



LET'S DOSOMETHING ABOUT
Social Change

FIRST UP...

Let's play a game.

What we'll cover

- Who is DoSomething.org?
- Campaign overview
- Building a campaign
 - Part 1: The Idea
 - Part 2: Measuring Impact
 - Part 3: Branding and Marketing
 - Part 4: Recruiting and Managing Volunteers
 - Part 5: Forming Partnerships



93% of young people want to
have positive impact on the world.



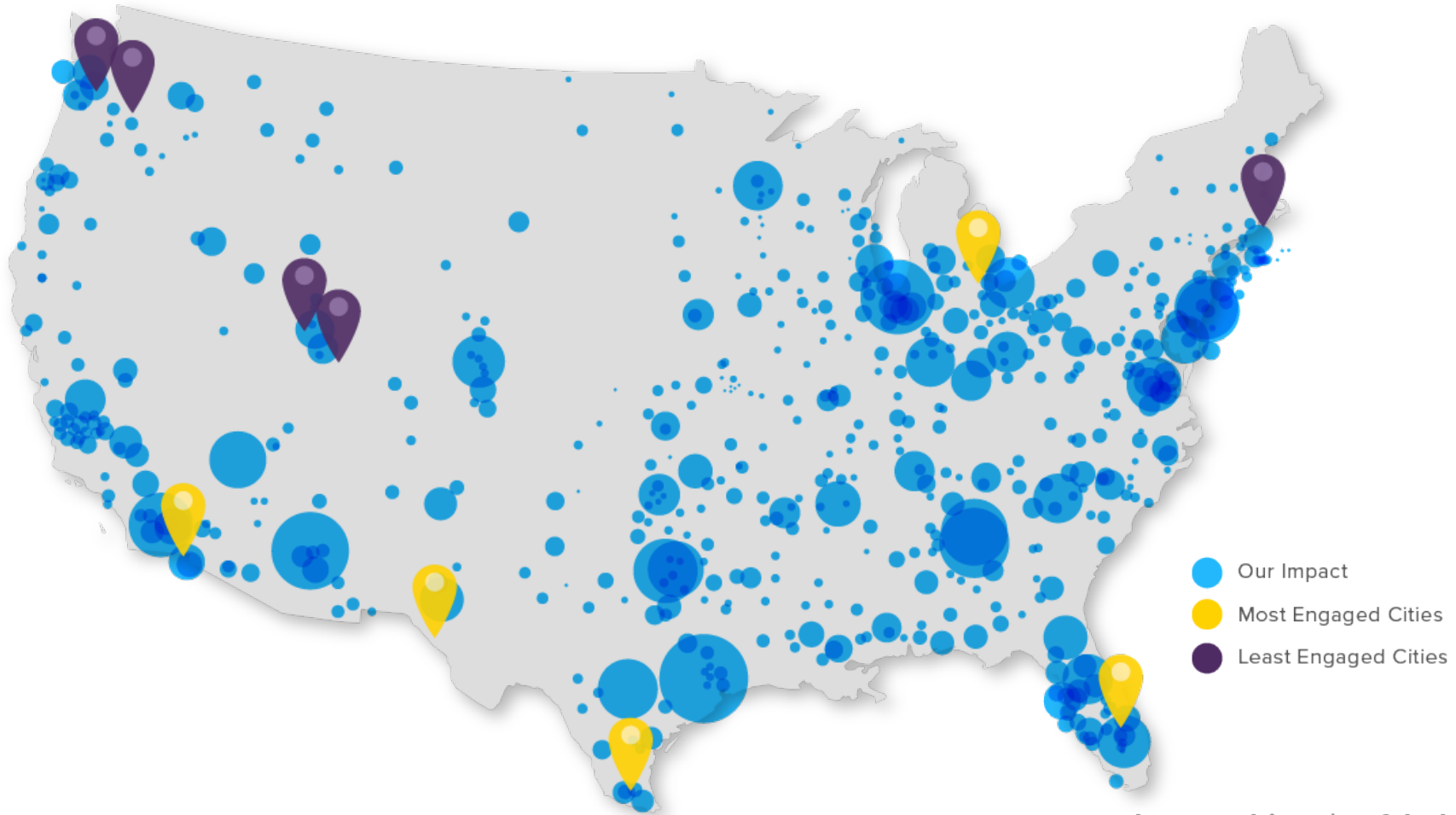
...most don't know where to start.

THATS WHERE WE COME IN...

DoSomething.org



Any cause, anytime, anywhere.





Our Rules



SOOOO...

What is a campaign?

ONE

SIMPLE CALL TO MEASURABLE ACTION

that's dope!

REAL WORLD IMPACT



FUN

- OR -

BADASS

A FEW EXAMPLES OF...

Our Campaigns

Comeback Clothes

Cause

Environment

Call to Action

- Recycle old or worn out clothes to help our planet

Sponsored by

H&M



Prom for All

Cause

Poverty

Call to Action

- Run a dress drive so everyone can feel their best at prom



Custodian Care

Cause

- Education
- Mental Health

Call to Action

- Give your custodian a yearbook signed by everyone in your class



THE STEPS TO...

Making a difference!

A man with a worried expression is looking at a baby. The background is yellow. The man's face is in the foreground, showing a look of concern or confusion. The baby is in the background, wearing a pink outfit.

Know Your Issue

Do research to narrow down to an issue that is:

- Clear
- Specific
- Emotional or Personal



Set A Goal

Decide what impact you want to have. Your goal should be:

- Specific
- Measurable
- Action Oriented
- Relevant
- Timely



Know Your Audience

In order to target messaging, make sure you're familiar with:

- Age
- Demographics
- What they do in their free time
- What value you are adding for them
- If your cause is relevant to them



Decide Your Action

Create a simple, specific call to action to focus on. The best way to guarantee involvement is making sure it is:

- One action
- Easy to accomplish
- Impactful
- Positive

A young woman with long dark hair and a flower headband is running through a school hallway. She has a determined, shouting expression. She is holding a white foam tray in front of her chest. The tray has the words "NO" and "FOAM!" written on it in black marker. The hallway has white tiled walls and a wooden door on the left.

Do It!

It's time to get started. Things to think as you get going:

- What can you do to make sure your audience knows your goal and how to work towards it?
- How do you make sure enough people know about your project?
- Do you have a pivot plan in place?

A woman with dark curly hair, wearing a red t-shirt and a red cape with a yellow tie, stands with her hands on her hips in front of a vibrant graffiti wall. The graffiti features large, stylized characters in yellow, green, and pink. The text 'Measure Impact' is overlaid in white on the left side of the image.

Measure Impact

Evaluating your success may be the most important part of your project. In order to improve in the future, make sure to:

- Keep track of your progress
- Keep a list of everyone who has helped you
- Close the loop - let your volunteers know the total impact
- Ask for feedback!

LUNCH

AND QUESTIONS!

Now it's your turn...

To build a campaign!

PART ONE

Building An Idea

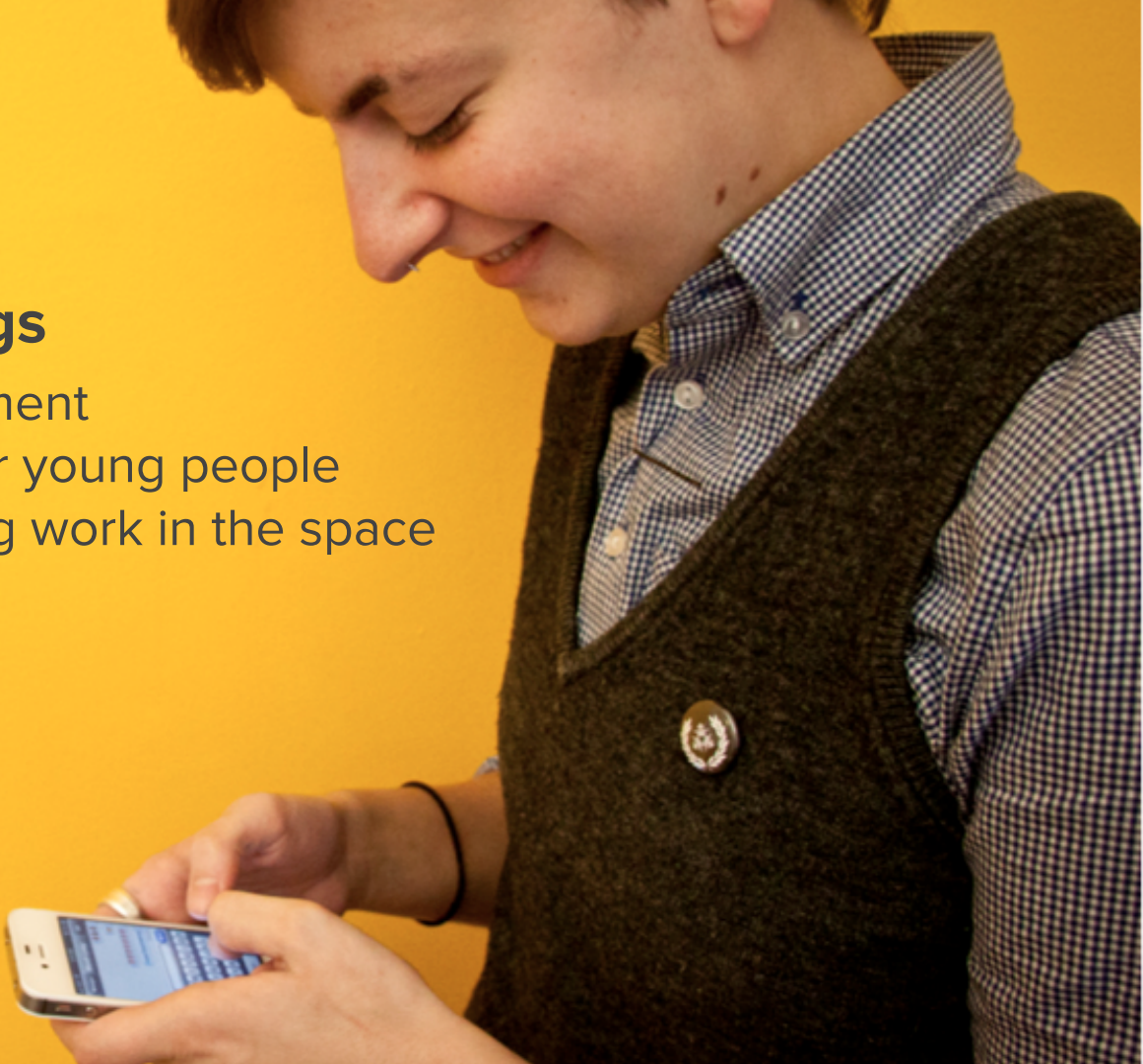
STEP 1

DEFINE THE PROBLEM THROUGH RESEARCH

The Issue

We identify three things

- The problem statement
- A viable solution for young people
- Organizations doing work in the space



Questions for the Group

What is the issue you'd like your campaign to address?

What are some possible solutions that could impact your issue?

List some organizations or smaller projects you know are doing good work on this issue

STEP 2

THE SOLUTION

Questions for the Group

From the solutions you listed, choose one that is simple, specific, and follows the Do Something Rules: no car, no adult, and no money.

STEP 3

THE TWIST

Questions for the Group

What can you do to make the solution buzzy, fun, visual, or social?

PART TWO

Metrics of Impact

How to use data

- Measure
- Metrics
- Impact
- Presenting Impact

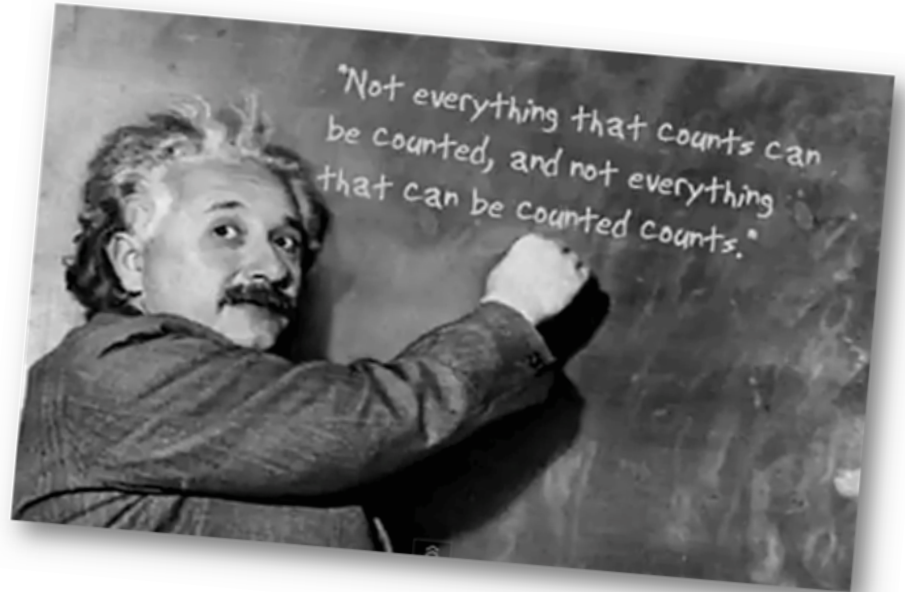
Measure

Problem

- Reiterate your problem

Solution

- What is the output you are measuring?
- What is the outcome you are hoping for?



Metrics

What is a metric?

- What you measure
- What you report



How to choose metrics

- Do they matter?
- Can you measure them?
- Are they relevant?



For example...

- Pounds of food served
- Number of people served
- Types of meals served





Impact

The measure of your metrics defines your impact

- Example: we donated 100 jars of peanut butter which was able to feed 300 families.



Impact

- The solution you selected should address your problem
- Your metrics should measure your solution
- Measuring metrics shows your impact

Talking about your Metrics

Always use context

- Adding a benchmark can help people understand your impact
- Example:
 - My soup kitchen serves 1,000 people per day
 - In my city, 100,000 people go hungry every day
 - Most soup kitchens serve 650 meals a day

STEP 4

SET A GOAL

Questions for the Group

What is the output goal of your campaign? (Ex: 100 pairs of jeans donated)

What context will you present your goals and results in?

PART THREE

Branding and Marketing

Marketing

Definition: the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large



huh?



Marketing Partners

A mutually beneficial relationship where both parties use their resources to bring attention to a project or promotion

Messaging for Partners

- What is your value?
- What do you want from them?
- Why does working together make sense?
- How can you make your partner look good?
- How can you maximize your audiences?
- How can you build a long term relationship?

Two young women with long dark hair are smiling and looking towards the camera. They are standing in front of a green chalkboard. The woman on the left is wearing a light-colored cardigan over a dark top. The woman on the right is wearing a purple button-down top. The text 'Best Practices' is overlaid on the left side of the image.

Best Practices

- Reference other orgs marketing relationships for ideal partners
- Choose partners with shared goals
- Invest in relationships and meet in person
- Money is not the only value you can provide
- Communicate impact and influence
- Always ask!

STEP 5

FIND AND SET UP MARKETING PARTNERSHIPS

Questions for the Group

Think of some organizations that share your campaign's goals. List them.

What are some things you could offer to potential partners?

What could other organizations offer to your campaign that would be valuable?

STRETCH

AND QUESTIONS!

PART FOUR

Recruiting & Managing Volunteers

The Main Ingredients

1

RECRUITING

2

MANAGING

3

RETAINING

1

RECRUITING

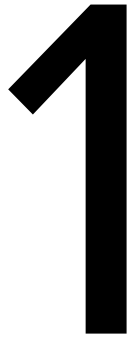
Where to find 'em

- Existing groups
- Interested groups
- Friends or peers of current volunteers



Making your pitch

- 2 minutes or less
- Who, what, why, how
- 2 - 3 powerful stats
- End with a specific ask



Grab their attention

- Focus on what's important to them
- Don't judge their motivation



2

MANAGING

Make it easy!

- Low barrier to entry
- Define their role and establish expectations
- Establish clear deadlines
- Allow for growth within their role

2

Make it easy!

- Low barrier to entry
- Define their role and establish expectations
- Establish clear deadlines
- Allow for growth within their role

2

3

RETAINING

Recognize their efforts

- Quantify their impact
- Acknowledge their value
- Show your appreciation

3

Reward their hard work

- Food!
- Gift cards
- Thank you notes from beneficiaries

3

Feedback

- Ask for their input and contact info
- Think about future improvements
- Provide individual and group feedback

3

123

RECAP

Recap

1. RECRUITING

Its a social event, focus on fun and friends

2. MANAGING

Account for all levels of engagement

3. RETAINING

Do this, recruit less!

STEP 6

BUILD A VOLUNTEER PLAN

Questions for the Group

What are some existing groups of young people that you can try to recruit?

How can you best appeal to their needs?

What will you ask them to do?

How often will you communicate? What platforms will you use to reach them?

How will you keep repeat volunteers around?

PART FIVE

Partnerships

Ways to Partner

- Goods and services
- Volunteer and skill swapping
- Cross-promotion
- Information sharing
- Sponsorships

Successful Partnerships



Successful Partnerships

- Mutually beneficial
- Clear strategy and goals
- Connected
- Same target audience





+

COMMUNITY
SOLUTIONS



+



Unsuccessful Partnerships



Unsuccessful Partnerships

- One sided
- Misaligned
- Inconsistent
- Value measurements





+



Best Practices

- Be clear about your value and find a partner who can help your campaign get bigger
- Know your asks
- Follow up with next steps
- Highlight the benefits
- Start with a small ask, build up to larger partnerships
- Follow through

Change it up!

- Review your partnerships consistently
- If its not right, end it
- Keep contacts fresh

STEP 7

PUT TOGETHER A PARTNERSHIP PLAN

Questions for the Group

What kinds of partnerships are you looking for?

What benefits can you provide a partner?

What would a simple contract look like?

What are your big dreams for this partnership?

YOU DID

IT!

What we covered

- Who is DoSomething.org?
- Campaign overview
- Building a campaign
 - Part 1: The Idea
 - Part 2: Measuring Impact
 - Part 3: Branding and Marketing
 - Part 4: Recruiting and Managing Volunteers
 - Part 5: Forming Partnerships

QUESTIONS?

Contact me!



fsheikh@dosomething.org



[@fshake](https://twitter.com/fshake)