

Season
20

Five Good Ideas[®]

for evolving your non-profit's
impact in periods of transformation



Sabreena Delhon, Executive Director of the Samara Centre for Democracy

Wednesday, September 28, 2022 - 1:00 to 2:00 p.m.

Over the past few years non-profit organizations have been navigating massive changes related to the future of work, technology, and the breakthrough of social movements into public consciousness. As inequality continues to deepen and accelerate, expectations of how non-profit organizations make a lasting and scalable impact are shifting. There is new pressure to adapt, engage different groups, and be more strategic while building on existing work. With change comes opportunity. In this Five Good Ideas session, Sabreena Delhon, Executive Director of the Samara Centre for Democracy, presents her five good ideas for how non-profits can evolve their impact in this period of transformation.



Sabreena Delhon is the Executive Director of the Samara Centre for Democracy, a non-partisan civil society organization that is committed to securing an accessible, responsive, and inclusive democratic culture in Canada. Prior to joining Samara, Sabreena was the Principal of Signal Strategies and managed access to justice initiatives at the Law

Society of Ontario. She has directed research studies that examine public perceptions of legal technology and the justice system; results have informed the work of Ontario's Ministry of the Attorney General and can be found on law school syllabi. She is a Fellow with Simon Fraser University's Morris J. Wosk Centre for Dialogue and Massey College.



Five Good Ideas

1. Measure the obvious
2. Challenge the production formula (PDF, tweet, repeat)
3. Maximize your resources through partnerships
4. Fill knowledge and lived experience gaps
5. Make it easy to be your audience

Resources

- [SAMbot 2021 Federal Election Snapshot](#)
- [Democratic life and the generational implications of pandemic school closures](#) by Sabreena Delhon and Vijai Kumar for *Policy Options*
- [Strategists podcast](#)
- [Strong and Free podcast](#) from Historica Canada
- Digital tools: [Datawrapper](#), [Canva](#), [Typeform](#), [Calendly](#), [Slack](#)



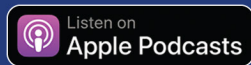
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FIVE GOOD IDEAS

PRACTICAL STRATEGIES FOR NON-PROFIT SUCCESS

Edited by **ALAN BROADBENT AND RATNA OMIDVAR**

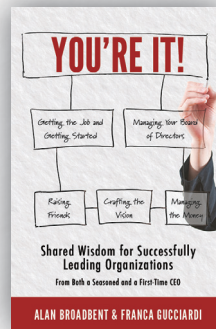
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