

# FUNDRAISING FOR SOCIAL IMPACT: A LEARNING SUCCESS STORY

Client: The Global Good Fund - a nonprofit supporting social entrepreneurs worldwide

Challenge: Social entrepreneurs with transformative ideas were struggling to secure funding, resulting in missed opportunities and limited impact.

Our Solution: Build a digital course focused on actionable skills and strategies to equip new fundraisers to scale social impact.

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## Fundraising for Social Impact: A Learning Success Story

**Client:** The Global Good Fund - a nonprofit supporting social entrepreneurs worldwide

**Challenge:** Social entrepreneurs with great ideas but limited fundraising skills

**Our Solution:** Build a digital course focused on actionable skills and strategies to equip new fundraisers to scale social impact

**Real Results, Real Impact:** 97% of participants reported the course met or exceeded expectations, but that's not the whole story. In their own words:

*"The Fundraising for Social Impact course has significantly boosted my confidence as a fundraiser. The course content was comprehensive and practical, covering essential fundraising strategies and techniques. Additionally, the videos in each module and activities provided valuable insights that met and even exceeded my expectations."*

*"I have learned A LOT from this course..."*

*"The material was very relevant, concise and engaging. In addition to the wonderful delivery, the resources shared along the way, made it practical and I can continue using the downloaded materials for future donor engagements."*

*"I expected to gain insights into the fundraising world and I did! Before this course, the thought of asking scared me cold. But now, I feel equipped to raise the funding I need for my social enterprise. It is possible."*

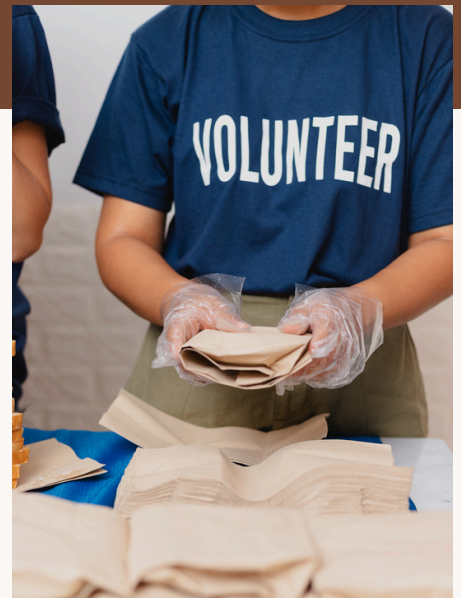
# Our Collaborative Approach:

**Discovery & Analysis:** Hamara Collective began by thoroughly reviewing GGF's existing content to develop targeted learning objectives and course scope.

**Strategic Learning Architecture:** We created a detailed storyboard to map the learner journey into a logical program that built confidence and skills.

**Expert Content Development:** We developed scripts for video content and guided the recording process so our instructor's expertise could be shared in engaging lessons that resonated with learners.

**Application-Focused Activities:** We designed interactive assessments and practice opportunities to reinforce key fundraising skills. Participants could practice new techniques in a safe environment before approaching donors.



## What We Created Together:

- **Expert-Led Content:** Engaging instructional videos with Carrie Rich, a recognized leader in social impact fundraising
- **Interactive Activities:** Practical exercises to apply effective fundraising concepts right away
- **Personalized Feedback:** Participants received customized feedback within 48-hours
- **Practical Tools:** Downloadable templates, checklists, and frameworks for consistent implementation beyond the course
- **Structured Yet Flexible Format:** Clear progressive structure while allowing flexible self-paced learning

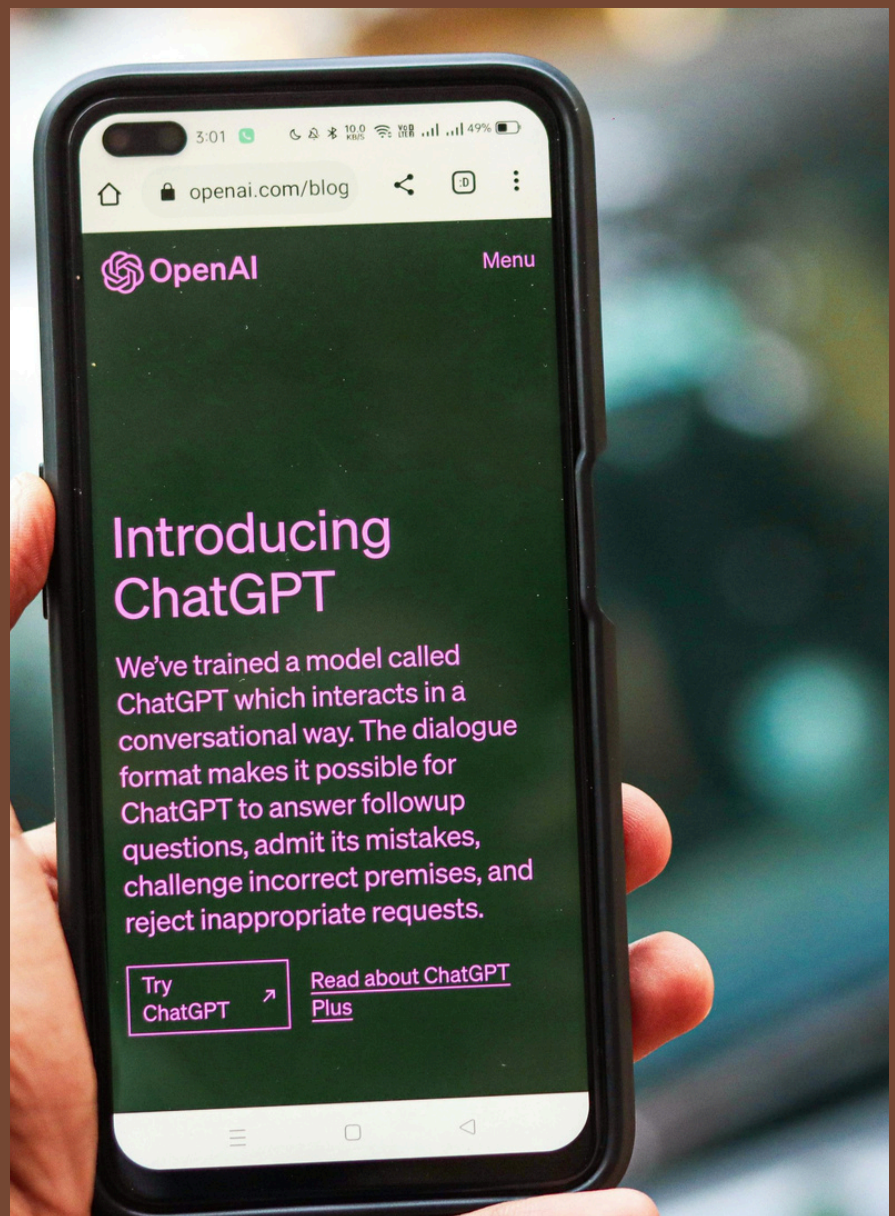
# AI FOR NONPROFITS TOOLKIT: A LEARNING DESIGN INITIATIVE

Partnership: Collaboration with Jake Jones, marketing and sustainability consultant

Challenge: Nonprofit leaders face pressure to adopt AI while navigating significant ethical concerns, limited technical expertise, and tight resource constraints.

Our Solution: Design a toolkit with actionable resources to empower nonprofit leaders to lead their teams to use AI effectively.

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# AI for Nonprofits Toolkit: A Learning Design Initiative

**Partnership:** Collaboration with Jake Jones, marketing and sustainability consultant

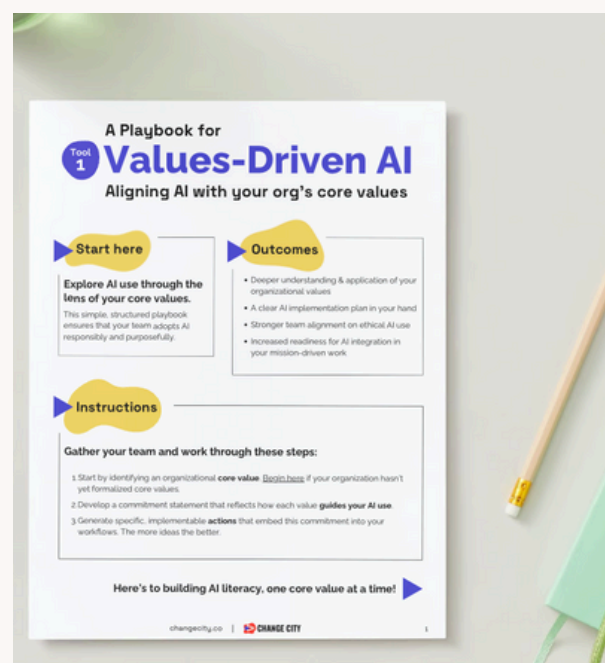
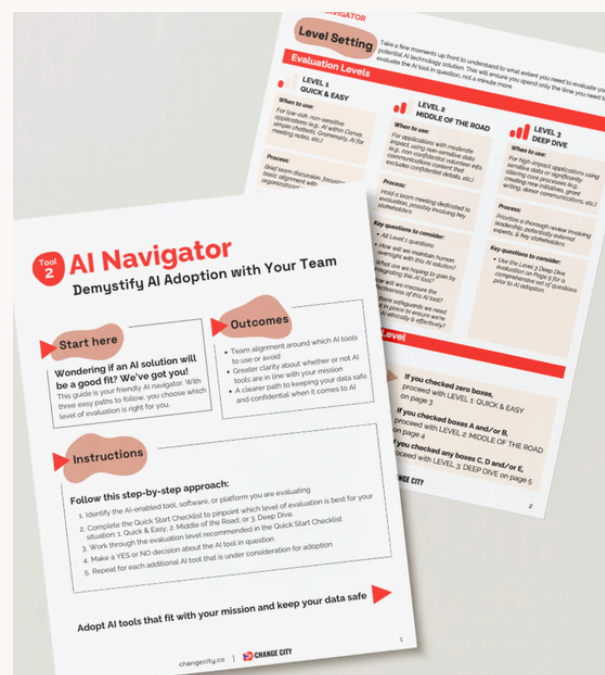
**Challenge:** Nonprofit leaders looking for practical resources to engage with AI responsibly

**Our Solution:** Design a toolkit with actionable resources to empower nonprofit leaders to lead their teams to use AI effectively

## The Opportunity

As AI technologies rapidly transform our world, nonprofit organizations face a critical inflection point. Many mission-driven organizations recognize AI's potential but through research, we identified several key challenges:

- **Knowledge Gap:** Limited understanding of AI
- **Ethical Concerns:** Questions about alignment between AI implementation and organizational values
- **Leadership Alignment:** Difficulty facilitating productive conversations about AI with diverse stakeholders
- **Technology Anxiety:** Hesitation to engage with rapidly evolving technology



*By focusing on practical application, values alignment, and reducing anxiety, we created resources to engage users in ways that serve their social-impact missions.*



## CHANGE CITY

### Our Collaborative Approach:

**User-Centered Research:** We began by identifying the specific challenges and questions nonprofit leaders faced when considering AI implementation. Each resource was designed to solve a real problem.

**Modular Design:** Rather than creating a one-size-fits-all solution, we designed distinct tools to address different organizational needs and entry points.

**Accessibility:** We ensured all materials used plain language, practical examples, and step-by-step guidance to make complex AI concepts accessible regardless of the user's technical background.

**Values-Based Framework:** We developed resources that helped organizations align AI implementation with their existing mission and values rather than imposing external standards that weren't the right fit.

## The AI for Nonprofits Toolkit:

### Values-Driven AI Playbook

Guides organizations to create living guidelines for responsible AI use aligned with their mission

### AI Navigator

Provides a structured process for assessing potential AI tools against organizational criteria

### 10-Day AI Email Course

Reduces anxiety while building foundational AI understanding

### Board Facilitation Guide

Supports productive leadership discussions about AI strategy

### AI Terms Glossary

Builds shared understanding of AI concepts across diverse team members



# TRAINING AT SCALE: A LEARNING SUCCESS STORY

Client: ECD Measure - an organization dedicated to strengthening quality in early childhood development programs globally

Challenge: Transform an in-person training for the Brief Early Childhood Quality Inventory (BEQI) tool into an accessible e-learning experience for global implementation

Our Solution: Design a streamlined, culturally-responsive e-course that's effective across diverse contexts

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# Training at Scale: A Learning Success Story

**Client:** ECD Measure - an organization dedicated to strengthening quality in early childhood development programs globally

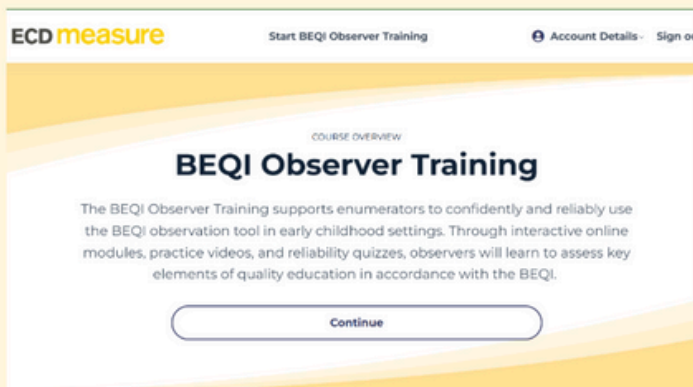
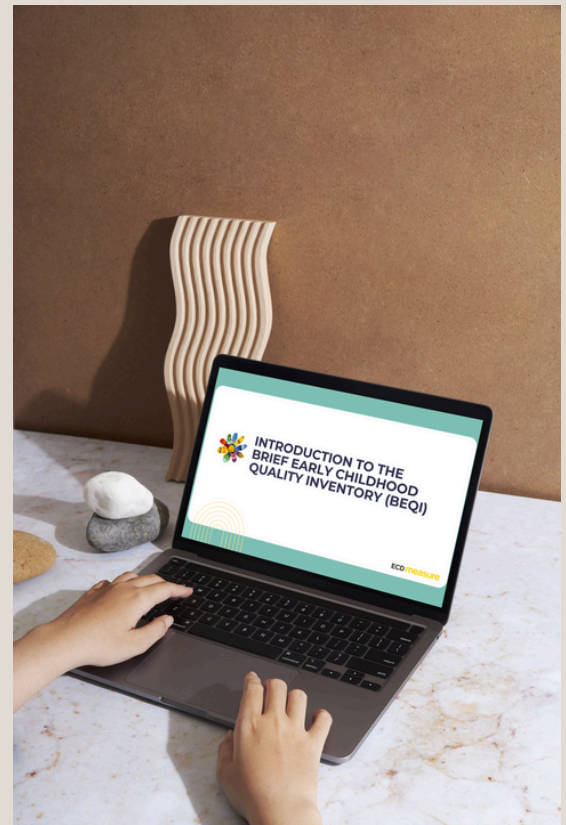
**Challenge:** Transform an in-person training for the Brief Early Childhood Quality Inventory (BEQI) tool into an accessible e-learning experience for global implementation

**Our Solution:** Design a streamlined, culturally-responsive e-course that's effective across diverse contexts

## The Opportunity

ECD Measure developed a research-backed tool to measure and improve quality standards in early childhood settings. However, several challenges limited their training impact:

- **Limited Reach:** Training was only available through resource-intensive live session and the team needed a scalable option
- **Capacity Building Needs:** Given the diverse range of partner needs, ECD Measure required a flexible, adaptable training approach
- **Standardization Concerns:** Consistent implementation across diverse global settings demanded reliable training results



Contact us to learn more about  
our BEQI eLearning

## BEQI eLearning launched

We are excited to announce the launch of the BEQI Reliability eLearning. Programs and teams can now become reliable BEQI observers on their own time and at their own pace, with built in language supports for non-native English speakers.

## Our Collaborative Approach:

Drawing on 15+ years of experience in mission-driven organizations, Hamara Collective followed an organized, intentional process that emphasized:

**Interactive Learning:** We worked with ECD Measure's research and implementation team to identify the essential elements of the BEQI tool training to deliver the highest impact.

**Diverse Global Requirements:** From the beginning, we designed with diverse settings in mind, ensuring the digital course would function for a variety of needs - individual users, group-based settings, computer-based, and mobile-friendly options.

**Visual Cohesion:** We established a consistent visual design aligned with ECD Measure's brand identity, for a clean, engaging look to keep participants focused on key learning.



## Impact:



- **Expanded Global Reach:** Organizations can access the training regardless of location or program size
- **Enhanced Local Capacity:** Partners can guide their staff and design the program to suit their needs
- **Consistent Implementation:** Standardized training ensures uniform quality across diverse contexts
- **Increased Interest:** More organizations have expressed interest in implementing the BEQI tool since the e-course launch

*The BEQI training e-course represents a significant step toward more accessible, scalable approaches to early childhood quality improvement globally.*

# EMPLOYEE & CUSTOMER SUPPORT: DIGITAL TRANSFORMATION CASE STUDY

Client: WillScot - A leading provider of modular space and portable storage solutions

Challenge: WillScot risked underutilization of their significant technology investment without effective adoption of their new Solutions Hub portal. Employee and customer hesitation threatened to undermine their digital transformation strategy.

Our Solution: Create a comprehensive training program including digital user guides, and instructional how-to videos to guide employees and customers to effectively use the portal



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# WillScot Solutions Hub: Digital Transformation Case Study

**Client:** WillScot - A leading provider of modular space and portable storage solutions

**Challenge:** Support the launch of a new customer portal

**Our Solution:** Create a comprehensive employee training plan, digital user guides, and instructional how-to videos to guide employees and customers to effectively utilize the portal

## The Opportunity:

WillScot was at a pivotal point in their digital transformation journey with the launch of their Solutions Hub portal— a centralized, self-service customer platform. To deliver its intended value, both internal teams and customers needed effective training and support.

## Key challenges:

**Adoption Concerns:** New digital platforms often face resistance without proper onboarding and support

**Knowledge Gaps:** Employees needed to both understand and confidently explain the portal's capabilities to customers

**Consistent Messaging:** A unified approach to training was required to ensure consistent customer experiences

**User Experience Optimization:** Feedback mechanisms were needed to drive continuous improvement

**Diverse User Needs:** Different types of users required different levels of guidance and support



# Our Collaborative Approach

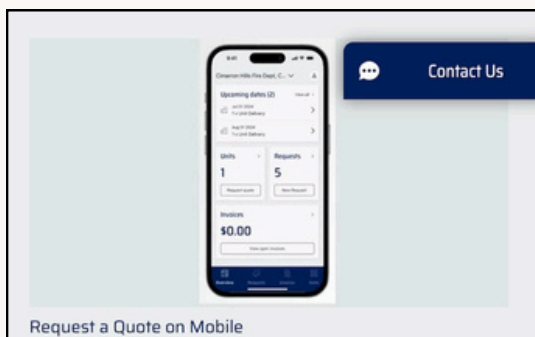
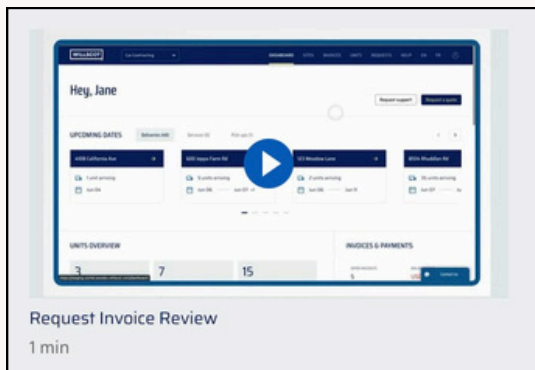
**Needs Assessment:** Hamara Collective collaborated with stakeholders to understand the specific capabilities of the Solutions Hub and identify potential adoption challenges

**Strategic Training Architecture:** We designed a comprehensive training plan focused on practical application and customer experience enhancement.

**User-Centered Documentation:** We created user guides that anticipated the questions and needs of both employees and customers.

**Visual Instruction:** We scripted, recorded, and edited instructional videos demonstrating key portal functions.

**Feedback Integration:** We incorporated mechanisms to collect user input for continuous improvement of both the platform and training resources.



## Impact:

- **Enhanced Employee Confidence:** Team members demonstrated comfort and proficiency in utilizing and explaining the portal
- **Streamlined Customer Onboarding:** Resources provided clear pathways for customers to begin using the portal independently
- **Reduced Support Inquiries:** Proactive training and self-service guides minimized basic support needs
- **Accelerated Adoption:** Clear guidance encouraged rapid utilization of the portal's capabilities



Wondering if we're a good fit for your  
next project?

Contact us at  
[support@hamaracollective.com](mailto:support@hamaracollective.com)