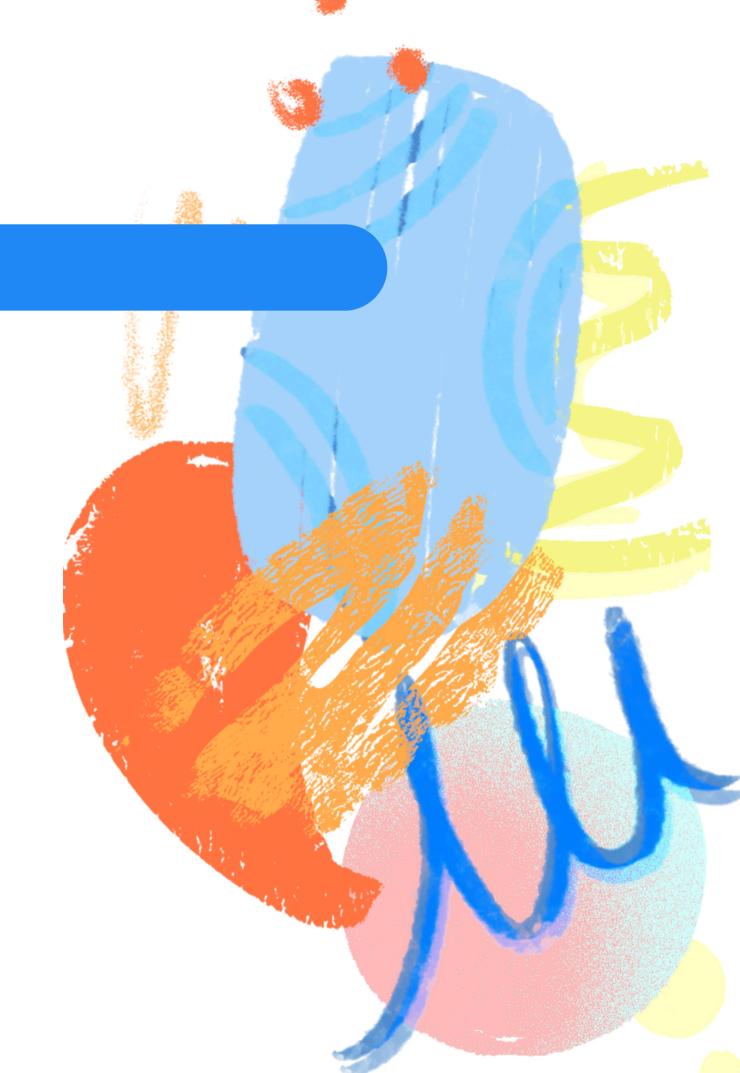




you feed him for a lifetime."

## The Idea

- Marketing=development in the nonprofit world
- Lowndes County has a population of 119,739
- There are over 600 nonprofits in Lowndes County.
- Approximately 30% of nonprofits fail to exist after ten years.
- Understaffed
- Marketing is least of concerns... until an emergency pops up



## The Idea

- VSU has about 11,270 students enrolled.
- About 1,577 are Langdale College of Business Administration students.
- Nonprofit marketing=management+finance+advertising+ all things business!
- Professional full service agencies are pricey
- Students need experience in order to be competitive in their job search after school.



# My Backgfound



Natalie Wyatt

- For the past 24 years, I have wanted to change the world.
- For the past year, I have been VP of Social
   Impact and Community Outreach for Valdosta
   State University's American Marketing
   Association (VSU-AMA) chapter.
- For the past 3 years, I have been an Americorps
   VISTA serving at the Boys and Girls Club of
   Valdosta's marketing and development team.

#### If You Teach a Man to Fish

#### Mission

Our mission is to assist nonprofits in creating marketing plans, while also developing the local workforce through student internships and community involvement.

#### Vision

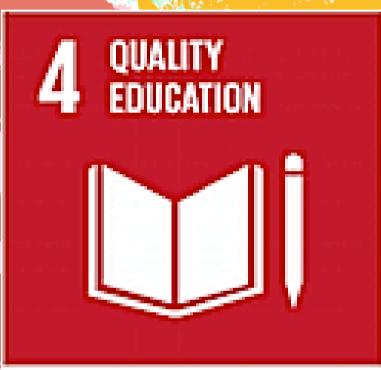
Our vision is to deposit sustainable hope in Lowndes County starting with the people that need us most.

#### Values

Our values are rooted in integrity, innovation, trust, constant improvement, sustainability and creativity, humility, and selflessness.

#### Global Goals

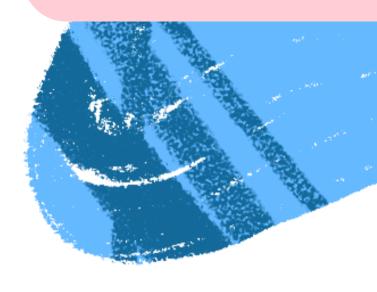








#### GLOBAL GOALS!!!













































## Targetaudlence

Nonprofits

For-profits



# Data on Student/Commercial Relationships

- Nearly 70% of companies are hiring new college graduates this year.
- 47% of students work in a professional internship or career-specific work experience
- Half of students who intern complete more than one internship throughout their college career.

## Data on Student/Commercial Relationships

- Hybrid internships are the most popular type of internship.
- 64.8% of employers stated they plan to offer 2022–23 interns a hybrid internship.
- Paid interns are about twice as likely to land a job after graduation compared to non-interns.
- 68% of interns get a full-time offer from the company they interned for.

## Data on Student/Nonprofit Relationships

- 30% nonprofits do not make it past 10 years
- Lacking of solid business plan
- Poor organizational development
- Bad at fundraising and marketing
- Poor record keeping and money management
- Nonprofits usually have volunteers, but not paid interns.

# Data on Student/Nonprofit Relationships

- Highschool students will START nonprofits...
- Gen Z gives the most to social and environmental issues.
- 93% of Gen Z and Millenials plan to make a financial donation in 2024.
- 91% of Gen Z plan to volunteer for nonprofit organizations.

# Data on Commercial/Nonprofit Relationships

- Georgia is in the top ten states to give.
- Corporations have increased their in giving to nonprofits due to a strong influence from younger employees.

## Data on Commercial/Nonprofit Relationships

 Companies have started to offer more matching gifts and volunteer opportunities.

Commercial donors gave \$58 billion to higher ed in the 2023 academic year, despite overall giving decline.

## The Four Ps of Marketing

Product

Place

Price

Promotion

- Integrate a marketing and advertising agency at VSU that specializes in nonprofit marketing.
- We have Valdosta State University's American Marketing Association (VSU-AMA).

- VSU-AMA is a collegiate chapter of the professional organization, American Marketing Organization.
- This means there is already a supply of resources, information, money, experience, and support.

- VSU's digital marketing agency, The Agency is a VSU organization that specializes in digital marketing with awesome professors, team, and track record.
- If VSU-AMA and The Agency were to combine (UPDATE; they have!!!!)... we would have a functioning agency with resources and legitimacy to create a sustainable flow of students to assist nonprofits.

- Student run but under faculty advisors supervision
- Students would have paid internships with nonprofits
- The foundation would be funded through for-profit businesses.

- In exchange, for-profit businesses would have access to TAMTF's talent pool, to potentially hire after graduation.
- The foundation would be a mixture of money market accounts and high yield savings account, and students would be paid from yearly returns.

- At the same time, core savings will be built up, creating a sustainable way to pay students and meet several parties' needs.
- VSU's Teach a Man To Fish would pay the students from a foundation as compensation for their time at the nonprofit.
- We would open our accounts with the Investment Center at CBCBank
- OR an ear marked portion of the Valdosta State University's Foundation, Inc.
   (which will allow a higher yield on funding).

- Students will get paid around \$15/hour
- Internship hours will be between 10-20 hours/week
- Biweekly pay= around \$300
- Monthly pay= around \$600
- Internships will be 12-16 weeks
- Businesses can chip in \$1000/semester to have access to AMA's talent pool

## WIIFM-For Nonprofits

- The average person influences 80,000 people in their lifetime (average of 78 years)
- If a nonprofit has five people they help, the amount of people affected is around 400,000
- 62% of Americans are unaware of the fact that giving is declining
- Only 5% of individuals believe they have received services from nonprofits

## WIIFM-For Nonprofits

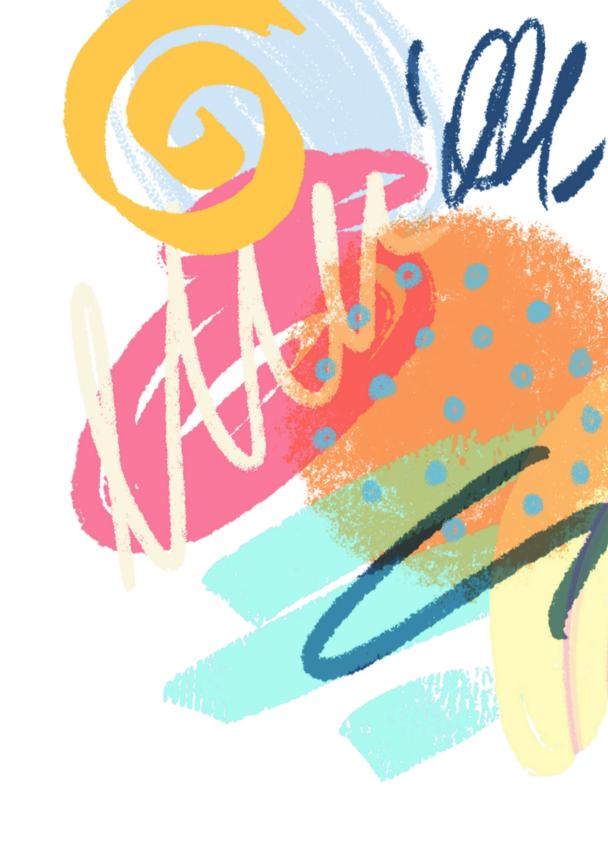
- A marketing plan would increase brand awareness, donations, volunteers, and support.
- The turnover rate would be high, but one of the benefits
  of a marketing plan would be to reduce obstacles such as
  the time it takes to retrain someone.

## WIIFM-For Nonprofits

- At no cost, this plan would prove to be successful and sustainable with students getting experience every semester.
- Or until confidence it built for a nonprofit to function independently
- Success rates would be based on prior and post analytic bookmarks on specifically financial returns (donations!)

## WIIFM-For Students

- Experience
- Resume building
- Professional development
- Workforce development



## WIIFM-For For-Profits

- With the race of other businesses competing for amazing employees,
   for-profits would have first access to VSU's talent pool.
- Access to the work students do to make informed decisions.
- Make a lasting affect on the future workforce.
- Investing into futures of Valdosta, Ga with students staying to work in Valdosta.



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