



# **IGNITING CHANGE, ONE POST AT A TIME**

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# EXECUTIVE SUMMARY

City Year Baton Rouge, founded in 2005, is part of a national AmeriCorps program that empowers young adults to serve as mentors and tutors in under-resourced schools.

This communication plan outlines a strategic approach to strengthen outreach and engagement for City Year Baton Rouge. We aim to connect with two key audiences:

- Young Adults (18-25): Target audience for AmeriCorps member recruitment.
- Potential Donors/Sponsors: Primarily businesses and local organizations with an interest in education and youth development.

CityYear Baton Rouge's current communication relies heavily on email campaigns. This plan proposes a multi-channel approach that leverages social media, events, and potentially renewed partnerships with traditional media outlets. Key strategies include tailored messaging that resonates with each audience, compelling storytelling showcasing the impact of City Year AmeriCorps members, and establishing a clear and consistent brand identity across communication channels like Instagram and Facebook.

This communication plan provides a roadmap for City Year Baton Rouge to significantly enhance its outreach and engagement efforts. By implementing these strategies, City Year can connect with a wider audience, secure more resources, and ultimately help more students achieve success.

# ORGANIZATIONAL OVERVIEW

## BACKGROUND



City Year Baton Rouge, founded in 2005, is part of a national AmeriCorps program that empowers young adults to serve as mentors and tutors in under-resourced schools. City Year AmeriCorps members serve as student success coaches, supporting the development, growth, and success of students in systemically under-resourced schools. Through holistic support, they aim to cultivate skills in students to become leaders in their communities and careers. The Whole School, Whole Child model, drawing from 30 years of experience in human and youth development, is at the core of City Year's mission.

City Year's approach integrates academic and social-emotional learning, recognizing that both are essential for students' success in school and beyond. Student success coaches, serving full-time in public schools, build relationships with students and offer research-based support. They collaborate with teachers and school leaders to personalize learning, create welcoming environments, and help students develop the skills they need to thrive.

As part of the National Partnership for Student Success (NPSS), championed by the Biden-Harris Administration, City Year is committed to expanding access to evidence-based, holistic supports for young people. Named a lead technical assistance organization in NPSS, City Year promotes the importance of student success coaches in driving positive student outcomes, both academically and socio-emotionally.

City Year's approach is rooted in research about how students learn, with AmeriCorps members uniquely positioned to form developmental relationships with students. By focusing on reducing early warning indicators such as low attendance, poor behavior, and course failure, City Year aims to improve students' readiness to learn and increase their chances of graduating high school, thus improving their lifetime trajectory. With a commitment to multiple years of service in schools, City Year supports students during key transition years from third through ninth grades, when they are most at risk of falling off track.



# PRIMARY RESEARCH

Meetings with the City Years Development team constituted the campaign's principal research method. Communication, Outreach, and Fundraising are all facilitated by our Development team which consists of Shawn Coleman, Annmarie, and our Managing Director of Development Raushanah Hunter.

- **Managing Director of Development (Raushanah Hunter):** Oversees all fundraising asks and primary person that engages with perspective donors, gives final approval of press release content, and person that would do interviews on broadcasting stations
- **Senior Donor Relations Manager (Annmarie Valentin):** Leads logistics for event programming, creates timeline for communication rollout via email and social media, and handles all processing of any gifts received via donation from events
- **Community Partnerships Manager (Shawn Coleman):** Creates collateral for events and content for any press releases or social media

The information provided in this campaign will represent City Year's objectives and mission.

- Overview of the schools, Americorps members, and events.
- Examples of events that happens at the schools
- City Year events

# PRIMARY RESEARCH



**FRIDAY, DECEMBER 1, 2023**

7 AM REGISTRATION

8 AM SHOT GUN

**SANTA MARIA GOLF COURSE**

18460 SANTA MARIA PKWY  
BATON ROUGE, LA 70810

**FOR SPONSORSHIPS OR QUESTIONS**

CONTACT ANNMARIE VALENTIN AT  
AVALENTIN@CITYYEAR.ORG

**CITY YEAR**

*city year baton rouge*  
**LEGAL BREAKFAST**

*anderson 'andy' dotson iii*

Parish Attorney  
Parish Attorney's Office  
City of Baton Rouge, Parish of East Baton Rouge

**PARISH ATTORNEY'S OFFICE: WHAT DO THEY DO?**

<b>FRIDAY, FEBRUARY 02</b> 8:30 - 10:30am Breakfast included	<b>CITY CLUB</b> 355 North Boulevard Baton Rouge, LA	<b>\$35 PER INDIVIDUAL</b> 1 hour CLE Credit
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Learn about City Year Baton Rouge and how, together, we can help students become who they'll be tomorrow.  
RSVP at [support.cityyear.org/cybrlegal](https://support.cityyear.org/cybrlegal)

**CITY YEAR**

**SAVE THE DATE!**

POP-UP MARKET · FUN FOR THE FAMILY  
LIVE MUSIC · FOOD · GAMES

**CITY YEAR BATON ROUGE**  
**SCHOOL HOUSE**  
**ROCK FEST**  
SATURDAY, MARCH 16  
4 TO 8 PM  
GALVEZ PLAZA

**POP-UP MARKET**  
**FUN FOR THE FAMILY**  
**LIVE MUSIC**  
**FOOD**  
**GAMES**

## TARGET AUDIENCES

We have two audiences we try to attract, one for recruitment of 18-25 year olds to serve as AmeriCorps members and one for perspective donors/sponsors (usually reach out to businesses/organizations around the city, can generally be anyone over the age of 21). Currently we use email campaigns to people we have on specific mailing lists to advertise for events, certain recruitment campaigns, and general donation outreach. In the past, we've also had one-time contracts with different radio and tv stations to run commercials for event or recruitment on their platforms.

## OVERVIEW OF SCHOOLS, AMERICORPS, AND EVENTS

AmeriCorps is a national service organization that provides partial funding for the program and what gives us the ability to call our volunteers AmeriCorps members. We are in 6 schools this year (Crestworth K-8, CSAL, Glen Oaks Park Elementary, Glen Oaks Middle/High School, Kenilworth Science and Technology Academy, and Park Medical Academy) but school number is usually determined by a number designated by the district along with any charter schools that express interest in having the program on their campus.

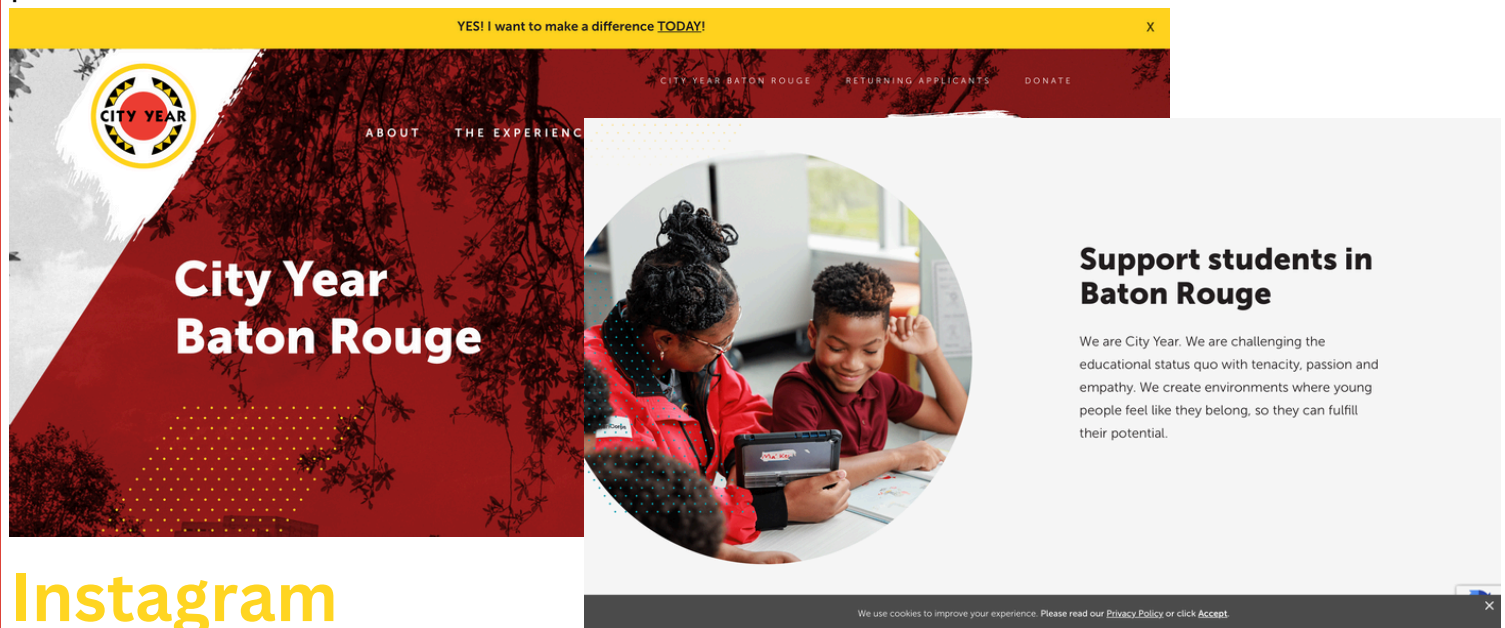
Most events we have are for donor cultivation and AmeriCorps member development. This year, we hosted a golf tournament, a legal breakfast, a mock school visit, and an outdoor festival.

# COMMUNICATION ANALYSIS

To reach its audiences, City Year Baton Rouge currently uses social media in addition to traditional media. The organization is active on LinkedIn, Facebook, and Instagram. A website detailing the goals, offerings, and accomplishments of City Year Baton Rouge is also available. A Youtube channel is also available, however content is only occasionally posted.

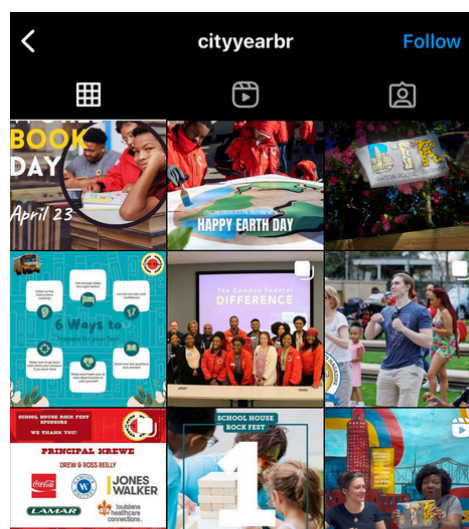
## Website

The City Year Baton Rouge website is current and filled with useful data. The website has details on the program itself, donations, and volunteer opportunities. The website looks professional and has a unified style. The website and social media channels all have the same voice. They are also easily accessible because there are links to all three social media networks. There will also be sporadic popups on the website regarding volunteer and current giving possibilities.



## Instagram

The City Year Instagram has 1772 post and 2327 followers as of April 22nd, 2024. City Year's last post was April 19th, 2024.





## Facebook

The City Year Facebook account was created January 23, 2018. The page 581 likes and 686 followers as of April 22nd, 2024. City Year's last post was January 15th, 2024. The last post in reference to the Americorps program was September 12th, 2023.



### DEADLINE APPROACHING !

This Friday, September 15 is the last day to turn in applications for the October start date. Still thinking about what your next steps are in life or just looking to do something different and impactful? Take this as a reminder of how much good you can do!

Share this with any 18-25 year old you know that would be a good fit!

## Linkedin

The City Year Baton Rouge has 196 followers and no post as of April 22nd, 2024.

## Youtube

The City Year Baton Rouge youtube channel has 6 subscribers and 16 videos. The content consist of: "Why I Serve" videos: Focus on AmeriCorps member experiences and promotional videos.

# Traditional Media

In terms of traditional media City Year Baton Rouge lacks a presence on news media. However they have used radio to promote events and programs.

## Radio

[https://lsuemail2-my.sharepoint.com/personal/dpaige6\\_lsu\\_edu/\\_layouts/15/onedrive.aspx?e=5%3A1e2d4258709b4208bd5fff2cf114e400&sharingv2=true&fromShare=true&at=9&cid=b4eb70ed%2Dec38%2D4e3d%2D8318%2Dce732ae1fd0b&id=%2Fpersonal%2Fdpaige6%5Flsu%5Fedu%2FDocuments%2FCity%20Year%20BR&FolderCTID=0x012000AC29DD338F04794DBD6D1ABC7A28AE60&view=0](https://lsuemail2-my.sharepoint.com/personal/dpaige6_lsu_edu/_layouts/15/onedrive.aspx?e=5%3A1e2d4258709b4208bd5fff2cf114e400&sharingv2=true&fromShare=true&at=9&cid=b4eb70ed%2Dec38%2D4e3d%2D8318%2Dce732ae1fd0b&id=%2Fpersonal%2Fdpaige6%5Flsu%5Fedu%2FDocuments%2FCity%20Year%20BR&FolderCTID=0x012000AC29DD338F04794DBD6D1ABC7A28AE60&view=0)

## News

WAFB Mar. 11, 2024 at 11:00 AM CDT

### CITY YEAR BATON ROUGE TO HOLD SCHOOL HOUSE ROCK FEST



Shawn Coleman and Luke Lognion share details about an outdoor festival that promises to be fun for the whole family

# COMMUNICATION ANALYSIS

## COMPETITORS ANALYSIS

We conducted a Google search on youth organizations in Baton Rouge, The search gave many similar organizations but BRYC aligned the most with City Year Baton Rouge. Based on the comuncation analysis of City year Baton Rouge the competitors analysis focuses on information from Instagram, Facebook, LinkedIn, Youtube and BRYC's website.

### BRYC

BRYC's primary objective is to help underserved youth excel in high school, enter, persist through, and graduate from college, and secure career-track jobs (What is BRYC, n.d.)

They support this objective through all of their programming, including scholarship and financial aid, underclassmen and Upperclassmen Learning Mentor initiatives, ACT Prep and free ACT testing, college mentor programs, free college tour trips, and tutoring services.

At the core of BRYC's programming is "The BRYC Way," a holistic approach designed to prepare students for success in various aspects of their lives. Classes are focused and intense, providing learning experiences that maximize every opportunity for growth.

-Provides tutoring sessions with expert tutors, individual and family counseling with an in-house mental health counselor, and specialized programs like "Health Fellows" for healthcare-focused career readiness and scholarships.

They host college information sessions and organize events, celebrations, out-of-state college tours, and overnight retreats on college campuses. They also offer summer enrichment opportunities and volunteer and internship programs. However, they, too, use volunteer-based student events, including learning mentor programs, ACT preparation, college mentorship, and free college tour trips. Extra special events like alumni socials, recruitment parties, and the BRYC Prom further contribute to building a sense of community and belonging among the fellows.



# SOCIAL MEDIA PRESENCE


## Website

The website appears to be well-maintained and informative, containing details about BRYC's mission, services, successes, and opportunities for volunteering and donating. They show statistics and data on the results of every element of the organization. From graduation rates to the amount of scholarship aid combined by all students, and even the percentage of students that report they feel cared for at BRYC and the percentage that says they are glad they joined.


It follows a consistent theme and professional design, reflecting positively on the organization's image.

Pop-ups for current giving and volunteer opportunities indicate an active effort to engage visitors.

Including links to all social media platforms makes it easy for visitors to connect with BRYC across different channels.



HOMEABOUT▼APPLYVOLUNTEERDONATENEWS



# ENTER. PERSIST. GRADUATE.

BRYC is a free program that helps students succeed in high school, earn degrees, and secure jobs.

GET STARTED

### How it Works

VIPs choose the role that interests them. Once we know Fellows' and mentors' scheduling availability, we group them based on preferences and shared interests. Whenever possible, BRYC aims for Fellows to work with the same mentor throughout their BRYC experience.

#### RESEARCH MENTOR

Work with 8th- grade Fellows

Goals:

- Investigate a social justice issue
- Complete a year-long research project
- Prepare for the high school transition

Learn More

#### LEARNING MENTOR

Work with 8th- & 10th- grade Fellows

Goals:

- Get homework done and build study skills
- Improve time management and organization
- Become a successful self-advocate

Learn More

#### UPPER LEARNING MENTOR

Work with 11th- grade Fellows

Goals:

- Grow ACT content knowledge and strategies
- Improve skills for independent practice
- Overcome mental roadblocks

Learn More

#### COLLEGE MENTOR

Work with 12th- grade Fellows

Goals:

- Apply for college and financial aid
- Select an affordable, best-fit school
- Prepare for the college transition

Learn More

#### TUTOR

Work with 8th-12th- grade Fellows

How Tutoring Works:

- Choose your field of academic expertise
- Set your own schedule
- Meet w/ Fellows 11 for 60-minutes (virtually)

Learn More


#### VOLUNTEER PARTNERSHIP

BRYC has built rich volunteer partnerships with organizations like ExonMobil and Southern's Law Center. If your group has five or more volunteer prospects, please contact [connor@thebryc.org](mailto:connor@thebryc.org) to discuss a potential partnership.

### Eligibility

BRIC Become a BRYC Fellow!

Copy link



Watch on YouTube

### How Do I Apply?

Welcome! BRYC's application form includes sections for both students and guardians. We recommend completing the form in one sitting (~30 mins to 1 hour). In addition to the form, applicants will need to upload a copy of their transcript and/or report card (screenshots are acceptable). Rising seniors will also upload an unofficial copy of their highest ACT scores.

• Step 1: Preview the application

• Step 2: Click the "Apply Today" button below when you are ready to begin

April 30: Rising Senior Deadline

June 16: Rising 8th-11th Deadline

0001293347012933

DaysHoursMinutesSecondsDaysHoursMinutesSeconds

### 5 numbers that prove you should join BRYC:

92%

Current Fellows say: "I'm glad I'm in BRYC."

3.7pts

Avg ACT score gain while in BRYC programs

97%

Current Fellows say: "BRYC cares about me."

\$95.1M

Total scholarship aid awarded by BRYC

BRIC

HOMEABOUT▼APPLYVOLUNTEERDONATENEWS

### LATEST NEWS

The BRYC Community is always making headlines.

#### The Baton Rouge Clinic awards \$50K to fourth Health Fellows cohort

April 26, 2024

This marks the fourth year in a row The Clinic has made a significant scholarship award to BRYC Fellows.

Read More

#### Senior Gigi George is BRYC's ninth Louisiana Young Hero

April 26, 2024

Gigi joins eight other BRYC Fellows who've "inspired others through their deeds and strength of character to become better students, persons, and citizens."

Read More

#### Alumna Mandy Gabriel lands senior position with MetroMorphosis

April 26, 2024

Mandy was a member of BRYC's second Fellow class, graduating from McKinley High in 2010.

Read More

#### National Volunteer Week: Celebrating BRYC's VIPs

April 26, 2024

BRYC commemorates volunteer Bryan Turnulty for seven years of consistent service.

Read More

#### Recent Posts

- The Baton Rouge Clinic awards \$50K to fourth Health Fellows cohort April 26, 2024
- Senior Gigi George is BRYC's ninth Louisiana Young Hero April 26, 2024
- Alumna Mandy Gabriel lands senior position with MetroMorphosis April 26, 2024
- National Volunteer Week: Celebrating BRYC's VIPs April 26, 2024
- The Nonprofit Times names BRYC national

10

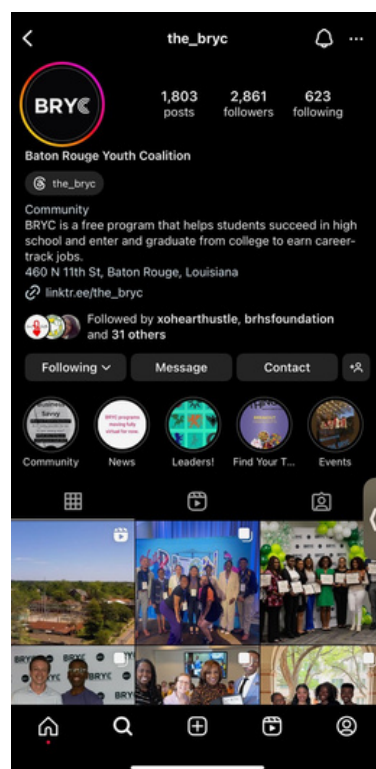




# SOCIAL MEDIA PRESENCE

## Facebook & Instagram

- BRYC utilizes these platforms similarly, sharing the accomplishments of fellows, staff, and general announcements.
- Recent posts about fellows receiving honors demonstrate recognition of achievements and highlight the impact of the organization.
- They have 2,861 followers on Instagram, following 623 accounts, and have 1,803 posts, with their last post on April 29, 2024 being a video about a Block party they hosted.
- Their Facebook has 2.7K followers and 2.2K Likes with their last post being April 28, 2024.



## Youtube

The lack of recent content on YouTube suggests that BRYC may not prioritize this platform as much as others. However, if the organization were to revive its YouTube channel, it could leverage video content to further showcase its impact and reach a wider audience.

- Their account is named Bryc Family and has 27 subscribers. The last post was 4 years ago.
- The latest YouTube video they were in was released 1 month ago. It is an episode from LSU Tiger TV's news channel for being awarded \$2 million by billionaire MacKenzie Scott's charity in March, 2024.

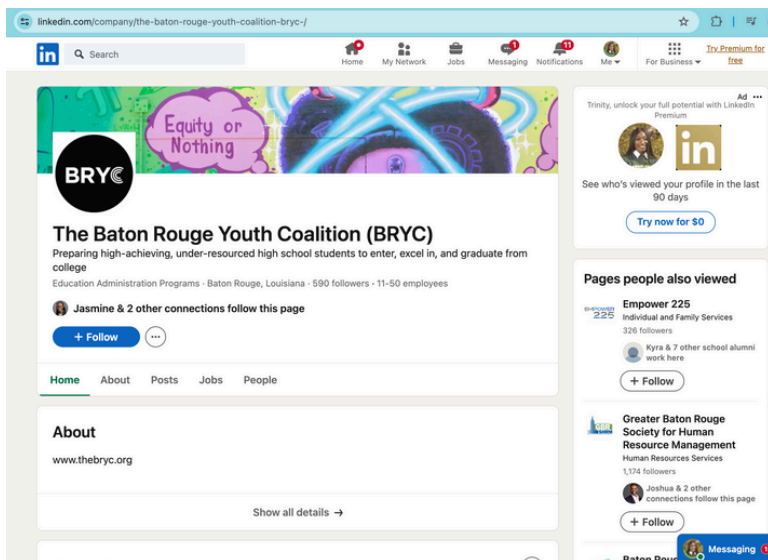




# SOCIAL MEDIA PRESENCE

## LinkedIn

- While less frequent, BRYC still utilizes LinkedIn to showcase its activities and engage with a professional audience.
- They have 590 followers and their last post was April 28, 2024.
- They post all students and their awards a long with awards they gained as an organization.



## Traditional Media

BRYC also utilizes earned, traditional media opportunities through outlets like Baton Rouge Business Report, Red Stick Mom, The Advocate, and WAFB to reach a wider audience.

- Their CEO, Lucas Spielfogel, has appeared on many local news stations, sharing his history with BRYC and the organization's philosophy. Additionally, there are many articles about the programming at BRYC and how it has been successful in the past as well as the need for volunteer mentors.
- Newsletters, promotional materials such as flyers and brochures, and a dedicated website blog serve as additional communication channels. BRYC illustrates an understanding of the importance of traditional media, as highlighted by PR professionals, and utilizes it to provide third-party endorsement and credibility to its messages.

# SWOT ANALYSIS

## STRENGTHS

- **Established reputation:** City Year Baton Rouge has been operating since 2005, giving them a strong foundation and credibility in the community.
- **National network:** Being part of a national AmeriCorps program allows City Year Baton Rouge to leverage resources and best practices.
- **Proven impact:** City Year's focus on reducing early warning indicators and improving graduation rates demonstrates a successful approach.
- **Strong partnerships:** Existing partnerships with universities and the National Partnership for Student Success (NPSS) provide a solid base for outreach.

## WEAKNESSES

- **Limited outreach strategy:** Dependence on traditional media like email campaigns might not reach the target audience effectively.
- **Narrow recruitment focus:** Targeting only three universities restricts the applicant pool.
- **Lack of engagement with potential donors:** Current communication efforts don't explicitly address strategies for attracting donors and sponsors.

## OPPORTUNITIES

- **Social media:** Utilizing social media platforms like Instagram and Facebook can expand brand awareness and connect with younger audiences.
- **Events:** Hosting informational sessions and workshops at colleges and partnering with student organizations can create a more engaging recruitment strategy.
- **Strategic partnerships:** Collaborating with local businesses and organizations interested in education and youth development can generate new funding streams.
- **Storytelling:** Highlighting the impact of AmeriCorps members through compelling stories can inspire potential applicants and donors.

## THREATS

- **Competition:** Other AmeriCorps programs or volunteer opportunities might compete for the same pool of young adults.
- **Funding fluctuations:** City Year's reliance on grants and donations makes them susceptible to economic downturns.
- **Negative portrayal:** Potential negative opinions about AmeriCorps or volunteer programs could discourage participation.

By leveraging its strengths and capitalizing on opportunities, City Year Baton Rouge can address its weaknesses and mitigate potential threats. Implementing a more robust outreach strategy on **social media, expanding recruitment efforts, and actively engaging with potential donors** will strengthen the program's sustainability and impact. Additionally, proactively addressing potential negative perceptions about AmeriCorps can help maintain a positive image and attract a wider range of participants and supporters.

# PROBLEM STATEMENT



Although, City Year Baton Rouge has been a vital component of the national AmeriCorps program since 2005. City Year Baton Rouge recruitment efforts are low due to lack of awareness and visibility to key publics such as **parents of school aged children , potential donors, civic organizations in Baton Rouge as well as college students ages 18-25 attending LSU,Southern University and Baton Rouge community college.**

# POTENTIAL AND IMPORTANCE



The potential impact of this communication plan for City Year Baton Rouge is significant, aligning with the organization's mission to empower young adults to serve as mentors and tutors in under-resourced schools. By diversifying communication channels and tailoring messaging to specific audiences, City Year can amplify its reach and engagement, ultimately strengthening recruitment efforts and securing support from donors and sponsors.

For young adults aged 18-25, the multi-channel approach offers an opportunity to connect with this demographic on platforms where they are already active, such as Instagram and Facebook. Compelling storytelling highlighting the transformative experiences of AmeriCorps members can inspire young adults to join the program, emphasizing the opportunity for personal growth, leadership development, and meaningful impact in their communities.

Simultaneously, targeting potential donors and sponsors through tailored messaging that emphasizes the tangible outcomes and societal benefits of supporting City Year aligns with their interests in education and youth development. By showcasing the measurable impact of AmeriCorps members in under-resourced schools, City Year can appeal to businesses and local organizations looking to invest in initiatives that make a difference in their community.

Renewed partnerships with traditional media outlets offer an additional avenue to amplify City Year's message and reach broader audiences. Coverage in local newspapers, radio stations, and television programs can raise awareness of City Year's mission and accomplishments, while also legitimizing the organization's work in the eyes of potential donors and sponsors.

Overall, this strategic communication plan has the potential to elevate City Year Baton Rouge's outreach and engagement efforts, driving recruitment, securing financial support, and ultimately furthering its mission of empowering young adults and improving educational outcomes in under-resourced schools.

# PUBLICS



City Year has two key publics they try to attract, one for recruitment of 18-25 year olds to serve as AmeriCorps members and one for perspective donors and sponsors (usually reach out to businesses/organizations around the city, can generally be anyone over the age of 21).

## ***Parents of school aged children***

*City Year Baton Rouge tutors and mentors can provide additional academic support to your child, helping them succeed in school and reach their full potential.*

## ***Potential Donors***

Donation's to City Year Baton Rouge can directly impact the lives of students in our community. By investing in our programs, you're helping to close the achievement gap and ensure all students have the opportunity to succeed.

## ***Civic Organizations in Baton Rouge***

Both civic organizations and City Year have the common goal of bettering the communities they serve. This strategic plan positions CYBR as a valuable partner for civic initiatives, potentially increasing partnerships with local organizations as well as reaching the publics of the civic partners.

## ***College students ages 18-25 at LSU, Southern University and Baton Rouge community college***

City Year Baton Rouge offers a unique opportunity to gain valuable experience working with students in your community while making a real difference in their lives. Serving as a City Year AmeriCorps member is a great way to build your resume, develop leadership skills, and fulfill a desire to give back.

# THEME & KEY MESSAGES



The communication campaign for City Year aims to raise awareness of AmeriCorps and its partnership with City Year among college-age students at Southern University, Baton Rouge Community College, and Louisiana State University. The key message of the campaign revolves around the theme of "Empowering Tomorrow's Leaders Today." This theme emphasizes the role of AmeriCorps and City Year in nurturing the next generation of leaders through educational support and volunteer opportunities. By highlighting the impact of these programs on both students and communities, the campaign seeks to inspire students to engage with City Year and explore opportunities for personal growth and community involvement. Additionally, the campaign will underscore the importance of service and civic engagement, encouraging students to become active participants in building a brighter future for Baton Rouge.

Furthermore, the recruitment-focused communication strategies aim to attract new AmeriCorps members by showcasing the meaningful contributions they can make to their communities. The key message of this aspect of the campaign is "Join the Movement, Make a Difference." This message emphasizes the transformative power of service and the opportunity for individuals to create positive change in the lives of others. By highlighting the personal and professional benefits of participating in AmeriCorps, such as leadership development and skill-building opportunities, the campaign aims to appeal to individuals who are passionate about making a difference and seeking meaningful experiences. Through compelling storytelling and testimonials from current AmeriCorps members, the campaign will demonstrate the value and impact of serving with City Year, ultimately inspiring prospective recruits to join the movement and contribute to the collective effort of building stronger, more vibrant communities in Baton Rouge.

# CAMPAIGN PROPOSAL



**GOAL #1:** Raise awareness of AmeriCorps and its association with City Year among residents in the Baton Rouge, Louisiana area.

**OBJECTIVE #1:** Inform at least 1200 Baton Rouge residents of City Year's services by August 1, 2024.

**STRATEGY #1:** Utilize traditional media.

**TACTIC 1:** Create flyers

**TACTIC 2:** Host two tabling events on Southern University, BRCC, and LSU campuses with flyers. 1 Fall tabling and 1 spring tabling to distribute flyers.

**TACTIC 3:** Draft a press release to WBRZ, WAFB, and FOX44 media explaining why they should include an interview about the benefits of City Year.

**TACTIC 4:** Email press releases to WBRZ, WAFB and Fox 44 media.

**TACTIC 5:** Create a letter for two local journalists asking them to publish an article about the benefits of City Year.

**TACTIC 6:** Email the letter to two local journalists.

**STRATEGY #2:** Utilize social media.

**TACTIC 1:** Develop 5 posts to be issued on all the social media platforms to be released from May 18, 2024, to July 20, 2024.

**TACTIC 2:** Draft targeted email campaign to colleges and universities.

**TACTIC 3:** Release emails to our mailing list of colleges and universities on May 18th and July 1st.

# CAMPAIGN PROPOSAL



**GOAL#2:** Raise awareness of AmeriCorps and its association with City Year among college-age students among Southern University, Baton Rouge Community College, and Louisiana State University.

**OBJECTIVE #1:** Inform at least 200 students at EACH university (Southern, BRCC, LSU) about AmeriCorps and City Year by December 31st, 2024.

**STRATEGY #1:** Host two informational sessions per semester (Summer & Fall 2024) at each university.

**TACTIC 1:** Create flyers informing students of sessions.

**TACTIC 2:** Draft emails to each university and college asking them to share information by May 15th, 2024.

**TACTIC 2.1:** Send emails to each university and college asking them to share information by May 15th, 2024.

**TACTIC 3:** Create a RSVP form for students to register to attend a session.

**TACTIC 4:** Order promotional materials to give to students who attend informational sessions.

**TACTIC 5:** Post updates and need to know information on CityBR Instagram and Facebook.

**TACTIC 6:** Create an QR code to track the number of students who scan the code to learn more (supplement to attendance tracking).

**TACTIC 7:** Host informational sessions

**TACTIC 8:** Post content of event on Instagram and Facebook pages thanking students for attending and remind them to apply to the program.



# CAMPAIGN PROPOSAL



**GOAL#3:** Learn to understand the preferences and interests of the target demographic.

**OBJECTIVE #1:** Recruit 50 students from each of the targeted schools at LSU, Southern University and BRCC for AmeriCorps Members.

**STRATEGY #1:** Collaborate with 30 college campus organizations and student clubs in the Baton Rouge area by September 22, 2024.

**TACTIC #1:** Choose 30 key student organizations and clubs related to community service, education, and leadership.

**TACTIC #2:** Partner with these organizations to host informational sessions or workshops about AmeriCorps and City Year opportunities.

**TACTIC #3:** Create presentations tailored to the interests and needs of each organization's members.

**TACTIC #4:** Host and present the presentations at the workshop.

**STRATEGY #2:** Implement a referral program to incentivize current AmeriCorps members to recruit new members that last from May 18, 2024, to September 22, 2024.

**TACTIC #1:** Develop a referral program that offers a \$100 bonus for each successful recruit, along with public recognition at monthly meetings and the opportunity to attend an exclusive professional development workshop for top referrers at the end.

**TACTIC #2:** Create 100 promotional posters and 50 digital graphics.

**TACTIC #3:** Distribute the posters and graphics to be displayed and shared within the AmeriCorps and City Year networks on all the social media platforms from May 18, 2024, to September 1, 2024.

**TACTIC #4:** Implement a centralized tracking system to monitor referrals, ensuring accuracy and transparency till September 22, 2024.

**TACTIC #5:** Make sure each referral is logged, and rewards will be distributed promptly upon verification on September 30, maintaining fairness and accountability.

# CAMPAIGN PROPOSAL



**GOAL#4:** Gain more donors to help fund the program so we can raise money to pay the volunteers more. That way, we can motivate people to want to even volunteer.

**OBJECTIVE #1:** Raise funds by 20% to increase volunteer incentives by 15% within the next fiscal year.

**STRATEGY #1:** Launch targeted fundraising campaigns to acquire new donors.

**TACTIC #1:** Develop a direct mail campaign with personalized letters and donation appeal materials by July 1, 2024.

**TACTIC #2:** Implement the direct mail campaign from July 5 to September 30 targeting 5,000 potential donors in the Baton Rouge area. We are aiming for a response rate of 5% by September 30, 2024.

**TACTIC #3:** Create an online crowdfunding campaign hosted on City Year Baton Rouge's website and social media platforms to run from July 5 to September 30.

**STRATEGY #2:** Use events and programming to cultivate relationships with existing donors to increase retention and donation amounts.

**TACTIC #1:** Gather list of current donors.

**TACTIC #2:** Create donor appreciation events, such as a virtual luncheon, to recognize and thank current donors for their support. The goal is to retain 80% of existing donors and increase their average donation amount by 10% by September 30, 2024.

**TACTIC #3:** Invite all current donors.

**TACTIC #4:** Host event.

**TACTIC #5:** Create a donor stewardship program aiming to increase donor engagement and satisfaction, resulting in a 15% increase in donor retention by December 31, 2024.

# EVALUATION



The communication campaign for City Year Baton Rouge will be evaluated by examining the extent to which it effectively informed college-age students at Southern University, Baton Rouge Community College, and Louisiana State University about the services provided by AmeriCorps and its association with City Year. This objective aims to inform at least 200 students at each university by July 22, 2024. Evaluation metrics will include tracking the number of students reached through traditional media tactics such as flyer distribution and tabling events, as well as assessing engagement on social media platforms. Specifically, metrics such as likes, shares, and comments on posts related to the campaign will be analyzed to gauge audience interest and awareness. Additionally, the number of students attending informational sessions or workshops hosted on campus will be monitored to measure the campaign's impact on student engagement and understanding of City Year's programs.

Furthermore, the success of the recruitment-focused communication strategies will be assessed based on their ability to attract new AmeriCorps members. This objective involves conducting research to understand the preferences and interests of the target demographic in order to tailor recruitment efforts effectively. Evaluation criteria will include tracking the number of new recruits who join City Year Baton Rouge as a result of the campaign, as well as assessing the level of engagement and satisfaction among current members who participated in the referral program. By analyzing recruitment numbers and surveying participants, the organization can determine the effectiveness of its communication strategies in attracting and retaining talented individuals committed to City Year's mission of supporting education and volunteerism in Baton Rouge.

# STEWARDSHIP



City Year, an integral part of AmeriCorps, stands as a beacon of hope and progress in communities across the United States. In Baton Rouge, Louisiana, City Year's commitment to education and volunteerism is not only transforming the lives of children but also fostering a culture of stewardship among donors, partners, and stakeholders. Through a multifaceted approach that emphasizes transparency, impact, and meaningful engagement, City Year Baton Rouge ensures that its supporters remain invested and inspired to continue their vital support.

At the heart of City Year Baton Rouge's stewardship efforts lies a commitment to transparency and accountability. Donors, partners, and stakeholders are provided with comprehensive reports detailing the organization's activities, achievements, and challenges. These reports offer a transparent view of how funds are utilized, ensuring that supporters have confidence in the integrity of their contributions. Additionally, City Year maintains open lines of communication, welcoming feedback and questions from stakeholders, further strengthening trust and accountability.

City Year Baton Rouge understands that meaningful engagement is key to maintaining strong relationships with donors, partners, and stakeholders. To this end, the organization goes beyond traditional stewardship practices, offering various opportunities for involvement and participation. Donors are invited to witness firsthand the impact of their contributions through school visits, where they can interact with City Year corps members and witness the transformative power of their support. Furthermore, City Year hosts annual appreciation events, recognizing the invaluable contributions of its supporters and celebrating shared successes. These engagement opportunities not only foster a sense of pride and connection but also inspire continued support and advocacy.

Recognizing the importance of individual contributions, City Year Baton Rouge places a strong emphasis on personalized recognition for donors, partners, and stakeholders. From handwritten thank-you notes to personalized acknowledgments at events, every supporter is made to feel valued and appreciated. Additionally, City Year highlights the stories of impact made possible by its supporters, sharing inspiring narratives that demonstrate the tangible difference their contributions are making in the lives of children and communities. By recognizing the unique role each supporter plays in advancing its mission, City Year cultivates a sense of ownership and pride, fostering long-term commitment and support.

City Year Baton Rouge's stewardship efforts exemplify a dedication to building meaningful relationships with donors, partners, and stakeholders. Through transparency, impactful engagement, and personalized recognition, the organization ensures that its supporters feel valued, connected, and inspired to continue their crucial support. By nurturing these relationships, City Year not only sustains its mission of helping educate children and creating volunteer opportunities but also builds a community of dedicated advocates committed to driving positive change in Baton Rouge, Louisiana, and beyond.

# STEWARDSHIP PROGRAM



## City Year Baton Rouge Stewardship Program: Empowering Success, Building Futures

### Introduction:

Welcome to the City Year Baton Rouge Stewardship Program, where we unite in our mission to empower young adults and support student success in under-resourced schools. Since our establishment in 2005, we've dedicated ourselves to fostering positive change through mentorship and tutoring. Now, with the Stewardship Program, we aim to fortify our outreach and engagement efforts to enhance our impact further.

### Program Goals:

1. Cultivate a Culture of Stewardship: Instill responsibility and pride among young adults and potential donors, encouraging active support for student success.
2. Expand Outreach and Engagement: Broaden our audience and secure additional resources to support programs and initiatives.
3. Strengthen Partnerships: Establish and strengthen partnerships with businesses, organizations, and media outlets to amplify our message and reach more individuals committed to education and youth development.

### Key Components:

1. Volunteer Opportunities: Join as an AmeriCorps member, providing mentorship and academic support to students in under-resourced schools.
2. Donor Engagement: Highlight the transformative impact of our AmeriCorps members on student success to secure financial support.
3. Community Partnerships: Collaborate with local businesses, organizations, and media outlets to raise awareness of our mission and initiatives.
4. Brand Identity and Messaging: Establish a consistent brand identity across communication channels to ensure our message resonates with our target audiences.

### How to Get Involved:

- Volunteer: Join our team and make a difference in the lives of students.
- Donate: Support our mission by making a financial contribution.
- Partner: Explore partnership opportunities and collaborate with us to create positive change.

### Join Us Today:

Together, we can empower student success and build brighter futures for the next generation. Join the Stewardship Program and be a part of creating lasting change in our community.

Thank you for your commitment to student success and community empowerment!

# BUDGET



## Budget Breakdown:

### 1. Outreach & Recruitment

- **Social Media Marketing:** (\$200)
  - Paid advertising on Facebook and Instagram targeted at college students in Baton Rouge
  - Content creation including photos, videos, and infographics showcasing City Year's impact
  - Social media management tools
- **Campus Events:** (\$300)
  - Tabling events at all three universities with informational materials and giveaways
  - Hosting workshops or presentations about AmeriCorps and City Year programs
  - Partnering with student organizations for co-sponsored events
- **Traditional Media:** (\$250)
  - Flyer printing and distribution on campuses
  - Collaborating with college newspapers for sponsored content or advertisements

### 2. Donor & Sponsor Engagement

- **Website Development:** (\$500)
  - Updating City Year Baton Rouge's website with clear information about donation options and sponsorship opportunities
  - Highlighting success stories and testimonials from past AmeriCorps members and donors
- **Public Relations:** (\$400)
  - Pitching stories to local media outlets about City Year's work and impact
  - Developing press releases and media kits

### 3. Evaluation & Analytics

- **Social Media Tracking Tools:** (\$500)
  - Software to monitor social media engagement metrics (likes, shares, comments)
- **Survey Software:** (\$250)
  - Conducting online surveys to assess student awareness and program interest
  - Gathering feedback from current AmeriCorps members on recruitment efforts

**Total Estimated Budget:** (\$2,400)

# RECOMMENDATIONS

## Expanding Outreach and Recruitment:

- **Social Media Strategy:** Develop a targeted social media presence on platforms like Instagram and Facebook to connect with younger audiences. Utilize engaging content showcasing the program's impact and volunteer experiences.
- **Expanded University Partnerships:** Partner with additional universities beyond the initial three to broaden the applicant pool.
- **Campus Events:** Host informational sessions, workshops, and volunteer fairs at colleges in collaboration with student organizations to create a more engaging recruitment experience.

## Enhancing Donor Engagement:

- **Donor Cultivation Strategy:** Develop a communication plan specifically aimed at attracting donors and sponsors. Highlight the program's impact through compelling stories and data showcasing the return on investment.
- **Donor Recognition:** Implement a program to recognize and appreciate donors, fostering a sense of community and continued support.
- **Grant Research and Applications:** Proactively research and apply for relevant grants to diversify funding sources and reduce reliance on individual donations.

## Optimizing Program Impact:

- **Data-Driven Decision Making:** Track key metrics like student performance and volunteer satisfaction to measure program effectiveness and inform future improvements.
- **Alumni Network Development:** Build a strong alumni network to maintain connections with former volunteers, leverage their experiences for recruitment, and potentially secure future financial support.

## Addressing Potential Challenges:

- Develop messaging to counter negative perceptions about AmeriCorps or volunteer programs. Focus on the program's tangible benefits for both volunteers and the community.
- Diversify funding streams to mitigate the impact of economic downturns. Explore corporate sponsorships and explore partnerships with foundations with a focus on education and youth development.

By implementing these recommendations, the AmeriCorps & City Year Baton Rouge program can strengthen its outreach, attract a wider pool of qualified applicants, secure more sustainable funding, and ultimately maximize its positive impact on the community.

# APPENDICES



FLYER FOR INFORMATION SESSION

# CITY YEAR BATON ROUGE INFO SESSION:



SCAN ME

**LAUNCH YOUR CAREER & MAKE A LASTING IMPACT!**



**QR CODE FOR INFORMATION SESSIONS/TABLING**



City Year Press Release  
Shawn J. Coleman Jr.  
(225) 663-4231  
Email: scoleman@cityyear.org

## For Immediate Release

### City Year Baton Rouge Empowering Tomorrow's Leaders

Baton Rouge, LA - City Year Baton Rouge operates a variety of programs aimed at supporting students' academic and personal growth. From tutoring and mentorship to after-school programs and community service initiatives, City Year provides a holistic approach to education and youth development. Additionally, City Year offers free mental health counseling services to students, ensuring they have access to the support they need to thrive.

Individuals and organizations interested in supporting City Year Baton Rouge's mission are encouraged to donate and get involved. Donations are accepted year-round, and supporters can visit <https://www.cityyear.org/baton-rouge/> for more information on how to contribute.

City Year Baton Rouge remains committed to empowering tomorrow's leaders and building a brighter future for Baton Rouge. With continued support from donors, volunteers, and community partners, City Year will continue to make a positive impact on the lives of students and communities throughout Baton Rouge.

Thank you for your time and consideration.

Shawn J. Coleman Jr.  
Community Partnerships Manager  
City Year Baton Rouge  
111 North Third St. | Baton Rouge, LA 70801  
T: 225.663.4231 | C: 225.405.9773  
[Blog](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Apply](#)

Dear [Journalist],

I hope this email finds you in good spirits. I am reaching out to share the inspiring story of City Year Baton Rouge, an organization dedicated to empowering youth and strengthening communities through education and volunteerism. We believe that the work being done by City Year is not only impactful but also deserving of attention from your esteemed publication.

Over the past year, City Year Baton Rouge has achieved remarkable accomplishments that showcase the positive impact of its programs. Students participating in City Year initiatives have demonstrated higher academic performance, increased attendance rates, and improved socio-emotional skills compared to national averages. Furthermore, our programs have contributed to higher college persistence rates, with a significant percentage of students receiving college degrees, thereby paving the way for their future success.

We are proud to share that City Year Baton Rouge has awarded millions of dollars in scholarship money to students, enabling them to pursue their academic goals and dreams. These achievements are a testament to the dedication and hard work of our team, as well as the unwavering support of our donors and volunteers.

We believe that your audience would benefit from learning more about City Year Baton Rouge and the transformative impact it is making in our community. We invite you to consider running a story highlighting our organization's efforts to raise awareness and attract donors and volunteers who share our commitment to education and youth empowerment.

We would be delighted to provide further information about City Year Baton Rouge and arrange interviews with our staff members or students to offer firsthand insights into our programs and their outcomes. Thank you for considering our request, and we look forward to the opportunity to share our story with your readers.

Shawn J. Coleman Jr.

Community Partnerships Manager

City Year Baton Rouge

111 North Third St. | Baton Rouge, LA 70801

T: 225.663.4231 | C: 225.405.9773

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**Subject: Partner with AmeriCorps & City Year to Empower Students and Strengthen Baton Rouge!**

Hello, [University contact name]

My name is Shawn Coleman, and I'm writing to you from the City Year Baton Rouge program. We're a service organization dedicated to supporting students in local schools and empowering young adults to launch fulfilling careers.

We're reaching out to request your collaboration in promoting the AmeriCorps & City Year program to your college students. This program offers a unique opportunity for students to:

- **Make a real difference:** Serve as AmeriCorps members, providing critical support and mentorship to students in Baton Rouge schools.
- **Gain valuable skills:** Develop leadership, communication, teamwork, and problem-solving skills highly sought after by employers.
- **Launch their careers:** Receive an education award to help pay off student loans and gain real-world experience in education and youth development.

**We believe City Year aligns perfectly with [University Name]'s commitment to [mention a specific university value related to service or leadership].**

**Here's how you can help:**

- **Share information about AmeriCorps & City Year** with your students through email blasts, career center resources, or student organization channels.
- **Host an informational session** at your university with our team to provide details about the program and answer student questions.
- **Spread the word on social media** by sharing our content or encouraging students to follow our pages.

We've attached a flyer with more information about the program, and we'd be happy to discuss potential collaboration further. Please don't hesitate to contact me at or 225.405.9773 to schedule a meeting or answer any questions you may have. Together, we can empower the next generation of leaders and make a lasting impact on our community.

Thank you for your time and consideration.

Sincerely,

**Shawn J. Coleman Jr.**

**Community Partnerships Manager**

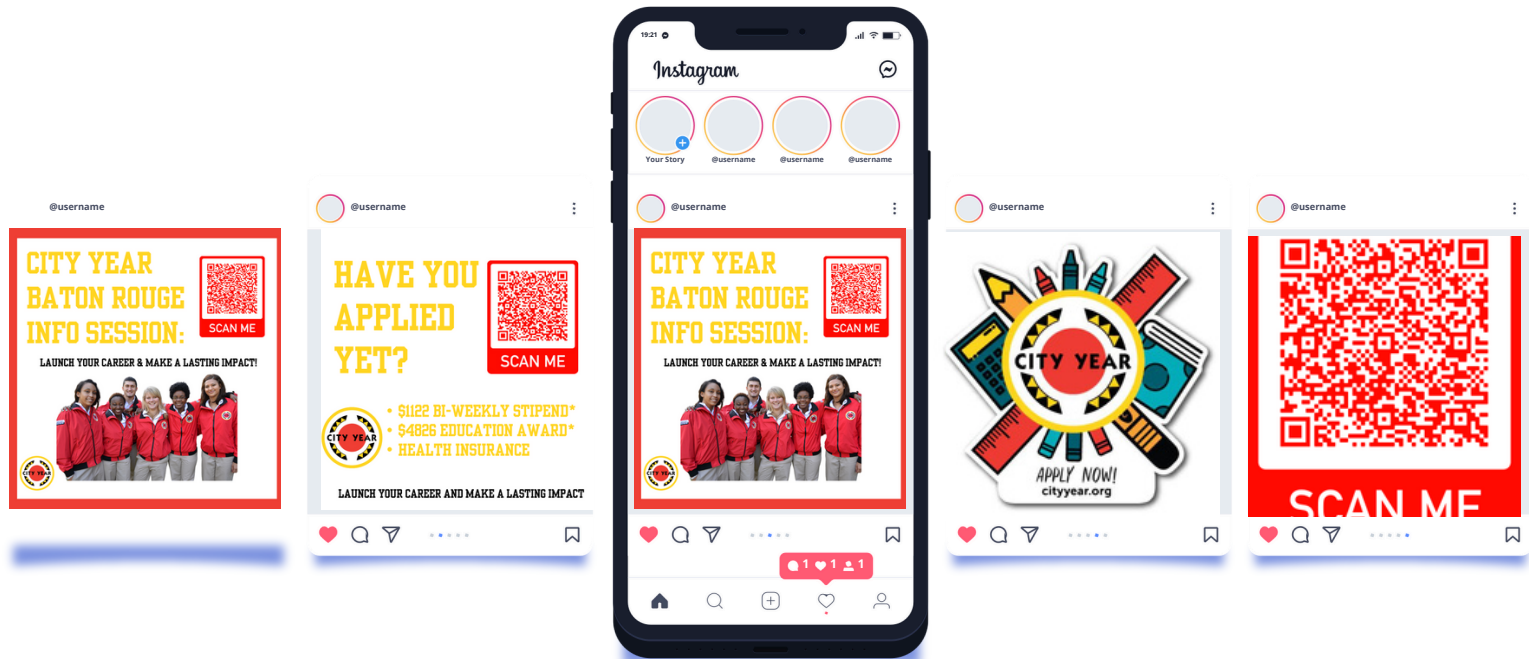
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# INSTAGRAM POST MOCKUP FOR AMERICORPS /CITY YEAR RECRUITMENT POST



## Instagram Copy:

Are you passionate about making a difference? Do you want to gain valuable experience while launching a fulfilling career? Then join us for an exciting info session about City Year! Don't miss out on this opportunity to change lives and launch your future!

## CITY YEAR BATON ROUGE INFO SESSION:



SCAN ME

LAUNCH YOUR CAREER & MAKE A LASTING IMPACT!



## HAVE YOU APPLIED YET?



SCAN ME



- \$1122 BI-WEEKLY STIPEND\*
- \$4826 EDUCATION AWARD\*
- HEALTH INSURANCE

LAUNCH YOUR CAREER AND MAKE A LASTING IMPACT



SCAN ME

# CITY YEAR BATON ROUGE : CROWDFUNDING CAMPAIGN



## Empower Baton Rouge's Future: Support City Year's Impactful Mission

Join us in making a difference in Baton Rouge! City Year Baton Rouge is dedicated to empowering young adults to serve as mentors and tutors in under-resourced schools, providing invaluable support to students and helping them reach their full potential. With your help, we can continue to expand our impact and create brighter futures for the next generation.

### Campaign Goal:

Our goal is to raise \$50,000 to support City Year Baton Rouge's programs and initiatives, enabling us to recruit and train more AmeriCorps members, provide resources for students, and strengthen our partnerships with schools and communities.

### Why Support City Year Baton Rouge?

- Every dollar donated goes directly towards supporting students in Baton Rouge's under-resourced schools, helping to close the achievement gap and ensure all students have the opportunity to succeed.
- By investing in City Year Baton Rouge, you're investing in the future of our community. Our AmeriCorps members serve as role models and mentors, inspiring students to excel academically and pursue their dreams.
- City Year Baton Rouge has a proven track record of success, with measurable outcomes that demonstrate the impact of our programs on student achievement and graduation rates.

### How Your Donation Will Make a Difference:

- \$25: Provides school supplies for one student for the entire school year.
- \$50: Supports the training and professional development of one AmeriCorps member.
- \$100: Funds a mentoring session for a group of students, helping them build critical life skills and develop positive relationships.
- \$250: Supports the implementation of a school-wide initiative to promote a positive school climate and culture.
- \$500: Provides resources for an after-school program, offering additional academic support and enrichment activities for students.

### Join Us Today:

Together, we can make a lasting impact on the lives of students in Baton Rouge. Your support will help City Year Baton Rouge continue to empower young adults, support students, and strengthen our community. Join us in building a brighter future for Baton Rouge's youth. Donate now and be a part of something truly meaningful!

Thank you for your support!

**DONATE NOW**



Subject: Partner with City Year Baton Rouge to Empower Youth and Transform Communities

Dear [Potential Sponsor's Name],

I hope this email finds you well. My name is [Your Name], and I'm reaching out on behalf of City Year Baton Rouge, a local branch of the national AmeriCorps program dedicated to empowering young adults to serve as mentors and tutors in schools facing resource challenges.

I wanted to share with you our exciting communication plan aimed at fortifying outreach and engagement for City Year Baton Rouge. As part of this plan, we are seeking partnerships with businesses and organizations like yours that are invested in education and youth development.

Our communication plan focuses on targeting two key demographics: young adults aged 18-25 for AmeriCorps member recruitment and potential donors/sponsors. We understand the importance of diversifying our approach beyond email campaigns and are eager to incorporate social media, events, and potentially revitalized partnerships with traditional media outlets.

By partnering with City Year Baton Rouge, you'll have the opportunity to align your organization with a cause that's making a real difference in the lives of young people in our community. Your support will help us broaden our audience, secure additional resources, and ultimately facilitate greater success for the students we serve.

I would love to discuss potential sponsorship opportunities with you further. Please let me know if you're available for a brief call or meeting at your earliest convenience. Thank you for considering partnering with City Year Baton Rouge as we work to empower youth and transform communities together.

Shawn J. Coleman Jr.

Community Partnerships Manager

City Year Baton Rouge

111 North Third St. | Baton Rouge, LA 70801

T: 225.663.4231 | C: 225.405.9773

[Blog](#) | [Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Apply](#)



Subject: Join Us in Empowering Youth and Transforming Communities

Dear [Potential Donor's Name],

I hope this email finds you well. My name is [Your Name], and I'm reaching out on behalf of City Year Baton Rouge, a local branch of the national AmeriCorps program dedicated to empowering young adults to serve as mentors and tutors in schools facing resource challenges.

I wanted to share with you our exciting communication plan aimed at fortifying outreach and engagement for City Year Baton Rouge. As part of this plan, we are seeking support from donors like you who are passionate about education and youth development.

Our communication plan focuses on targeting two key demographics: young adults aged 18-25 for AmeriCorps member recruitment and potential donors/sponsors. We understand the importance of diversifying our approach beyond email campaigns and are eager to incorporate social media, events, and potentially revitalized partnerships with traditional media outlets.

By supporting City Year Baton Rouge, you'll have the opportunity to make a real difference in the lives of young people in our community. Your donation will help us broaden our audience, secure additional resources, and ultimately facilitate greater success for the students we serve.

I would love to discuss potential donation opportunities with you further. Please let me know if you're available for a brief call or meeting at your earliest convenience. Thank you for considering supporting City Year Baton Rouge as we work to empower youth and transform communities together.

**Shawn J. Coleman Jr.**

**Community Partnerships Manager**

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