BUILDING A 2026 FUNDRAISING PLAN BASED ON DISRUPTIVE INNOVATION

Irrational Planning

DEVELOPING PROTOTYPES FOR FUNDRAISING AND PUBLIC MOBILIZATION



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If we experience a technical issue during the talk, relax... and let's clap and cheer with joy!



Created by Musmellow from Noun Project

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Who is who in the room ?

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Agenda

Program

9:30 Introduction of the Disruption Camp
Opening of the Camp. Introduction of participants.
Presentation of objectives and agenda.

10-10:45 Introducing the ecosystem of innovation in NGOs in 2025.
10:4511:00 Break
11:00-12:45 The Irrational Planning: disruptive innovation based on emotions.

12:45:13:30 Lunch

13:30´14:45 How to create disruptive challenges in Fundraising and engagement? And the road of the Irrational Stations.

14:45- 15:00 Break
15:00- 16:00 Designing prototypes for 2026

16:15- 16:45 Closing & Wrap up of the Disruption Camp

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What you want to get in this masterclass?

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Ready to be part of an experiment?

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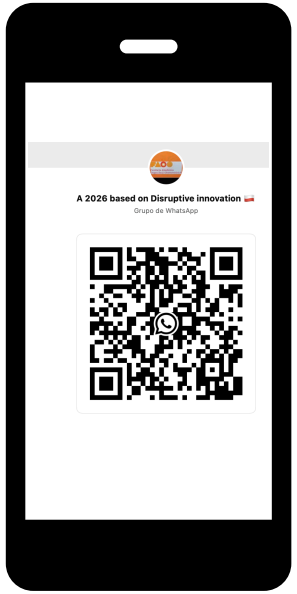
Our relation with our mobiles today

IG & Linkedin: marceloiniarra

Let's start creating a temporary Whatsapp group… Pls. scan the QR code



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How do you define innovation?

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Creativity

Innovation

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IPS

Innovation Panic Syndrome

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Definition of innovation in fundraising for SOS Children's Villages

"Ignite open creative mind-set to develop and implement ideas, based on external changes, trends, to create new ways of engagement and fundraising income opportunities and answers, to secure no child growing up alone"







"Innovation Challenge" or "Pain points"

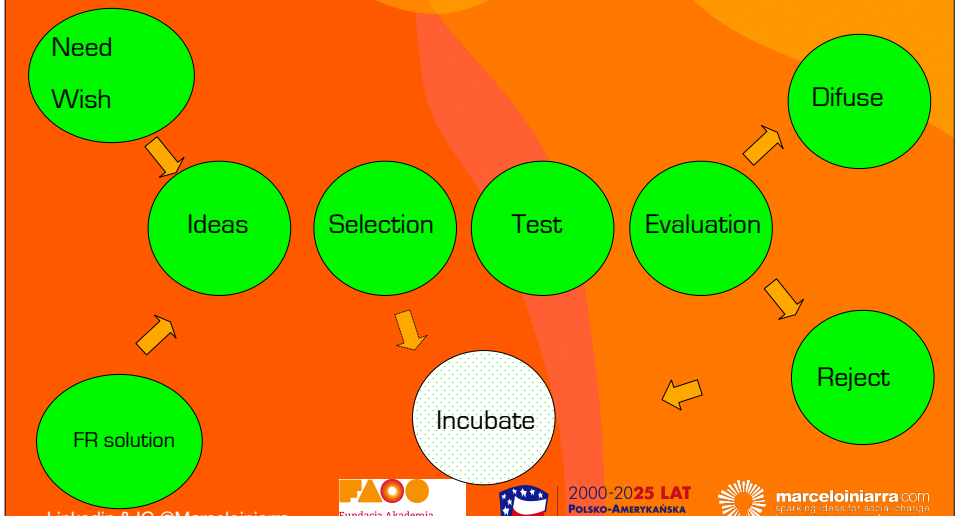
What is the problem you want to solve for our audience?

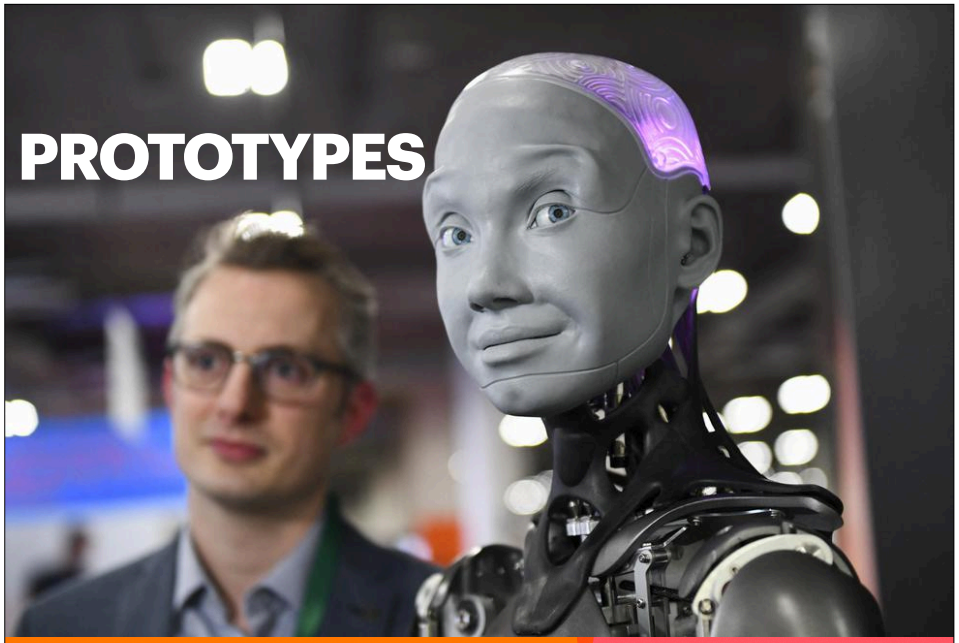
NEEDS WISHES



Innovation Chain in Fundraising

Marceloiniarra.com . Adapted from Meyers and Marquis, Successful Industrial Innovation, 1969.





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Design of Minimum Viable Campaigns (MVC) – trend-based

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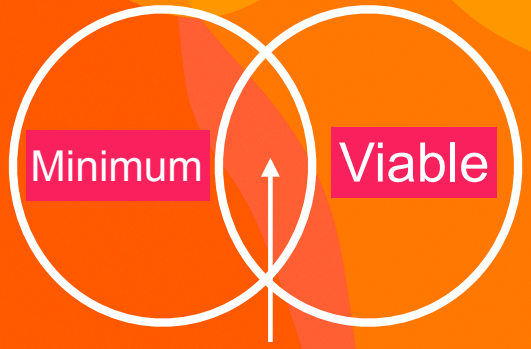
Prototyping MVC



Minimum Viable Campaigns

Minimum investment + Good enough to be release

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AUDIENCIES - CIL RULE

Capacity (Financial)

Interest (with your cause)

Link (Your ONG)

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PROTOTYPE

A prototype makes tangible an idea

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Ansoff Matrix & Prototypes

	Current FR products	New FR productos de FR
Current Markets / Audiences	Your actual FR and engagement program	
New Markets/ Audiences		

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Irrational Planning - Prototyping canvas for FR & Engagement

Name of the prototype:

Disruptive Challenge summary:

Creative planning based "Feel first, Think Later"

Need-wish (Pain points)

Emotions

Trends in 2026

Ideation - Prototype description

Audiences brief description

Operational planning

Baby steps in the implementations - Mention 4 steps

Leadership - Who are involved to make it real?

Human and tech resources

Estimated draft budget

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TRENDS - SEARCHING DISRUPTIVE PAIN POINTS

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PAST

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PRESENT

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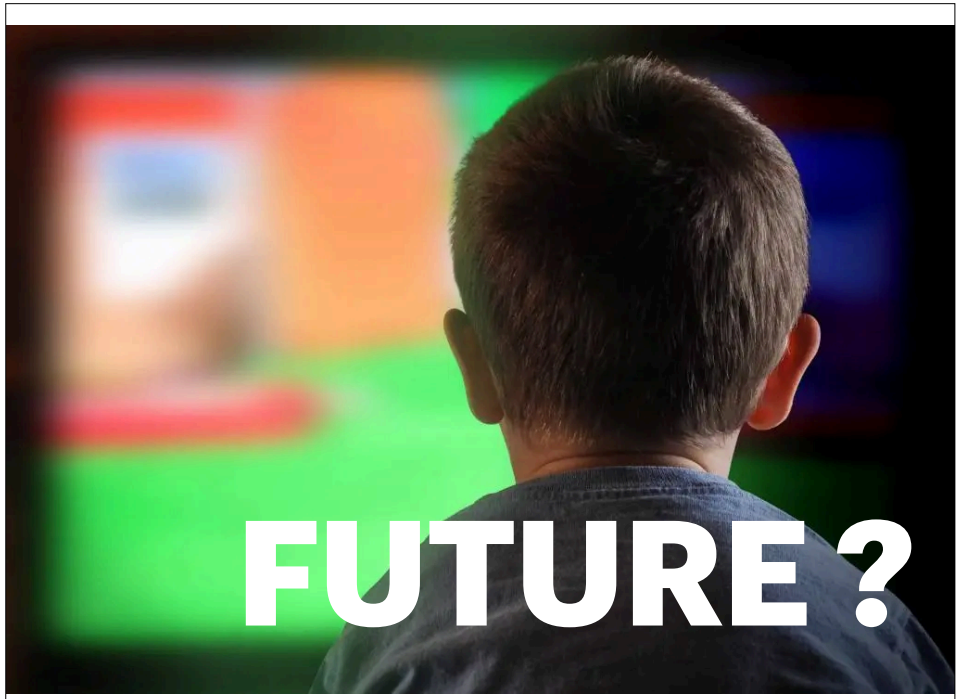



FUTURE(S)

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~~PREDICTION~~

EXPLORATION

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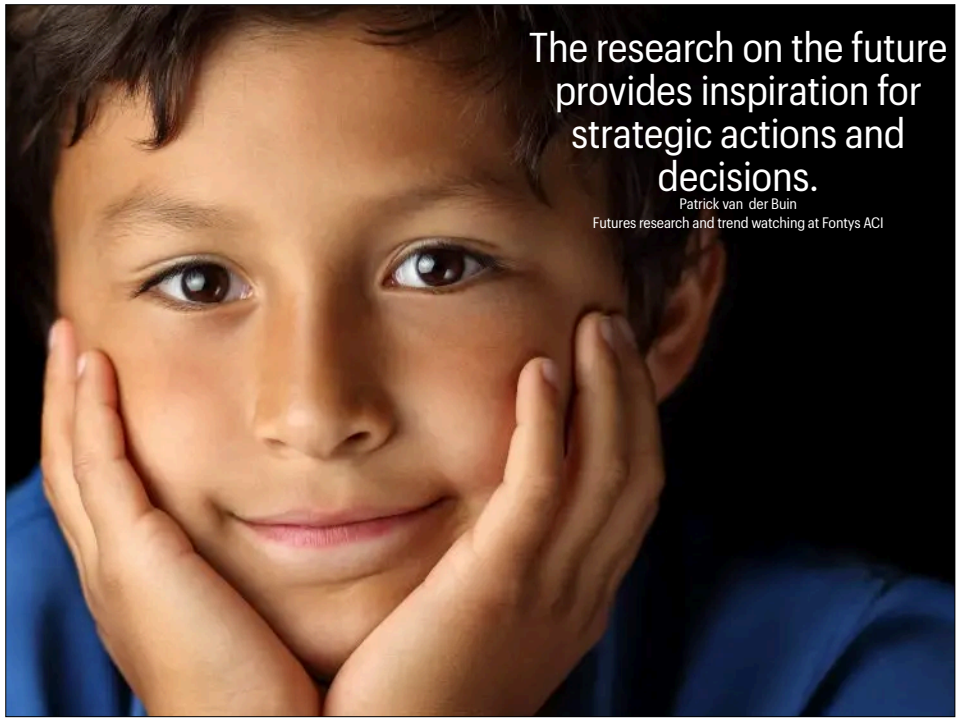

LET'S EXPLORE THE FUTURE(S) TOGETHER

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LET'S INTRODUCE TRENDS

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CHANGE



Source:
David Mattin
Global Head of trends & insights
Trendwatching @Dmattin

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BASIC NEEDS



Source:
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Trends?



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Supporter

A ~~consumer~~ trend is a new manifestation among people – in behavior, attitude, or expectation – of a fundamental human need, want or desire.

Source:
David Mattin
Global Head of trends & insights
Trendwatching @Dmattin

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EMERGING EXPECTATIONS



Source:
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Global Head of trends & insights
Trendwatching @Dmattin

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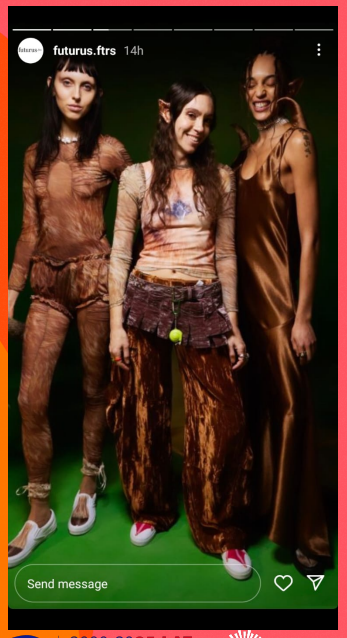

IG: futurus.ftrs

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Trends layers

Mega Trends
Global Forces

↓ ↑

Macro Trends
Values, Needs & Wishes

↓ ↑

Micro Trends
Manifestations of the two above

Types Trends in FR and NGOs?

There are different verticals - Political, Economical, Sociological, tech and others.

	Tech Vertical
Mega Trends Forces	**Digitalization and Artificial Intelligence**
Macro Trends Values, Needs & Wishes	Fast, simple, 24x7 access to everything Less work more free time Observer to protagonist
Micro Trends Manifestations	AI Fundraising evaluator AI Image and video generators, Artificial Teams

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A trends hunting challenge



10 trends in just 3 minutes

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10 trends in 3 minutes

a. We work individually at our table. 3 minutes.

b. We stick them on the poster.

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HOW TO EXPLORE THE FUTURE?

CYCLE OF TRENDS RESEARCH

Objetive		Phases
Detect	→	Scan
Understand	→	Analyze
Act	→	Apply

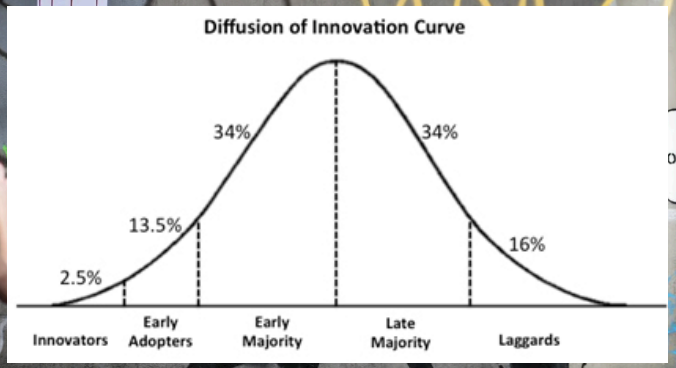
SCAN (DETECT)

The future is happening right now



SCAN

Qualitative



Source: Rogers 1962

SCAN



"Make friends with the 'weird' ones who lead the way..."



TRENDS 2026



Understanding mass social behavior for NGOs



Sources: The future laboratory, Trendwatching et al.

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MEGA TRENDS

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WHO HAS ONE OR MORE TATTOOS?



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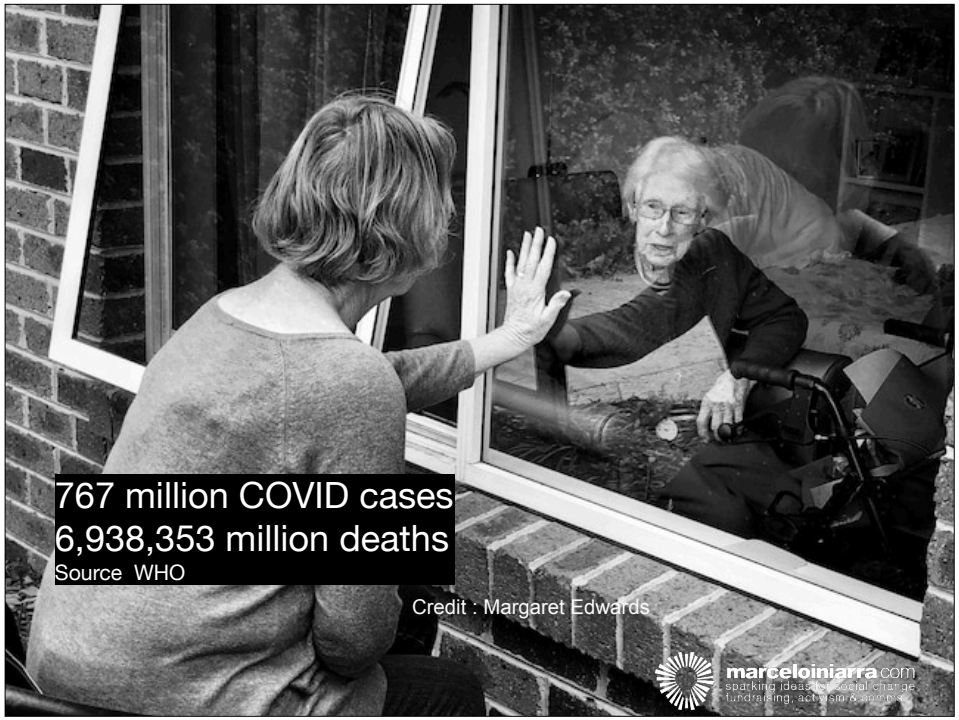
767 million COVID cases
6,938,353 million deaths
Source WHO
Credit : Margaret Edwards
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fundraising, activism & campaigns


Residents take refuge on the beach as a wildfire burns on the mountain next to the village of Lithi, on the Greek island of ChiosPicture: ALEXANDROS VLACHOS/
EPA CREDIT: ALEXANDROS VLACHOS/EPA


Bill Ingram/Palm Beach Post/USA Today Network via Reuters

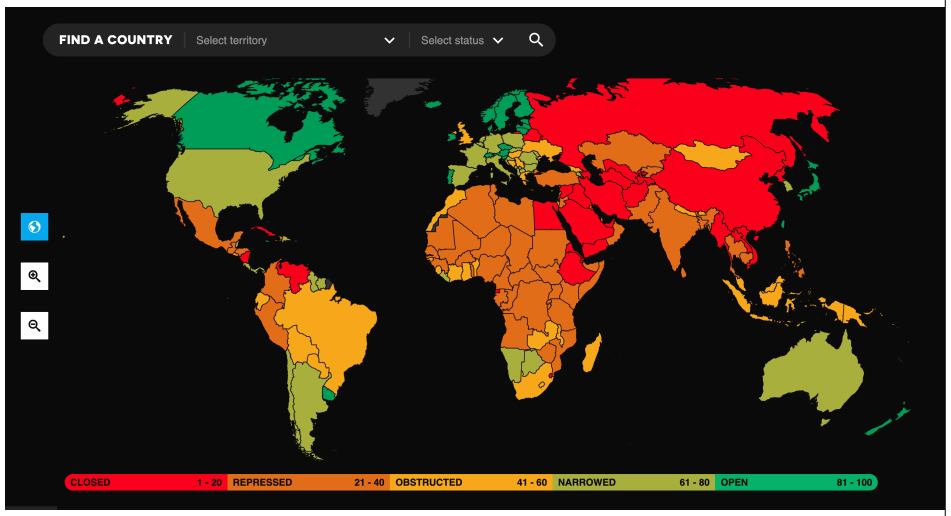


Ukraine- Pulitzer 2023. AP/Rodrigo Abd



Gaza- 2023. Source MSF





Reducción del espacio cívico - Monitor Civicus 2024

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Polycrisis

Author: Michael Probst | Crédito: AP

MACRO TRENDS

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1. Uncertain world

The Polycrisis Effect

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Uncertain world !

Three out of four people globally say what they value has changed in the past five years, as they re-assess the very essence of how and where they spend their money and time
(source: Weber Shandwick).

Future Five 2026 -
Future Laboratory October 2025

Uncertain world !



Existential crisis caused by the polycrisis.
Sense of life? Re-evaluation all the time.

Uncertain world !



Consumers are re-evaluating their relationship with brands, prioritising those that offer community, support personal growth and enhance their sense of wellbeing and purpose.

Future Five 2026 -
Future Laboratory

Uncertain world !



Greater emphasis on the need for social contact, diverse, unfinished, and new experiences. Mass events post pandemic

Source : Dua Lipa "Radical Optimism" 2025 - 44 show worldwide - Taylor Swift 10 millions 2023-2024

Uncertain world !



Move away from the narratives of 'product effectiveness,' and focus on giving meaning to the lives of our donors.

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Uncertain world !



Micro Volunteering (corporate), pop up solidarity events, reunion time …

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Campaña “Proudly second best” - Orgullosamente la segunda mejor… IKEA - David and INGO Hamburg . 2023

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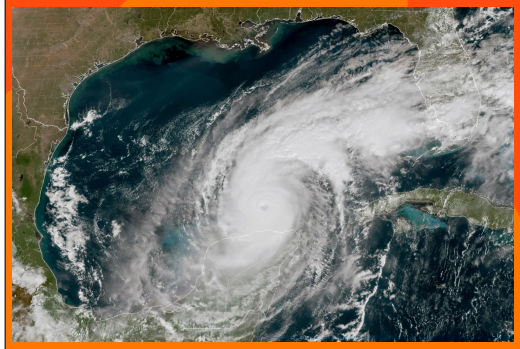
Uncertain world !



Meaningful actions on <u>Emergency Fundraising</u>

Don’t ask for a donation add relevant role of them.

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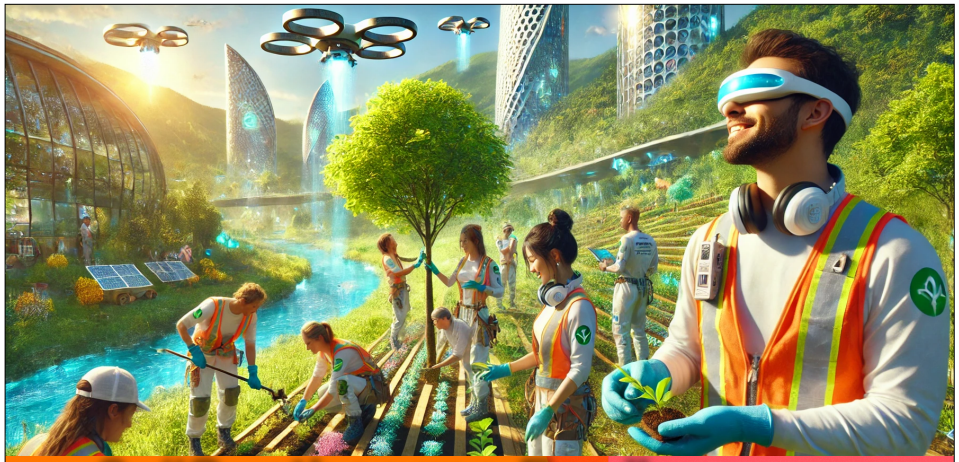
LIVING WITH PURPOSE

NGOs are the natural space to embrace this trend



2. “Synthocene Era ” (The Future laboratory) Synthetic NGOs ? (And Synthetic Fundraising?)

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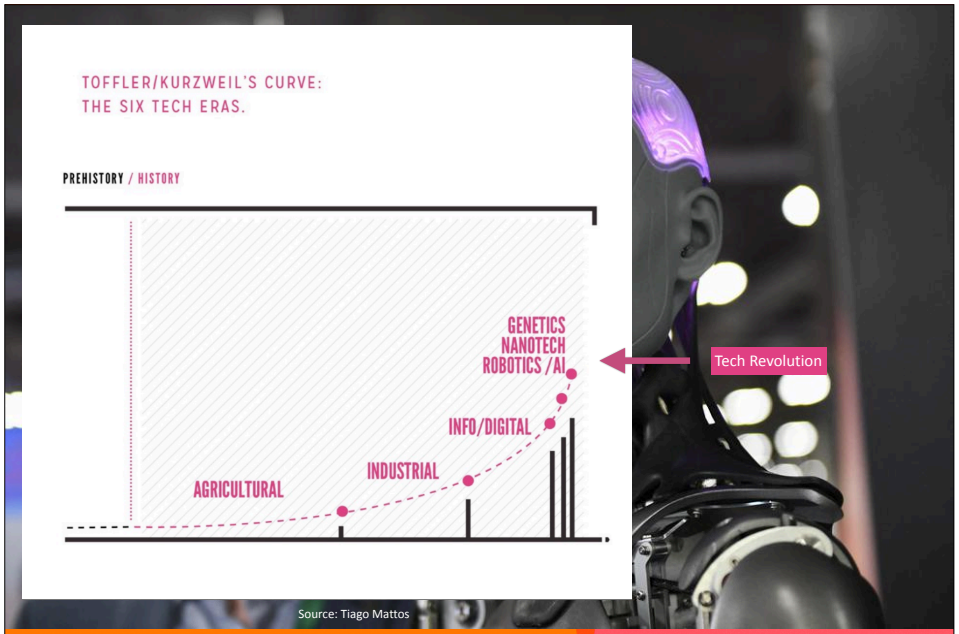

Source: Tiago Mattos

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THE AI GENIE IS OUT OF THE BOTTLE ….

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Five concepts related to AI and NGOs



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1. Synthetic fundraising



ALMOST EVERY FUNDRAISING PRACTICE COULD BE IMPLEMENTED BY THE AI . LET'S MEET ALEX

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2. The Forrest Gump Effect



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3. Concentration of power



"It's a very refreshing change.
We're very excited to see what you're doing to make all of our companies and our entire country so successful."
Sam Altman - CEO Open AI

“Algoristocracy”

Pablo Aristizabal

“Techno - Feudalism”

Yanis Varoufakis

Linkedin: marceloiniarra

IFC2025

FundraisingAI

Home About FAI Summit The Framework

Building a Responsible AI Community for Fundraising

We are a fully independent collaborative that exists to understand and promote the development and use of Responsible Artificial Intelligence for Nonprofit Fundraising.

Endorse the Framework



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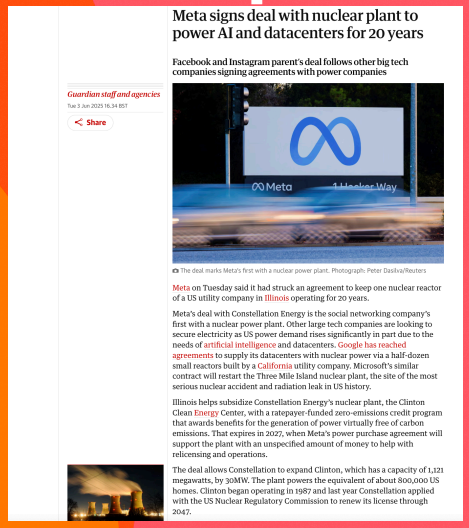
4.Enviromental Impact

Re-born of nuclear energy



Meta signs deal with nuclear plant to power AI and datacenters for 20 years

Facebook and Instagram parent's deal follows other big tech companies signing agreements with power companies

Guardian staff and agencies

Tue 3 Jun 2025 16.34 BST

Share

The deal marks Meta's first with a nuclear power plant. Photograph: Peter Dasilva/Reuters

Meta on Tuesday said it had struck an agreement to keep one nuclear reactor of a US utility company in Illinois operating for 20 years.

Meta's deal with Constellation Energy is the social networking company's first with a nuclear power plant. Other large tech companies are looking to secure electricity as US power demand rises significantly in part due to the needs of artificial intelligence and datacenters. Google has reached agreements to supply its datacenters with nuclear power via a half-dozen small reactors built by a California utility company. Microsoft's similar contract will restart the Three Mile Island nuclear plant, the site of the most serious nuclear accident and radiation leak in US history.

Illinois helps subsidize Constellation Energy's nuclear plant, the Clinton Clean Energy Center, with a ratepayer-funded zero-emissions credit program that awards benefits for the generation of power virtually free of carbon emissions. That expires in 2027, when Meta's power purchase agreement will support the plant with an unspecified amount of money to help with relicensing and operations.

The deal allows Constellation to expand Clinton, which has a capacity of 1,121 megawatts, by 30MW. The plant powers the equivalent of about 800,000 US homes. Clinton began operating in 1987 and last year Constellation applied with the US Nuclear Regulatory Commission to renew its license through 2047.

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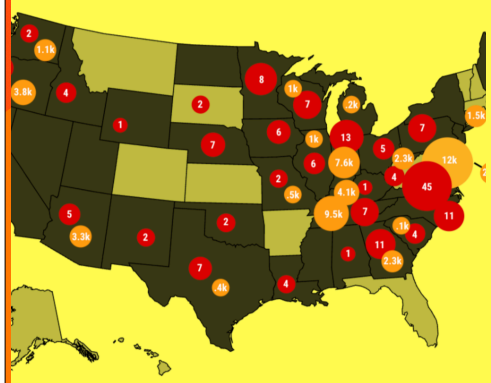
datacenterwatch.org/shop/p/q2-2025-update-data-center-watch-report



Shop › Q2 2025 Update Data Center Watch Report

Q2 2025 Update Data Center Watch Report

$95.00

Data Center Watch Report update covering from late March to June 2025.

Opposition to data centers is accelerating. In Q2 2025 alone, an estimated $98 billion in projects were blocked or delayed, more than the total for all previous quarters since 2023. As political resistance builds and local organizing becomes more coordinated, this is now a sustained and intensifying trend.

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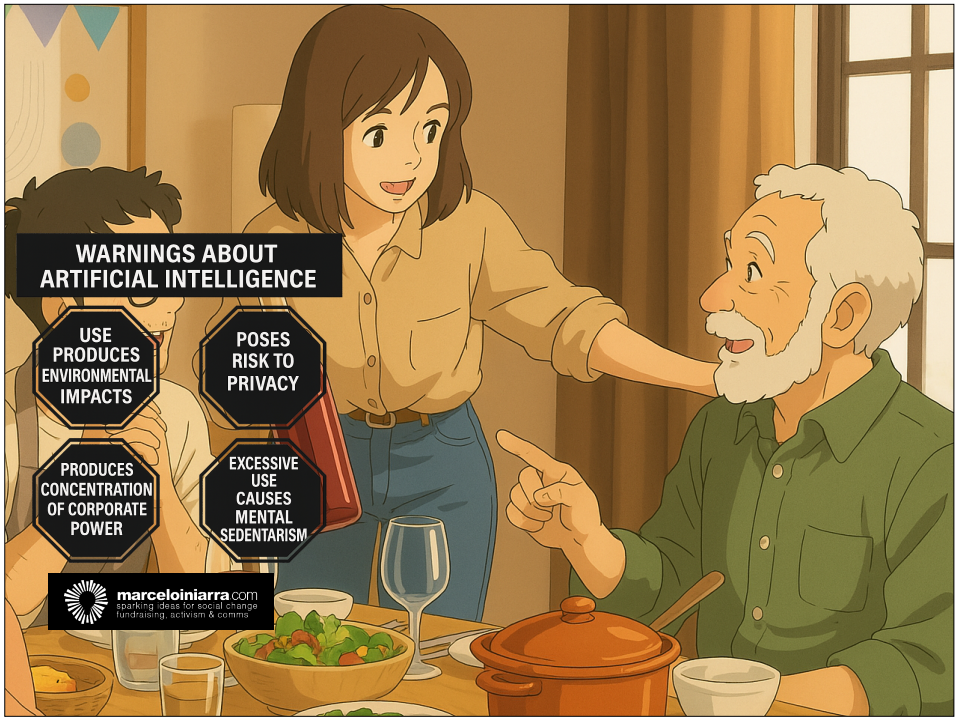

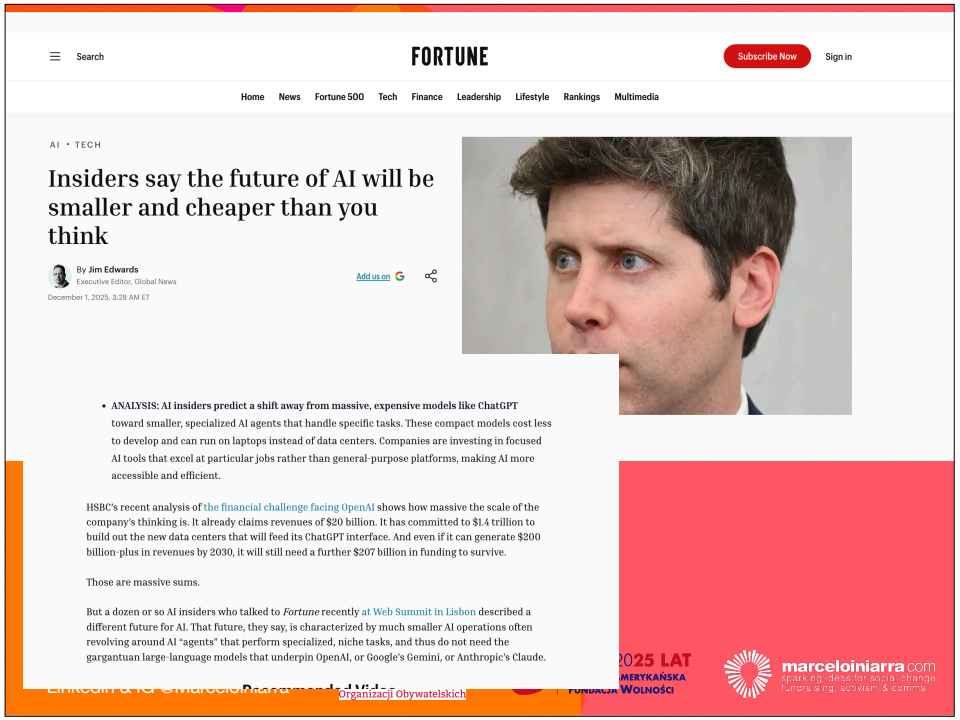

5.Mental Sedentarism



THE LAW OF LEAST EFFORT DRIVES HUMANITY... ARE WE HEADING TOWARD LAZY NGOS? AI WILL FIX THE BIG PROBLEMS OF THE HUMANITY ?

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WAYS TO DEAL WITH AI TRENDS IN 2026:

Run experimentation following EU Ethical protocols



Apply AI - Antidotal Intelligence

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AI- ANTIDOTAL INTELLIGENCE

CARLOS BAYALA + FUTURE LABORATORY



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AI- ANTIDOTAL INTELLIGENCE

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Give your audiences a safe space to step away from an increasingly algorithm-controlled world and let their brains rest while they reconnect in real, human, sensory, and meaningful ways.

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AI- ANTIDOTAL INTELLIGENCE

Vinyl is back… + Cafe + Food+ Slow experiences



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AI- ANTIDOTAL INTELLIGENCE

Reconnect with Nature in groups



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AI- ANTIDOTAL INTELLIGENCE

Wim Wenders movie
“ Perfect days” is an expression of this alternative AI



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Polycrisis

Author: Michael Probst | Crédito: AP

What is our role as an NGO in shaping the future of humanity today?

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Incremental Innovation?

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Disruptive Innovation?

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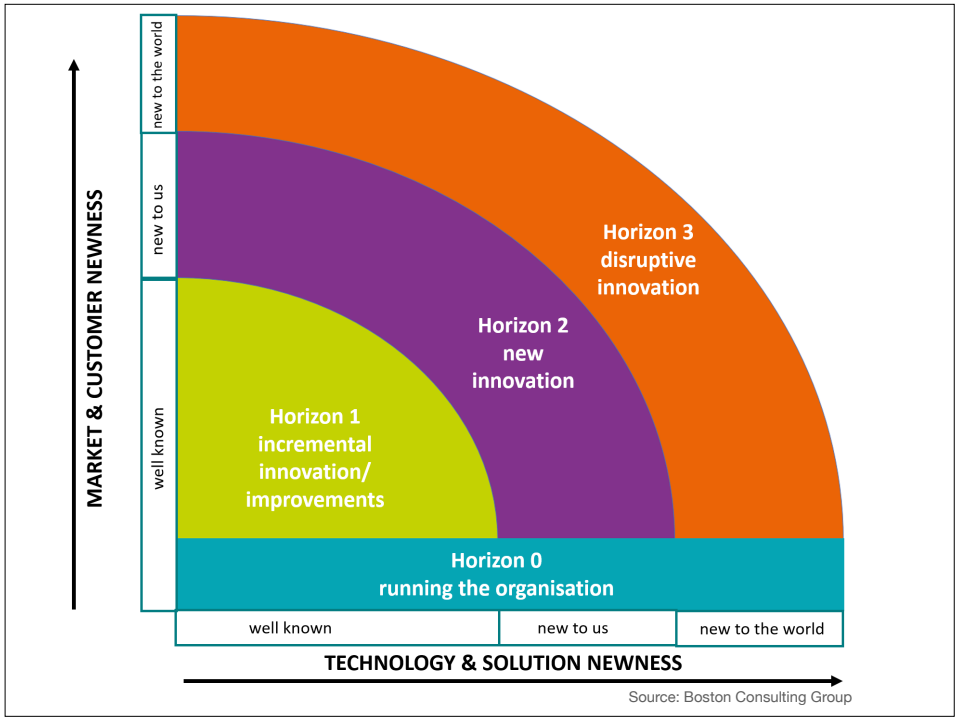



Innovation Camp @International Fundraising Congress - 2016 -2022



Disruption Camp 2023 @International Fundraising Congress by Marjolein Van de Paverd, Ellen Janssens and Marcelo Iniarra

Disruption Camp

Full day edition
Warsaw, Poland 2025

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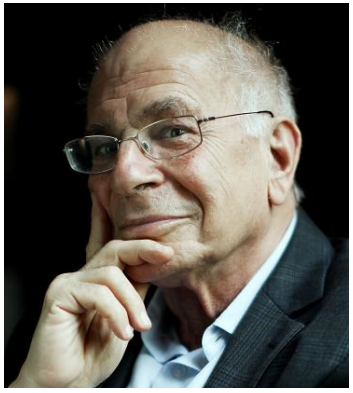

Daniel Kahneman 1934-2023
Nobel Prize 2002 in Economic Sciences.Together with Amos Tversky, they developed Prospect Theory, which explains how people make decisions under uncertainty, often deviating from basic probability principles. These choices are called heuristic shortcuts.

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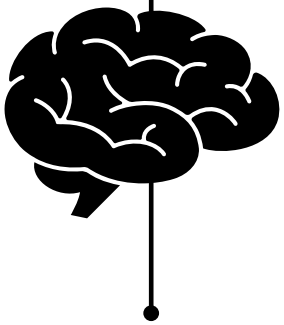
How do we make decisions?

System 1Think Fast

Agile
Intuitive
Practical
Automatic
Emotional



System 2 Think Slow

Slow
Rational
Logical
Deductive
Structured

Daniel Kahneman - Think fast and slow

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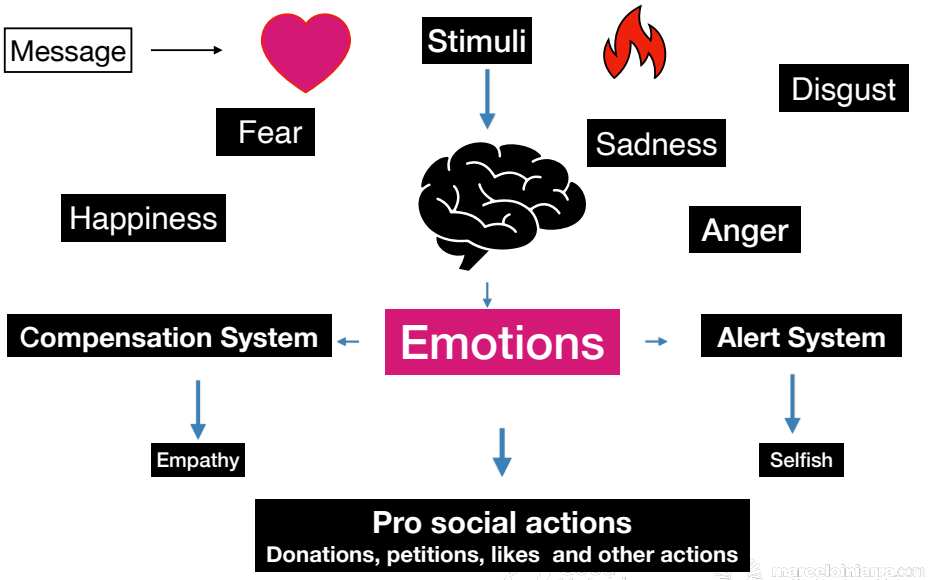
Altruism Decision Model



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Emotions

Let's make an breathing and visualization exercise

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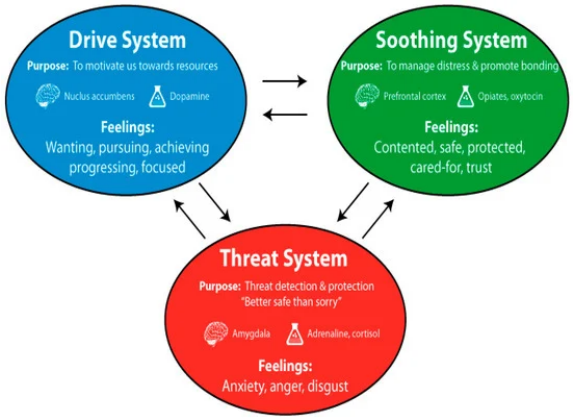
THE BRAIN'S EMOTION REGULATION SYSTEM



The Brain's Emotion Regulation System. [Source: [34] adapted from Gilbert, P. (ed) (2005) Compassion: Conceptualization Research and Use in Psychotherapy, Routledge].

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Think vs. Feel

What matters most when mobilizing a donor or an individual on social media?

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Prototyping Based on Emotions

Feel first, think later.

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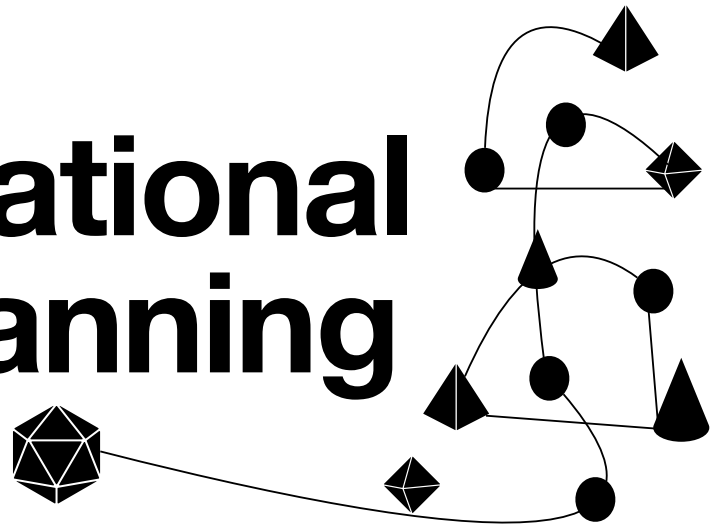
Irrational Planning



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(Disruptive) Challenges

Prototyping

Feel first, think later

Irrational Stations

Feeling Storming

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(Disruptive) Challenges

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(Disruptive) Challenges

Define your audience

↓

Problem to solve in your audience : Pain Points

↓

(Disruptive) Challenge

Let's prototype using Irrational Planning:

1. Form groups of six
2. Disruptive Challenge

Work in groups to clearly define your target audience and identify the specific problem or pain points you aim to solve. Then articulate these pain points in connection with key social behaviour trends—show how changing habits, expectations, or cultural shifts are shaping the needs and wishes of your prospects.

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(Disruptive) Challenges Example One

Your challenge is to create a campaign prototype without relying on visual stimuli for Millennials. Remember, you still have the power of the other four senses at your disposal (hearing, touch, taste and smell)

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(Disruptive) Challenges Example Two

Your challenge is to develop a prototype of a supporter retentions program based on food and drinks for silver donors (Over 50's).

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(Disruptive) Challenges Example Three

Your challenge is to design a prototype of a new business model for your NGO based on music for a target audience of women.




Irrational Stations

Feel first, think later.

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Creative Divergence

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L♥VE TO Organic Creative Chaos

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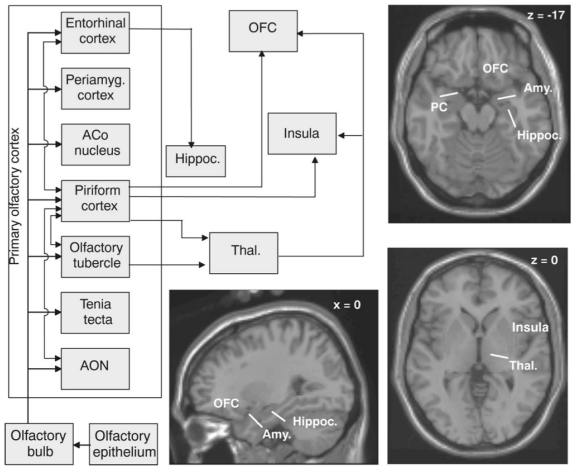
Irrational Station
“Sens”

“Smell”

Smells and emotional processing in the brain:
Olfactory bulb projections to the amygdala, hippocampus, and orbitofrontal cortex



Source: Bruno Nesz - Australian FR Conference 2021

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“Smell”

We have 10 minutes:
1. An essential oil will be given to each table.
2.Place a few drops in your hands, rub them together, and inhale deeply with your eyes closed.
3.Take a few seconds to process your emotions, then share with your group.
4.Begin the creative process, **"feeling storming"**, and write down ideas for your prototype.

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“Touch”

We have 15 minutes:
1.Choose one member of your group and place a sleep mask over their eyes. Make sure they truly cannot see.
2.The rest of the group will hand this person a series of objects to describe. Everyone else should observe in silence and take notes on their reactions.
3.Take a few seconds to process your emotions, then share them with your group.
4Begin the creative process—your “feeling storming”—and write down ideas for your prototype.

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“Taste”

We have 10 minutes:

1.In this irrational station, we will explore flavours. You will taste a chocolate and *dulce de leche* cookie. It contains a third, very unique ingredient that you must try to identify and feel. If you are allergic to chocolate, please skip this step. You may close your eyes and savour it. There are no repeats :) Don’t insist.

2.Take a few seconds to process your emotions, then share them with your group.

3. Begin the creative process—your “feeling storming”—and write down ideas for your prototype

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Irrational Station “Flow”

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“Flow”

1.Take a sheet of paper and draw what you felt while listening to the reading.

2Take a few seconds to process your emotions, then share them with your group.

3. Begin the creative process—your “feeling storming”—and write down ideas for your prototype.

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Irrational Station “Movements”

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“Mobilizing our bodies ”



Irrational Station “Protagonist”

“From Observer to Protagonist”



“Protagonist”

We have again 5 minutes:
1.We will darken the room first.
2.Please take out your phones.
3.Turn on your flashlights.
Now we’re ready!
4Take a few seconds to process your emotions, then share with your group.
5.Begin the creative process, "feeling storming," and write down ideas for your prototype.

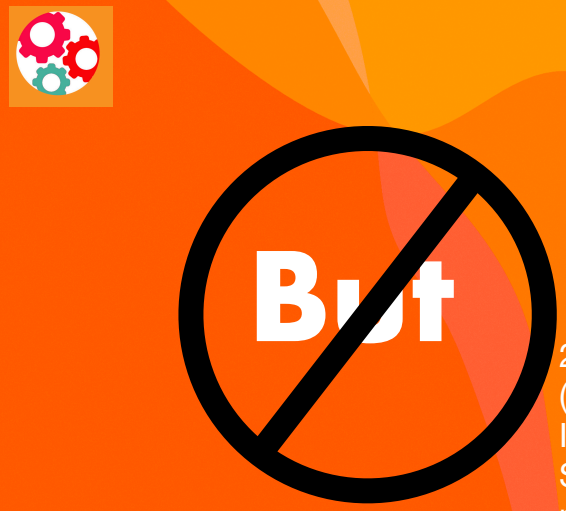
Ideation for

Prototypes

Collect and organize de ideas from the “Feeling Storming”

WHAT DO SHAKESPEARE, BEETHOVEN, AND PICASSO HAVE IN COMMON IN THEIR CREATIVE PROCESS?

Adam Grant - Originals



20-40 Rule
(40 ideas in 20 minutes)
In your group
Sharing session: 10 minutes
Total time: 30 minutes



SELECTION

10 minutes idea selection for prototypes

SELECTION

Selection criteria:

1. Fundraising or Mobilization Potential
2. Alignment with Programs and Trends
3. Originality for the Target Audiences

PROTOTYPING

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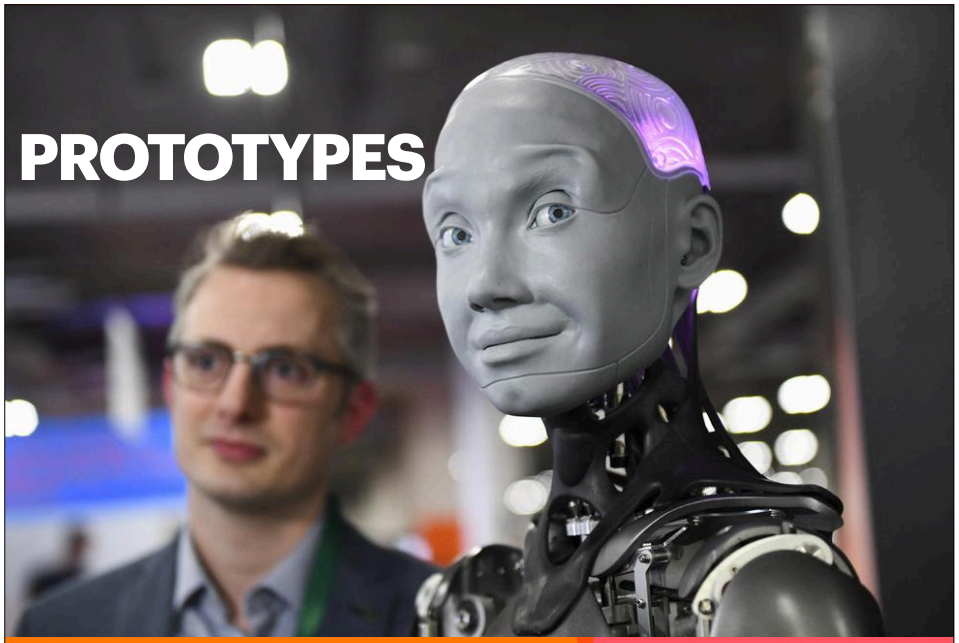
PROTOTYPES



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Irrational Planning - Prototyping canvas for FR & Engagement

Name of the prototype:	**Disruptive Challenge summary:**

Creative planning based "Feel first, Think Later"

Need-wish (Pain points)	**Emotions** **Trends in 2026**	**Ideation - Prototype description**	**Audiences brief description**

Operational planning

Baby steps in the implementations - Mention 4 steps	**Leadership - Who are involved to make it real?**	**Human and tech resources** **Estimated draft budget**	

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BARDZO DZIĘKUJĘ!

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