



# **BIG BROTHERS BIG SISTERS** **MID MICHIGAN**

PITCH DECK BY ABBY JENKINS

**RESEARCH**

# SWOT ANALYSIS: BBBS MID MICHIGAN

## STRENGTHS

- Mission focused and enthusiastic leadership
- Building relationships with community leaders
- Fast growing program

## WEAKNESSES

- Small staff size
- **Outdated website presence**
- Confusing social media presence

## OPPORTUNITIES

- **Social media presence**
- Donations from business owners
- Increasing mentors
- **Central Michigan University resources**
- **Localized, community-based campaigns**

## THREATS

- Economic state decreases donation amounts
- Competing charities
- Volunteer fatigue



# GETTING INVOLVED: PSYCHOGRAPHICS

## Why do people volunteer?

- **To contribute to a cause they care about:** 83% of survey respondents
- **To improve their community:** 63% of survey respondents
- **Understanding their impact keeps them engaged:** 78% of survey respondents

## Why do people donate?

- **They see the difference of their donation:** To millennials, the most important factor in making a donation is knowing it will make a difference
- **Personal stories resonate:** Studies show that people are more likely to donate when they connect with an individual's story
- **They're waiting to be asked:** Over 85% of people donated to charity just because someone asked them to




(Source: <https://nonprofithub.org/understanding-why-and-how-people-give/>)

(Source: <https://afpglobal.org/new-report-what-motivates-people-volunteer-stay-engaged>)






# MENTORING QUICK FACTS

## BBBS Littles are:

-  **54%** less likely to be arrested
-  **57%** less likely to demonstrate aggressive behavior
-  **55%** more likely to increase coping skills & grit

## Adults who were mentored in their youth report long-lasting impacts:

-  **74%** say their mentor contributed to their success later in life
-  **69%** say that this relationship helped them with education related issues
-  **58%** say their mentor has supported their mental health

(Source: <https://www.mentoring.org/mentoring-impact/>)

(Source: DuBois, D. L., Herrera, C., Rivera, J., Brechling, V., & Root, S. (2022). Randomized controlled trial of the effects of the Big Brothers Big Sisters Community-Based Mentoring program on crime and delinquency: Interim report of findings. University of Illinois Chicago)

# MENTORING YOUTH IN RURAL AREAS

 **70%** of Big Brothers Big Sisters agencies serve youth in rural settings

How to capitalize on the **strengths** in rural settings:

- Adapting programs for each rural community will be most successful if local leader voices are involved
- Many rural settings have a strong sense of community

How to **promote** youth development programs in rural settings:

- There is more success when programs are supported by all parts of the community, including businesses, healthcare, law enforcement, education (etc.)
- Know that rural communities may be cautious of outsiders telling the need for strong relationship-building and collaboration skills

# TARGET AUDIENCES

Getting investments and getting mentors

## ⇒ Primary Audience

**Investors:** Local businesses, community members, and corporate partners

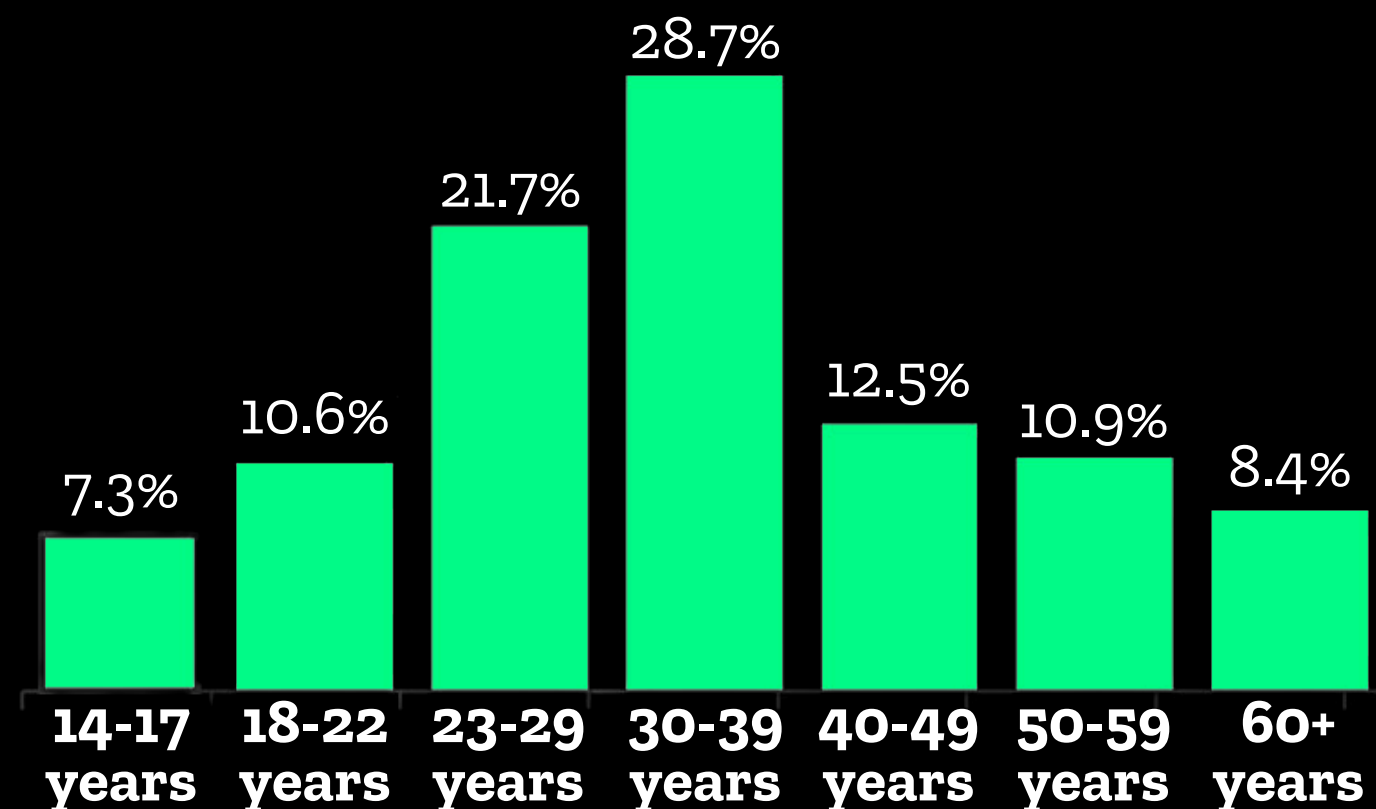
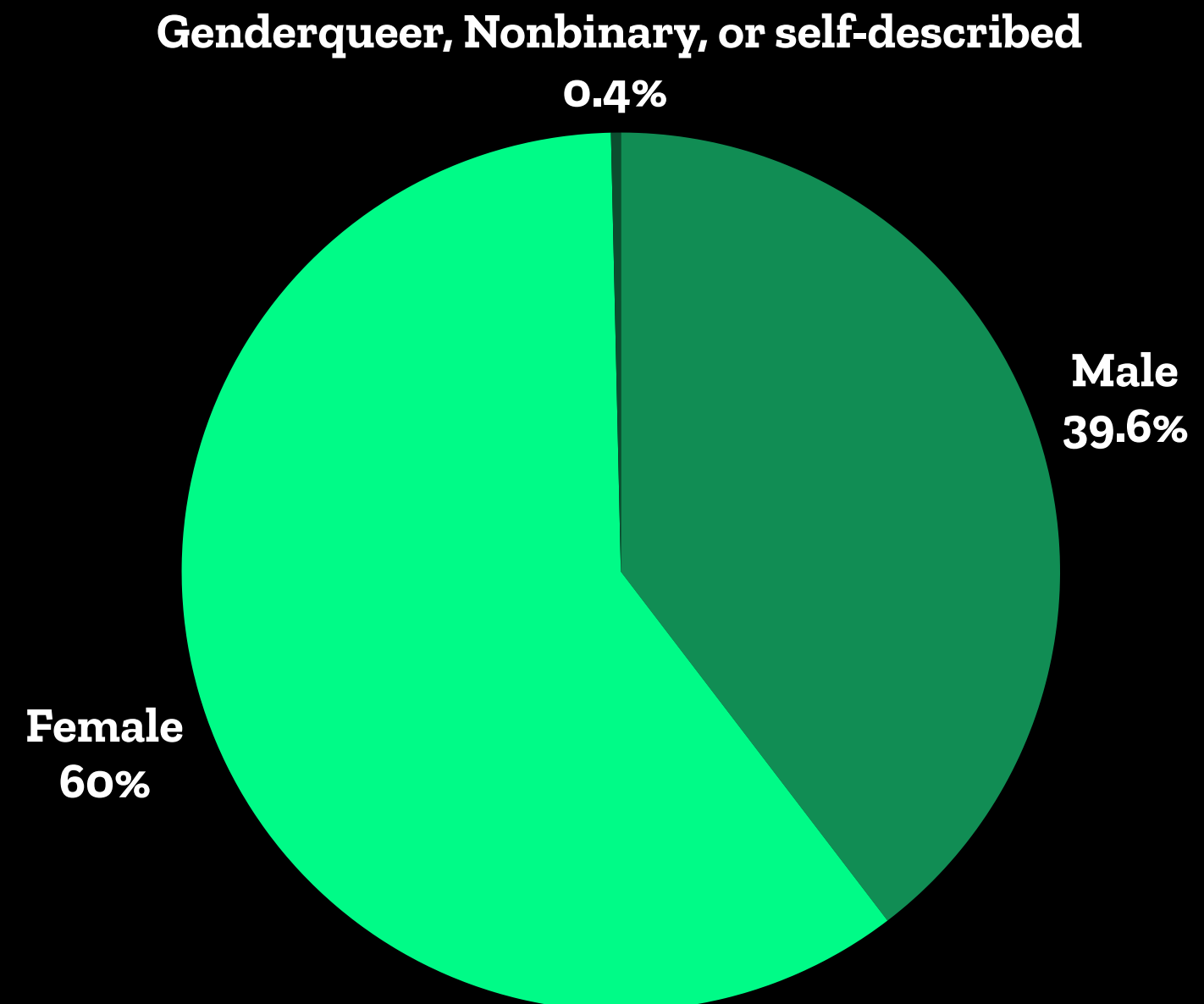
## ⇒ Secondary Audience

**Bigs:** Young professionals, community leaders, corporate employees, and CMU students

# TARGET AUDIENCES

## Bigs Age and Gender (From the BBBS of America 2022 Annual Impact Report)

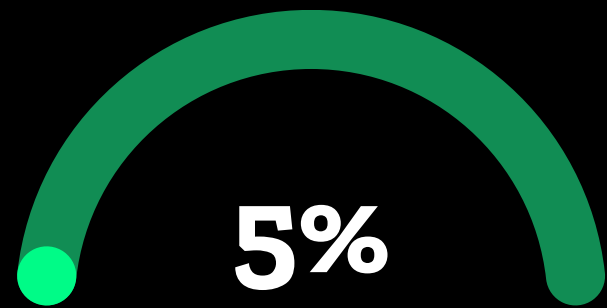
Although each county in Mid-Michigan is unique, this information informs the general age and gender of demographics who are most involved based on nation wide statistics.



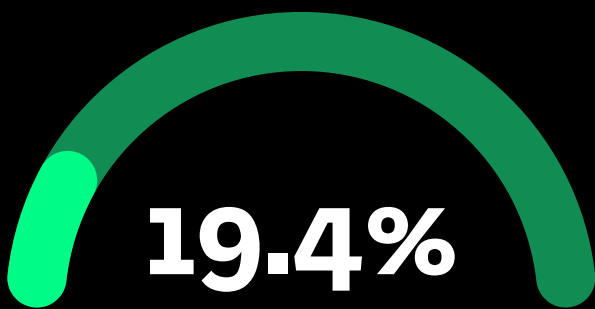
# TARGET AUDIENCE: CLARE COUNTY

## Age, Gender and Business Demographics (From U.S. Census Quick Facts)

Targeting the 18-65 year old demographics, both male and female, will be the primary focus specifically in Clare County MI.



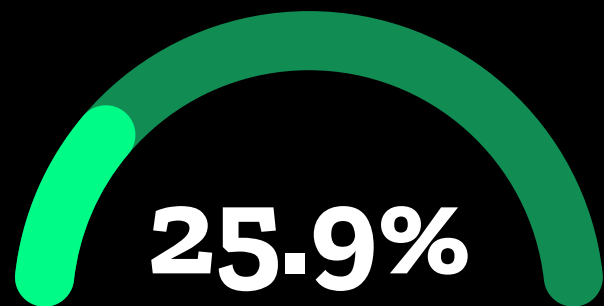
Persons under 5 years



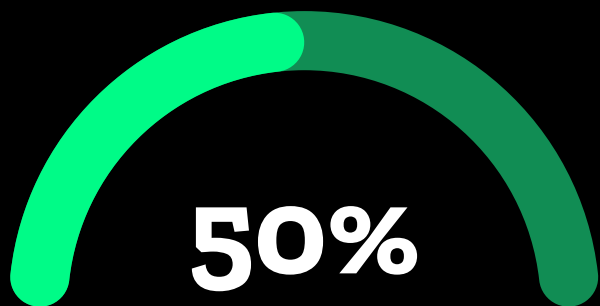
Persons under 18 years



Total employer establishments (2022)



Persons 65 years and over



Female persons

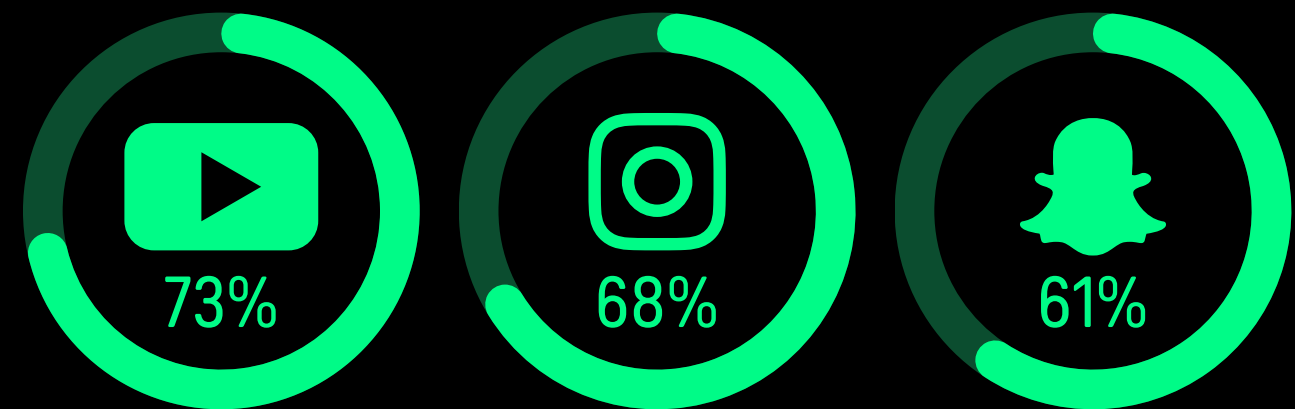


Median household income (2022)

# SOCIAL MEDIA USAGE BY DEMOGRAPHIC

Strong storytelling visuals, stills and videos should live on all of these platforms. A YouTube video can also be used in short clips on other social platforms and the website.

## GEN Z



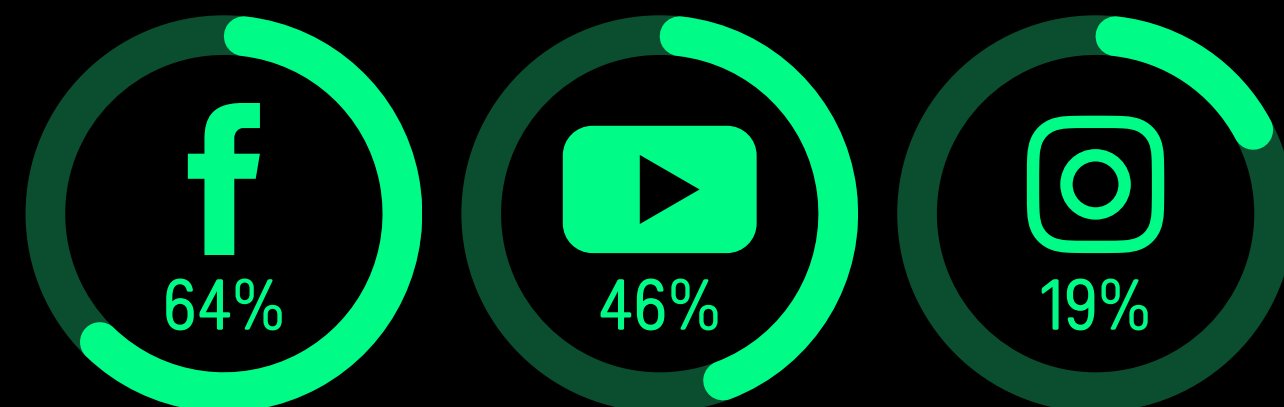
## MILLENNIAL



## GEN X



## BOOMER



THE CAMPAIGN

**INVEST IN YOUTH**

# CAMPAIGN STRATEGY





# KEY THEMES

## Long Term Impact

Demonstrate the lifelong benefits of investing in mentorship for the kids and the community

## Friendship and Connection

Demonstrate the importance of building friendships through mentorship, showcasing how mentors can provide support and consistency to youth

## Joy of Mentoring

It's not something you *have* to do, it's something you *get* to do. Demonstrate the rewarding experience and impact it can also have on the mentee



# OVERALL CAMPAIGN GOALS

By increasing investment, mentorship enrollment, and raising community awareness, the campaign will create a supportive community where children thrive and Mid-Michigan communities can grow.

## Increase Investments

Encourage community members and businesses to invest financially and highlight how their support directly impacts the youth and community

## Increase Brand Awareness

Educate the community about the brand as well as the mentorship programs, including Lunch Buddies

## Increase Big Enrollments

Attract more individuals to sign up as bigs by emphasizing the rewarding experiences they will gain

**TACTICS**

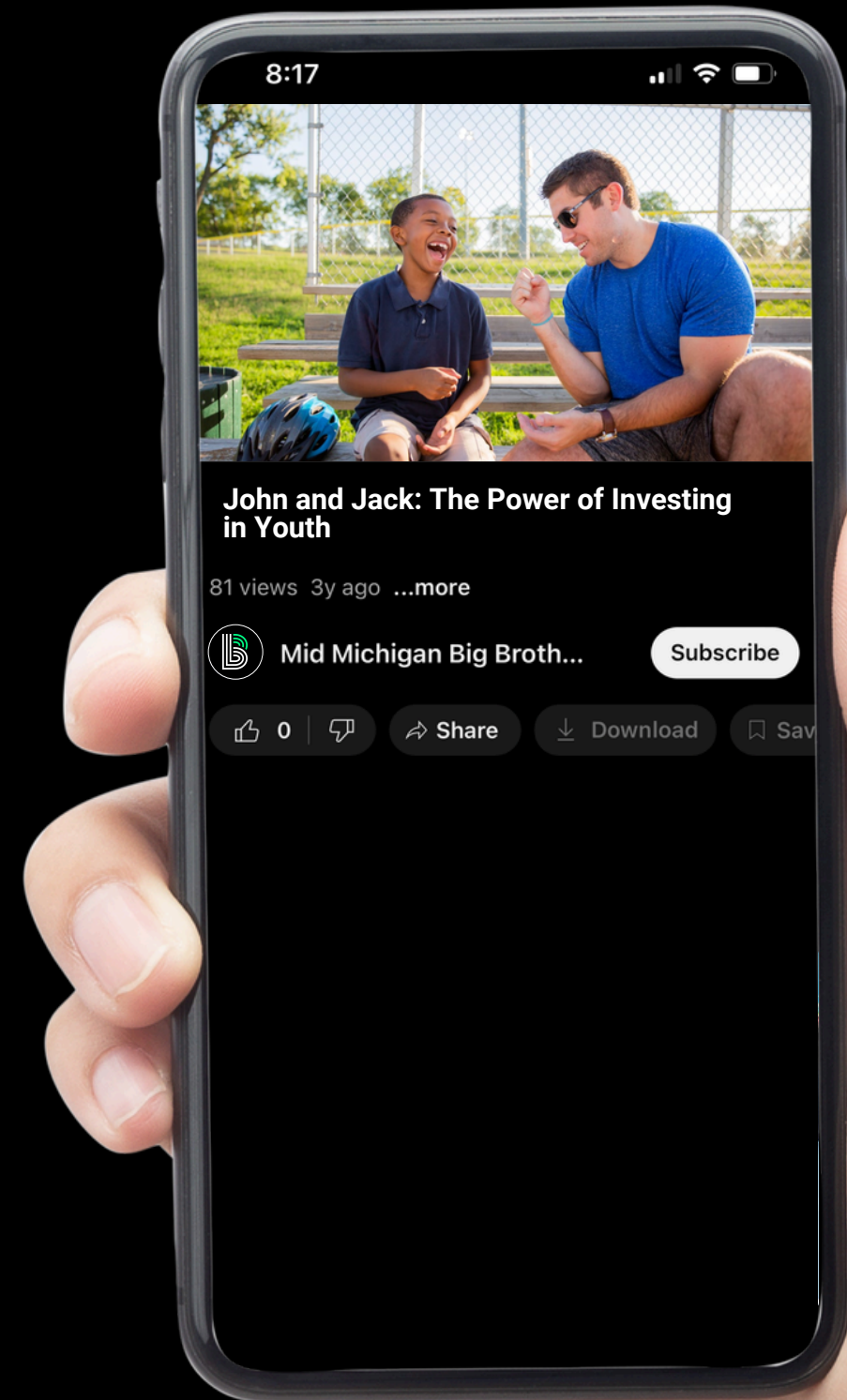
# SHORT FORM VIDEOS

A **short documentary style video** for YouTube will be a powerful narrative. By showing a personal story of a Big and Little, the video will inspire viewers to participate, invest, and share their own stories.

Other short form videos may live on this channel. For example, "**The Difference a Dollar Can Make**" could also be a strong short story visually detailing what just \$1 invested turns into for the community.

Short clips from these videos can be shared across socials.

- **Instagram Reels and Stories**
- **Facebook:** The full video can be posted, as well as shorter clips similar to Instagram
- **Website:** The full videos can be embedded into the website
- **TikTok:** In the future, Tik Toks using trendy music to create captivating clips





# QR CODE STICKERS LINKING TO VIDEOS

Placing qr code stickers throughout Clare and CMU's campus will be eye catching and intriguing. Scanning the QR code will direct viewers to our YouTube videos, or to the updated website, where they can learn how to get involved. This tactic will raise awareness and get people involved by engaging with our QR codes and videos, and may also start word-of-mouth buzz.





# TESTIMONIALS

We will create visually appealing graphics featuring testimonials from community leaders within each county. These testimonials will highlight the impact of mentorship and investment in youth on their community.

**The goal:** Showcase authentic voices and experiences to raise awareness of our campaign and encourage donations and volunteers, strengthening the connection between community leaders and our mission.

*\*Sample quote used in visual*

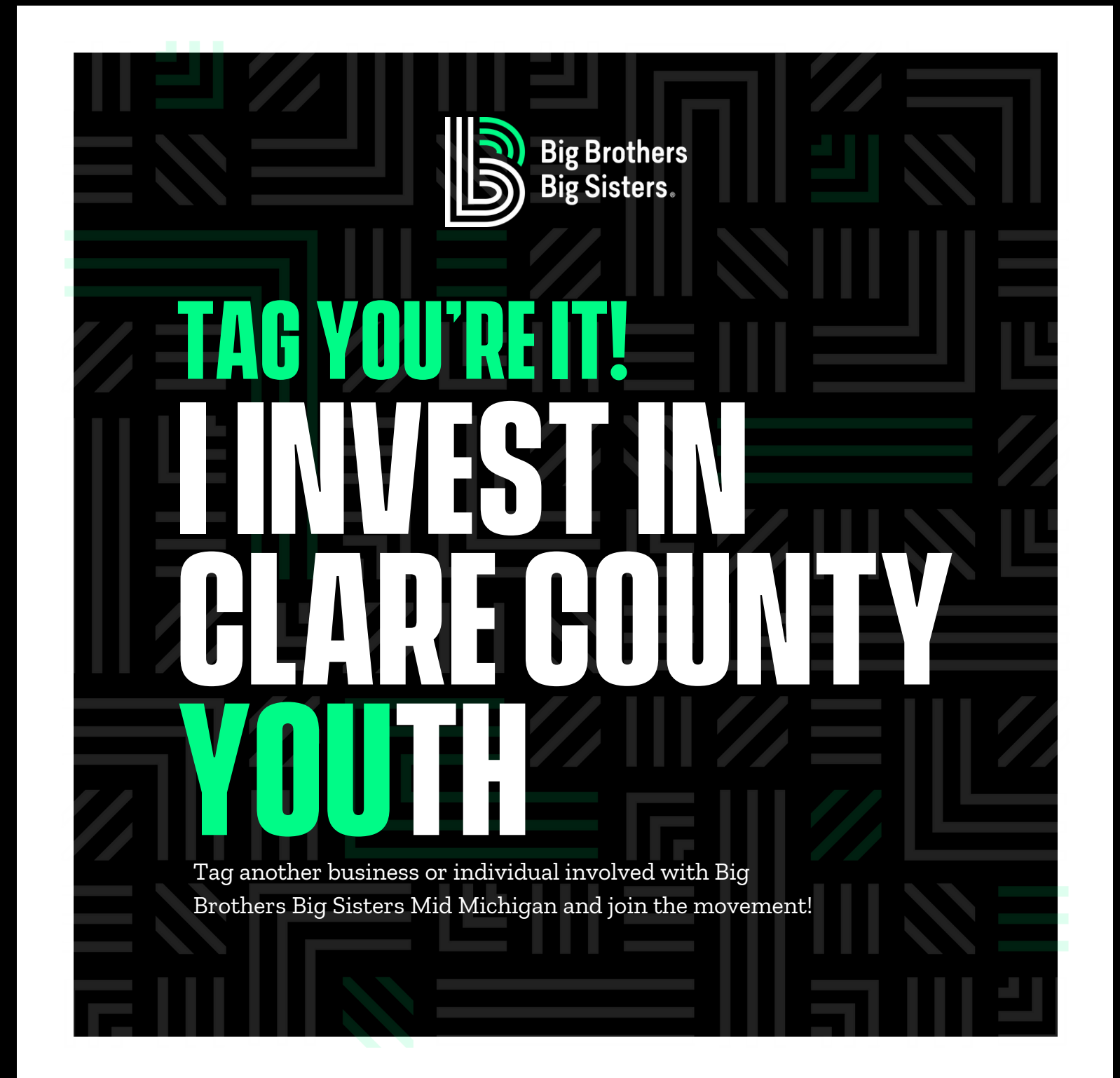


# TAG YOU'RE IT

A social media "tag challenge" will encourage individuals and businesses involved with Big Brothers Big Sisters to publicly share their commitment to investing in their county's youth.

**HOW IT WORKS:** Participants will tag others to repost the image to their own social accounts, and shout out other individuals or businesses that they know are making a difference.

**CHANNELS:** Instagram and Facebook



# WEBSITE OVERHAUL

Let's give the website a little bit of a facelift. Updating the site to better align with brand guidelines will create a more **impactful user experience**. The design should feature strong visuals and emotional appeal.

A short form video as the homepage here would be very **powerful**.

The site should direct traffic to the investment and volunteer pages. It should also have a page with detailed information about how their investment will make a difference. **Show them what \$1 invested turns into for their community.**



OLD WEBSITE ➡➡ NEW DESIGN ON NEXT PAGE



# INVEST IN YOUTH

A man and a young boy are working together in a workshop, focused on building a robot. The man, wearing a white shirt with blue polka dots, is holding the robot's chassis. The boy, wearing a grey t-shirt with a checkered pattern and the number 95, is holding a black track. The background shows shelves with various tools and equipment.



# COMMUNITY MENTOR BOARD

To engage the Clare County community and get them into the mentorship mindset, I propose creating a **community mentor board** where there is the most foot traffic, at a community gathering spot such as the library.

This board will encourage people to write the name of their mentor, or someone who inspires them. This will allow people to share their personal experiences with mentorship and see how important it is to other people in their community.



TACTICS FOR

**EVENT:** CLARE TOWN HALL



# TOWN HALL

We will host a town hall event at Cops and Doughnuts, inviting community members, local leaders, and anyone passionate about youth development to join us in discussing our campaign.

**THE GOAL:** Inform attendees of the campaign's goals, the importance of mentorship, and the various ways they can get involved, from volunteering to investing.

By starting this campaign in Clare County, we want to foster open dialogue and allow participants to share their thoughts and ideas on how we can work together to strengthen their community.



# MEDIA PITCHES

To effectively spread the word about our campaign, we will need to pitch the event to the media. We will target local newspapers and radio stations.

Radio is still a strong media channel among most age demographics. Pitching this story to local stations will reach a wide age range.

## RADIO USAGE BY GENERATION

GEN Z: 71%

MILLENNIAL: 80%

GEN X: 84%

BOOMER: 74%

(Source: 2021 Spring MRI-Simmons USA )

### SAMPLE PITCH

**Subject:** Join Us at Cops and Doughnuts: A Town Hall to Support Clare County's Youth with Big Brothers Big Sisters

Dear Central Michigan Life Editor,

In Clare County, our children are the heart of the community—full of potential, dreams, and hope for the future, but they can't do it alone. Big Brothers Big Sisters Mid Michigan is committed to empowering our local youth, and we need the community's help.

We're hosting a special town hall event at Cops and Doughnuts on December 3rd. We're inviting Clare County residents, businesses, and organizations to come together for coffee, doughnuts, and meaningful conversation about how we can make a difference in the lives of our youth.

This is more than just a gathering; it's a call to action for our community to invest in their youth. Whether it's becoming a mentor, making a donation, or spreading the word, we need everyone to play a role.

We'd love for CM Life to help us spread the word and encourage your readers and viewers to join us at the town hall. With your coverage, we can reach more people, inspire action, and make a lasting impact on the future of Clare County's youth.

Thank you for your consideration, and we look forward to the opportunity to work together in supporting the future of Clare County.

Sincerely,  
Abby Jenkins  
Big Brothers Big Sisters Mid Michigan

# FACEBOOK EVENT

A Facebook event will effectively promote our town hall on socials, since a majority of the population we are targeting uses Facebook as one of their primary social channels.

Sharing this event in local Facebook groups specific to Clare County residents will also be effective in spreading the word about the event.





# KIT FOR BUSINESSES

At the town hall, we will supply business with a **business engagement kit** with all the tools they need to support Big Brothers Big Sisters Mid Michigan. This may also be in the form of a PDF.

## Within this kit:

- An informational brochure, including statistics, our mission and impact.
- Detailed information about how their investment will make a difference. **What does \$1000 invested turn into for their community?**
- Examples of engagement opportunities, such as becoming a big and investing.
- Flyers



**THANK YOU**