

URL: <https://stvp.stanford.edu/clips/giving-supporters-what-they-need>

Founder and CEO Scott Harrison explains how the passion and commitment of charity: water's supporters altered his organization's approach. Gaining scale, says Harrison, was achieved by focusing on an easy-to-use platform to help supporters share their story, and then celebrating those stories.



## Transcript

And we realized that what had started out as our story - and this was such a big revelation for the organization - it was not our story any more.. It didn't belong to us.. It was their story.. And that we actually needed to be intentional about taking a back seat, getting out of the way and focusing on the platform and allowing people to tell their story and then celebrating them.. And that through that maybe this thing could just continue to grow and scale.. We focused on connecting them, showing them their impact, trying to use technology to do that, creating products like dollars to projects.. Where - when Maggie's money was sent to the field, she got an accounting for all \$5,709.. She saw that the first \$4,596 went to the village of Mywelloh.. She could see her name on a sign or on a plaque just to make it real.. She can see where it was on Google Maps..

And then every single donor got a report, even if they gave \$1.. They could see exactly where the dollar went.. Total transparency throughout the process.. So we started crowd sourcing drilling rigs, and we're like well how do we connect the tens of thousands of people that are giving to the rigs.. They are going to be drilling wells for 15 years.. So we mounted GPS units on these things.. We built web trackers and we gave them Twitter accounts so they tweet every time they drill.. Their locations so people can follow our rigs as they are going around giving communities clean water...