
**LEARNING FROM
SUCCESS**

Learning From Success

- A study on successful donor funded projects
- Helps both donors and recipients
- Why? Donors don't know what to fund, how to be supportive
- Case study represents different types of projects. No one-size-fits-all, **BUT** there are best practices.
- Methodology: interviews, data mining, process tracking, analysis
- Challenges: repercussions for participants, small sample size, community changes quickly.

Architecture

- ① Relationships with ecosystem
helps donors AND recipients
- ② Networks
 - researchers: journalism fund + Columbia
 - grantees willing to participate
 - participants at Jo'burg conference → input + distribution
- ③ Novel elements
 - mapping attitudes, ordering them (hasn't been done before)
 - evaluations of large, successful projects
- ④ Traditional components

it's a study.

methodology + distribution will be traditional.

PROBLEM

How to marry donors to recipients?

- 1) The veil of ignorance
 - ↳ Recipients head down
 - ↳ Donors have priorities that need testing.

The experiment

- Map interest for study in target group: donors
- Design study: themes, participants, methodology
- Interviews

looking at social media data

looking at different paths

because there is no one size fits all

How to reach journalists who don't know your foundation?

OUR CONCEPT & ITS POTENTIAL IMPACT - OUR LEARNING AND ITS POTENTIAL IMPACT

