SPIKE Spotter Worksheet

Review the ideas you came up with in the previous worksheet and circle the ones that you think could be adapted to deliver maximum ROI (return-on-investment). These are potential SPIKEs that can provide immense value as well as a unique angle for your current NGO.

Adele Cehrs’ book, SPIKE Your Brand ROI, explains SPIKEs in detail. Here are some examples of SPIKEs:

• Trends (Cyber Security, Big Data, Cloud Computing, Population, Global Warming, Human Trafficking, etc.)
• Pop Culture/Celebrity SPIKEs (Elon Musk, Jeff Bezos - Amazon, Pope, etc.)
• Relevance SPIKEs. (IOT, Refugee Displacement, Mental Health, etc.)
• Disaster/scandal SPIKEs. (Natural Disasters, Terrorism, etc.)
• Research SPIKEs. (Climate Control, Macroeconomic Policy Coordination, Population, Polls, etc.)
• Political SPIKEs. (President Trump, Proposed Legislation, Ban Ki-moon, etc.)

Fill out the SPIKES you are anticipating for your organization in following categories:

1. Trend SPIKEs: What trends have you seen that have or will impact your NGO in the next 30, 60, 90 days?
   __________________________________________
   __________________________________________

2. Pop Culture/celebrity SPIKEs: Identify the thought-leaders in your industry. How can you build on their success for your NGO?
   __________________________________________
   __________________________________________

3. Relevance SPIKEs. What news has people buzzing about your NGO?
   __________________________________________
   __________________________________________
SPIKE Spotter

4. Disaster SPIKEs. What previously held beliefs or misperceptions do people avoid discussing? Is it a polarizing figure, or an issue that goes largely ignored?

_____________________________________________________________________________________

_____________________________________________________________________________________

5. Research SPIKEs. What research has been released that will make people rethink previously held beliefs, ideas, or myths pertaining to your industry or NGO specifically?

_____________________________________________________________________________________

_____________________________________________________________________________________

6. Political SPIKEs. What legislation or political concerns/opportunities could impact your NGO in the next 30, 60, or 90 days?

_____________________________________________________________________________________

_____________________________________________________________________________________

7. Event SPIKEs. What major events impact your NGO indirectly and how will you respond to real-time SPIKEs that occur as a result of those events?

_____________________________________________________________________________________

_____________________________________________________________________________________

8. Other timely considerations? What other news, issues and matters will impact your NGO?

_____________________________________________________________________________________

_____________________________________________________________________________________
Reciprocity: As humans, we generally aim to return favors.

Commitment and Consistency: We all have a deep desire to be consistent.

Social Proof: We rely on a sense of "safety in numbers."

Liking: We are more likely influenced by people we like.

Authority: We feel a sense of duty toward those in positions of authority.

Scarcity: Things are more attractive when the availability is limited.
What is Your Best Success to Date?

What type of digital or social media initiative comes so naturally that it doesn’t feel like work when you produce it? Brainstorm 10 ideas that you enjoyed producing, which also provided excellent ROI for your current or previous NGO. Don’t edit your answers.

For now, the goal is to come up with a list of digital and/or social media "wins" that drew upon your strengths and brought out the star digital strategist in you.

Please list ten ideas here that you enjoyed producing:

1. ________________________________________________________________
2. ________________________________________________________________
3. ________________________________________________________________
4. ________________________________________________________________
5. ________________________________________________________________
6. ________________________________________________________________
7. ________________________________________________________________
8. ________________________________________________________________
9. ________________________________________________________________
10. _______________________________________________________________

The goal of this exercise is to get you thinking about your past successes and realizing what worked. Identifying things that worked in the past should help paint a better picture of what can work in the future. If you are not sure your idea will work, get feedback from a trusted colleague or industry thought leader. If you’re stumped, don’t worry. There are plenty more exercises to spark ideas.
What Do Your Current Constituents Really Think?

For this exercise, write down everything that both your current and past constituents have experienced with your organization — good, bad, and ugly. Be brutally honest about your NGOs strengths and weaknesses.

1. What do your biggest supporters within your constituency say about your NGO?

2. What do your biggest critics or competitors say about your NGO?

3. What do you think are the main takeaways of people viewing or reading the content published on your NGOs social media platforms?

4. What would your constituents identify as your organization’s weakness?

5. What topics do you want to avoiding discussing on your NGO’s digital platforms for fear it might trigger too much controversy?

6. How would your competitors discredit your organization?
Who's Your Audience?

1. Think of the ideal constituent your NGO serves. What do they all have in common? List every common trait.
   - Average Age
   - Income
   - Gender
   - Marital status
   - Education level
   - Industry
   - Other professional affiliations
   - Awards
   - Certifications
   - Qualifications

2. Now use those commonalities to think about when your audience is most likely thinking about your organization’s values, mission, or cause. Keep one potential SPIKE in mind when completing this section. Providing as much detail as you can, include a projection of needs in the near future (next 30 to 90 days), the mid-range future (6 to 12 months), and the distant future (2 years or more).

3. Are there any re-occurring milestones or events in your constituency’s calendar year that would make them want or need to seek our your NGO for support or guidance?
4. Now that you have your target audience nailed down, think about the challenges that members of your constituency face and when they experience them. The goal is to discern the needs of this group so well that you can clearly anticipate their interests.

5. Now that you know so much about your constituency base, get inside their heads. What unique aspect about your NGOs vision, approach, or processes influences this audience to trust and value your work?

6. What will trigger them to join you in your cause/mission? The goal of this question is to understand their motivations, perceptions, and behavior so well that you can think like them, speak like them, educate them, and connect with them.