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New Website Explores Future ‘Scenarios’ to Impact Not-for-Profits by 2020

The Management Centre (=mc) is announcing the launch of www.scenariosforchange.com – a website where sector experts contribute their vision (‘scenario’) for the not-for-profit sector in 2020. This scenario planning resource is publicly available, providing the sector with a unique opportunity to exchange views about the challenges of the coming decade and to consider their potential impacts on the charities they work for.

Scenario planning is a method for engaging with a raft of possible future dynamics and it offers a way to systematically identify their implications. It is a method that provides leaders with the information they need to equip their organisations for the future. Future scenarios can cover topics as diverse as shifting geo-political power, the dissipation of national ‘giving’ boundaries, technology and its implications for freedom of expression, global warming’s impact on language and meaning, to name but a few.

Kate Gilmore, Principal Management Consultant at The Management Centre, says:

“Change is the one constant. Scenario planning is a highly effective way of anticipating and adapting to future uncertainty – whatever lies ahead. It can give leaders the advantage as they work to “future proof” their organisations for effective defense of their causes. Planning around scenarios enables an organisation to quickly switch, change up and adapt their strategic approach as the future unfolds. The new website is a vital resource, stimulating and supporting debate about how the future will drive change in the nonprofit world over the next decade.”

Several scenarios are already live at the site including one from **Marc Dubois, Executive Director of Médecins Sans Frontières UK**, who questions whether the “Golden Era” of the Western-based global NGO is grinding to a halt. He says of global NGOs that: *“By 2020 we will either have re-birthed ourselves or joined the cassette tape, Vanilla Ice and the stegosaurus.”*

The website offers guidance about how to implement scenario planning and case studies, including the British Red Cross’s preparations for a UK terrorist attack that were swiftly put into action at the time of the 7/7 London bombings.

To submit your vision of a scenario that will impact not-for-profit organisations by 2020, go to: www.scenariosforchange.com

Media Enquiries

For media enquiries, please contact Lucinda Frostick on **07712 045 308** or email **chcomms@gmail.com**

Notes to Editors

1. The Management Centre (www.managementcentre.co.uk)

The Management Centre (=mc) is a leading international training and consultancy provider working exclusively with not-for-profit organisations. Its customers include Amnesty International, Cancer Research UK, RNLI, Fairtrade Foundation, Concern Worldwide, and UNICEF.

2. Fundraising Scenarios (www.fundraisingscenarios.com)

The fundraising scenarios project is an in-depth global research programme designed to identify likely scenarios for fundraising over the coming decade, identifying likely income streams, donor stereotypes, new and emerging markets and technological advances.