



Transforming Partnerships, Social Moments, and
Personal Connections to Drive Change

WILEY

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To my parents, your love and support have been a guiding light in my life, especially during the challenging days of my early battle with cancer. Your infinite belief in me has fueled my determination to create positive change in the world.

I also want to express my heartfelt thanks to the Make-A-Wish Foundation for profoundly changing the trajectory of my life when they granted my wish to go to Disneyland. That experience was a turning point that instilled in me a deep sense of purpose and a commitment to making a difference in the lives of others.

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To all the readers, I am deeply appreciative of your interest in the topics discussed in this book. Your dedication to creating positive social impact aligns with my vision, and I hope the insights within these pages inspire and empower you to continue making a lasting difference.

This book represents the culmination of the collective support, love, and inspiration I have received from these incredible individuals and organizations. Thank you for joining me on this meaningful journey and may our shared commitment to impact create waves of positive change that resonate far and wide.

With heartfelt appreciation,

Nick

About the Author

Nick Lynch has spent his professional career building solutions for brands to better identify and target their audiences online. Nick is more than a businessman: from personal experience as a former Make-A-Wish recipient who survived cancer at an early age, Nick is passionate about nonprofit organizations. When the COVID-19 pandemic suddenly forced many nonprofits into the digital space, it triggered Nick to think strategically about solving the challenges of creating opportunities to thrive without in-person events. This prompted Nick into creating Collidescope, an innovative technology and services provider in the social impact space, dedicated to activating and empowering social change through cutting-edge digital solutions. Collidescope empowers global causes, influencers, and organizations to collaborate and measure their cumulative influence and impact, as well as companies looking to add or improve their corporate social responsibility initiatives. Out of 2,900-plus start-ups analyzed, StartUs named Collidescope as one of the top five Social Tech Startups to Watch in 2021.

After spending nearly two decades developing expertise in digital media and advertising technology for public media brands, high-growth private companies, and start-ups, Nick Lynch knows what truly drives revenue, performance, and innovation: execution. Leveraging his diversified product experience from MySpace to

Fox, the Rubicon Project, and Amobee has helped him build profitable products throughout his career. Nick has developed a unique expertise in marketing and advertising technology to enable companies to create a dynamic digital presence.

Nick has landed coverage in print and broadcast outlets around the world, including TechCrunch, Yahoo!, MediaPost, ClickZ, Adotas, Beet.TV, and Forbes.

Introduction

The social impact landscape is dramatically shifting. The effect COVID-19 has had on the world, beyond the health implications, has changed the way individuals, corporations, and nonprofit organizations look at delivering impact. In most cases, it has accelerated the way corporations and organizations use new tools and technology to achieve impact. And though there is now more attention to and participation in social impact activities, there is also more distance and confusion about how organizations and corporations can build communities, increase long-term engagement, develop mutually beneficial partnerships, and amplify the amazing works they are undertaking. So how do we navigate this new world of partnerships, social media, and other gateways to social impact?

The Power of a Wish

First, let me tell you a bit more about myself. After all, you may be wondering why it is that you should believe whatever this stranger is telling you! My name is Nick. When I was three, I was diagnosed with a stage 3 Wilms tumor in my right kidney. For months, my parents would take me to the doctor, where he would review my symptoms, my vitals, and my labs, and come up with the conclusion that nothing was wrong. When we would return

home after every visit, my mom's intuition was telling her that there was something else going on. And after each mostly uneventful visit, that intuition grew stronger. Until she finally decided to get a second opinion from another doctor.

Within the first 15 minutes of meeting with our new doctor, he agreed with my mother, and that based on my lab results, I needed to go to the Oakland Children's Hospital emergency room immediately. By the time they found my cancer, it had spread from my right kidney, down to my groin, and into my inferior vena cava—the largest vein in the human body, which carries deoxygenated blood from the lower body to the heart. The operating report said that the tumor had “fingerlings” that were centimeters from my heart. After six hours of surgery, a few weeks of radiation, and months of chemotherapy, I was cancer free, and have been now for nearly 37 years.

At the tail end of my chemotherapy, a family friend had recommended me to a relatively new nonprofit out of Phoenix, Arizona, called the Make-A-Wish Foundation. Their organization granted “wishes” to children who were battling life-threatening illnesses. My wish was to go to Disneyland. The wish was filled with limousine rides to and from the airport, my first flight, multiple days at Disneyland, and, most important, memories that eclipsed the trauma of childhood cancer. Not just for me, but for my family, too. When I think about that time in my life, even though I was only three, I mostly only have memories of my wish and not the hospital stays and treatments.

Cancer can be a strange, common bond between people. I have yet to meet someone that hasn't directly or indirectly been affected by it. Typically, the idea of having cancer, surviving cancer, or knowing someone who has had or is battling cancer creates feelings of fear and despair. All totally understandable and rational feelings to have. My mom and dad are both cancer survivors as well, so I have been entrenched in the disease

repeatedly throughout my life from multiple vantage points. But I view cancer differently. Yes, it is scary, but it's never been a better time to be fighting as modern medicine continually is finding new ways to treat and beat the disease. And so, we fight. It's this fight that has shaped my perspectives.

My cancer experience has been a source of pride and confidence for me. The scar down the middle of my chest has always reminded me that if I can survive cancer, I can do anything. I have used this to power through any challenge I've ever encountered in my life. I believe that using this experience in this way, has enabled me to be successful in my personal and professional life. And for the last 16-plus years, I have been able to build a successful marketing and advertising career that has been focused on building solutions for brands and advertisers to better target their audiences on digital and social media.

Eight years ago, my life came full circle. I had recently found out that my wife was pregnant with our son. I am sure every parent goes through that moment when things get real. And when I saw him for the first time on the ultrasound, things got *very* real. I was suddenly transported back to 1987, but in my parents' shoes, empathizing with them and what it's like to be a parent. Though there was nothing wrong with my son, I still began to feel their helplessness of not being able to do anything to heal their child, the agony of pacing in the waiting room while their son was being operated on, and also the immense joy of seeing their son in remission and eating ice cream under the fireworks-filled sky of Disneyland. Through this wave of emotion, I had an epiphany, and one thing became clear: it was time to do anything and everything I could to support Make-A-Wish. Over the last eight years, I have supported Make-A-Wish Greater Los Angeles through fundraising, developing their young professional's council, and providing leadership on their advisory board. I have used my professional expertise and network to

guide and scale impact for this amazing organization. I have also become a volunteer wish granter, enabling me to conduct the full wish experience from discovery to reveal. After I granted my first wish, I sat in my car and cried. The emotion was overwhelming, and I knew that child whose wish I granted and his family's experience was going to change their life in the most meaningful and positive way.

When Personal and Professional Collide

In late February 2020, I was on a business trip to Southeast Asia, which as we all remember was ground zero for COVID at that time. I foolishly underestimated its seriousness and flew out to meet clients. At the time, I was running a global influencer marketing company and was scheduled for my quarterly trip to the region. Though at that time, we were getting more and more information about COVID, its seriousness hadn't really contextualized for me until I landed in Hong Kong. A large international hub, usually shuffling more than 200,000 people in and out of Hong Kong per day, was completely empty. From my gate to the airport lounge in the international terminal was about a half-mile walk. During that walk I would have typically navigated around thousands of people. This time, I only saw seven other people. All of the shops were closed. Looking outside the windows at the tarmac I saw dozens of airplanes triple and quadruple parked in a surreal pattern of wings, tails, and cockpits. It was a scene out of an apocalyptic movie. As I made my way to my connecting flight to Singapore, I was imagining what the rest of my trip was going to look like. As you can imagine, it was filled with masked meetings and temperature checks at every stop. But it was during one of these masked meetings that sparked an idea that would change the course of my life, again.

On my last day in Singapore, I was meeting a friend who told me, “This is just the beginning. Things are going to get bad, people will lose their jobs, and we will all need help.” He knew my background in advertising and influencer marketing and asked, “What can you do to help?” His tone, body language, and question stuck with me for the rest of my trip. And for the next 30 hours of travel time back home, all I could think about was what I could do. When I landed back in the states, I had a pitch deck, financial model, and name for an idea that would answer my friend’s question: Collidescope.

The concept of Collidescope was the amalgamation of my personal and professional worlds—they were “colliding” . . . get it? I knew that brands were spending billions of dollars a year in cause marketing and corporate social responsibility and that they would spend more directly with mission-driven organizations if there was better insights and transparency into not only how those dollars made an impact but also if the business saw any meaningful and positive lift. I also knew that influencers were becoming a fast-growing and legitimate marketing channel, and these influencers would happily use their platform to promote vision and value-aligned missions if they were presented with opportunities to do so. It was this triangulation of brands, non-profits, and influencer stakeholders that was the start of Collidescope. I built some tools, technology, and processes that helped identify corporate partners, nonprofits, and influencers that had value alignment, facilitated these collaborations, and measured the efficacy of these partnerships. We coined the phrase *Double ROI*, which is a term we use to describe how we measure return on investment for the corporate partner in terms of business benefits and return on impact in terms of mission benefits. By looking at this holistically and identifying correlations between tactics and outcomes, stakeholders are able to understand the value of their participation in the impact equation.