

step<sup>up</sup>NYC  
Sound  
Business Inc.

March 12<sup>th</sup> 2021



# Agenda

1

Where we have been

2

Alumni recommendations

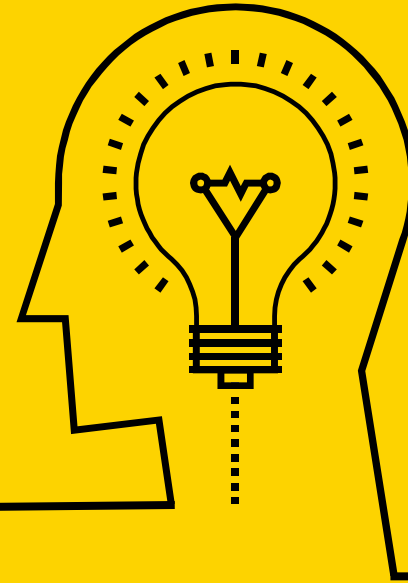
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What this means for SBI

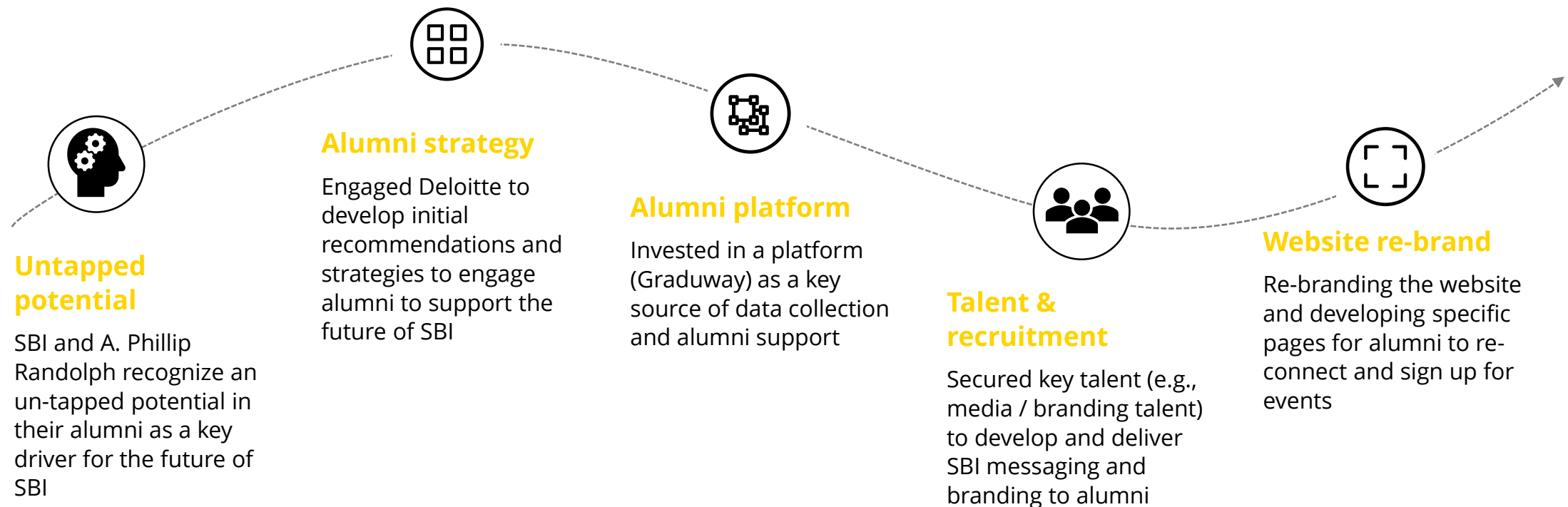
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Activities for 2021

Where we have  
been



# SBI are currently on a journey to strengthen and grow their presence in the community, and have identified alumni at the core of this growth



# To understand how to increase alumni engagement with SBI, we conducted interviews, research and workshops

## INTERVIEWS

*Deloitte, in collaboration with SBI, conducted over six interviews with alumni, in addition to other alumni outside the SBI program*

- **Community** – There was a strong desire to be involved in a community and were very receptive to alumni groups - *"I am all about community... Tell me what you need!"*
- **Allocation of donations** – Alumni wanted to know where their donations were going - *"I would like to see money spent on scholarships for HBCU colleges... and updates on their schooling"*
- **Engaging with me** – Alumni leverage different channel platforms for different reasons (e.g., Facebook for events and news)

## RESEARCH

*Deloitte conducted research on alumni and charity programs across the world to identify key awareness and fundraising opportunities*

- **Donation potential** – only 5 – 20% of alumni donate to their school once they have left<sup>1</sup> and typically make up ~25% of all education donations
- **Donating online** – donating online increased by 12% over the past year<sup>2</sup>
- **Social media** – Social media drives charity awareness and in driving donations, especially with females
- **Power of volunteering** – 60 - 80% of donors also choose to volunteer locally in their communities<sup>4</sup>
- **Clear mission** – donors are more likely to donate when they are clear of what the mission is and where the money is going (i.e., transparency)<sup>1</sup>
- **Trust** – Donors are risk averse to donating, and so want to see success stories prior to committing<sup>3</sup>

## WORKSHOPS

*Conducted workshops with SBI stakeholders to identify core values and future needs of the organization*

- **Inclusive, grass-roots cooperative** - SBI embodies the inclusive grassroots community to welcome all alumni
- **Scale up** - SBI wants to scale up and bring more programs across the community, within schools
- **Self sustaining** – There is a desire to engage alumni as a key source of sustainability and growth
- **Impact** – SBI focus on the ability to create big impact with minimal resources
- **The Arts** – SBI has a deep-rooted history in the performing arts, with a need to "feed the student souls and spirits."
- **College prep** – SBI are known for preparing students socioeconomically and socio-culturally for colleges
- **Integration** – SBI wish to become more integrated into the school's curriculum

Key takeaways

1. Hanover research on 5 trends driving university fundraising

2. Network for good program – networkforgood.com

3. Branding and messaging to drive donations from alumni study by Adam Grant

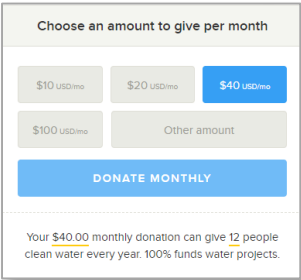
4. Double the donation - Nonprofit Fundraising Statistics [Updated for 2021]

Our research also explored examples across the non-for-profit industry for inspiration on how to raise awareness and donations for SBI



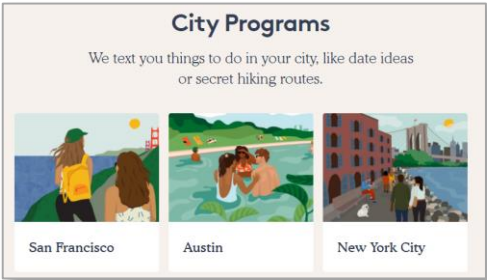
Donation options

Charity water launched “The Spring”; a passionate and determined group of monthly givers on a mission to end the water crisis in our lifetime. They request monthly donations and provide updates on funding progress. (100% of funds go to water projects)



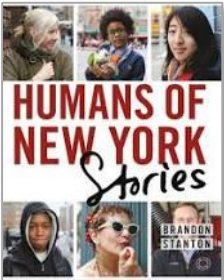
Channel diversification

The Nudge is a text messaging service that researches and plans everything for members by text. They send out options for events and track engagement.



Power of story-telling

Humans of New York began as a photography project in 2010. The initial goal was to photograph 10,000 New Yorkers on the street. Along the way HONY began to include quotes and short stories from their lives with 11M subscribers on Instagram.



Timing of campaigns

Movember fundraisers are a global community of fired up Mo Bros and Mo Sisters – aka rock stars making a difference in mental health and suicide prevention, prostate cancer and testicular cancer. Raising awareness every November by asking members to grow a moustache and donations.



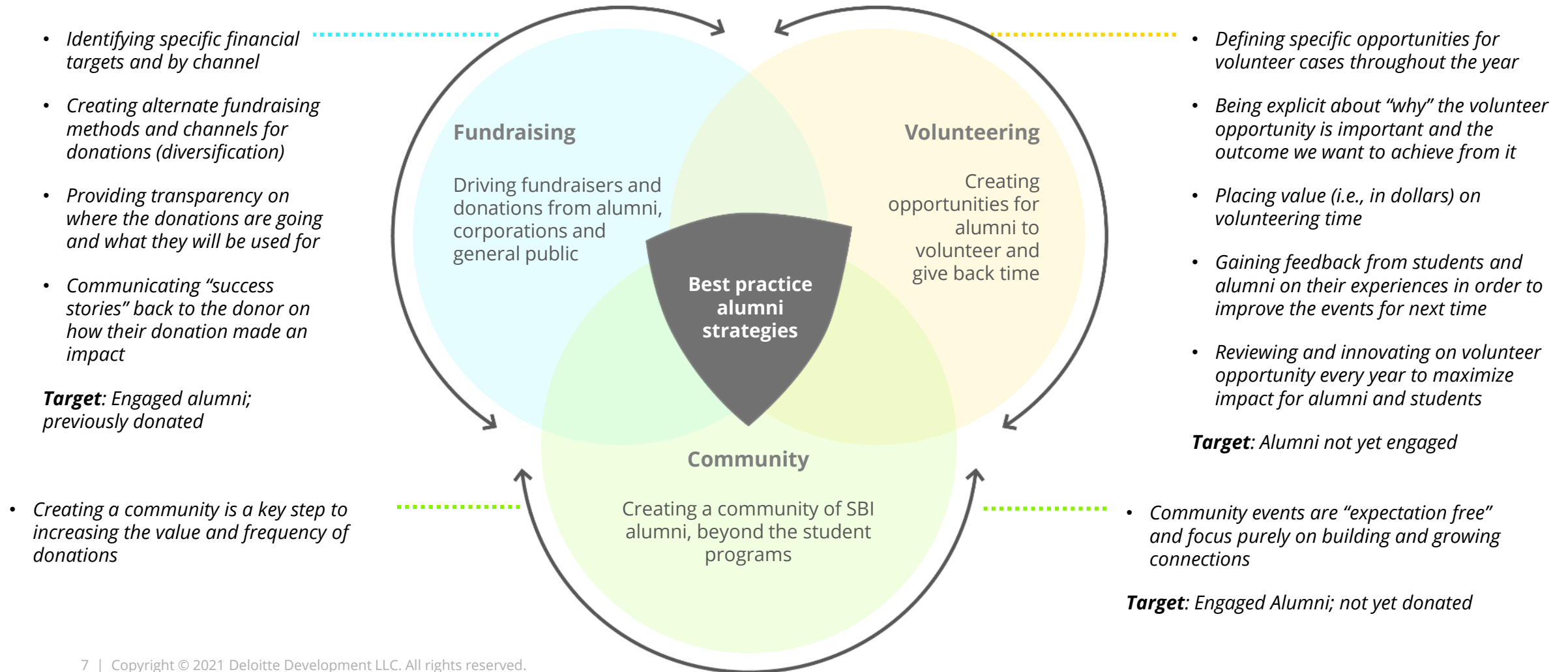
Social / community involvement

#icebucket challenge was one of the most successful social media campaigns that requested people take action, nominate a member to take action, raise awareness, donate money – and made it FUN! The ice bucket challenge has accelerated funding for ALS.





# Based on what we found, we uncovered that three pillars; fundraising, volunteering and community, set the foundation for every successful alumni program...



... which tie back to a clear vision of SBI, about who you are, and what you stand for

- + Who we aim to support
- + We are all in this as "one"
- + Community / collaboration

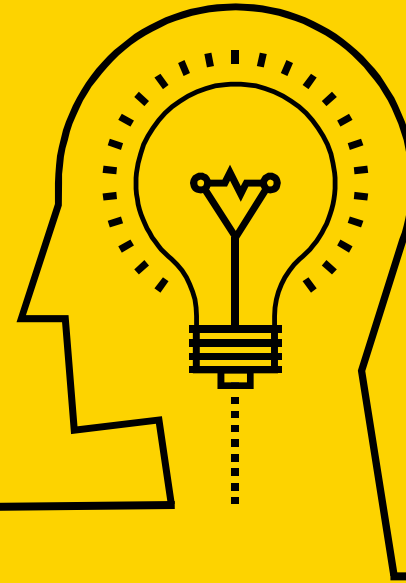
**"Together** with our dedicated members, students and alumni, Sound Business Inc will be an integral part of A. Phillip Randolph through a **self-sustaining, scalable** ecosystem that **invokes pride and purpose** to every single member "

- + Clear goal and objectives
- + Clarity on what "success" looks like
- + Easy to understand

- + Who we aim to help
- + Our audience



# Alumni Recommendations



# Drawing inspiration from our interviews and workshops, we brainstormed opportunities to grow SBI across the three core alumni pillars

## Fundraising

Build long-term sustainable partnerships in the community founded on a shared vision to open up more channels for funding

### Ideas we explored:

- “Sponsor a student” – donating a specific student for college support
- Subscription model fundraising (e.g., small monthly donations)
- Diversifying corporate / non-for-profit sponsorships through the Graduway platform
- Creating tiers of sponsorships (bronze, silver, gold) for Corporates
- Explore partnerships to expand network

## Volunteer

Integrate SBI alumni into the present-day community by offering opportunities to build relationships with SBI students and the greater A. Phillip Randolph ecosystem

### Ideas we explored:

- Mentor programs between alumni and students
- Running non-arts educational workshops / events on current affair topics (e.g., voting)
- “Bring a student to work” day to expose students to the work environment after school

## Community

Develop an inclusive grassroots cooperative through shared experiences and relatable stories that both students and other alumni can draw inspiration from

### Ideas we explored:

- Student driven campaigns and programs for alumni run by students (e.g., student board)
- Identifying alumni “leaders” responsible for supporting and driving events
- Creating targeted alumni advisory groups, designed to solve alumni problems
- Connecting and organizing events with other school / work programs
- Volunteering to support SBI back-office activities (e.g., finance)

Deep Dive

Develop collaboration and awareness campaigns post events / donations

reserved.

Developing a pipeline of volunteers to support SBI volunteer days and programs

Launching ‘My SBI Story’; the release of Alumni stories through top social platforms

## Recommendation: Develop collaboration and awareness campaigns post events / donations

Example for corporate donations

### OBJECTIVE

- Target 40-50% funding from corporates sponsors (that share SBI's vision)
- Secure \$5,000 – \$10,000 per sponsor (preferably aim for multi-year funding)
- Drive 50% of corporate funding through Graduway platform (i.e. Alumni employers)

### CHANNELS



### RECOMMENDATIONS

- **Target local corporates and neighborhood establishments that share SBI's vision** and have previously provided financial support to students from Harlem and its surrounding communities
- Leverage **LinkedIn** to communicate success stories back to the donors on how their donation made an impact. This can help lend credibility and encourage their peers, both corporates and non-corporates, to donate
- Look to establish partnerships with "like" organizations to build awareness and campaigns



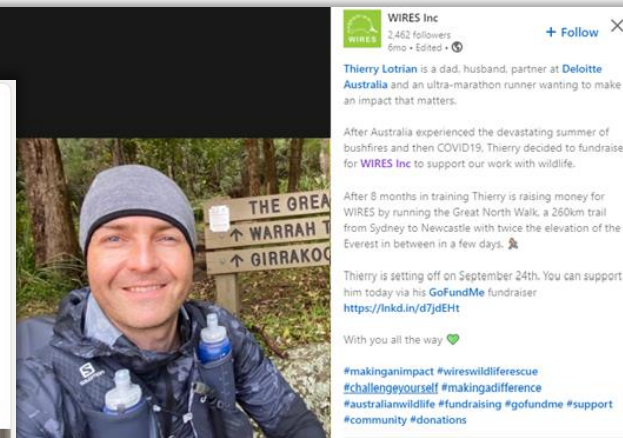
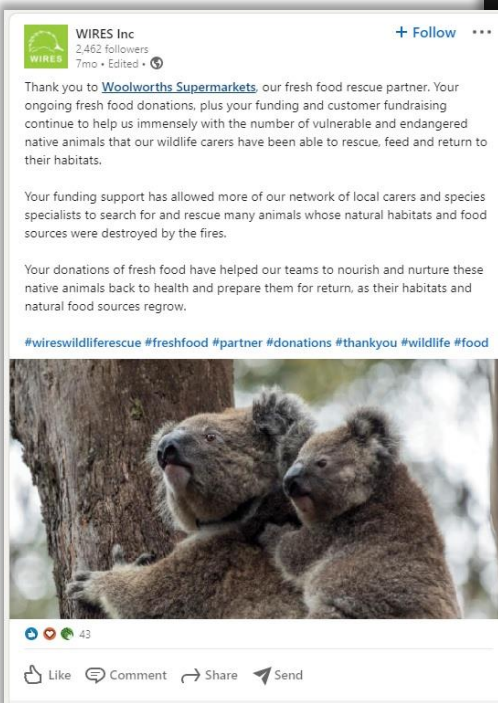
- Alumni interviews indicated that alumni are willing to leverage their professional networks and connect SBI to their employers for donations. **As part of Graduway platform uplift, collect data on alumni's interest in connecting SBI to their employers and/or professional networks**

Would your employer be interested in supporting SBI in a monetary capacity, such as sponsoring an event, monthly donations towards SBI's operational costs?

All right

Are you part of any professional organization? Would the organization be interested in supporting SBI?

### CASE STUDY: WIRES INC.



Leverage **LinkedIn** to communicate success stories back to the donors on how their donation made an impact

Corporations care about their brand more than ever, and will find ways to communicate their commitment to the community through 3<sup>rd</sup> party partnerships

# Recommendation: Developing a pipeline of volunteers to support SBI volunteer days and programs

## SOURCES OF VOLUNTEERS



### SBI Alumni

In interviews, alumni of SBI expressed an interest to go beyond making donations and “pay it forward” to current students at A. Philip Randolph HS



### Corporate Professionals

Engaging companies in philanthropic initiatives is often difficult. SBI should instead engage with corporate professionals interested in volunteering



### Non-Profits

Various non-profits in the NYC area have similar objectives to those of SBI and currently have programs from which students at A. Philip Randolph HS might benefit

### Considerations

- Implementing a robust alumni database, such as Graduway, will allow SBI to engage alumni over mediums such as email
- According to LinkedIn, there are ~520 individuals in the NYC metro area that work in performing arts and are interested in in pro-bono consulting and volunteering
- A number of nonprofits exist across NYC (e.g., Dancing Classrooms, PENCIL)
- A PR brief will serve as a differentiating factor for SBI

**Irrespective of the volunteer source with which SBI seeks to engage, it is important to consider:**

- The value of donated time versus donated funds.** According to CCS Fundraising, 78% of people who volunteer with a nonprofit are also donating to that organization
- The experience.** Various studies suggest that pre-experiencing future outcomes can serve as a “motivational amplifier” to promote good habits. SBI should consider adopting this principle, by organizing events such as job shadows, to further its mission of supporting the students of A. Philip Randolph H.S.

## CASE IN POINT: ALUMNI JOB SHADOW PROGRAMS

### Clark University

- Facilitated by Clark University’s Career Connection Center, alumni and students participated in the ClarkCONNECT Alumni Job Shadow Program
- Over 100 alumni participated in a fully virtual program that allowed students to connect with them and learn more about the fields they hoped to enter or were interested in exploring

### Fairfield University

- Fairfield University’s Job Shadow program pairs students with alumni professionals for a half-day or full day for career exploration
- The job shadow event ultimately occurs in January; alumni register themselves and/or their companies in September and match to students by November

### Harvard University

- Once each semester, students at The Harvard T.H. Chan School of Public Health participate in treks to visit public health organizations in New York, Washington, D.C., or Boston
- The purpose of the trek, students have the opportunity to learn more about an organization’s work and culture and gain insights into the career tracks and expected skillsets for new professionals

# Recommendation: Launching ‘My SBI Story’; the release of Alumni stories through top social platforms

## OBJECTIVE

Use social media platforms as part of the inclusive grass roots initiative, by sharing weekly / bi-weekly posts that highlight one or more alumni's story of how SBI influenced their life, to continue to grow a supportive and engaging community

## CHANNELS



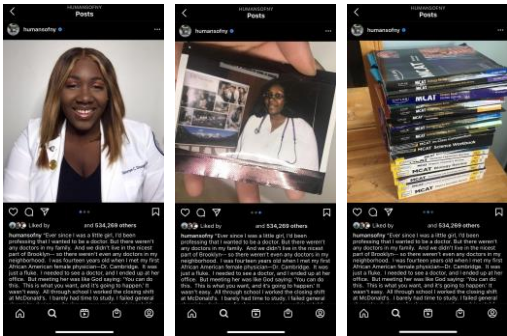
## RECOMMENDATIONS

- Leverage existing interview contents to date, and continue setting up interviews **targeting 2 per week**, to **recreate alumni narratives and post with 3 – 5 pictures** of alumni including SBI experience
  - Posts can be anywhere from a few paragraphs to a minibiography, and should **focus on impacts of SBI's inclusive, grass roots co-op, and performing arts**
- Establish channel on **Graduway Platform for alumni to express interest** in being interviewed and included in SBI alumni Instagram posts
- **Create a backlog of posts and begin releasing narratives bi-weekly**, potentially increasing regularity of content flow if interest and participation increases

## CASE STUDY: HUMANS OF NEW YORK

"It constantly amazes me how brave these people are, and how much they choose to disclose. ... You know why I think that is? Because so much of our life revolves around small talk. Weather, finances, things like that. And here comes somebody on the street really digging at the marrow of your life, and your experience. I think it's validating in a deep sort of way." – *Brandon Stanton, Author of Humans of New York*

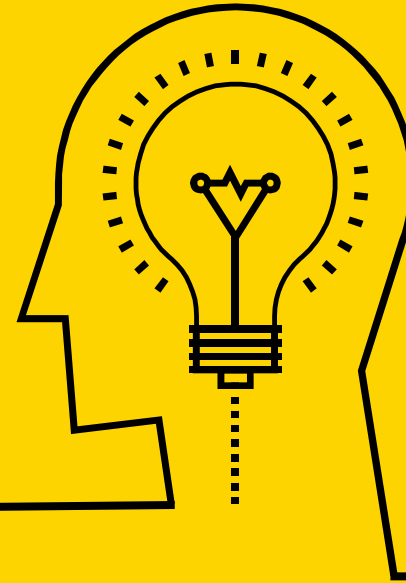
*"...it's validating in a deep sort of way"*



This post is part of a #quarantinestories series that began at the beginning of the pandemic. They share the story of a young African American woman growing up in an underserved community in Brooklyn who **overcomes adversity to achieve her dream of becoming a doctor**

This post generated over half a million likes and **more than 10,000 responses of admiration and encouragement**

What this means  
for SBI



**SBI should seek to increase the level of transparency of how donations are used; and generate campaigns in collaboration with corporates / partners**

~1 month

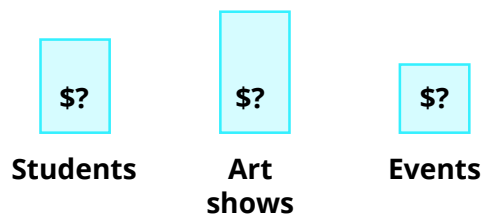
~1 - 2 month

~2 - 6 month

~3 - 6 month

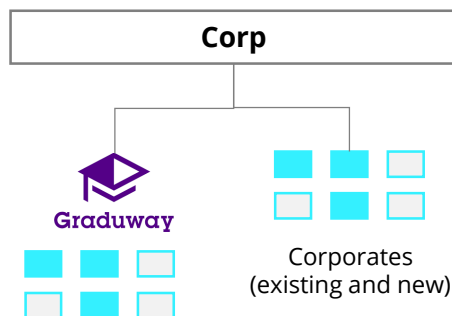
# Preparation

- 1 Identify the capital needs and target amounts for each



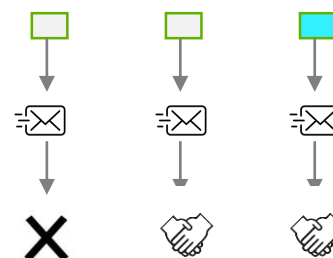
# Prospect

3 Identify potential targets for each channel



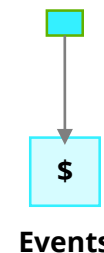
Engage

5 Engage with potential partners

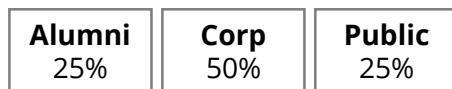


## Allocate funding

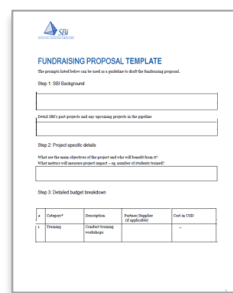
7 Invest funds into chosen area



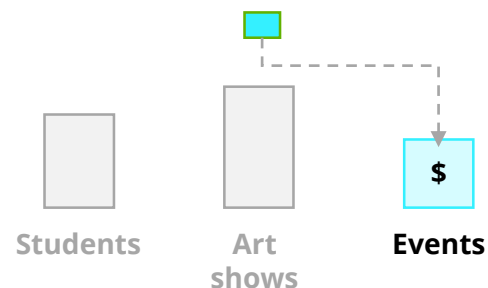
2 Define key funding channels and targets



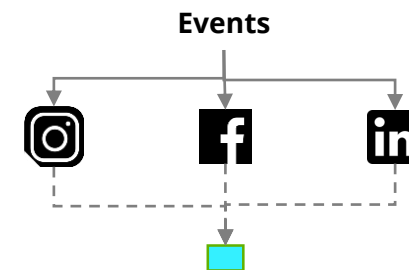
4 Develop and tailor proposal and fundraising materials



6 Define and communicate how the funds will be used



8 Document, communicate and share impact



 Existing corporate relationships


☐ **New corporate relationships**

 **Critical to success / Areas for improvement for SBI**



# SBI should develop a clear and cohesive fundraising proposal, that can be leveraged to target specific corporations / partners that would benefit from collaborating with SBI

## WHAT TO INCLUDE IN A FUNDRAISING PROPOSAL?



**FUNDRAISING PROPOSAL TEMPLATE**

The prompts listed below can be used as a guideline to draft the fundraising proposal.

Step 1: SBI Background

Detail SBI's past projects and any upcoming projects in the pipeline

Step 2: Project specific details

What are the main objectives of the project and who will benefit from it?  
What metrics will measure project impact – eg. number of students trained?

Step 3: Detailed budget breakdown

#	Category*	Description	Partner/Supplier (if applicable)	Cost in USD
1	Training	Conduct training workshops		...

The fundraising proposal should clearly identify **SBI's short- and long-term funding goals and needs**. Be specific and transparent about what the donations are going to be used for. The prompts listed below can be used as a guideline to draft the fundraising proposal:

- Cover letter including SBI's background
- SBI's past projects and any upcoming projects in the pipeline
- If SBI is requesting funding for an upcoming project (as opposed to funding to cover operating expenses), including project-specific information would be beneficial:
  - Are there any corporate/not-for-profit partners involved, and what role do each of them play?
  - What are the main objectives of the project and who will benefit from it?
  - What metrics will measure project impact – eg. number of students trained?
  - When and where will the project take place?
  - What is SBI's project budget and how much is SBI seeking to raise from each sponsor?
- Detailed breakdown of the funding request in a format like the one below (representational purpose only):

#	Category *	Description	Partner/Supplier (if applicable)	Cost in USD
1	Operations	Personnel salary		5 x \$500 x 12 = \$30,000
2	Operations	Monthly rent		\$2,000 x 12 = \$24,000
3	Training	Conduct training workshops	...	...

**\*Possible categories: Equipment, Operations, Personnel, Publicity, Supplies, Training, Travel, Tuition**

## SBI today uses all platforms to message similar content ...

In reality, each platform targets a different subset of users and demographics, and should follow suit in serving various purposes

### HOW THEY ARE USED TODAY BY ORGANIZATIONS

Instagram is a visual based platform to **share photos, videos and other visual content**, typically leveraged as a source for online shopping.  
**Dominant Users:** F / 25-49yrs



Facebook is the most widely used platform, **typically leveraged to share written content / information**.  
**Dominant Users:** M+F / 18-30yrs



LinkedIn is a professional network platform, used **to find talent, market positioning and business marketing**.  
**Dominant Users:** M+F / 30-50yrs



YouTube is a video sharing platform, people **can view, upload, rate, share and comment on content**, predominantly for entertainment purposes.  
**Dominant Users:** F / 25-49yrs



Most widely used and **effective source of information and communications channel**.  
Emails are more "intimate" than any other platform.  
**Dominant users:** M+F / 25yrs +



Websites are perceived as the final credibility check for users. Websites are the **"face of the organization"** and leveraged as the **final destination to drive users towards action**.



# We recommend establishing structured marketing channels for different platforms, targeting varying demographics and purposes

## Primary

Primary platforms should be the main source of information and brand. All alumni should be directed to the website for engagement. Primary platforms credentialize organizations.

**Updates:** Monthly



- **Data capture / aggregation** through Graduway
- **Share information** from strategic and foundational platforms

Formal Data Capture

Informal Data Capture



Alumni data should be captured to help inform community, volunteer and fundraising campaigns

## Strategic

Strategic platforms should be used differently for different purposes. Content will need to be tailored to maximize awareness and engagement. A strategy is typically defined for each.

**Updates:** Bi-Weekly



- Connect **alumni groups** by year
- Organize **alumni events**
- Share **alumni stories**



- Post **alumni narratives**
- Share **performing arts highlights / videos**



- Share **corporate events / news**
- Provide **alumni connections**
- Market **career events**

## Foundational

Foundational platforms will be used for basic purposes, news and updates.

**Updates:** Weekly



- Circulate **newsletters**
- Individual reach outs



- **Event updates**
- Individual reach outs

Text is having a marketing revolution and appears to be a common channel for communication, and a highly preferred tool by alumni

# We can leverage powerful stories and messages to share with our Alumni, all designed to engage them on an emotional level to drive change or certain behaviors

## STORIES OF THE PAST

*Communicate stories and experiences that allow Alumni to re-engage with their past and connection with SBI when they were students*

*Key emotion to evoke:  
Joy / Nostalgia*

## CURRENT SUCCESS STORIES

*Success stories about recent Alumni and the support and impact SBI had on reaching their goals*

*Key emotion to evoke:  
Pride*

## FAMILY / COMMUNITY

*Developing a sense of community and family among the Alumni with the current and past SBI students (e.g., a place they can call home)*

*Key emotion to evoke:  
Sense of belonging*

## "BE A PART OF THE FUTURE"

*Outlining the challenges SBI face either currently or in future and the impact Alumni can make to be a part of that future (i.e. defining the missing piece of the puzzle needed to be successful)*

*Key emotion to evoke:  
Worthiness / Significance*

- SBI should tailor messages around the emotion they wish to invoke in their alumni
- Each one of these emotions are powerful when attempting to create change or drive a certain behavior
- Allocating a consistent story or message through a distinct social / communication platform has been used by organizations to maximize impact on the consumer (e.g., Human Rights Watch)

When a story catches our attention and engages us, we are more likely to absorb the message and meaning within it than if the same message was presented simply in facts and figures

# SBI should reach out to PR firms to help promote and share the SBI message

## TARGET PR AGENCIES

- 5 – 10 NYC based agencies (10 – 100 employees)
- Run pro bono programs
- Aligned with SBI passion and purpose to

## GET “YOUR STORY” TOGETHER

- Strong and timely story – “where you come from and where are you going?”
- The unique problem SBI solves

## PICK YOUR MOMENT

- Build up / align with cultural and timely trends e.g., back to school, BLM movements, college admissions

## BE CLEAR ON THE ASK

- Clarity on what SBI wants to achieve and the message it wants to deliver to the audience

*Example PR agencies to Target*

**praytell**

AMP3PR

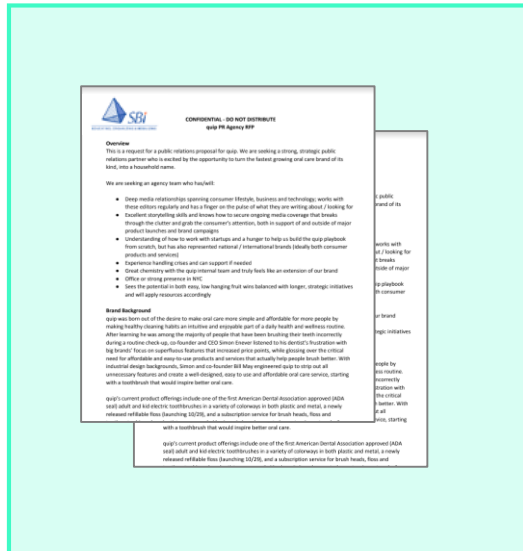
Creative Voices PR



# Developing a targeted PR proposal will be key to unlocking additional opportunities to reach our target audience and driving brand awareness

## Key elements to a brief:

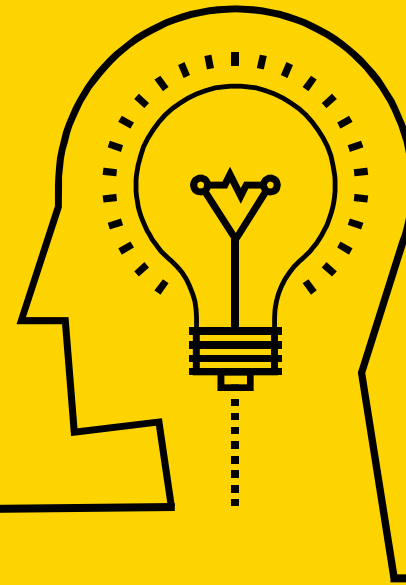
### Example: PR Brief



1. **Background** – How did SBI form? What was the problem it was solving?
2. **Mission / purpose** – What impact will SBI make in the world?
3. **Goals** - What is the challenge you need PR to help address?
4. **The Ask** – Is SBI looking for ongoing support, or support on an upcoming project / event? Are there any upcoming milestones, announcements, projects, events, or campaigns that SBI are specifically looking for PR support on? *(the latter is usually easier for an agency to commit to pro bono)*
5. **Audience** - Who is the key audience you need to reach via PR?
6. **Budget** - if any.
7. **Next steps** - What does SBI want to see from the PR agency?  
Always request a follow up call!

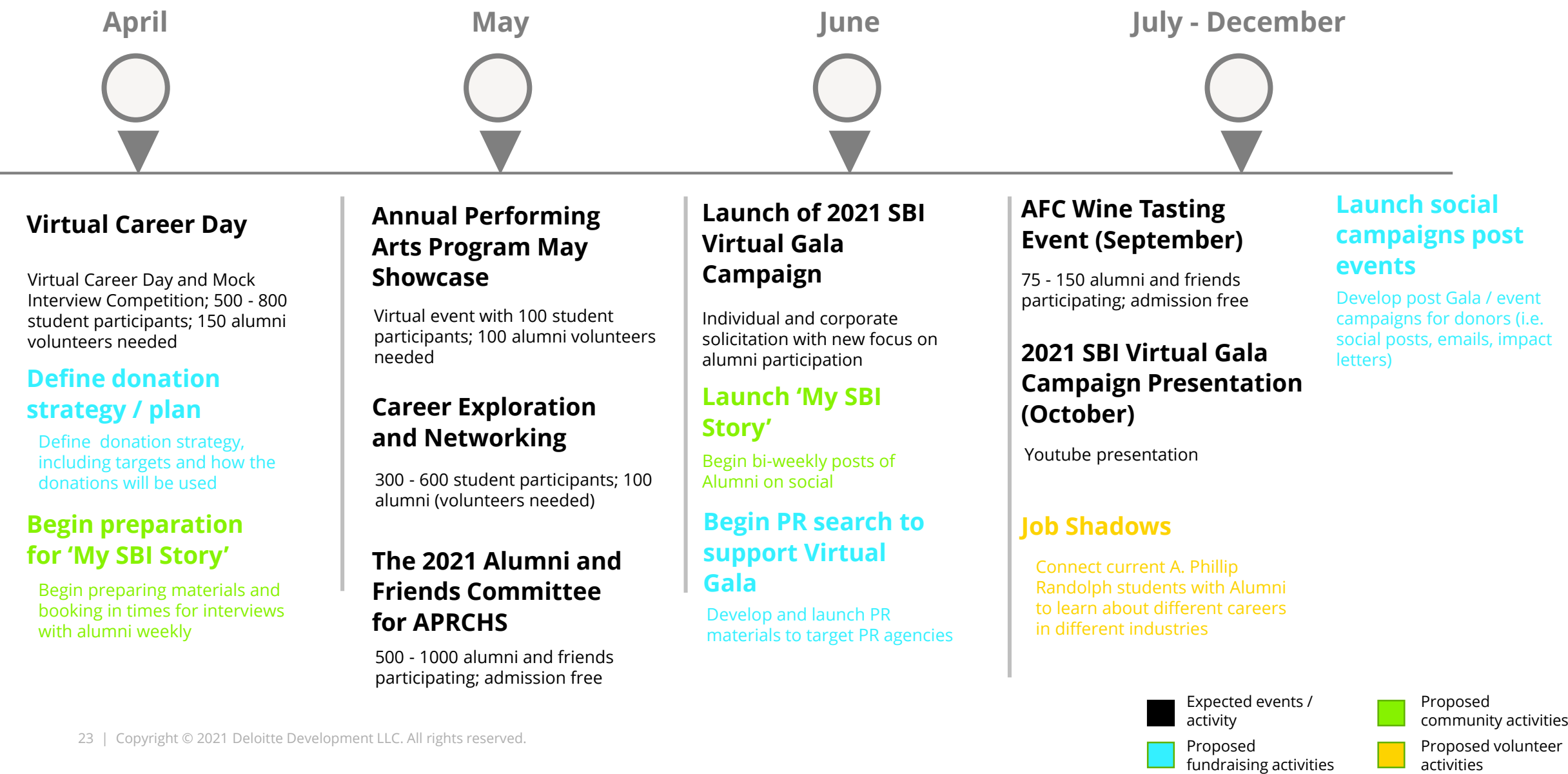
We can take some time to walk through some “best in class” example proposals post this workshop if needed

# Activities for 2021

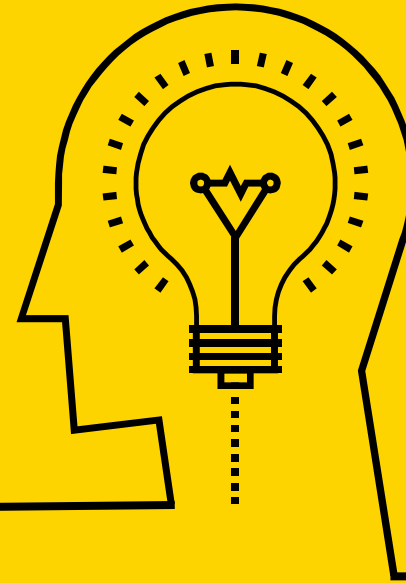




# Expected and Proposed Activities for 2021



# Appendix



# Creating a Vision for the Future

“

The mission of **Sound Business Inc.** is to foster systemic socio-economic change through grassroots community initiatives that are linked to a public high school”

Building from the mission statement, we want to envisage an inspirational statement, that **defines the future vision of SBI**, considering ‘where we want to go’ and ‘who we want to be’

Carrying forward the grassroots community for **educating, organizing, & mobilizing...**

...these are the **key considerations** to take us into the future



## Look to the future...

- How do you see SBI making the world a better place?
- What do you envision when you think about the future of SBI?
- What impact do you hope SBI has on your community?



## ...to continuously inspire

- What inspires you?
- How do you inspire others when you do ad-hoc fundraising?
- How do you envision your grassroots community inspiring your students and future employees?



## ...the future generation

- What do you imagine for the future of SBI as an organization?
- What will the culture of SBI look like?
- How will that play out in employees' lives?