

Broadly described, an Imagine scenario contemplated by a single nonprofit could be expressed as: "How might we address this big challenge in delivering our mission in a way that uses digital technologies so that we can do good better (e.g., scaled 10x)."

The broad scenario contemplated through a coalition would be modified as follow:

"How might we address a big challenge, shared with similar nonprofits, in delivering our mission, in a way that uses digital technologies and represents the collective needs of the sector (e.g., a platform) so that we can all do good better (e.g., scaled 10x) in our own ways."

Purpose of a coalition

In a digital world, relationships and partnering become even more critical for nonprofits, as servicing beneficiaries in turbulent contexts and addressing complex global issues are more than one organization can do alone. For that purpose, a coalition of like-minded nonprofits can be established to leverage collective power for speed, innovation, and ultimately greater impact.

An IDEA coalition has the following purpose:

1. Engage diverse experts to think independently, together, to unlock innovation
2. Increase knowledge to reduce risks
3. Promote horizontal thinking over vertical thinking, to create an industry platform vs. an organization-specific product

Roles of coalition leader

The coalition leader is the organization that has started the IDEA Journey. With the help of NetHope and others, they help to identify potential organizations and people to bring into the coalition. They manage the invitation of coalition participants (see appendix template invitation), either through their direct contact, through NetHope, or other participants.

The coalition leader explains the role to participants, sets the date and location of the Imagine Workshop, and welcomes coalition members to join and actively participate. The coalition leader accepts that the collaboration with others will shape its solution and, when possible, will work into making it available as a platform for everyone to benefit.

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Roles of coalition members

The coalition member has been invited by the coalition leader to the Imagine Workshop (e.g., virtual session and in-person Imagine Workshop). They commit to attend these sessions and to engage in the design thinking process with a “Yes, and ...” mindset. They understand that the coalition leader is the steward of the end solution. Additional details for the role of the coalition member are in following appendixes.

Detailed Role of Coalition Members

Participating coalition organizations and staff should expect to:

- Play an active role in the planning process by attending and participating in preparation meetings as invited
- Gather input from their organization, programs, and sector members unable to attend and share this input when relevant during the virtual sessions and Imagine workshop
- Lend subject matter expertise to identify ambitious, innovative, efficacious, useful, and valuable elements to advance the Imagine conversations and solutions
- Lend inside knowledge of sector priorities and needs with a human-centered approach
- Assist in rationally prioritizing recommendations according to mission acceleration parameters including scale of beneficiaries served, scope of services, quality of delivery, sustainability, social justice impact, environmental benefits, etc.
- Become an ambassador to promote and support the scenarios envisioned throughout the sector
- Optionally, agree to have their brand represented in final materials

APPENDIX: Coalition Decision Framework email template



Dear [NAME]

[COALITION LEADER] is participating in NetHope's Imagine, Design, Execute, Assess (IDEA) social accelerator workshop. The scenario we have chosen to address is [IMAGINE SCENARIO TITLE]. We believe that this has the potential to benefit other nonprofits. Therefore we are inviting you to contribute to imagine with us potential solutions to this challenge during sessions and workshops that will take place:

- Virtual session: [DATE, PLACE, COMMUNICATION TOOL]
- In-person session: [DATE, PLACE]

We are bringing together people associated with our organization and a coalition of other nonprofits. Your role, as a coalition participant will be to attend these events, and to fully engage in the design thinking process that will take place with a "yes, and ..." mindset.

You will be responsible for your own travel and lodging costs. Additional details about your role is attached [ATTACHMENT DETAILED ROLE OF PARTICIPANTS].

A full description of our scenario is [IMAGINE SCENARIO]

We have chosen to work on this challenge because [EXPLAIN MOTIVATION]. We hope you can join us to advance solutions to this shared challenge.

Please let me know by [DATE], if you will join us to work on [IMAGINE SCENARIO TITLE] so that we can reserve you a seat as these are limited.

Thank you for your collaboration,