

# Class of 2020 Team Projects

## Community Foundation for the Land of Lincoln – Young Philanthropists

### *Marketing Plan*

Young Philanthropists (YP) is in its 14th year of inspiring local leaders to join together in philanthropy and learn more about themselves as donors. YP is a giving circle model of philanthropy, where members annually give \$125 to the Future Fund — an endowment at the Community Foundation through which annual grants are made to evidence-based programs that are improving the lives of our region's most vulnerable children. YP hosts three events each year at no cost to members — a kick-off, fall social and end-of-year grant reception. This project would develop a marketing strategy to engage local citizens and raise awareness of the giving circle's thoughtful approach to grantmaking and the permanent funding resource that is being built for our community.

## Gift of Hope Organ and Tissue Donor Network

### *Marketing Plan/Community Engagement*

Gift of Hope Organ and Tissue Donor Network strives to save and enhance the lives of as many people as possible through organ and tissue donation. In the January of 2018, new legislation passed allowing 16-17 year olds to sign up to be an organ and tissue donor on the Illinois Registry. We now have a goal to educate these high schoolers so that they are aware that when they turn 16 and get their license, they will be asked to register to be a donor; we want them to have all the tools and education to make an informed decision. Essentially, we need to create an outreach program or strategy to effectively engage and educate these students. We would like the scope to be all of Springfield, and eventually grow this outreach plan state wide!

## Greater Springfield Chamber of Commerce

### *Revamp of Weekly Electronic Newsletter “eUpdate”*

Evaluate eUpdate analytics, including open rate and link usage. Evaluate look and feel of weekly eUpdate. Recommend appropriate changes to look, feel, and content based on analytics and most recent trends. Include suggestions for incentives to reward readers.

## Habitat for Humanity

### *Volunteer Recruitment Plan*

Habitat depends on volunteers for every aspect of our organization. We are finding it more difficult to recruit volunteers that will volunteer on a regular basis, instead of one project at a time. We would like a leadership team to do the following: Analyze current volunteer trends, for different generations (baby boomers, Gen Y, Gen Z, millennial), and recommend the best way to recruit them. Identify places we might go, or groups we should belong to, so that we may increase the number of volunteers engaged in our mission. Identify the trends in volunteering in 2020.

## Senior Services of Central Illinois

### *Professional Marketing Video*

Create a professional video that highlights the many services offered through Senior Services of Central Illinois and the impact it has on the older adults in our community.

## United Way

### *Affinity Group Development*

United Way of Central Illinois is proposing and challenging a Leadership Springfield team to research and evaluate opportunities to create an Emerging Leaders/Young Professionals affinity group in the Springfield area. Established Emerging Leaders Networks are typically comprised of young professionals (from their early 20s to mid-40s) who share a passion for advancing community solutions, in their own backyard and around the world. Through unique networking events, hands-on volunteering opportunities and innovative leadership trainings, members leverage the power of United Way to connect, serve and grow—both personally and professionally.

Young professionals groups are not new to the Springfield area, but have struggled over the years to maintain membership and involvement. The team will research existing young professional groups in our community, established United Way Emerging Professional groups and create a plan for establishing a similar group in the Springfield area addressing initial structure, recruitment, marketing, member activities and opportunities to partner with similar groups locally. If selected as a project, United Way staff will provide assistance and insight to the team, along with resources available through United Way Worldwide.