

## Imagining Possible Futures 2030 When Driving Forces Interact



# SCENARIO A STORY CONTRIBUTION BY CONVERSATION 2012 PARTICIPANT



This work is licensed under the Creative Commons Attribution-NoDerivs 3.0 Unported License.

To view a copy of this license, visit <http://creativecommons.org/licenses/by-nd/3.0/>

or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA.



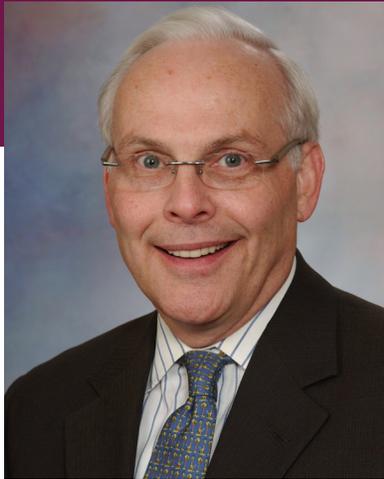
planning ▲ strategy ▲ philanthropy ▲ coaching

3143 E. Hampshire Avenue ▲ Milwaukee WI 53211 ▲ 414-962-6696 ▲ [www.garyhubbellconsulting.com](http://www.garyhubbellconsulting.com)

**PHILANTHROTECH 2030:  
TRUST, PHILANTHROPY AND TECHNOLOGY  
IN AN EVER-CONNECTED WORLD**

*Jim Hodge*

# Gary Hubbell Consulting *Conversation* 2012



## PARTICIPANT BIO

### **Jim Hodge**

Associate Chair-Principal Gifts, Mayo Foundation

An Ohioan by birth and a graduate with his bachelor's and master's degrees from Bowling Green State University in Ohio, Jim spent his early career at Bowling Green as director of planned giving and later as director of Development. In 1985 Jim came to Mayo Clinic where he has been a senior development officer responsible for building important relationships with Mayo's philanthropic partners. Presently Jim is vice chair and director of the principal gifts program, which is responsible for strategic engagements with benefactors who have the capacity and inclination to make \$1 million-plus gifts to Mayo Clinic.

Jim is a member of the faculty at Indiana University-Purdue University in Indianapolis, giving frequent Master's Classes in Philanthropy, and an instructor in The Fund Raising School at IUPUI. Jim is a frequent lecturer on the topics of values-based philanthropy, transformational philanthropy, and working with entrepreneurs as philanthropists. He has served on the editorial board of *New Directions for Philanthropic Fundraising* published by the Center on Philanthropy and is the author of the chapter entitled "Gifts of Significance" in the publication *Achieving Excellence in Fund Raising* by Jossey-Bass. He consults on fund-raising for Healthnetwork, His Holiness the Dalai Lama, and LiveStrong/The Lance Armstrong Foundation.

Jim was the co-founder of a multimillion-dollar for-profit business within Mayo Clinic called Mayo Clinic Preferred Response, a 24/7 service that provides nursing and medical advice worldwide to individuals and organizations such as NetJets. Among committee assignments at Mayo, he serves on the Executive Committee for the President's Discovery and Translation Program, which makes grants to projects that have the potential to transform the practice of medicine at Mayo and have potential for commercialization. He has received the Mayo Excellence Award for outstanding service to patients and staff of Mayo Clinic, the Mae Berry Award for Service Excellence, and the Mayo Excellence Through Teamwork Award.

This is Jim's second *GHC Conversation*.

## Philanthrotech 2030:

### Trust, Philanthropy and Technology in an Ever-Connected World

By Jim Hodge

Forever-wired will be the mantra of the ultra-connected person of 2030. Technology will control technology, and eventually all of our lives. Our very eyeglass lens will be connected to computers that can identify the building in front of us or the name and characteristics of a person approaching us. Devices will be (and are now) available to monitor the food in your refrigerator and the glucose levels in your bloodstream. Algorithms are being written that, when connected with multiple accelerometers on one's body, will predict a fall of an elderly person in a nursing home before she hits the floor. Smart scales are reporting on changes in weight for those with congestive heart failure. These advances will allow seniors to stay safe and stay longer in their homes as they age. Nonprofits will bring instantaneous information about worldwide natural disasters and plights of refugees. Technology will bring the world of "needs" to the connected masses. No one will be spared the future "Arab Springs" or Susan G. Komen/Planned Parenthood controversies.

Encounters, engagements, and experiences of mission-critical nonprofits will flow to our smart phones. We will have the ability to shape what messages come our way. As futurists have speculated, there may be a remarkable role reversal from businesses learning everything possible about lives and needs, wants and preferences of consumers on the Web and Facebook to a world where the consumer controls and shapes preferred relationships with the for-profit and not-for-profit worlds.

Who will become the "chosen nonprofit organizations?" Those who earn the highest trust with consumers and benefactors. Trust will remain the single most important social and business lubricant in 2030 and beyond. Transparency and trust will not be some fine place businesses and nonprofits reach and then it is sustainable. The new completely immersed benefactors will demand sustained and enhanced trust through micro stewardship reports, accountability, and efficacy milestones. Continuous "best in class" results will be pro forma in the hearts and minds of future benefactors. The "what have you done for me today" mindsets of consumers will be precisely the mindsets of benefactors. "How are you maximizing good with my gifts?" "Do I feel completely connected to the purposeful work of the American Refugee Committee or Red Cross through their electronic disaster relief information post hurricanes, earthquakes, and political turmoil?" The "sticky messages" of Malcolm Gladwell's *Tipping Point* and "contagious messengers" will rule the nonprofits' smart phones of the future.

The lines between the nonprofit world and business world will blur further. Social businesses will grow exponentially, maximizing purpose with some profit. Social businesses will be run as low-profit entities embracing the very best practices of the for-profit world with the reflective natures of the nonprofit world. A kinder and gentler for-

profit world will emerge where cooperative competitiveness will reign. Shareholders will want reasonable financial returns from their stockholdings but will be willing to sacrifice “maximization of return” to a hybrid model, including purposeful dividends that improve the lives of consumers, producers and the health of the planet. These conversations are occurring today at gatherings such as the Clinton Global Initiative, Aspen Institute, Stanford and Ted Talks.

Humans are hardwired for acts of agency and for altruism, and in 2030 we will be connected directly with meaningful ways to improve lives and the planet. Nonprofits will abandon the hunt-and-chase approach to philanthropy and replace it with Paul Schervish’s model of philanthropic “discernment.” We will no longer focus metrics upon money but rather upon important conversations about the role of philanthropy in the well-examined life. Technology and “Kahn Academy” will level the educational field for literally billions of the world’s poorest of the poor. MIT has already led the open-source electronic higher education platform where anyone anywhere in the world can tune into and virtually take classes from a world-class organization. Health care information will be a touch away and in multiple languages. Everything Mayo Clinic knows today will be known by the world tomorrow. Organizations that reach perpetual authenticity will make wise choices as to how to deploy resources and will welcome 24/7 advice and feedback from consumers and benefactors alike.

With all the technological enhancements to our lives, it will be the transparent organization that will survive and thrive. Maximizing joy and exploring human growth and development will occupy more mind space for for-profit and nonprofit organizations. More and more nonprofit organizations will engage benefactors in real-time on-site experiences that demonstrate mission-specific work. A vast expansion of nonprofits and ecotourism will fill the lives of truly engaged philanthropists. This will be the money-to-meaning transformation where material success will be put to spiritual purposes.

The brave new world of professionals in philanthropy will change. Rather than manage for financial targets alone, development leaders will mentor, coach and lead qualitative metrics based upon enhancing relationships with benefactors and potential benefactors. Furthermore, qualitative metrics will measure the relationship quotient development officers are building between benefactors and nonprofit leaders as well as the institutional mission and critical activities. Development officers will be taught relationship-building skills that genuinely connect benefactors with the good that is accomplished at a nonprofit and, ultimately, how together with nonprofits, benefactors can make their lives a gift to the world. Development officers and nonprofit leaders will be schooled in the psychology of constant connectedness. How to build trust initially will be the subject of conferences and CME courses. Nonprofit leaders will become aware of the psychological effects of crowding out behaviors, bystander effects, and compassion fatigue. Authenticity will rain the airways and the clouds of the ever-connected world of tomorrow.

Not only will change happen dramatically in connected environments, it will speed up exponentially. This will require building “trust accounts” with conscientious benefactors. For-profit and nonprofit organizations will extend trust to consumers before they ask trust in return. How this will be accomplished is the subject of conversations today conducted by leading-edge nonprofit leaders.

Technology is agnostic, as it can be put to good or evil ends. It will be the organizations of integrity that will rule the worlds of tomorrow’s philanthropy. It will be a hopeful and helpful, a generative and powerful future for philanthropy. Individuals will write their moral biographies based upon explorations of the importance of philanthropy in a well-examined life. Technology will take a second chair to trust in the well-examined life. We need to start now to build the foundations of the high-tech, high-touch virtual philanthropy of 2030.