



Communicating the Real-World Impact of Open Philanthropy's Initiatives

Prepared By :
JESSICA DIAZ





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About Open Philanthropy

Open Philanthropy is a grant-making organization committed to advancing global well-being by funding high-impact projects. Despite significant contributions to causes such as global health, criminal justice reform, and climate change, Open Philanthropy struggles with visibility and effectively communicating the tangible impacts of its work to stakeholders.

Mission: “Help others as much as we can with the resources available to us.”

ISSUE

The lack of accessible storytelling and engagement has created a perception gap. Stakeholders, including potential partners, advocates, and donors, have limited awareness of the real-world outcomes of funded projects. This is an opportunity to establish a transparent, impactful narrative to increase stakeholder trust, deepen engagement, and build Open Philanthropy’s reputation as a leader in transformative funding.

GOAL

To enhance stakeholder engagement and increase awareness of Open Philanthropy’s impact by showcasing the real-world effects of its grants through a multimedia content strategy. This includes impactful videos, photos, infographics, and case studies that tell compelling and emotional story to be shared across social media and the organization’s website. The goal is to achieve a 25% increase in social media interactions and a 15% growth in website traffic, promoting stronger connections with key publics within six months. transformative funding.





Overview

Open Philanthropy focuses on funding projects with high potential for social impact across global health, criminal justice reform, animal welfare, and scientific innovation. The work is guided by rigorous research, collaboration, and a focus on long-term impact.

SWOT Analysis

STRENGTH

- Strong funding capabilities and partnerships.
- Proven track record of supporting impactful initiatives.
- Credible research-driven approach.

WEAKNESS

- Limited storytelling in external communications.
- Low visibility compared to other philanthropic organizations.
- Complex topics that may not resonate with general audiences.

OPPORTUNITIES

- Leverage multimedia storytelling to humanize projects.
- Engage younger generations who value transparency in philanthropy.
- Build a reputation for innovation in funding communication.

THREATS

- Perceived lack of transparency due to complex initiatives.
- Competition from other philanthropic organizations with stronger public engagement. (i.e. Bill & Melinda Gates Foundation and the Ford Foundation)
- Stakeholder doubt in philanthropy's impact.

Open Philanthropy can differentiate itself from other organizations by emphasizing a data-driven, real-world impact approach and visually compelling content.





Scheduled Roadmap

PLANNING & RESEARCH 01

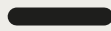
📌 Weeks 1–4



Conduct SWOT analysis, finalize audience research, and content strategy.

CONTENT DEVELOPMENT 02

📌 Weeks 5–12



Produce multimedia content (videos, photos, infographics, case studies).

CAMPAIGN LAUNCH 03

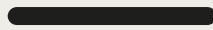
📌 Weeks 13–14



Share stories across social media, website, and media outlets.

MONITORING & ADJUSTMENT 04

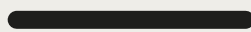
📌 Weeks 15–20



Analyze engagement metrics, gather feedback, refine strategies.

REPORTING & EVALUATION 05

📌 Week 21



Deliver campaign results and finalize stakeholder reports.





Stakeholders & Research Plan

DONORS & POTENTIAL PARTNERS

Donors want evidence that their contributions lead to measurable results. They value transparency and compelling success stories.

RESEARCH PLAN

Use donor surveys and interviews to understand expectations. Analyze their preferred communication channels (e.g., email newsletters, annual reports, LinkedIn). Study successful storytelling campaigns from similar organizations to identify best practices.

POLICYMAKER & ADVOCATES

Policymakers and advocates seek alignment with their initiatives and clear evidence of societal impact. They look for credibility and detailed case studies, and partnerships to support policy-related efforts. By collaborating with Open Philanthropy, they help share stories of success and bring more attention to the organization's mission, building credibility and public support.

RESEARCH PLAN

Review legislative reports and public policy discussions to identify trends. Use focus groups or interviews with policymakers to understand their communication preferences and their area of interests. Research similar campaigns targeting policy and advocacy stakeholders for insights.

GENERAL PUBLIC

The public values seeing and understanding how Open Philanthropy creates a meaningful change, driven by organizations' core values, emotional storytelling, and impactful visuals. They want authenticity and transparency in the causes they support.

RESEARCH PLAN

Conduct social media listening to identify trends and platforms (e.g., Instagram, TikTok, YouTube). Monitor public conversations about philanthropy through surveys and media listening to identify what people care most about. Use data to create content that addresses these interests and aligns with Open Philanthropy's mission.





Objectives & Strategies

GOAL

To enhance stakeholder engagement and increase awareness of Open Philanthropy's impact by showcasing the real-world effects of its grants through a multimedia content strategy.

CREATE IMPACTFUL CONTENT



Description: Develop and launch a cohesive multimedia content series that showcases the tangible outcomes of Open Philanthropy's grants. The series will include 10 high-quality stories presented through videos, infographics, and case studies.

Why: This content will humanize the organization's work, making complex projects more relatable and inspiring trust and admiration from stakeholders.

Timeline: By the end of Q1 (Week 12), all 10 stories will be completed and ready for distribution.

Measurement: Success will be evaluated based on content engagement metrics, including video views, infographic shares, and case study downloads.



BOOST ENGAGEMENT

Description: Achieve a 25% increase in social media interactions and a 15% rise in website traffic within six months of the campaign launch.

Why: Increased engagement indicates that the public, donors, and other stakeholders are resonating with the organization's mission and content. This will enhance Open Philanthropy's online presence and strengthen its reputation.

Timeline: Goals to be achieved by the end of Q2 (Week 24).

Measurement: Track key performance indicators (KPIs) such as likes, shares, comments, and click-through rates on social media. Monitor website analytics, including unique visitors, bounce rates, and average time spent on pages.





Objectives & Strategies

SECURE MEDIA ATTENTION



Description: Obtain at least five high-profile media placements in prominent outlets such as Forbes, The Guardian, and PR Newswire by the end of the campaign.

Why: Media coverage will expand the organization's reach, elevate its credibility, and attract new donors and partners.

Timeline: At least three placements should be secured by Week 14, with the remaining two by Week 21.

Measurement: Measure success by tracking the number of placements, the reach of these outlets (circulation and audience size), and the tone of coverage (positive, neutral, or negative).



STRENGTHEN RELATIONSHIPS

Description: Facilitate meaningful engagement with at least 15 new stakeholders, including donors and policymakers, by the end of the campaign.

Why: Building strong relationships with influential individuals and organizations is essential for sustaining and growing Open Philanthropy's impact.

Timeline: Secure initial connections with at least five stakeholders by Week 12, with an additional 10 by Week 21.

Measurement: Success will be tracked by recording the number of meetings, follow-up communications, and partnership outcomes initiated during the campaign.





Stakeholder Key Findings & Insights

DONORS & POTENTIAL PARTNERS

Prefer detailed stories of measurable results supported by data and visuals. They engage most with LinkedIn and email newsletters.

POLICYMAKER & ADVOCATES

Seek alignment with their initiatives and focus on case studies illustrating societal impact. They are receptive to long-form articles and webinars.

GENERAL PUBLIC

Values short, emotionally impactful content shared via Instagram, YouTube, and TikTok. Transparency and authenticity are critical for engagement.

MESSAGING INSIGHTS:

- Emphasize real-world change with data and emotional stories.
- Tailor content tone to be straightforward and impactful, but empathetic.
- Visual content performs better on social platforms – photos, videos, and infographics





Stakeholder Implementation

DONORS AND POTENTIAL PARTNERS

Tactic	Research	Planning	Implementation	Evaluation
A. Quarterly Newsletters	Conduct survey to determine donors preferred content and update frequency	Develop a content Calendar for newsletters, identify stories and data to include	Write and distribute the first newsletter featuring successful grant stories with visuals	Track open 'clicks', website traction, and response after newsletter
B. LinkedIn Live Q&A	Analyze LinkedIn engagement identify peak time for a live event	Prepare Q&A's. invite two grantees to share their stories	Host a minutes LinkedIn live highlighting the impact of funded projects	Monitor LinkedIn Analytics for participation, views, and comments measurements
C. Annual Report	Research high performing reports and layout from similar organizations	Collaborate with graphic designers and content writers to draft report	Distribute a visually appealing report via email and website	Measure engagement through 'clicks', downloads, and feedback





Stakeholder Implementation

POLICYMAKERS AND ADVOCATES

Tactic	Research	Planning	Implementation	Evaluation
A. Policy Briefing Packets	Identify key policymakers and advocates whose agendas align with Open Philanthropy's initiatives. Research their priorities, legislative focus	Develop tailored policy briefing packets for each recipient, combining grant outcome summaries, success stories, and actionable items	Distribute the personalized packets through direct outreach	Track responses through follow-up calls or emails, monitor meeting outcomes
B. Webinars	Conduct interviews with policymakers to determine preferred webinar formats and topics.	Plan a 45-minute webinar on philanthropy's role in public policy, inviting three guest speakers.	Host the webinar and follow up with attendees via email	Evaluate attendance, survey feedback from participants, and follow-up engagement on shared webinar clips.
C. Roundtable	Research successful roundtable formats and guest for the roundtable	Organize a panel discussion with three grantees and two policymakers. Plan for media coverage	Host the event	Track attendance, gather participant feedback, and monitor media coverage





Stakeholder Implementation

GENERAL PUBLIC

Tactic	Research	Planning	Implementation	Evaluation
A. Media Campaign	Conduct social media listening to identify trending formats, topics, and platforms (e.g., TikTok, Instagram, YouTube).	Develop a cohesive multimedia strategy combining short-form TikToks, Instagram carousels, and YouTube video to showcase grantee success	Launch coordinated campaign, posting weekly TikToks, Instagram carousels, and YouTube videos.	Use analytics tools to track impressions, engagement rates, comments, shares, and audience growth
B. Community Event Series	Research popular community outreach initiatives and local events to identify opportunities to engage directly with the public	Plan a series of pop-up events or partnerships with local organizations to showcase Open Philanthropy's impact through interactive exhibits and live storytelling.	Host events in universities and community centers featuring videos and grantee panels. Distribute take-home materials with QR codes for more information.	Measure event attendance, post-event social media engagement, and the number of QR code scans or website visits generated from the event.
C. Influencer Collaboration	Research influencers who align with Organization's mission and have strong reach in areas like sustainability, justice reform, or health advocacy.	Partner with influencers to create sponsored content that highlights the real-world impact of funded projects.	Launch sponsored posts during Week 8, amplifying content on their platforms and Open Philanthropy's accounts.	Assess engagement metrics from influencer posts, track traffic driver to the website





Evaluation

Evaluation will focus on the alignment of measurable objectives with campaign activities to ensure the success of Open Philanthropy's strategic communications initiative. Each metric will be tied to specific tactics and assessed for impact, providing clear insights into the campaign's effectiveness and areas for improvement.

SOCIAL MEDIA METRICS

Monitor likes, shares, comments, follower growth, and reach across platforms monthly. Benchmark: 25% increase in engagement by Q2 (week 14).

WEBSITE ANALYTICS

Track page views, unique visitors, and time spent monthly. Benchmark: 15% rise in traffic by Q2 (week 2).

MEDIA IMPACT

Assess earned placements, audience reach, and tone at the campaign's conclusion. Benchmark: Secure five high-profile media placements by Week 21.

STAKEHOLDER ENGAGEMENT

Measure the number of new partnerships or connections at the campaign's end. Benchmark: Facilitate 15 new stakeholder engagements by Week 21.





Call to Action

The success of this campaign depends on a coordinated effort to communicate Open Philanthropy's impact through compelling storytelling and strategic outreach. By focusing on transparency, engagement, and relationship-building, this initiative will position Open Philanthropy as a leader in global philanthropy, increasing visibility, trust, and stakeholder support.

APPROVE AND ALLOCATE RESOURCES



- Provide the necessary funding for multimedia production, event logistics, and influencer partnerships.
- Ensure the communications team has the tools and support to execute the plan effectively.

CHAMPION CAMPAIGN EFFORTS



- Participate in key campaign events, such as webinars, LinkedIn Live Q&As, or in-person panels, to lend credibility and visibility to the initiative.

LEVERAGE PERSONAL NETWORKS:



- Use leadership's connections to identify and engage potential donors, policymakers, and media contacts who can amplify the campaign.

DEMONSTRATE TRANSPARENCY



- Regularly share campaign progress with stakeholders through updates, including achievements and stories of impact.
- Encourage open feedback to maintain stakeholder trust and improve future initiatives.





Appendix

01

ANNUAL REPORT

Distribution to donors and potential donors



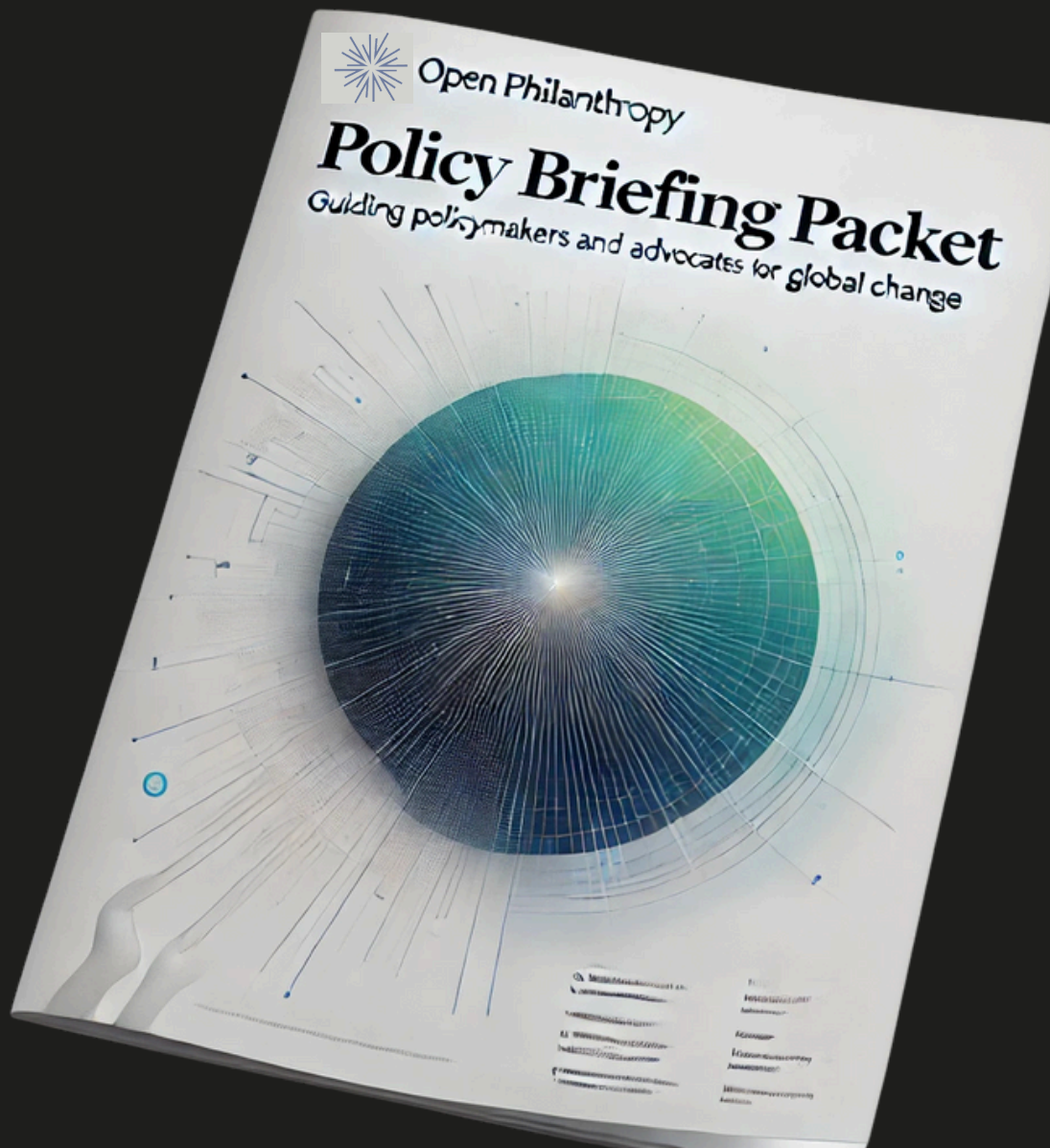


Appendix

02

POLICY BRIEFING

Distribution to policymakers and advocates





Appendix

03

SOCIAL MEDIA CAROUSEL STORYBOARD

Highlighting a grantee's success story for general public

