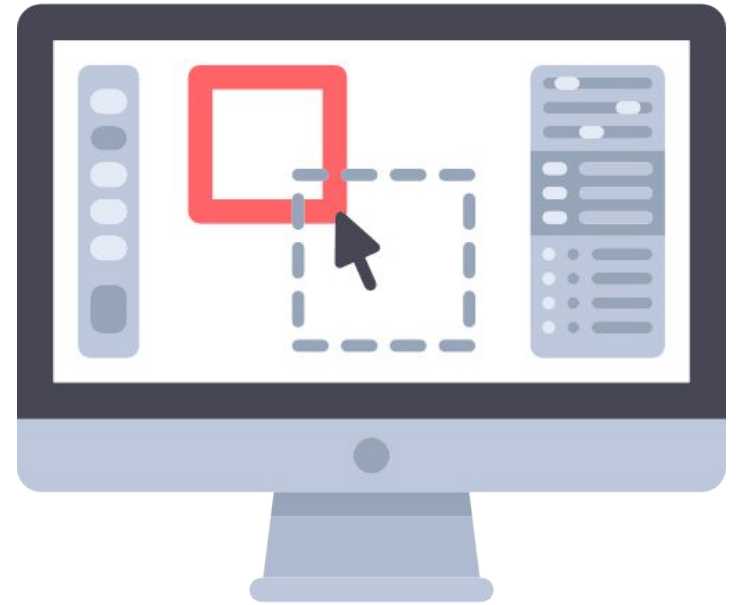University of Southern California

YOUR LIFELINE

Hack the Hood Program

Organization Structure

Your Lifeline

Nonprofit Organization

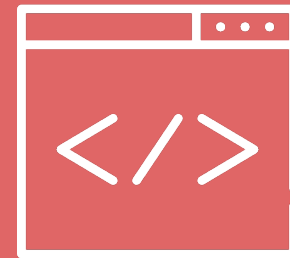## Hack the Hood

Program Offering

$40,000

---

10 Youth Participants
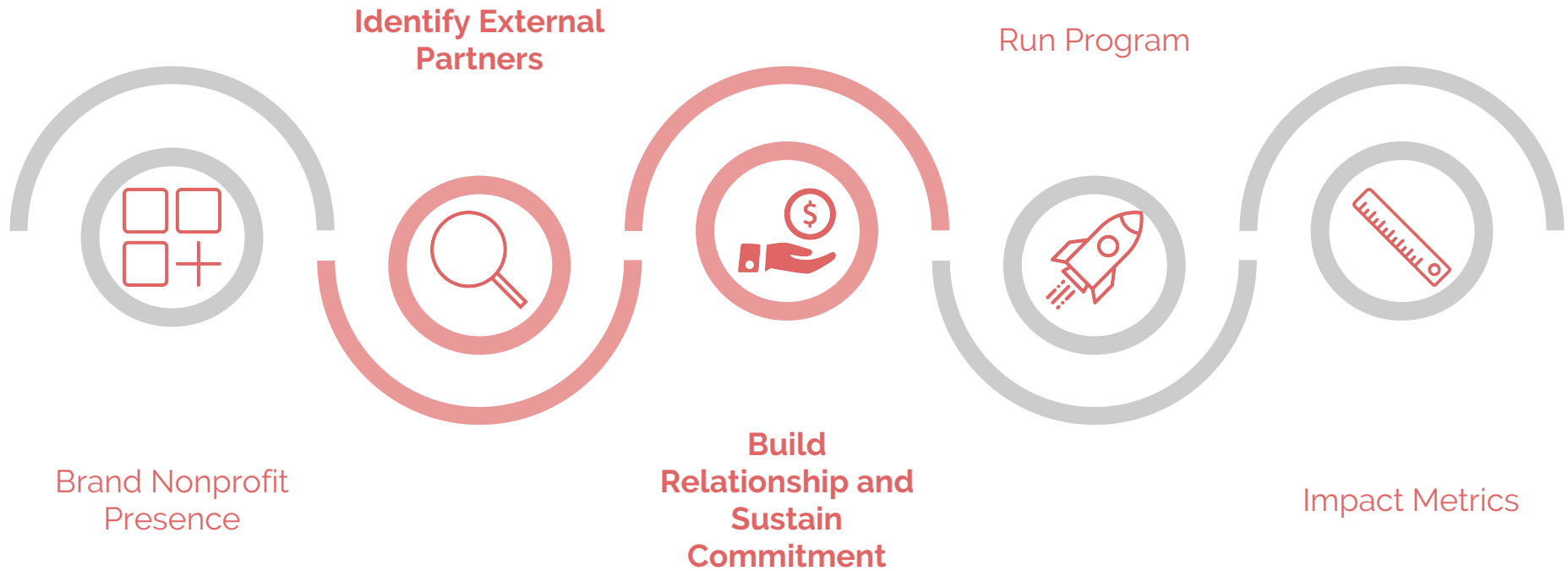
6 Week Bootcamp

5 Small Business Clients

HACK THE HOOD

PROGRAM PLANNING CYCLE

Identify External Partners

Run Program

Brand Nonprofit Presence

Build Relationship and Sustain Commitment

Impact Metrics

OUR FOCUS

Identify External Partners

Run Program

Brand Nonprofit Presence

Build Relationship and Sustain Commitment

Impact Metrics

$40,000

Instructors

Laptops

Food

Field Trips

Graduation

PROCESS FOCUS:

Raising Money to Support Budget

CLIENT PAIN POINTS

Time

Structure

Resources

BUSINESS REQUIREMENTS

01 Increased Organization of Small Business and Sponsor Contacts

02 Focused External Recruitment

03 Internal Metrics for Tracking Progress Toward Fundraising Goals and Improving Processes

OUR SOLUTION FRAMEWORK
HACK L.A.: EXTERNAL ENGAGEMENT

FOUNDATION: GOOGLE SUITE TO ADD ORGANIZATION AND STANDARDIZATION

SPONSORSHIP

Key value adds:
Modular pitches to tailor program around existing corporate and organization social impact focus

Templates included in process flow to document data from each step

SMALL BUSINESSES

Key value adds:
Improved process of identifying small businesses by delegating to chambers of commerce

Templates for application, distribution, and engagement

Process of follow-up to avoid over or under commitment

SUPPORTING RESOURCES

Key value adds:
How to brand nonprofit presence and engage potential sponsors through social media channels

How to lower program costs to expand program offering and decrease cash donations needed

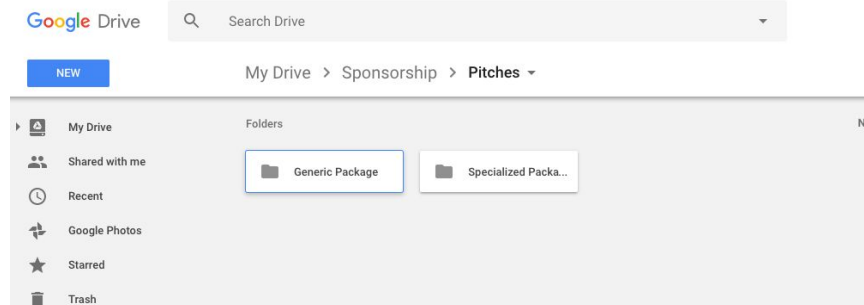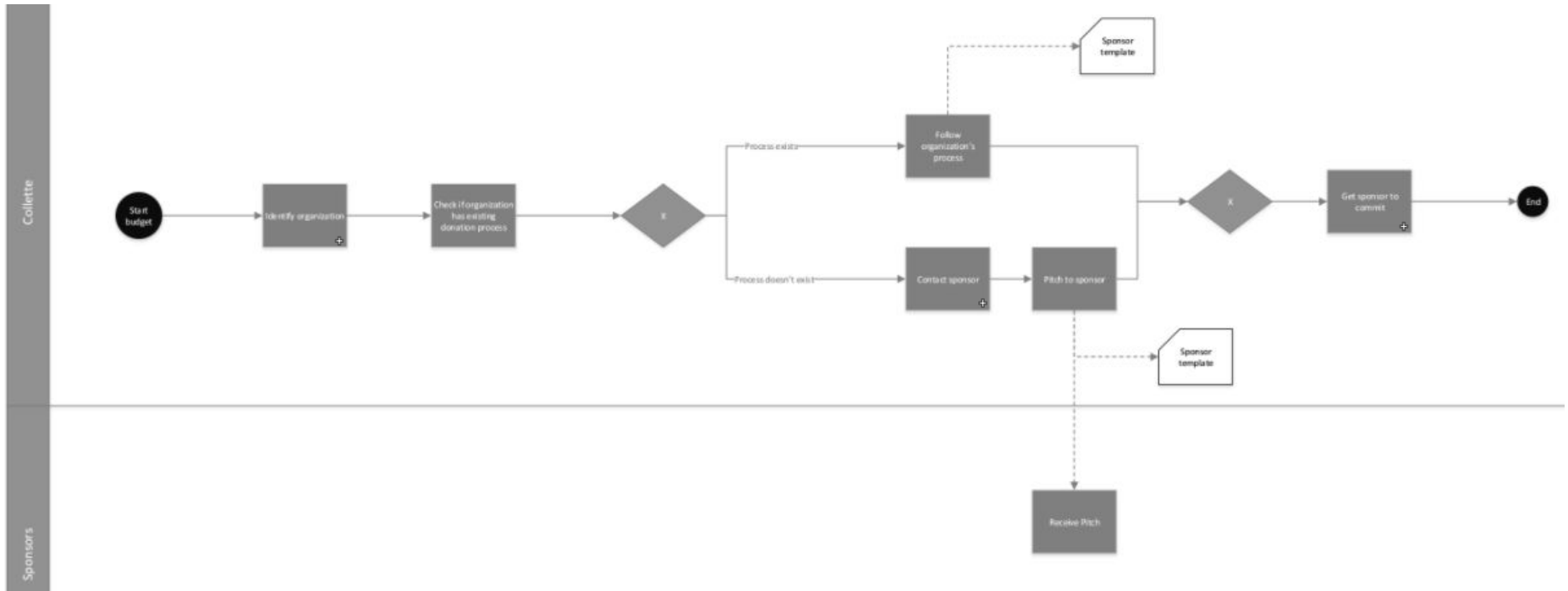# Emphasis on Large Corporate and Organization Partners

Support for Growth

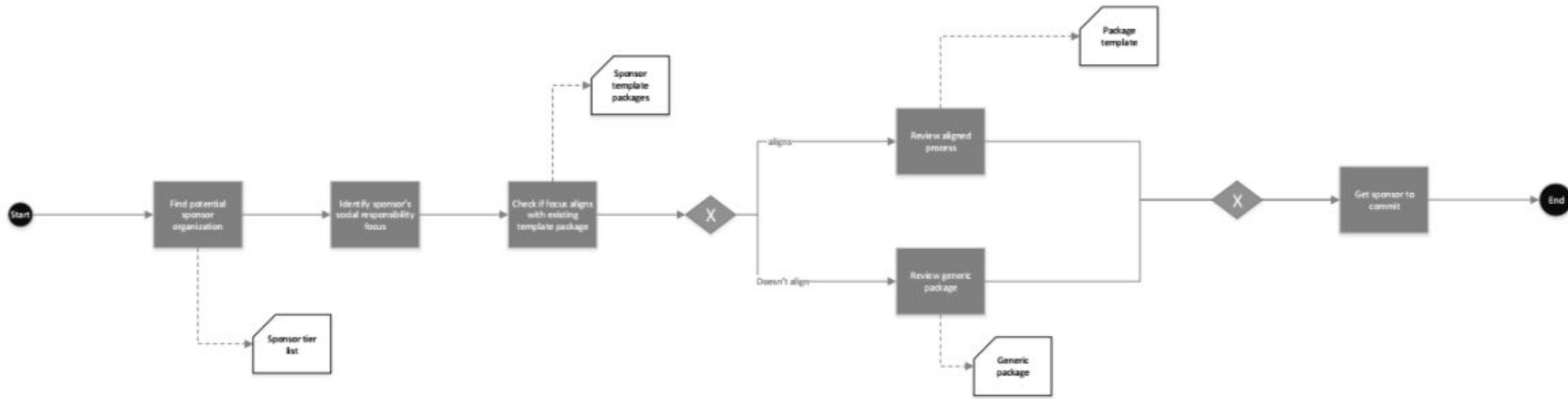Informal benchmarking of case studies showed us that strong partnerships are critical to success

Dependability

Focusing on a few dedicated sponsors will make it easier to build off of previous relationship building

SPONSORSHIP PROCESS OVERVIEW

IDENTIFY SPONSORS

CONTACT SPONSORS

UPDATE

GET SPONSORSHIP COMMITMENT
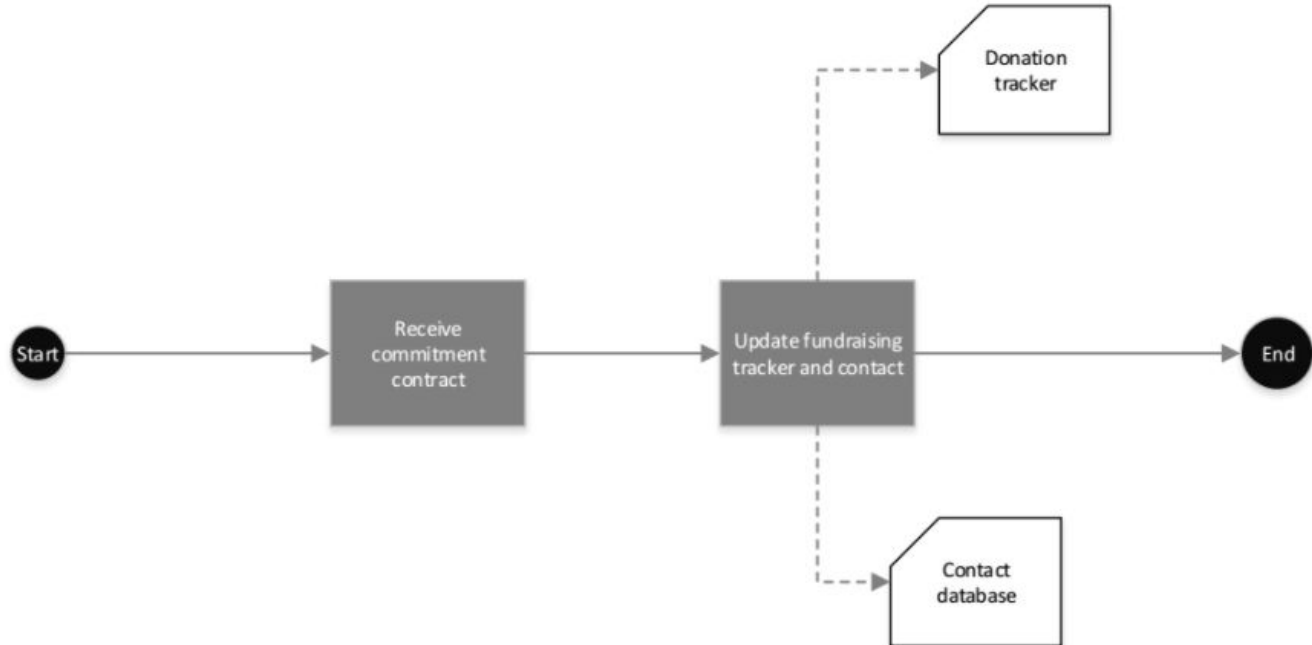
Donation Tracker Spreadsheet

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fx |

	A	B	C	D	E	F	G
1							
2	**2017**					Yearly Total:	
3	**DONATION TRACKER**					**21500**	
4							

Donations by Organization

19	DATE	VALUE	RECEIPT	ORGANIZATION	ITEM		
20	3/30/17	10000	YES	Intel	Program Grant		
21	4/25/17	3000	YES	USC	Volunteer Instruction		
22	4/26/17	1000	YES	USDA	Food Subsidy		
23	4/26/17	5000	YES	Google	Program Grant		
24	4/26/17	2000	YES	Dell	Computer Donation		
25	4/30/17	500	YES	Intel	Field Trip Sponsorship		
26							
27							

15

SMALL BUSINESS RECRUITMENT PROCESS OVERVIEW
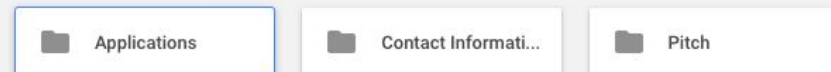
IDENTIFY SMALL BUSINESSES
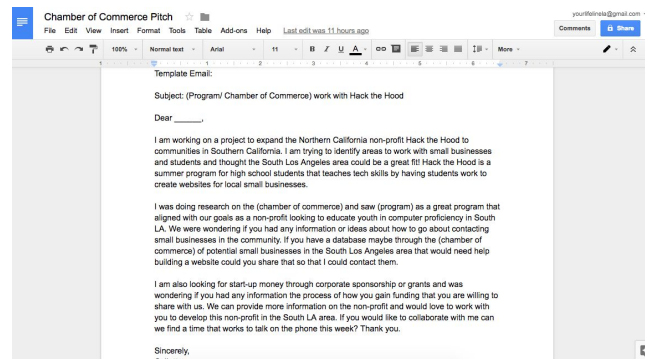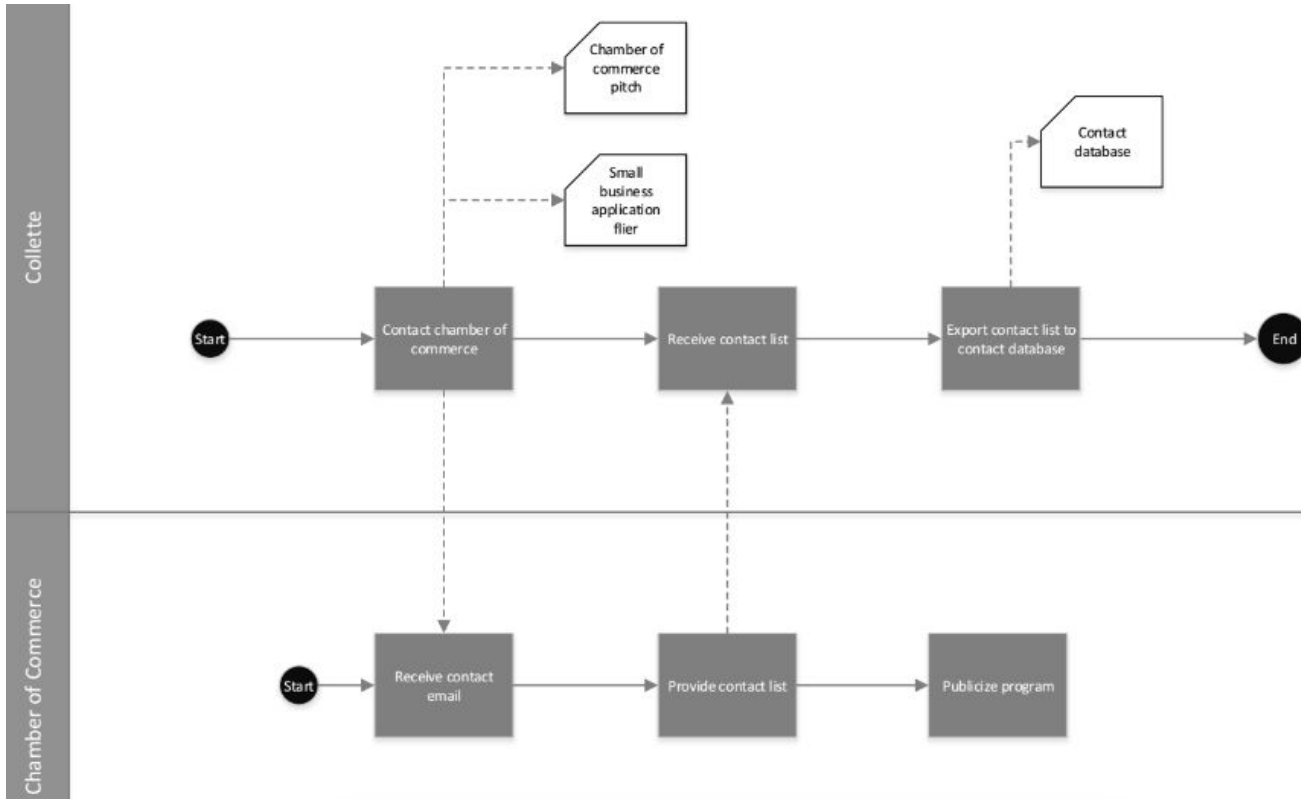
FOLLOW UP WITH SMALL BUSINESSES

APPLICATION REVIEW AND FOLLOW-UP
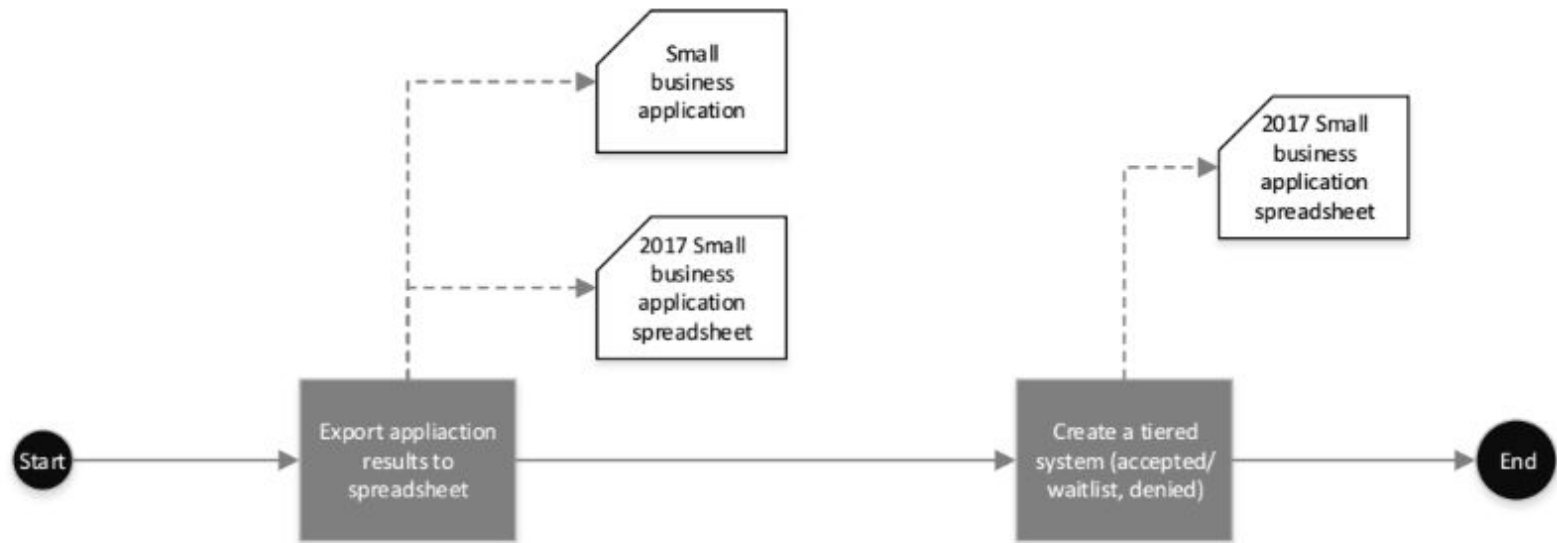
ANALYZE

FOLLOW-UP AND COMMITMENT
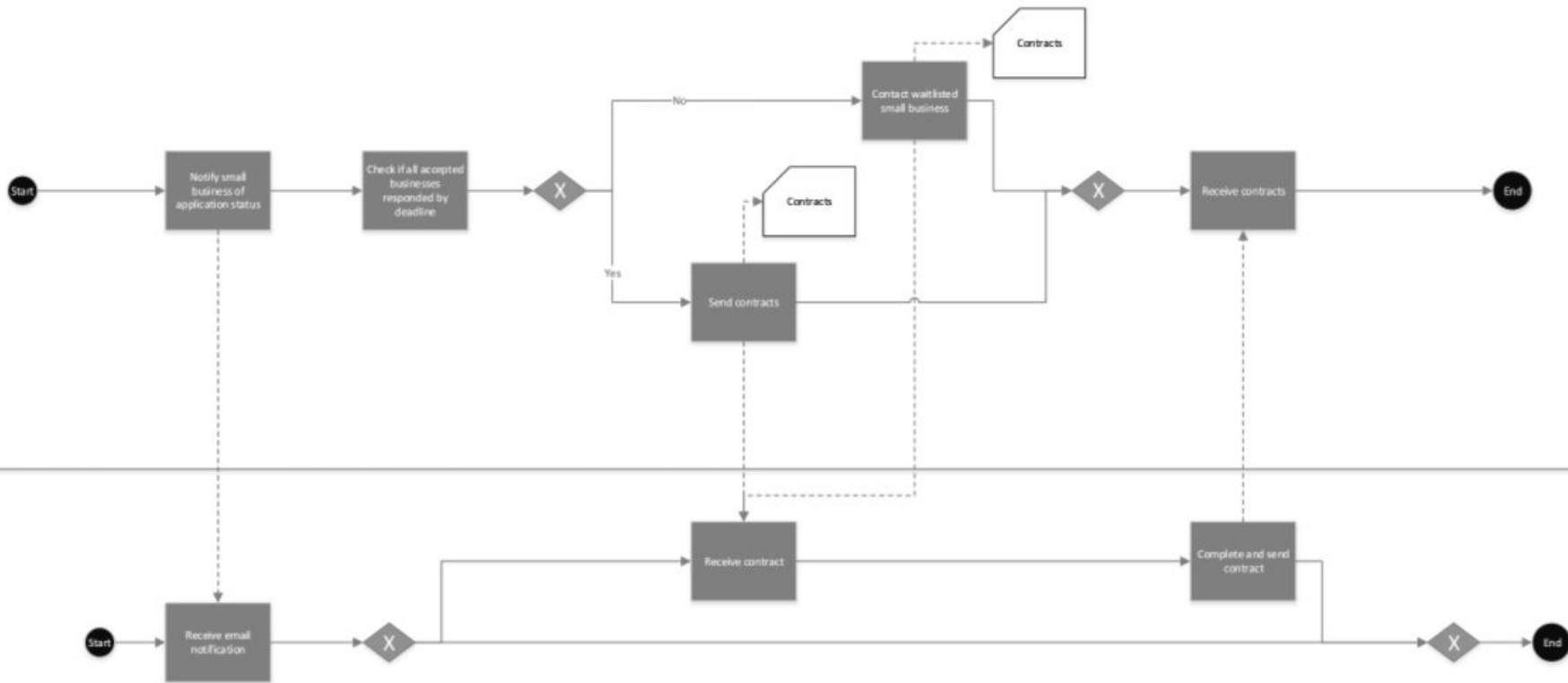
$40,000

Volunteer Instructors

Donated Laptops

Subsidized Food

Sponsored Field Trips

Sponsored Graduation

SUPPORTING RECOMMENDATION FOCUS:
Lowering Costs

$40,000

Volunteer Instructors

Donated Laptops

Subsidized Food

Sponsored Field Trips

Sponsored Graduation

SUPPORTING RECOMMENDATION FOCUS:
Lowering Costs

VOLUNTEER RECRUITMENT

JOB DESCRIPTION

- Provide a detailed job description template to recruit potential instructors

DISTRIBUTION CHANNELS

- University Career Centers
- Sponsors
- Volunteer Websites (VolunteerMatch, Idealist)

CONTACTS

- Information Technology Department Chairs at nearby Universities

SUBSIDIZED FOOD

OPTION 1: USDA SUMMER FOOD SERVICE PROGRAM

State Agencies

Administer Program

Sponsor: Your Lifeline

Run Program

Site: Rec Center

Serve Meals

SUBSIDIZED FOOD

OPTION 1: USDA SUMMER FOOD SERVICE PROGRAM

State Agencies

Sponsor: Your Lifeline
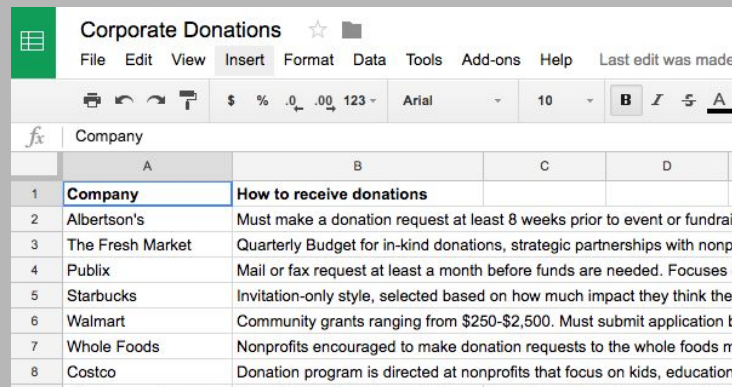
Site: Rec Center

Administer Program

Run Program

Serve Meals

Mutual Benefit

SUBSIDIZED FOOD

OPTION 1: USDA SUMMER FOOD SERVICE PROGRAM

State Agencies

Administer Program

Sponsor: Your Lifeline

Run Program

Site: Rec Center

Serve Meals

OPTION 2: DONATIONS FROM GROCERY STORES

Company	How to receive donations
Albertson's	Must make a donation request at least 8 weeks prior to event or fundrai
The Fresh Market	Quarterly Budget for in-kind donations, strategic partnerships with nonp
Publix	Mail or fax request at least a month before funds are needed. Focuses
Starbucks	Invitation-only style, selected based on how much impact they think the
Walmart	Community grants ranging from $250-$2,500. Must submit application b
Whole Foods	Nonprofits encouraged to make donation requests to the whole foods m
Costco	Donation program is directed at nonprofits that focus on kids, education

BRANDED PRESENCE
DEVELOP YOUR LIFELINE'S DIGITAL BRANDING PRESENCE

PROVIDE VALUE TO SPONSORS	ESTABLISH LEGITIMACY	BUILD STUDENT COMMUNITY

Build Website

⬇

Make Facebook and Instagram Pages

⬇

Publicize Projects

⬇

Keep in touch with students

OPTIONS ASSESSMENT

BREADTH vs DEPTH

OPTION 1:
SALESFORCE WITH CLASSI

- Crowdsourcing approach
- Metrics and organization capabilities
- Lack of focus
- Does not foster growth needed for a startup nonprofit
- Large scale applications that are unnecessary for her project's scope

OPTION 2:
FOCUSED LOCATION AREA AND SPONSORS

- Specified approach to create personal connections
- Lack of metrics
- Organized based on location and sponsor type
- Allows process to focus on sponsor and small business need
- Narrows the scope causing valuable customers not to be reached

OPTIONS ASSESSMENT

OUR APPROACH: HACK L.A.
Combines BOTH Breadth and Depth

PERSONAL FOCUS WITH BROAD OUTREACH	SCALABILITY	ORGANIZED DATA

OPTIONS ASSESSMENT

OUR APPROACH: HACK L.A.
Combines BOTH Breadth and Depth

| PERSONAL FOCUS WITH BROAD OUTREACH | SCALABILITY | ORGANIZED DATA |

RISKS:

TECH:
Need Knowledge of Google Suite

ORGANIZATION:
Nonprofit is still in development phase

ECONOMIC:
THIS IS FREE!!!!!

STAKEHOLDERS

SPONSORS

➔ Brief yet informative pitches
➔ Possibility of partnership and more integrated engagement in the program
➔ Ability to develop their own donation within the needs of the company
➔ Metrics to show the sponsor's impact on the program

SMALL BUSINESSES

➔ Ease of application process
➔ Less paperwork as most communication occurs via email
➔ Developed pitches to increase understanding in small business role during program
➔ Client contract to make expectations clear

PROJECT MANAGER

➔ Streamlined approach to simplify the process
➔ Impact metric capabilities
➔ Organized and centralized paperwork
➔ Process improvement due to data collection and visualization