

The Wallace Foundation
Suggested resources for considering communications within philanthropy
Prepared for Delaware Valley Grantmakers Annual Meeting
Thursday, October 18, 2007

Essential

Creative Philanthropy, by Helmut K. Anheier and Diana Leat
Routledge 2006, 278 pages

The authors argue that if foundations wish to take advantage of their distinctive ability to become sources of innovation and catalysts for their spread, they need to exercise a creative approach that is knowledge-focused and communications-intensive.

Diffusion of Innovations, by Everett Rogers

Free Press 2003, 552 pages

The classic work summarizing what is known about how innovations diffuse in society, including how people make decisions about what innovations to adopt, the important role of change agents, networks, and what determines the rate at which innovations spread within organizations.

Also of interest

Philanthropy's New Agenda: Creating Value, by Michael E. Porter and Mark R. Kramer
Harvard Business School Publishing, 1999, 8 pages

Available at <http://harvardbusinessonline.hbsp.harvard.edu>

Landmark article arguing that foundations can generate value for society in four ways: selecting good grantees, signaling the importance of an issue, improving the performance of grantees, and advancing the state of knowledge or practice in a field.

The Science of Spread: How Innovations in Care Became the Norm, by Thomas Bodenheimer, M.D.

2007, California Healthcare Foundation, 24 pages

Available online at <http://www.chcf.org/topics/chronicdisease/index.cfm?itemID=133461>

Summarizes the work of Rogers, critiques Malcolm Gladwell's *The Tipping Point* for being overly optimistic, and provides useful examples of how healthcare innovations have spread.

Smart Chart for Communication Planning

Developed by Spitfire Strategies, and available at www.smartchart.org. One of the more useful and thoughtful planning tools available to encourage thinking about audience needs, barriers, and messages. The chart is easily adaptable to specific circumstances. Also from Spitfire: *The Activation Point*, available at www.spitfirestrategies.com.

Social Marketing in the 20th Century, by Alan Andreasen
Sage Publications, 2005, 280 pages

Drawing on two behavioral models, argues that a social marketing approach can be used not only to encourage individual behavior change, but to encourage "upstream" policy change.

The Social Psychology of Consumer Behaviour, by Richard Bagozzi, Zeynep Gurhan-Canli, and Joseph R. Priester

The McGraw-Hill Companies, 2002, 222 pages

A review of what is known from social psychology about how individuals make buying decisions including the role of credible messengers, credible arguments, and why opinions and decisions that are arrived at after reflection – as opposed to impulse – tend to be more durable.