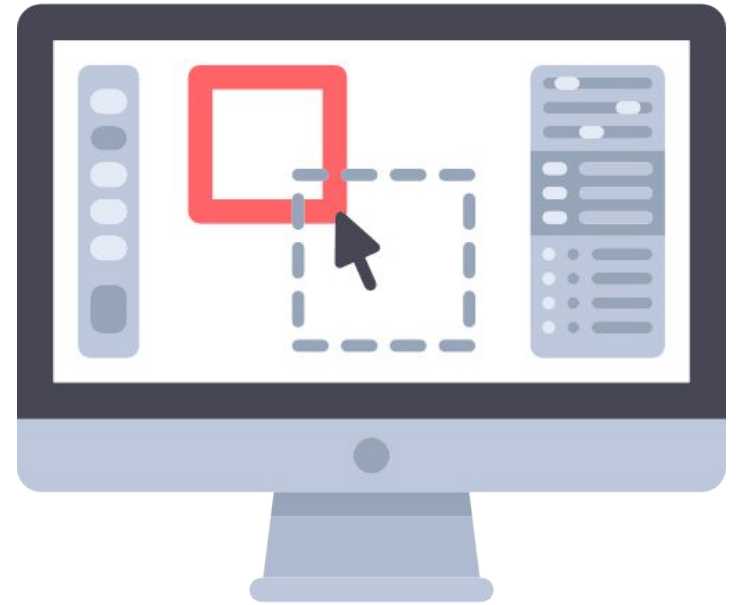


University of Southern California

YOUR LIFELINE

Hack the Hood
Program



Organization Structure

Your Lifeline

Nonprofit Organization

Hack the Hood

Program Offering

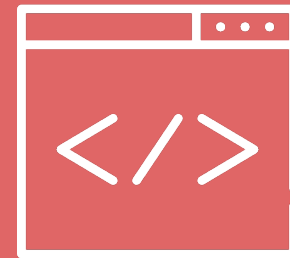
\$40,000

10 Youth Participants

6 Week Bootcamp

5 Small Business Clients

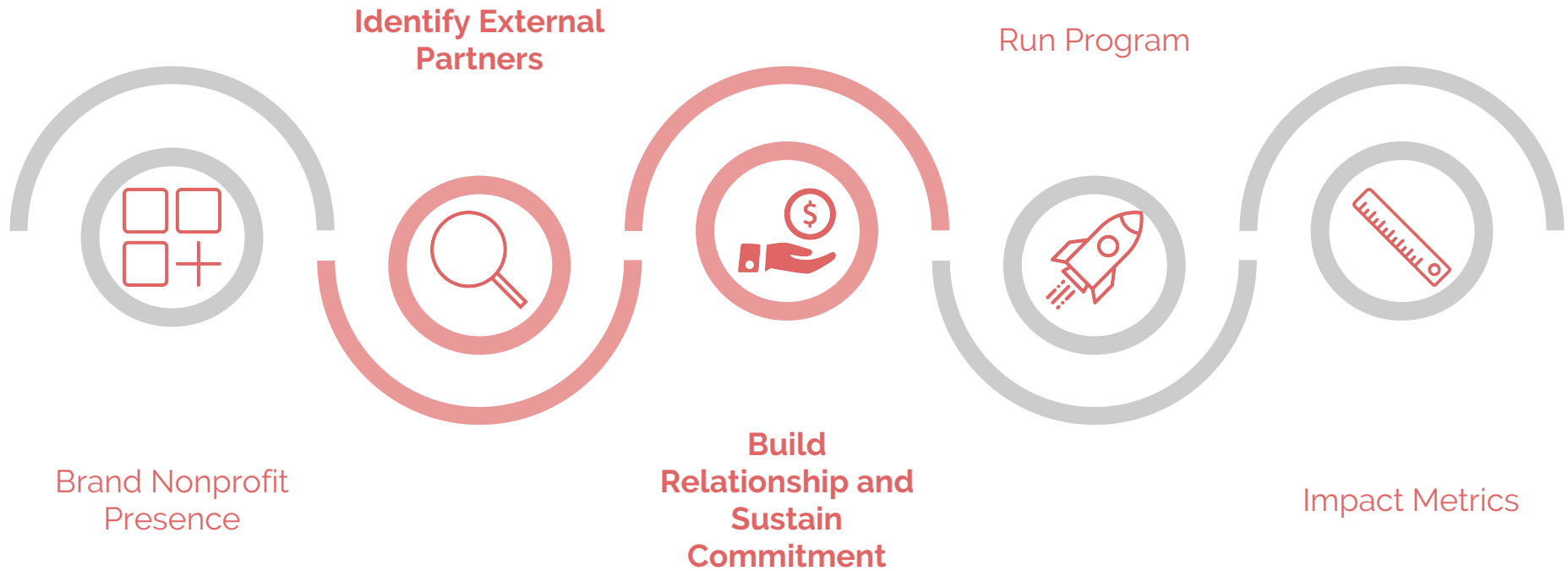
HACK THE HOOD



PROGRAM PLANNING CYCLE



OUR FOCUS



\$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

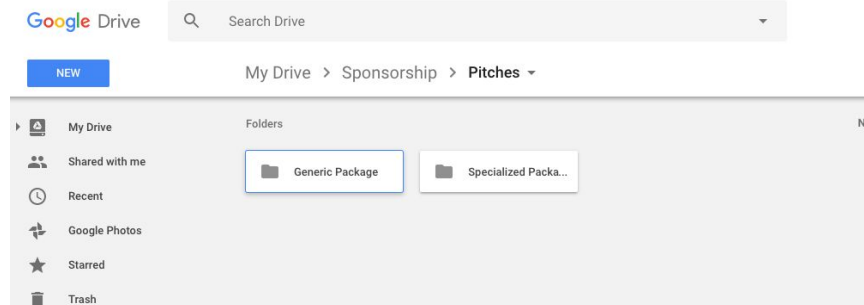
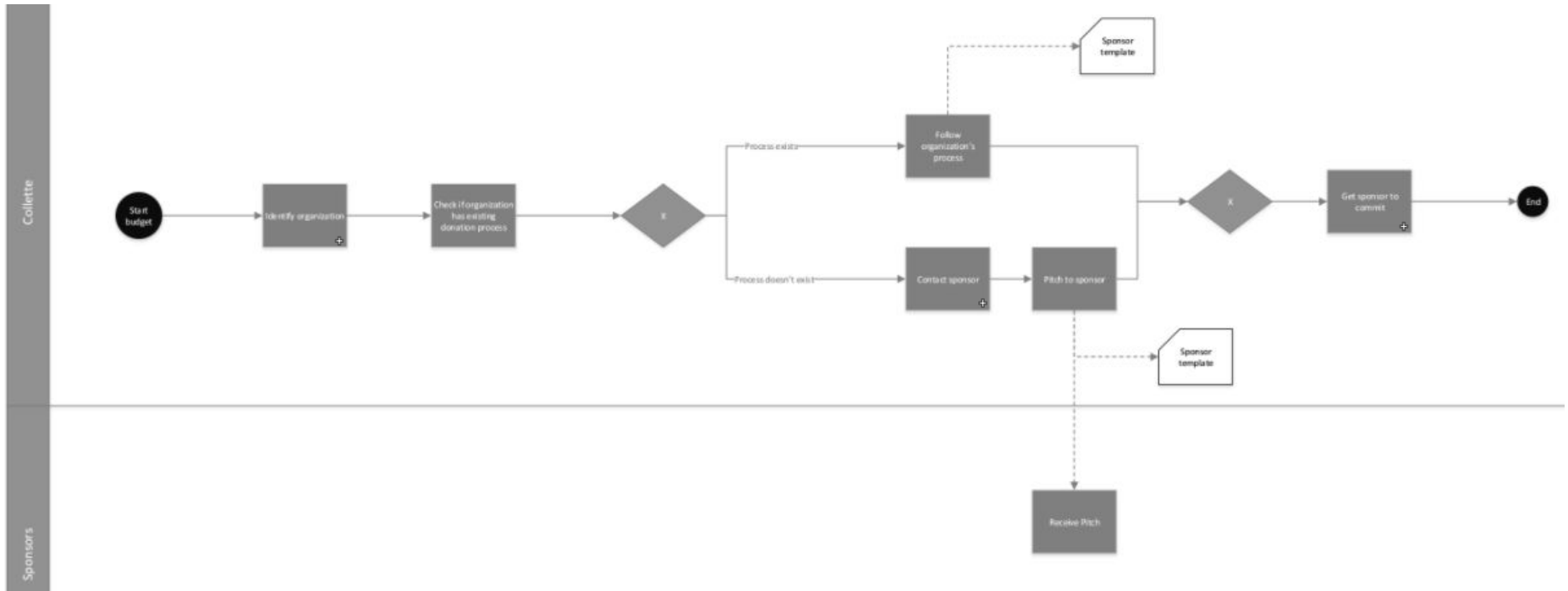
Support for Growth

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

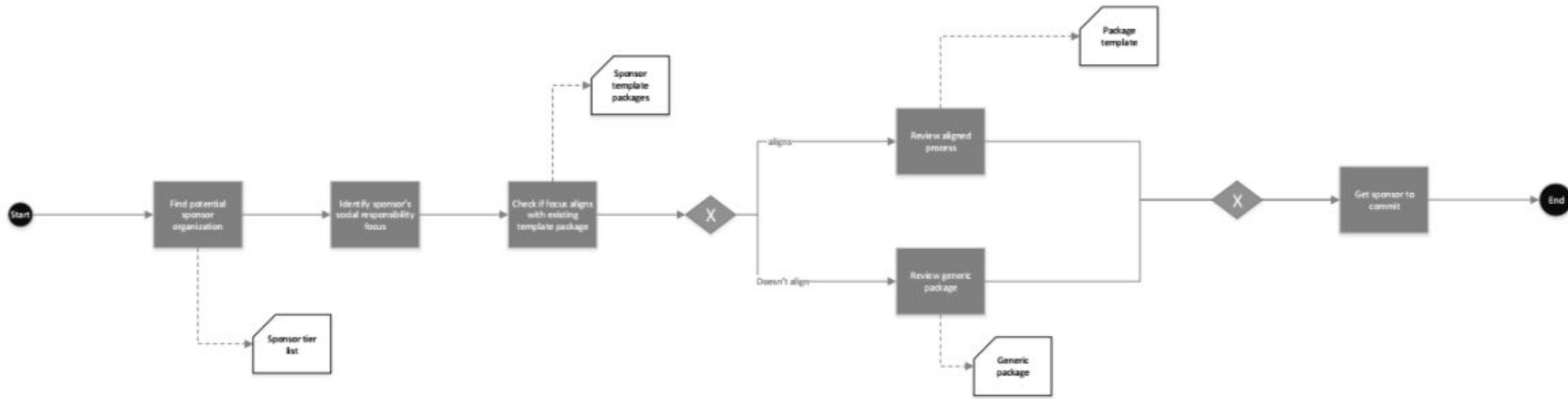
Dependability

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

SPONSORSHIP PROCESS OVERVIEW



IDENTIFY SPONSORS



Corporate Donations

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 2 days ago by Courtney Blaylock

Company	Items donated	Focus	Amount of donations	How to receive donations
Adobe	Software, technology products	"product donations enable (nonprofits) to develop compelling, visually rich stories that increase the visibility of their social causes"	\$215 million in products over 4 years	
Best Buy	Grants	Nonprofits that focus on promoting technological literacy		Complete online quiz to determine eligibility
Boeing	Grants	Events, organizations, and projects whose missions coincide with the Boeing brand strategy		Explain that the benefits that come with the partnership and give positive exposure for Boeing brand
Cisco	Global Impact Cash Grant and Silicon Valley Impact Cash Grant			Provide proof of 501(c)(3) status and submit an online application
Dell	Charitable donations and corporate sponsorships	Events and programs that will integrate Dell technology		Submit proposals through Dell's online portal. Proposals reviewed within 4-6 weeks. Proposal must show how Dell technology will be a part of the event
GE	Charitable Donations	Organizations whose missions align with their philanthropic goals of global health, economic growth, entrepreneurship, and education		Does not accept unsolicited donation requests

Grant proposal info | Tech companies | Food | Misc. | Sources

https://docs.google.com/spreadsheets/u/1/authuser=1&usp=sheets_web


My Drive > Sponsorship > Pitches > Generic Package

Files


There is one email template...

Apply Email Template

Email Template

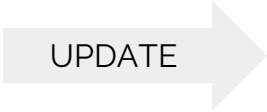
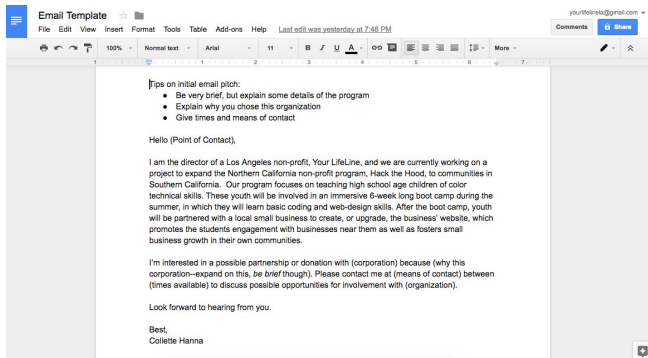
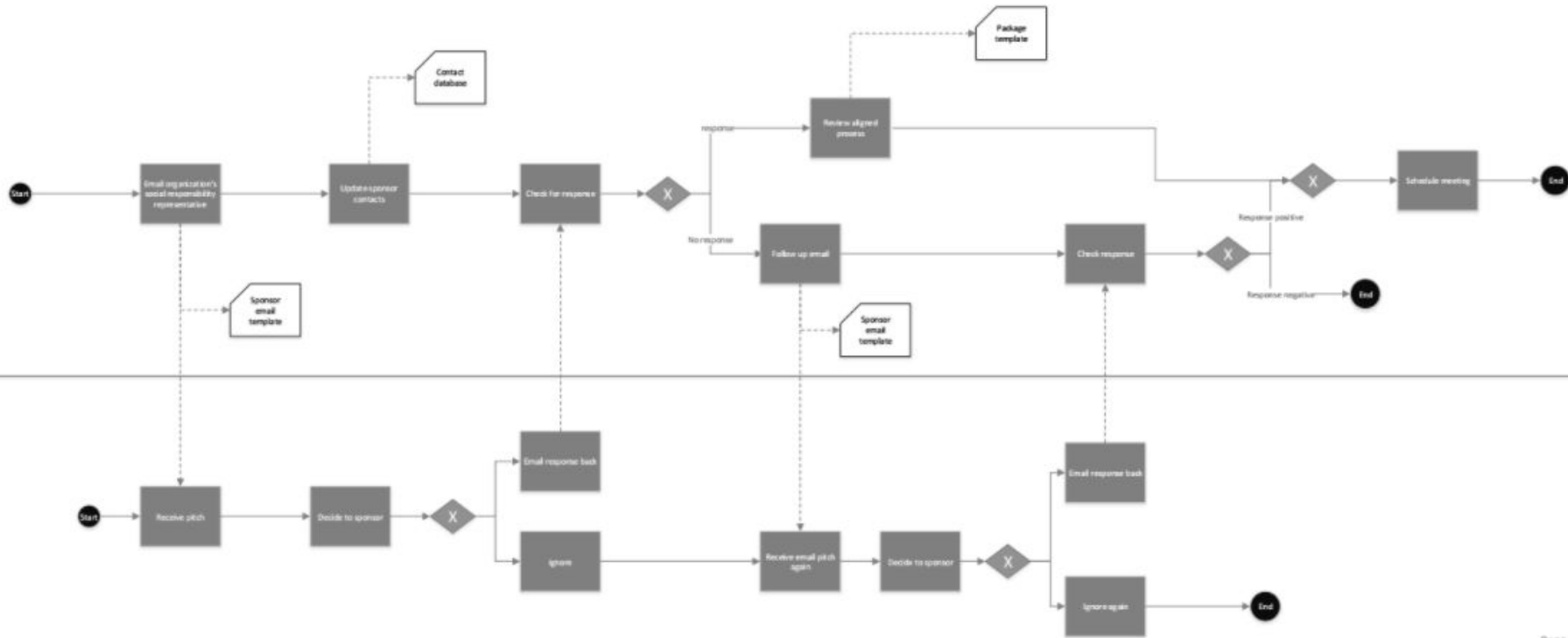


Generic Sponsors...



Talking Points

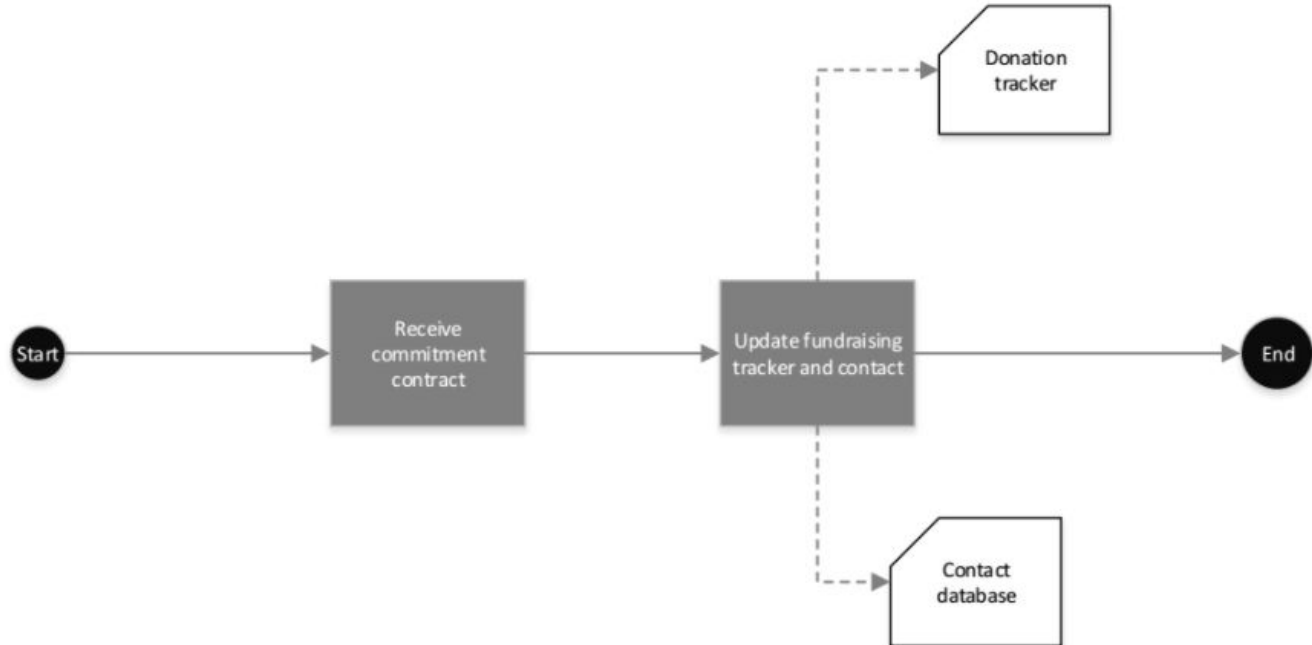
CONTACT SPONSORS



1	Company Name	Contact Name	Email	Date Contacted	Response?	Commitment	Notes	Focus
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								

GET SPONSORSHIP COMMITMENT

Collette



My Drive > Sponsorship > 2017 ▾

Folders



Metrics



Organization



Donation Tracker Spreadsheet



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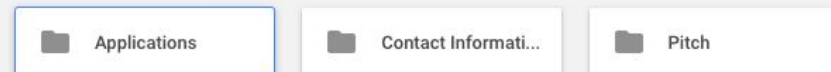
	A	B	C	D	E	F	G															
1																						
2	2017					Yearly Total:																
3	DONATION TRACKER					21500																
4	<p>Donations by Organization</p> <p>Left vertical axis title</p> <p>Horizontal axis title</p> <table border="1"> <caption>Data for Donations by Organization</caption> <thead> <tr> <th>Organization</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Intel</td> <td>10000</td> </tr> <tr> <td>USC</td> <td>3000</td> </tr> <tr> <td>USDA</td> <td>1000</td> </tr> <tr> <td>Google</td> <td>5000</td> </tr> <tr> <td>Dell</td> <td>2000</td> </tr> <tr> <td>Intel</td> <td>500</td> </tr> </tbody> </table>						Organization	Value	Intel	10000	USC	3000	USDA	1000	Google	5000	Dell	2000	Intel	500		
Organization							Value															
Intel							10000															
USC							3000															
USDA							1000															
Google							5000															
Dell							2000															
Intel							500															
5																						
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14																						
15																						
16																						
17																						
18																						
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																						

SMALL BUSINESS RECRUITMENT PROCESS OVERVIEW

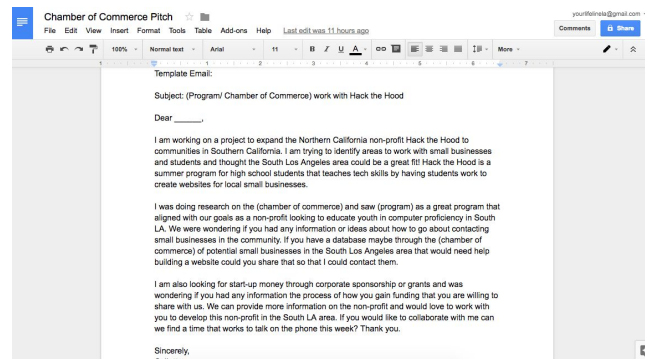
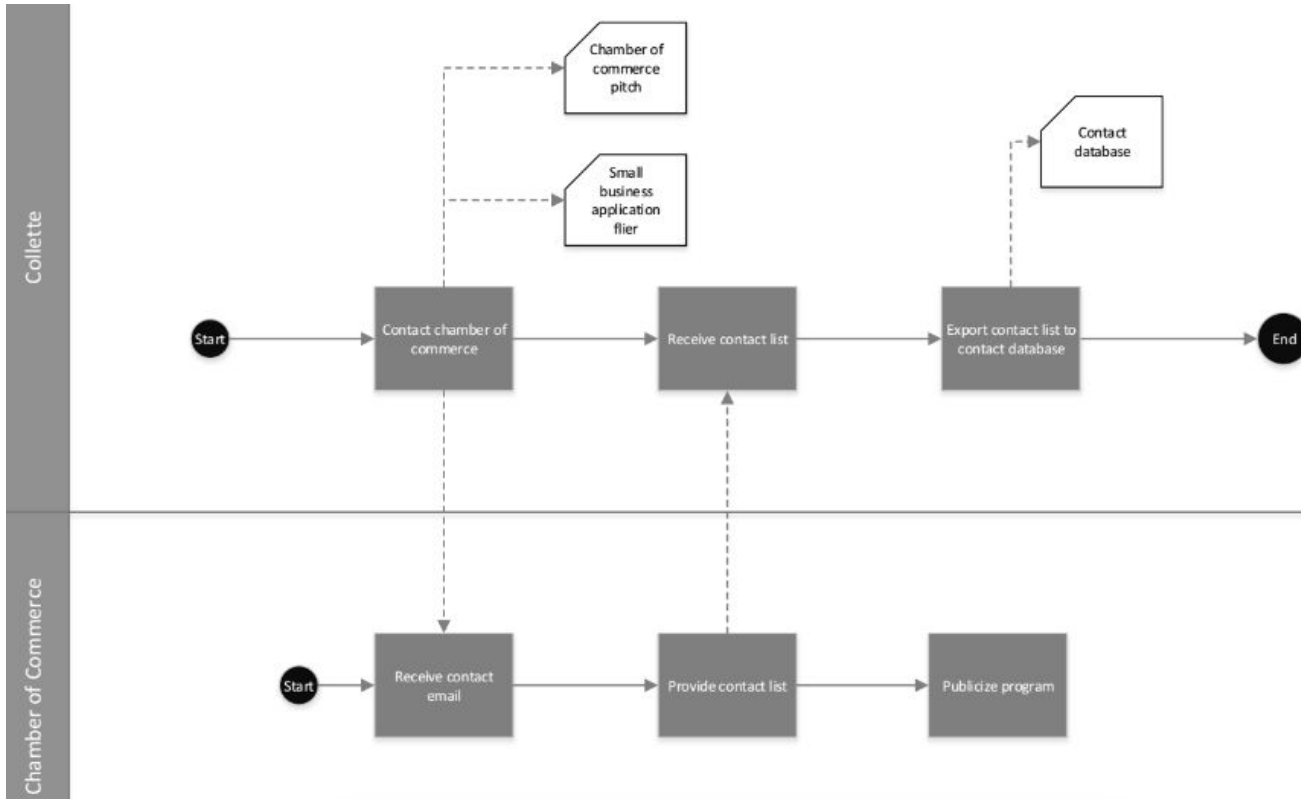


My Drive > Small Business ▾

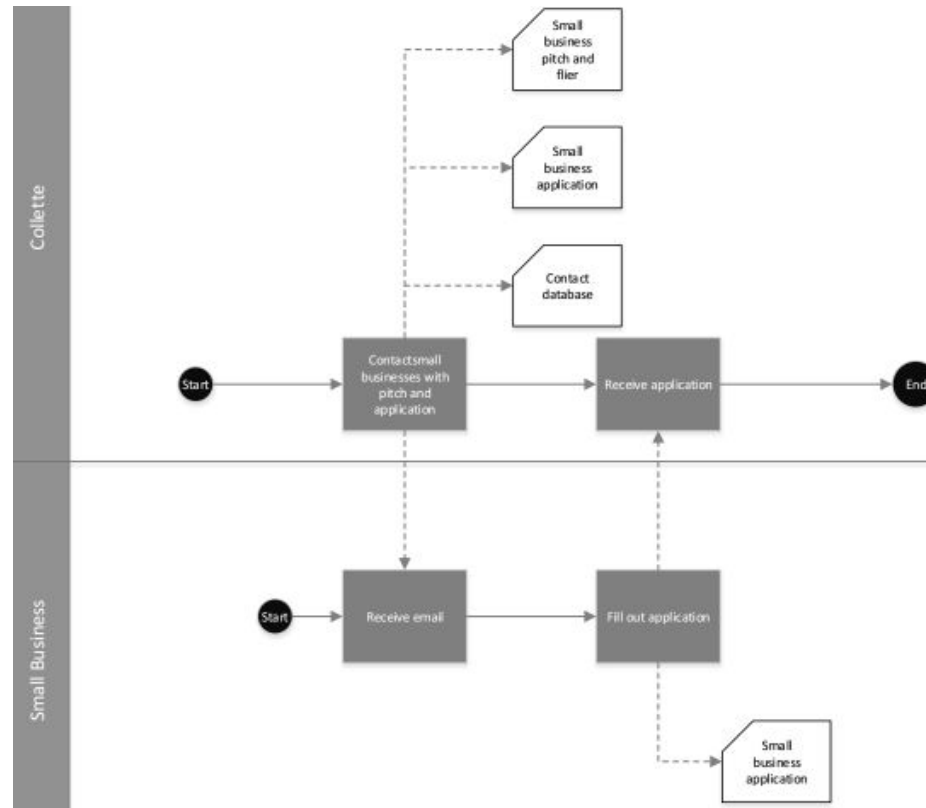
Folders



IDENTIFY SMALL BUSINESSES



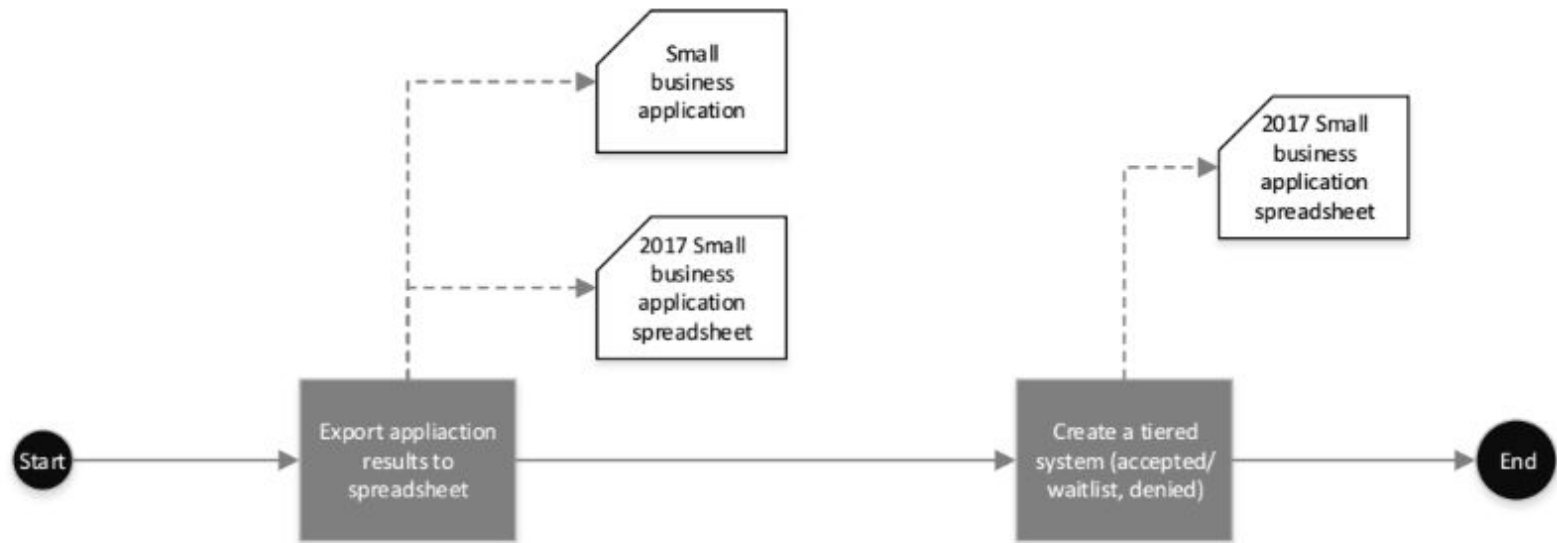
FOLLOW UP WITH SMALL BUSINESSES



The screenshot shows a web browser window with the title 'Small Business Application'. The browser address bar shows 'Form Home'. The page has a purple header with 'SEND' and a menu icon. Below the header, there are tabs for 'QUESTIONS' and 'RESPONSES'. The main content area is titled 'Section 1 of 7' and 'Small Business Application'. It contains a 'Form description' field, followed by two required text input fields: 'Your Name' and 'Your Phone *'. Both input fields have a red asterisk indicating they are required. The 'Your Phone' field has a small red error message below it. On the right side of the form, there is a vertical toolbar with icons for 'Try', 'Print', 'Share', and 'More'. At the bottom right, there is a small red circle with the number '0'.

APPLICATION REVIEW AND FOLLOW-UP

Collette



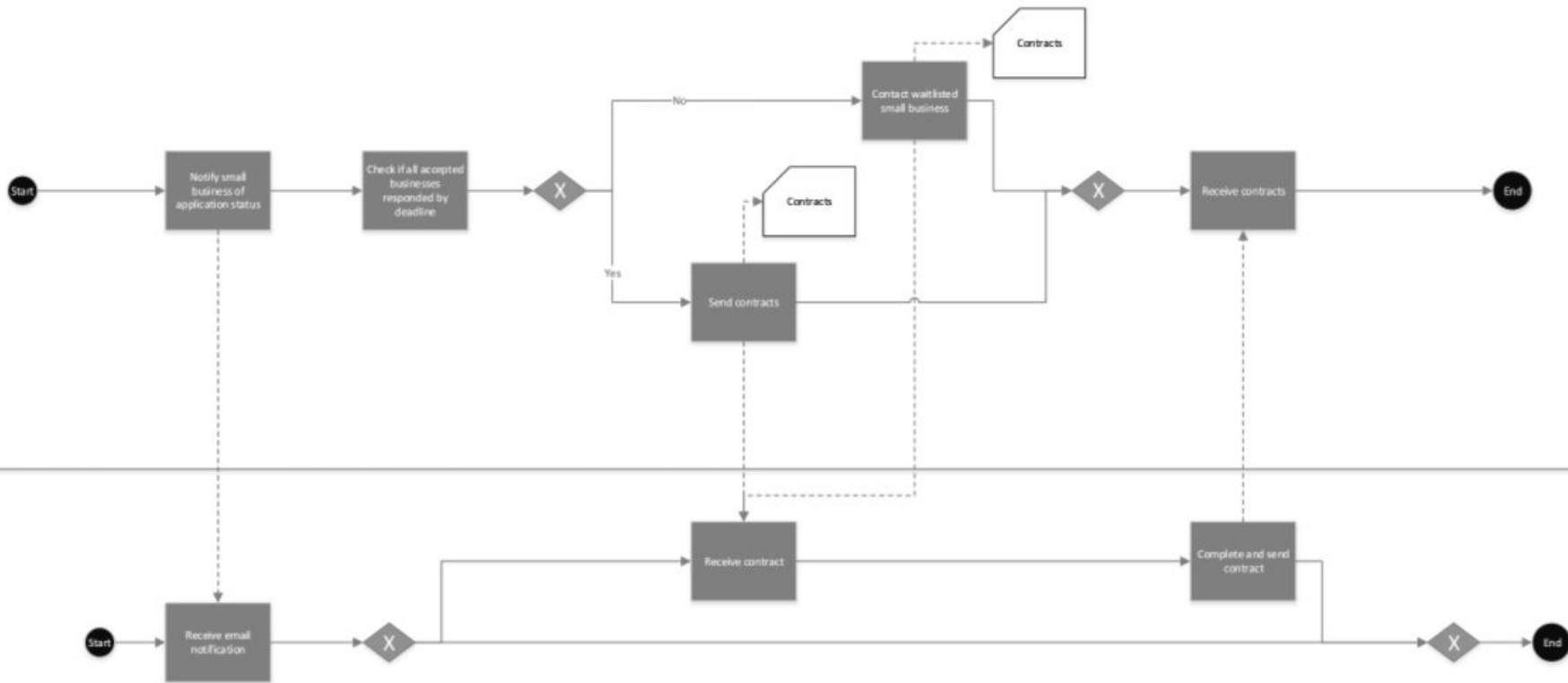
A screenshot of a Google Forms application titled 'Small Business Application'. The form is currently on 'Section 1 of 7' and is in 'QUESTIONS' mode. The visible questions are:

- Form description
- Your Name (Short answer text)
- Your Phone* (Short answer text)

ANALYZE

A screenshot of a Google Sheets spreadsheet titled '2017 Small Business Applications'. The spreadsheet is currently empty, showing a grid of columns (A through K) and rows (1 through 22). The bottom of the spreadsheet shows tabs for 'Application Data', 'Accepted Businesses', 'Waitlist Businesses', and 'Rejected Businesses'.

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
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**Site:
Rec Center**

Serve Meals



Mutual Benefit

SUBSIDIZED FOOD

OPTION 1: USDA SUMMER FOOD SERVICE PROGRAM

**State
Agencies**

**Sponsor:
Your Lifeline**

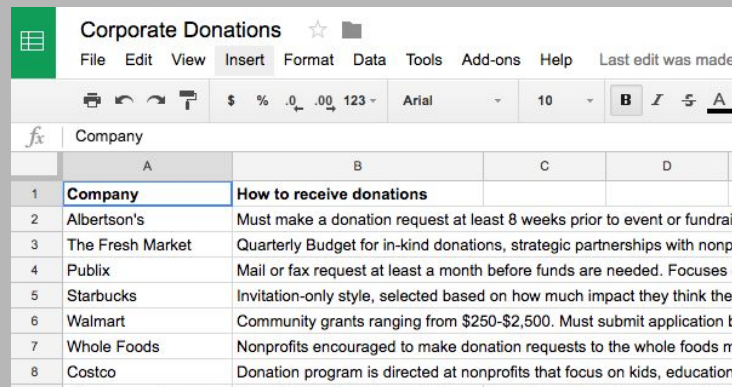
**Site:
Rec Center**

Administer Program

Run Program

Serve Meals

OPTION 2: DONATIONS FROM GROCERY STORES



	A	B	C	D
1	Company	How to receive donations		
2	Albertson's	Must make a donation request at least 8 weeks prior to event or fundrai		
3	The Fresh Market	Quarterly Budget for in-kind donations, strategic partnerships with nonp		
4	Publix	Mail or fax request at least a month before funds are needed. Focuses c		
5	Starbucks	Invitation-only style, selected based on how much impact they think the		
6	Walmart	Community grants ranging from \$250-\$2,500. Must submit application b		
7	Whole Foods	Nonprofits encouraged to make donation requests to the whole foods m		
8	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