CONSUMER ENGAGEMENT
HELPING PEOPLE WANT WHAT THEY NEED

FEBRUARY 24, 2016
1:00PM EASTERN

Read the Brief and Executive Summary - ASSETFUNDERS.ORG
Click the QUESTIONS box to share a question for the presenters at any point during the webinar, to be shared during Q/A sessions.
Asset Funders Network (AFN) is a membership organization of national, regional, and community-based foundations and grantmakers. We are strategic about using philanthropy to promote economic opportunity and financial security for low and moderate income Americans.
AFN ELEVATES promising practices, ideas, and the latest key issues, enabling members to advance best practices locally, while developing collaborations and scaling emerging innovations.
DISCUSSION AGENDA

- Welcome, Overview & Introductions
  EVELYN STARK
  METLIFE FOUNDATION

- Consumer Engagement
  Helping People Want What They Need
  TIMOTHY FLACKE
  DOORWAYS TO DREAMS (D2D) FUND
  KRISTEN BRYANT
  DOORWAYS TO DREAMS (D2D) FUND

- Moderated Questions & Discussion
INTRODUCTIONS

Moderator

EVELYN STARK
ASSISTANT VICE PRESIDENT FOR FINANCIAL INCLUSION
METLIFE FOUNATION

Presenter

TIMOTHY FLACKE
EXECUTIVE DIRECTOR
D2D FUND

Presenter

KRISTEN BRYANT
INNOVATION MANAGER
D2D FUND

Asset Funders Network

ASSETFUNDERS.ORG
Consumer Engagement: Helping People Want What they Need

Asset Funders Network Webinar

February 24, 2016
If we build it...
D2D strengthens the financial opportunity and security of financially vulnerable consumers by discovering ideas, piloting solutions, and driving innovations to scale.

We generate practical ideas for financial products, services & public policies; pilot tests our ideas, and pursue scale strategies to reach millions of households.
Pillars of Consumer Engagement

1. Demand Focus
2. Deep Connection
3. Enthusiastic Use
Approach: Demand Focus

- Research & understand
- Start where consumers are
- Think marketing & distribution
Goal: Deep Connection

- Intentional design
- Respond & iterate
- Ongoing adaptation
Outcome: Voluntary, Enthusiastic Use

- Trial
- Adoption
- Loyalty & Progress
QUESTIONS & DISCUSSION

Moderator

EVELYN STARK
METLIFE FOUNDATION

Presenter

TIMOTHY FLACKE
D2D FUND

Click the QUESTIONS box to share a question for the presenters.
Consumer Engagement in Action
Prize-Linked Savings

- **Prize-linked savings (PLS):** consumers earn chances to win by saving money
- **Reframe:** sacrifice to immediate reward, possibility, suspense
- **Distribution through existing financial institutions**
Developing Deep Connections

Observe.  Refine.  Test.
Financial Entertainment video games:

- **Celebrity Calamity**: Manage credit & debt for celebs
- **Bite Club**: Prepare for retirement as a vampire
- **Groove Nation**: Budget for a rising pop star
- **Refund Rush**: Make the most of a tax refund as a tax preparer
- **FarmBlitz**: Build savings & avoid debt as a farmer
- **Con ’Em If You Can**: Spot fraud schemes by playing a con artist
Grant Making & Consumer Engagement
Implications for Funders

Recommendations

• Inform grant making strategy
• Challenge grant seekers
• Look for evidence in proposals
Key consumer engagement concepts

– Beneficiaries are consumers
– Impact in multiple forms
– Unconventional holds opportunity
– It takes time
– Need not be entirely new
Challenge Grant Seekers

Key questions for grant seekers

– How generating enthusiastic, voluntary use?
– Foster deep consumer-provider relationship?
– Stoke consumer demand?
Examine Proposals

Evidence in funding proposals

– Original & secondary consumer research
– Consumer role in tool development
– Openness to tool evolution
– Evaluation framework
QUESTIONS & DISCUSSION

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EVELYN STARK
METLIFE FOUNATION

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PLEASE FILL OUT OUR SURVEY

The survey will pop up on your screen momentarily and will also be sent to you via email

WE VALUE YOUR TIME, AND YOUR RESPONSES WILL INFORM OUR FUTURE PLANNING

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THE WEBINAR HAS CONCLUDED