



# Consumer Engagement: Helping People Want What they Need

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If we build it...



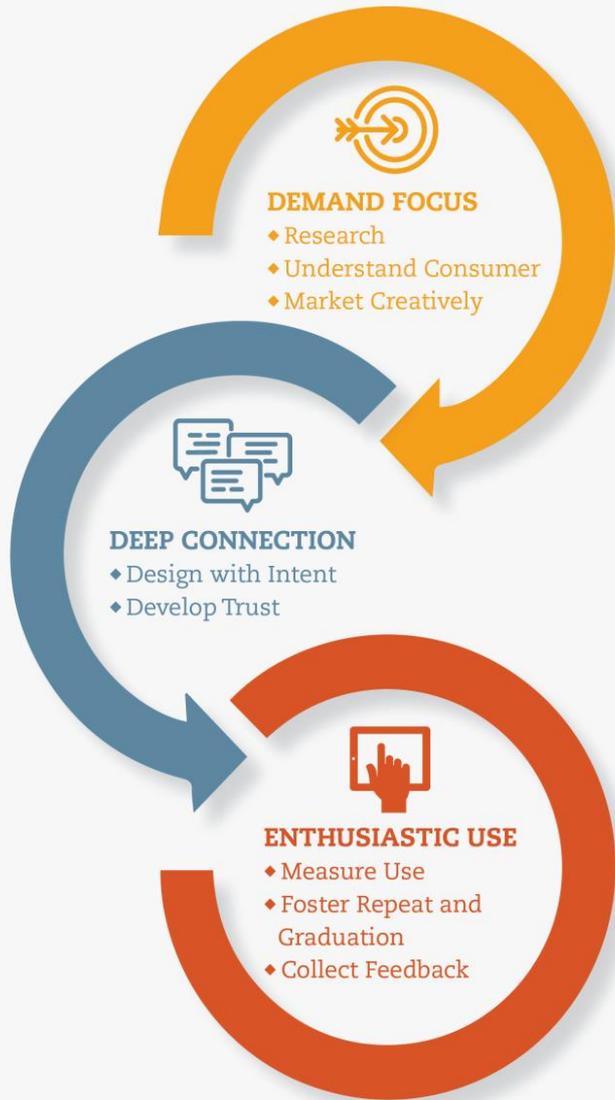
# Doorways to Dreams (D2D) Fund

We strengthen the financial **opportunity** and **security** of financially vulnerable Americans.

# Our approach



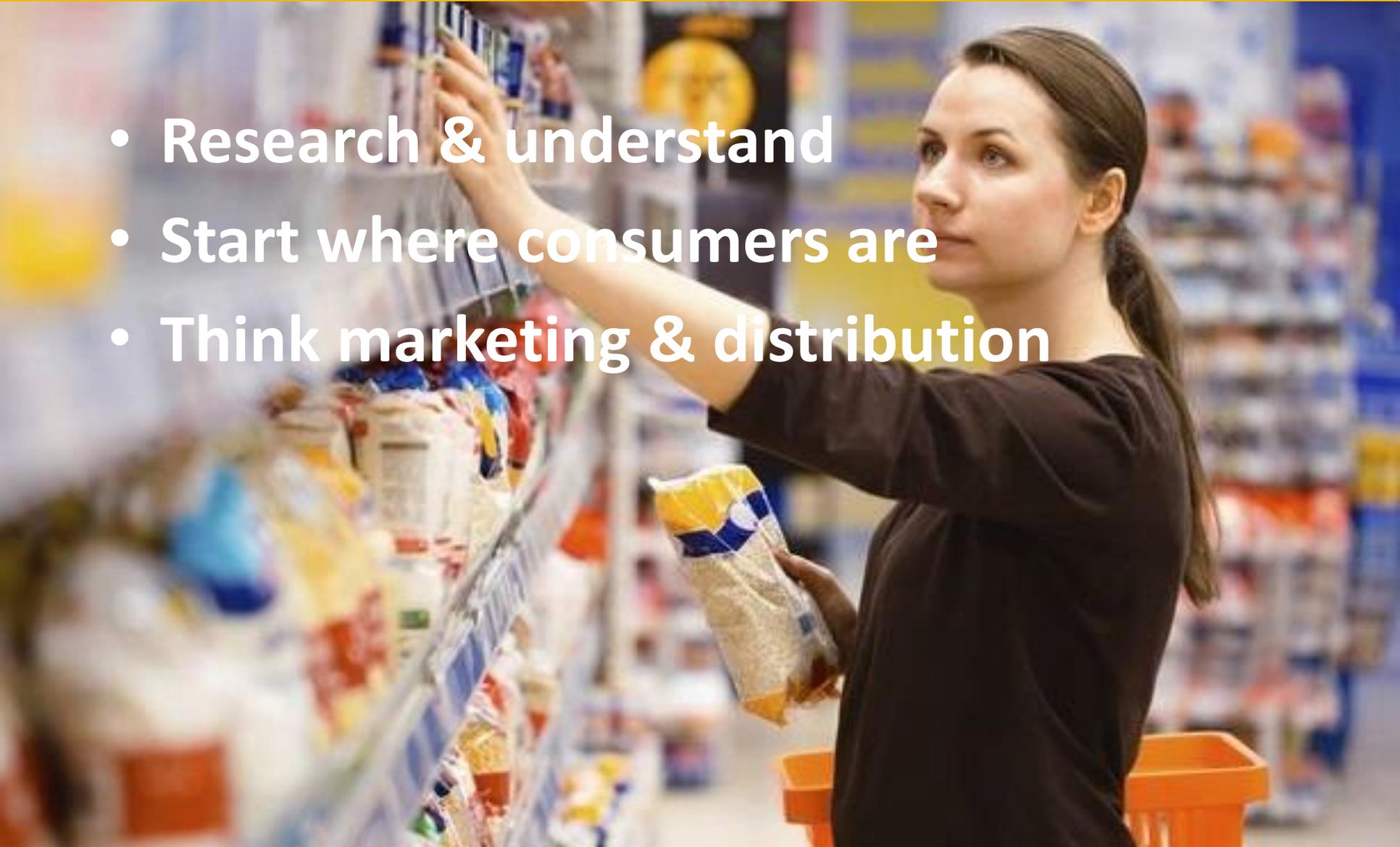
# Pillars of Consumer Engagement



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



# Harnessing Existing Demand



# Fostering Deep Connections



# Thank you

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**Doorways to Dreams (D2D) Fund**

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