

# Jewish Poverty Challenge

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Crafting or Recrafting Your  
Intervention

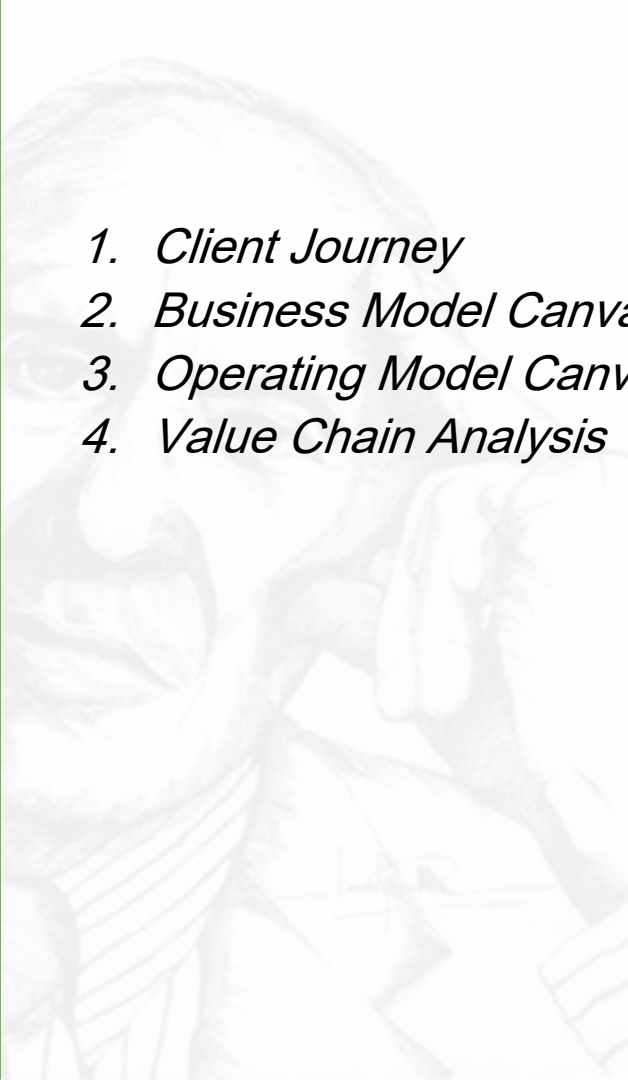


**NETWORK**  
of Jewish Human  
Service Agencies



## What We Did Last Time

1. *Client Journey*
2. *Business Model Canvas*
3. *Operating Model Canvas*
4. *Value Chain Analysis*





Crafting or  
Recrafting  
Your  
Intervention

1. *Stating the Service/Solution*
2. *The Double Diamond*
3. *Mapping the Service/Solution Delivery*
4. *Other Interventions Needed to Be Successful*
5. *Funder PowerPoint*



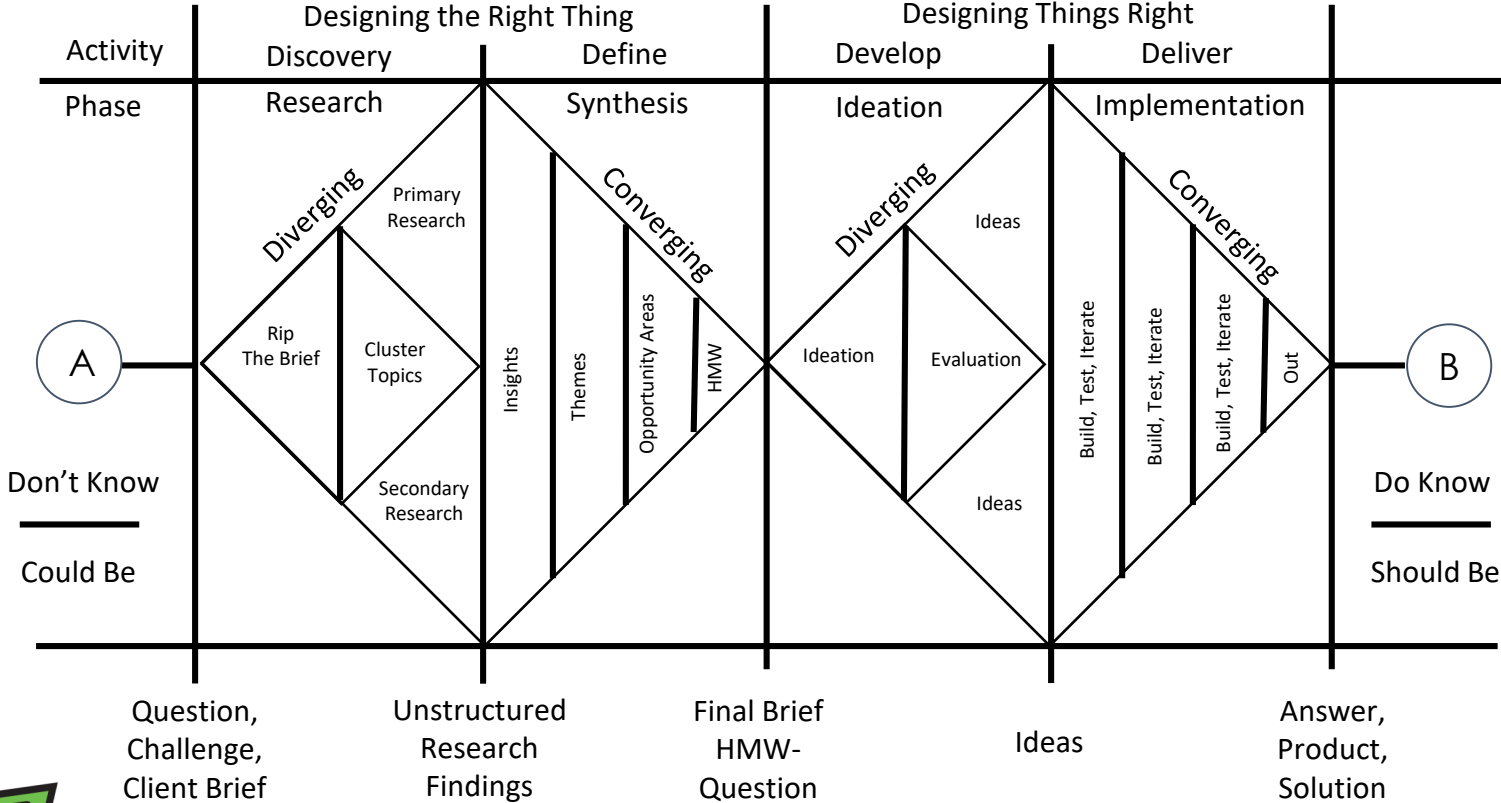
# Stating the Service We Are Going to Build

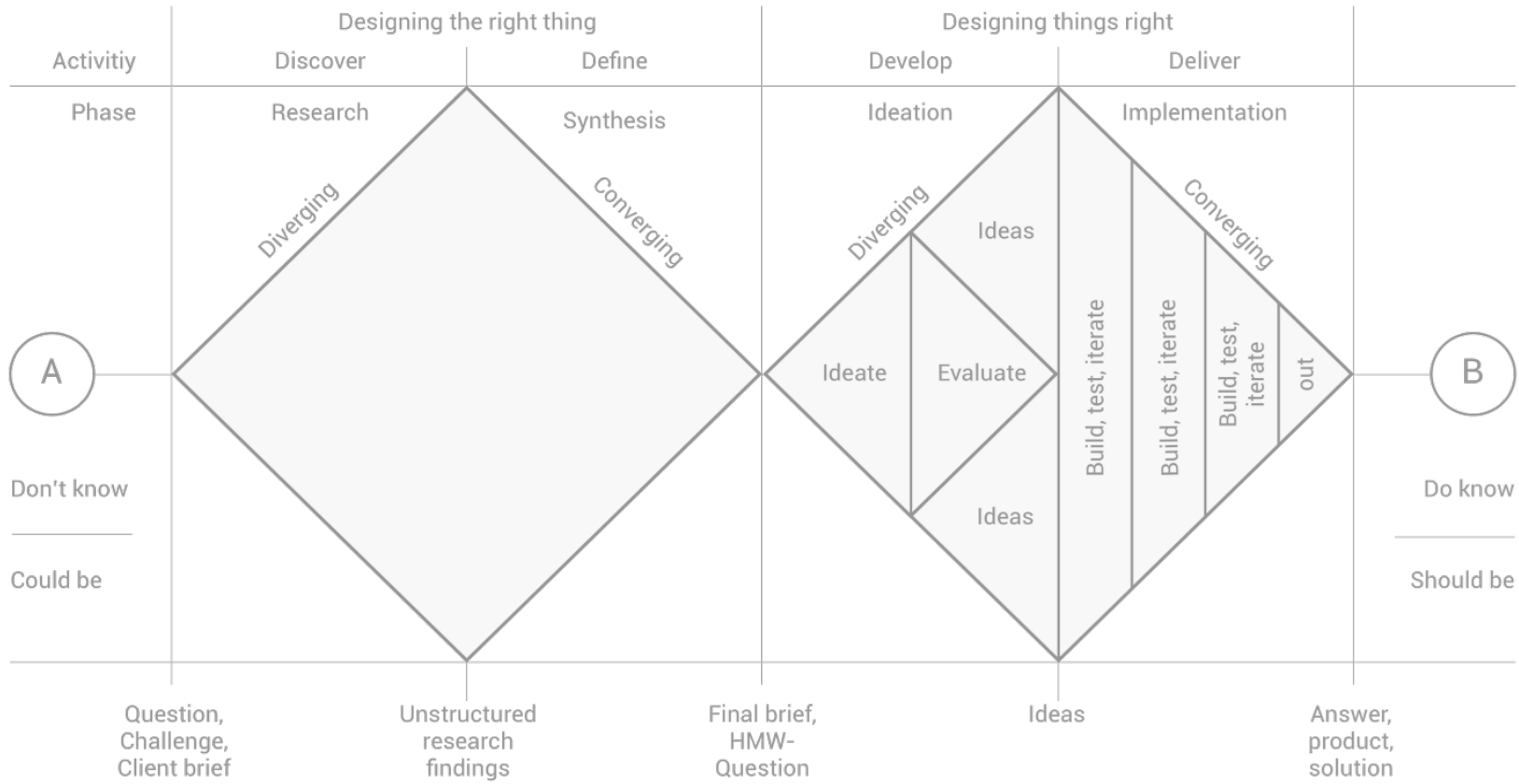
## Most of you it's a 1st Step

- Rolling out a new program or service
- Relationship management strategy
- Marketing & Client Engagement Process
- Data as a solution
- Delivery system

Putting the right mix of things together to accomplish a goal!!! Do you know what the goal is and can it be measured?

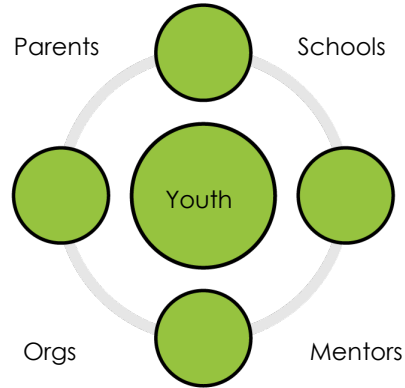
# Process Tracking Using the Double Diamond



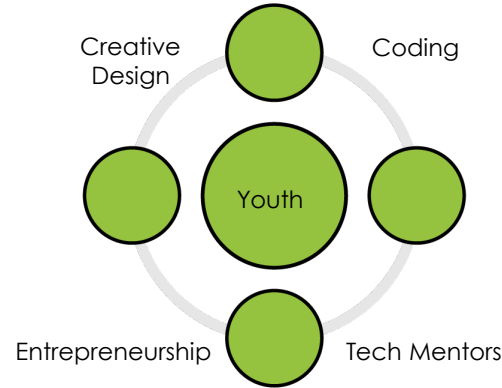


# Internet Alone Means Nothing: Must Fit Into a Greater Strategy: **The Social Envelope**

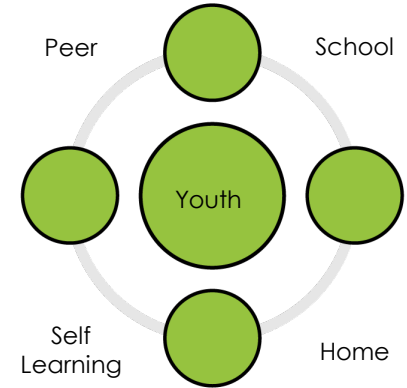
**People & Organizations Creating the Village of Support**



**Skills Needed to Maximize Technology Use**



**Environments Conducive to Adoption & Learning**



**Enveloping Youth & Their Families With the Supports Needed for Success**

# Mapping the Service/Solution

- Start drawing or writing on paper the steps
- Organize the steps
- Rearrange the steps
- Visualize the client, employee, or partner journey
- The more elementary the better; in the beginning don't leave anything out
- What is needed to execute the steps (time, money, resources, people)
- Process of subtraction from there
- Unknowns lead to more research and homework
- Go talk to people



# Other Interventions

- ❑ Civic Realignment
- ❑ Filling the Management Gap
- ❑ New Volunteer & Donor Goodwill Pipelines

Insert Logo

Jewish Poverty Pitch Template

5 Minute Pitch

# The Problem

- ❑ What's the Pain/Problem that you seek to solve? (Problem Slide)
- ❑ State the big, important problem that you are solving
  - ❑ State concisely and clearly why this situation exists and persists
  - ❑ Be specific less about overall poverty and more about what the client is facing

# Define the Client Journey

□ Where is intervention needed?

# Solution

- ❑ What is your Solution? (Solution Slide or Slides)
  - ❑ State concretely what you will build that solves the problem.
  - ❑ New product/service; new alignment of partners, filling the management gap, mobilizing new volunteer/donor pipelines

# Benefits

- ❑ What is the Benefit(s) or Value that your Solution provides?
  - ❑ State clearly and quantify the 3 to 5 key benefits
    - ❑ Performance - serve more or better
    - ❑ Client Satisfaction
    - ❑ Brand
    - ❑ Price/Cheaper
    - ❑ Ability to Scale
    - ❑ Convenience

# Social Landscape You Are Building In

- ❑ What factors in your social environment are affecting success
  - ❑ Competitors
  - ❑ Partner alignment or misalignment
  - ❑ Supplier relationships
  - ❑ Client engagement & relationships
  - ❑ Constrained resources

# Reaching & Retaining Clients

- ❑ How will you get your solution to the RIGHT clients?
- ❑ How does your solution fit into your clients' behavior for higher adoption?
- ❑ What is the client relationship needed for success?



# Could You Scale & How?

- ❑ Assuming you can get it to market, how will you scale your impact?
  - ❑ Train the Trainer
  - ❑ Service Enterprise
  - ❑ Scaled Operations
  - ❑ Earned Income
  - ❑ Technology Driven
  - ❑ Advocacy

# Team & Progress Slide

- ❑ Who's on your team today and what progress have you made?
  - ❑ Research and discovery,
  - ❑ Did you design something; service model, business model, alignment strategy, a technology, data strategy, etc.
  - ❑ Began experiments
  - ❑ Uncover the right problem
  - ❑ Uncover a better customer segment
  - ❑ Understand better what not to do

# Ask

- ❑ What resources are needed and what milestones will be achieved with them?
  - ❑ Monetary support
  - ❑ Strategic partnerships
    - ❑ Management support
    - ❑ Advocacy support
    - ❑ Tactical support
    - ❑ Innovation & reform support
  - ❑ In-kind services
  - ❑ Volunteers

# The Calendar

## **November-** Risk Factors & Competitive Landscape

Content: Risk Mitigation

Recommended Action: risk table

## **December-** Talking Scale

Content: train the trainer, technology implementation, scaling operations, modifying the service model, creating/enhancing partnerships

Recommended Action: create a scale strategy

## **January-** Business & Service Model

Content: business development and fundraising; reaching, engaging, and retaining clients; onboarding and relationship management; working towards stability; pitching

Recommended Action: construct business model and prepare pitches

# Things You Can Be Doing

Mapping Exercise

Creative Process From Scratch

Keep Talking to Clients & Partners to Get Feedback on:

- Problem
- Solution
- Behavior
- Funders or Payers

Create a Funder PowerPoint