WHO WE ARE

1000 Feathers was founded to bridge two unique and growing divides:

1) A divide between the needs of communities, the organizations who work in those communities, and those who fund the work;

2) A divide between vision and strategy!

We work directly with nonprofit, social service organizations, and those who fund them - helping our clients achieve greater impact and return on investment.

Vision + Strategy ➔ Results

www.1000feathers.com
WHAT WE DO

CONNECT:
Vision with Strategy

SOLVE:
Complex Problems

DESIGN:
Communications Campaigns

CONDUCT:
Community Assessments

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WHO’S HERE?
WHY?
WE HEAR FROM ORGANIZATIONS WHO...

- ... want help with sustainability but can’t define the impact they are having in the community.

- ... need help with fundraising but don’t know how to tell their story.

- ... want help with getting more press, but don’t have any media contacts or relationships.

- ... want to engage new partners, but don’t understand why or how to do that.
LEADING & ENGAGING

- **STEP #1: DETERMINE** (your why)
- **STEP #2: DEFINE** (your audience)
- **STEP #3: DISCOVER** (shared value)
- **STEP #4: DELIVER** (your story)
- **STEP #5: DIFUSE** (the concepts)
DETERMINE YOUR WHY
THE MOST IMPORTANT THING YOU WILL READ TODAY...

People don’t buy WHAT you do, they buy WHY you do it.

- Simon Sinek
THE TRADITIONAL APPROACH

- WHY
- HOW
- WHAT
THE GOLDEN CIRCLE
DEFINE YOUR AUDIENCE
IF NOT THE GENERAL PUBLIC, THEN WHO?
DISCOVER
SHARED VALUE
WHAT IS YOUR VALUE?

- **value*/ˈvalyoʊ/*noun1.*
  - the regard that something is held to deserve; the importance, worth, or usefulness of something.

- This is NOT what you do...

- This is your importance, your worth to:
  - Teens
  - Families
  - Communities
  - The state
  - The world
Problem solving without data is like rowing without an oar.
DELIVER YOUR STORY
"The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story."

Chimamanda Adichie
Hourglass Approach

Facebook
Twitter
Word of Mouth
Newsletter
Google
Media

WEBSITE

donate
engage partners
connect on social
join email list
recruit advocates
information
TO GAIN SUPPORT

Public Support For Sex ED

Research shows that most people throughout the US are supportive of comprehensive sex education in schools.\(^5\) It is fair to say that the "jury is in" in South Carolina as well. Over the past 15 years multiple surveys have been conducted with parents of school-aged children, registered voters and other adults across the state. Research shows the vast majority of South Carolinians support comprehensive sex education.\(^6\)

9 out of 10 South Carolina registered voters think time spent on sex education in public schools should remain the same or increase.\(^4\) Half of those surveyed want more time spent covering the topic.\(^3\)

93% of South Carolinians agree that health education teachers should be certified.\(^3\) Nearly 3 in 4 indicate that certification is very important.\(^2\)

Why Sex Ed in School Is a Good Idea...

- Delays youth from becoming sexually active.\(^8\)
- Decreases risky sexual behaviors associated with unplanned pregnancy and STIs.\(^6\)
- Teen pregnancy and high school dropout are strongly linked.\(^9\)
Beyond Thankful
80% by 2018: Our story of audacity, commitment, & unity

TO SHARE RESULTS

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TO CREATE A PLAN OF ACTION

South Carolina’s
RURAL HEALTH ACTION PLAN
a road map to healthy, rural communities

a collaborative endeavor of the South Carolina Rural Health Action Plan Task Force, facilitated and led by the South Carolina Office of Rural Health

Recommendations + Action Steps

Access to Health Care

- ACTION STEP
  - Engage public and private stakeholders to create a plan to address the needs of rural residents who lack access to health care services.
  - Encourage partnerships between rural hospitals and community health centers to improve access to care.

Education

- ACTION STEP
  - Provide access to vocational, training, and higher education programs that will provide every student and community member the opportunity to develop skills that match with the jobs that are available to them.

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TO TELL YOUR STORY

Strategic Direction 2019-2024

MISSION
To provide the means for fathers to be great dads.

WHO WE ARE
For more than 20 years, the South Carolina Center for Fathers and Families (Center) has been committed to reengaging fathers and strengthening relationships with their children as a means to improve overall childhood well-being and reduce poverty. We are a voice for fathers and their children and are committed to providing the tools and resources they need to be great dads. Our expert team leads a growing, statewide network of fatherhood organizations and partners which extends into each of South Carolina’s 46 counties. At the local level we ensure the delivery of quality, father-focused, community-based services while also working more broadly to reduce the systemic barriers fathers face to engagement and elevating the importance of the role fathers play in the development and growth of their children.

PRIORITY AREAS

- **Strengthen, Grow, and Empower Our Network:** We work to provide high-quality training and capacity building, fidelity monitoring, research and evaluation, partnership development, and sustainable resources to our network of fatherhood programs and partners across the state.

- **Cultivate and Invest Resources:** Our approach to sustainability focuses on securing the resources necessary to continue growing a statewide service delivery network and creating a legacy of change and impact.

- **Position the Center for Success and Continued Growth:** We aim to be recognized in our state, in the southeast, and nationally as a resource and respected voice about fatherhood and family formation.

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THIS IS A TEAM SPORT
SOMETIMES IT CAN BE UNCOMFORTABLE.

"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."
Great organizations and brands use culture building to:

- **Educate** – help team members understand what their **WHY** is and why it’s important.

- **Define** – explain what your brand stands for and how it is differentiating.

- **Activate** – help people understand their own impact on perception, partnerships, and engagement.
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