

A Cross-Industry Career Through an MRX Lens

**Observations from Corporate, Startup, and
Nonprofit Research**

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Reflecting on a Varied and Non-Linear Career

- Jumping sectors
- Shifting roles
- Crossing industries
- Turning points
- What happens when we analyze our own journeys with a researcher's lens – what patterns emerge?

A Quick Reality Check

Raise your hand if...



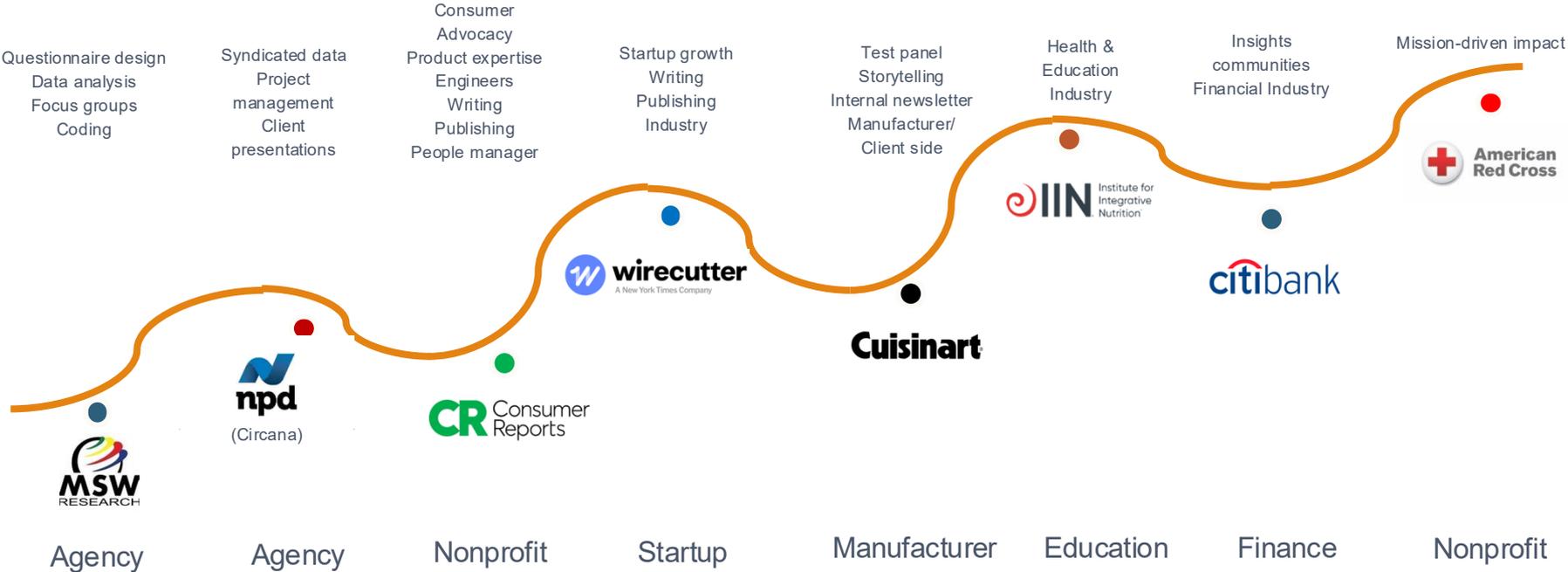
...you've jumped between nonprofit and corporate?

... you've jumped between client side and agency side?

... you've switched careers?

Journey Mapping Applied to My Career

Progress isn't linear—it's cumulative



Patterns that Emerged in My Own Journey

Critical Thinking

Communication & Connection

Reinvention

Coach and Mentor

Purpose

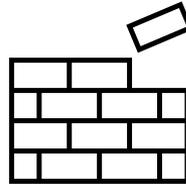
How Skills Evolve Over Time



Transferable Skills

- Move from role to role
- Value stays constant
- Focus on tasks

Data analysis, questionnaire design



Compounding Skills

- Deepen over time
- Value grows with context
- Focus on judgment and impact

Storytelling, providing context



Emergent Skills

- Appear unexpectedly
- Open new doors
- Emerge when conditions align

Teaching, prompt engineering

Storytelling – Works Anywhere



Emotional storytelling isn't limited to mission-driven work

Insight becomes meaningful when people see themselves in the story

Even everyday products can carry deep personal significance

Put yourself in the story

Make Your Research Visible - and Yourself!

- Monthly newsletter
- Outreach to internal teams
- Conferences
- Webinars
- Peer networking groups



Welcome to **Market Research News**. Each month we will identify content pertaining to our major Red Cross initiatives including **Diverse Donors** (Latino Engagement, Sickle Cell, LGBTQ+, Youth); **Community/Public Health**; **Relevant Industry trends**, and more.

This month's issue features the new **On-The-Spot Blood Donation Survey**: a vendor spotlight on 1Q, for quick, general-population polling; and our latest **state-level brand analysis**, revealing key regional differences in how the American Red Cross is perceived and identifying opportunities for deeper engagement nationwide.

Looking for broader context? Don't miss our **Industry News and Reports**—packed with relevant content from external sources.

Please reach out to [Julie Leyns](#) from MODS with any questions, comments, or suggestions. Your feedback is appreciated!

Industry News

[Navigating the AI Trust Paradox](#) In a world where AI has swiftly become integral to our daily lives, a striking contradiction has emerged. People have adopted AI faster than almost any innovation in history, yet they're also terrified of it. They want brands to use it to improve almost everything, but fear what will happen when they do. We call this contradiction the AI trust paradox – the conflict between people's optimistic embrace of AI, and their doubts about whether they can trust it. (Kantar)

[What makes people more likely to give to charity after a disaster](#) Our new research, published in the *Journal of Public Policy and Marketing*, wanted to understand something big: does distance really matter when it comes to helping others? (Phys.org)

[1 in 4 Americans to Reduce Donations in 2026, Survey Finds](#) A new national survey reveals that even as economic conditions show signs of improvement heading into 2026, many Americans remain financially cautious. One in four adults (25%) say they still plan to reduce their charitable giving due to ongoing concerns about their household finances and the broader economy. (Church Mutual Insurance Company)

[Volunteerism Rebounds After Pandemic Lows](#) The share of Americans who volunteered in the past year (63%) has climbed back near pre-2020 levels after hitting a low in 2021, Gallup's latest analysis shows. The rebound follows one of the steepest drops in volunteer participation Gallup has recorded since 2001 when it began tracking the measure. (NonProfit PRO)

[Average American Donor Overestimates Their Charitable Gifts](#) Fundraisers spend a lot of time listening closely to donors talk about what comes next — whether they expect to give more, less, or about the same amid continued economic uncertainty. New data suggests another reason giving may remain flat. Many donors already believe they are giving generously — even as actual generosity continues to decline. (NonProfit PRO)

MarComm



MODS Marketing Optimization & Data Strategy



Digital Strategy & Engagement



Brand & Creative



Communications



Government Relations



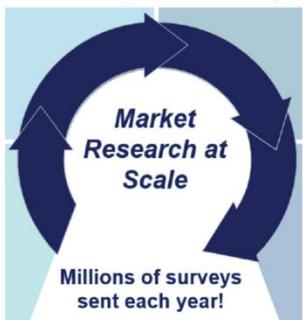
Market Research: 2025 Year in Review



MODS

Market Research at Scale

Blood Donors, Volunteers, Hospitals



Who We Surveyed



Respondents	#
Blood Donors	680,459
General Population	81,164
Volunteers	16,121
Sponsors	6,061
Financial Donors	2,505
Donor Services	1,498
Hospitals	1,054
Employees	643

25+ Ongoing and Ad Hoc surveys

Volunteer Motivation and Messaging
 Cryptocurrency Blood Donor Attitudes to CFR (Suzy)
 Donation Payment Method Preferences
 National Legacy Society Event Grey Skies Fundraising
 Blood Donor Satisfaction
 Accessibility New Volunteer
 Morning Consult Polling Fundraising
 MODS AI Survey
 Hospital Satisfaction
 Giving Tuesday/End of year
 Anniversary Volunteer
 Donor Motivation
 PowerBI Survey
 Team Empowerment Day
 Planned Giving
 Cultivating Culture
 Red Donors
 Marketing & Results Forum
 Service Satisfaction
 Red Cross Champions

Market Research Newsletter

Market Research News

December 2020

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Please reach out to [Julie Lentini](#) from MODS with any questions, comments, or suggestions. Your feedback is appreciated!

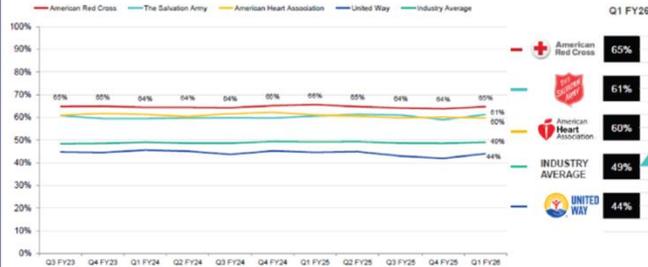
Giving Tuesday and End-of-Year Poll

Giving Tuesday and End-of-Year Giving Poll 2020

In addition to polling our own donors quarterly to better understand donation behavior, we also surveyed the **general population** for the third consecutive year to gain insights into **Giving Tuesday and end-of-year giving trends**—including those who donated (post-reported) to the Red Cross. Based on this poll, what can we expect for end of year giving? Things look positive—72% plan to donate by year-end (up from 68% last year).

Brand Tracker

Public Perception Metrics: Favorability, Trust, Community Impact, Buzz



Grey Sky Fundraising Market Research & Data Science

Approach: A deeper dive into Gray Sky Fundraising

Two-pronged approach for deeper understanding to help improve Gray Sky fundraising during less extreme disaster periods

Market Research

Deeper understanding of donor barriers/triggers for giving during Gray Sky events to help inform optimal messaging strategy. Research phases include qualitative (*Managed Donors & Corporate Donors*) & quantitative (*Core Donors & General Public*).



Data Science

Leverage data science techniques to more empirically evaluate & identify the various factors that drive fundraising success. Identify strategic levers as well as manage expectations for elements that cannot be controlled.



Map Your Own Career Journey



- List your major roles chronologically
- Above each role, note 2-3 key skills you used or gained
- Look for patterns: where context changed the value of your work
- Identify which skills transferred, compounded, or emerged

Fulfillment comes from understanding how your capabilities evolve over time.

We spend our careers mapping others. This is what happens when we turn the map inward.

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