

The background features a grid of small, semi-transparent portraits of diverse individuals. Overlaid on this is a series of yellow, wavy lines that create a sense of motion and flow across the page.

Raise
2020

Practical Advice for the Would Be Innovator

W E L C O M E



Richard Kostro

SVP & Chief Information Officer

Share Our Strength

**SHARE OUR
STRENGTH**



A Little About Me:

- At Share Our Strength since 2017
- Recognized with CIO 100 Award in 2020
- **Prior Experience**
 - White House
 - Several Federal Gov't 3-Letter Agencies (FBI, NSA, DIA, etc)
 - US Army Reserve
 - Capital One
- **Other Non-Profit Experience**
 - Vice Chair, Board of Directors, The Non-Profit Alliance Foundation
 - Vice Chair, IT Policy Advisory Council, Fairfax County, VA
 - Member, Advisory Board, Per Scholas





For some of us, Innovation is a lot like eating well, getting plenty of rest, and following a dedicated exercise routine...

- We know we should do it.
- We know that it is critical for our long-term health.
- Many of us have done it in the past, and fully expect to do it again some day again *if I just had the time and budget.*
- Almost all of us know of someone else that is doing it right now, *and we're kind of tired about hearing about it.*
- BUT, almost none of this matters right now, because when times are tough, innovation is often the first thing to go.

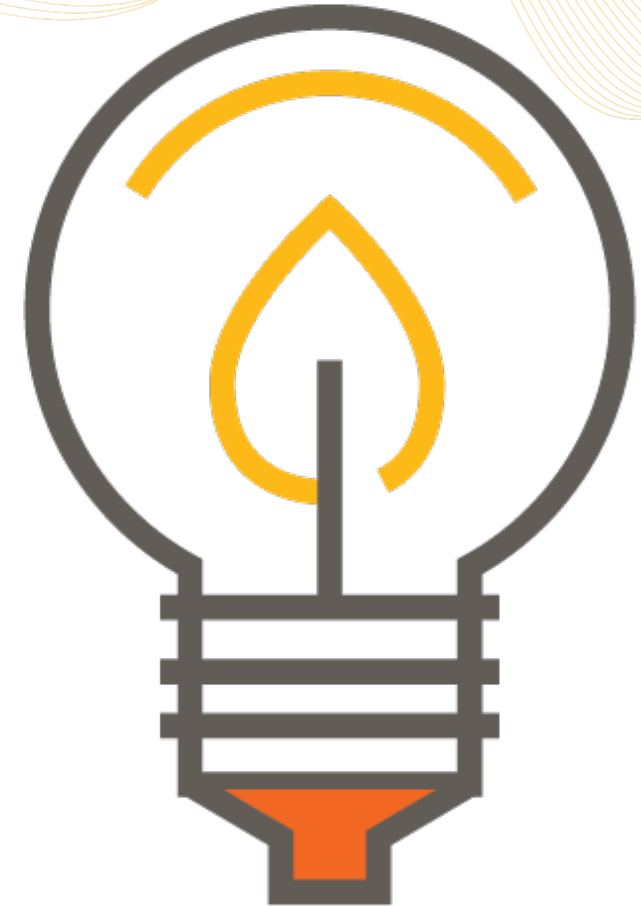


Let me make the case for **AGAIN** investing in process, and investing in stability

- We have been very successfully doing things a certain way. The ROI of doing something new is unproven (and potentially unprovable!)
- We have made substantial investments in tools and processes that have been proven to work. You cannot change one thing without creating unforeseen consequences down the road.
- Change is stressful. Particularly during these times, staff are looking for stability at work because home (and home schooling!) is chaotic.

The Goal For The Would-Be Innovator:

- Bake Innovation into Your Organization's Standard Way Of Doing Things, So It's Not Easily Cut



Innovation as a Way to Engage Partners: Make Your Circle of Innovators Bigger Than Your Organization

- Build Social and Strategic Alliances with other Organizations in your Mission Space
- Share With (or Even Involve!) Your Technology Vendors in Your Strategic Planning Process



Innovation as a Way to Think About Technology: Simplify the Core So You Can Innovate at the Edge

- Build for Simplicity Internally...
- ... So You Can Leverage A Wide Variety of External Tools



Innovation as a Way to Engage Your Staff: Attract the Best Talent By Engaging Them in Hard Problems to Solve

- Talk About The Things You Don't Know How To Do
- Ask Everyone What You Should Be Doing Differently.... Frequently



Innovation as Part of the Investment Portfolio: Avoid the Temptation to Go “All In”

- Innovation Targeted to THE Next Big Thing Will Fail
- Innovation Targeted to Giving You A Set of “Warm Starts” Maximizes Your Chances of Success

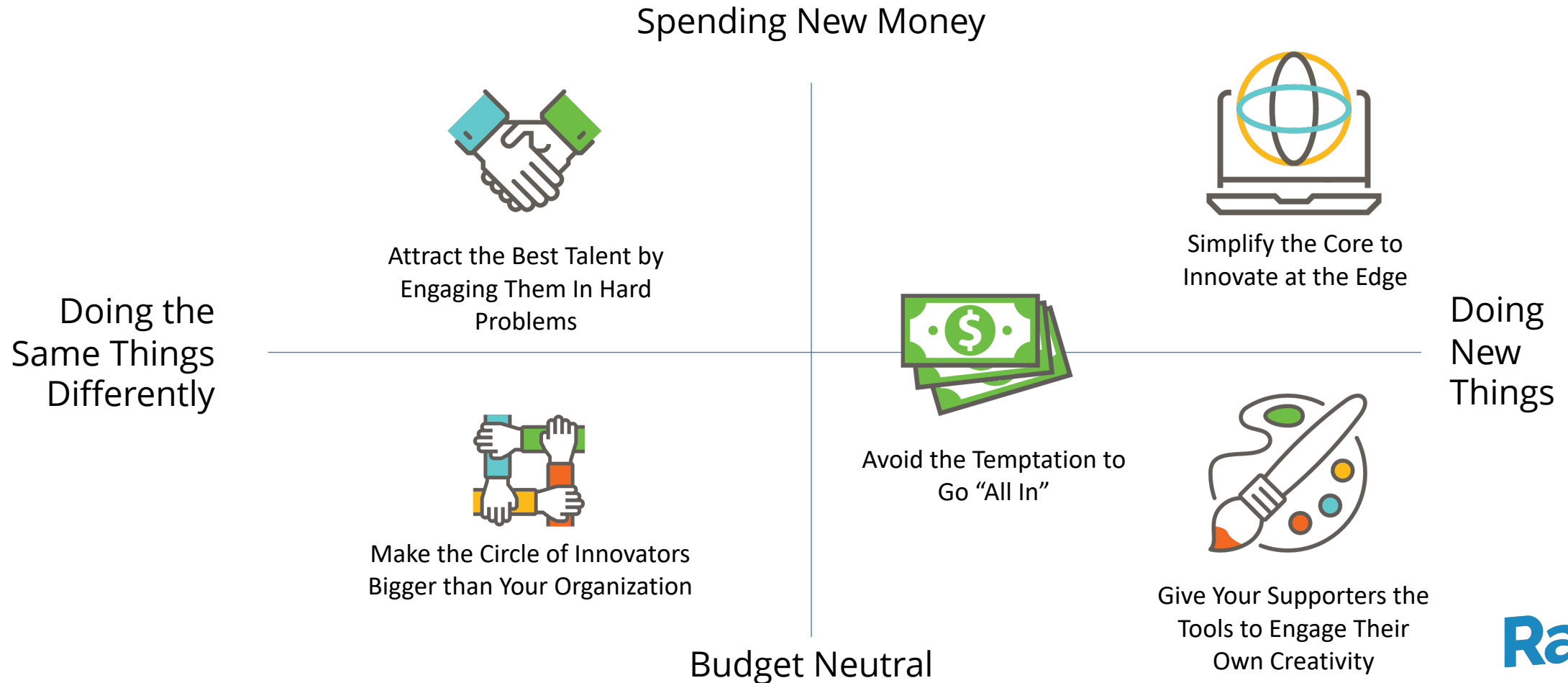


Innovation as Part of the Way You Talk to your Constituents: Give Your Supporters the Tools to Engage Their Own Creativity

- Monitor DIY and P2P Campaigns For Emergent Ideas
- Simplify the Critically Important/Extremely Boring Parts (i.e. Payment Processing, Receipting, Capturing Contact Info, etc.) So Your Constituents Can Have Fun



Choose the Strategies that Make Sense For Your Organization, Even If You Don't Have Money To Spend





Q U E S T I O N S ?

Now's my time to
hear from you!

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The background features a person's hands typing on a laptop keyboard. A smartphone is held in the upper left, displaying social media notification icons: a speech bubble with the number 5 and a person icon with the number 18. The laptop screen shows a blurred social media interface. In the bottom right corner, there is a white coffee cup filled with dark coffee.

THANK YOU

Richard Kostro

SVP & CIO

rkostro@strength.org

202-649-4343

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