




*If you*

**TEACH A MAN**

**TO FISH...**

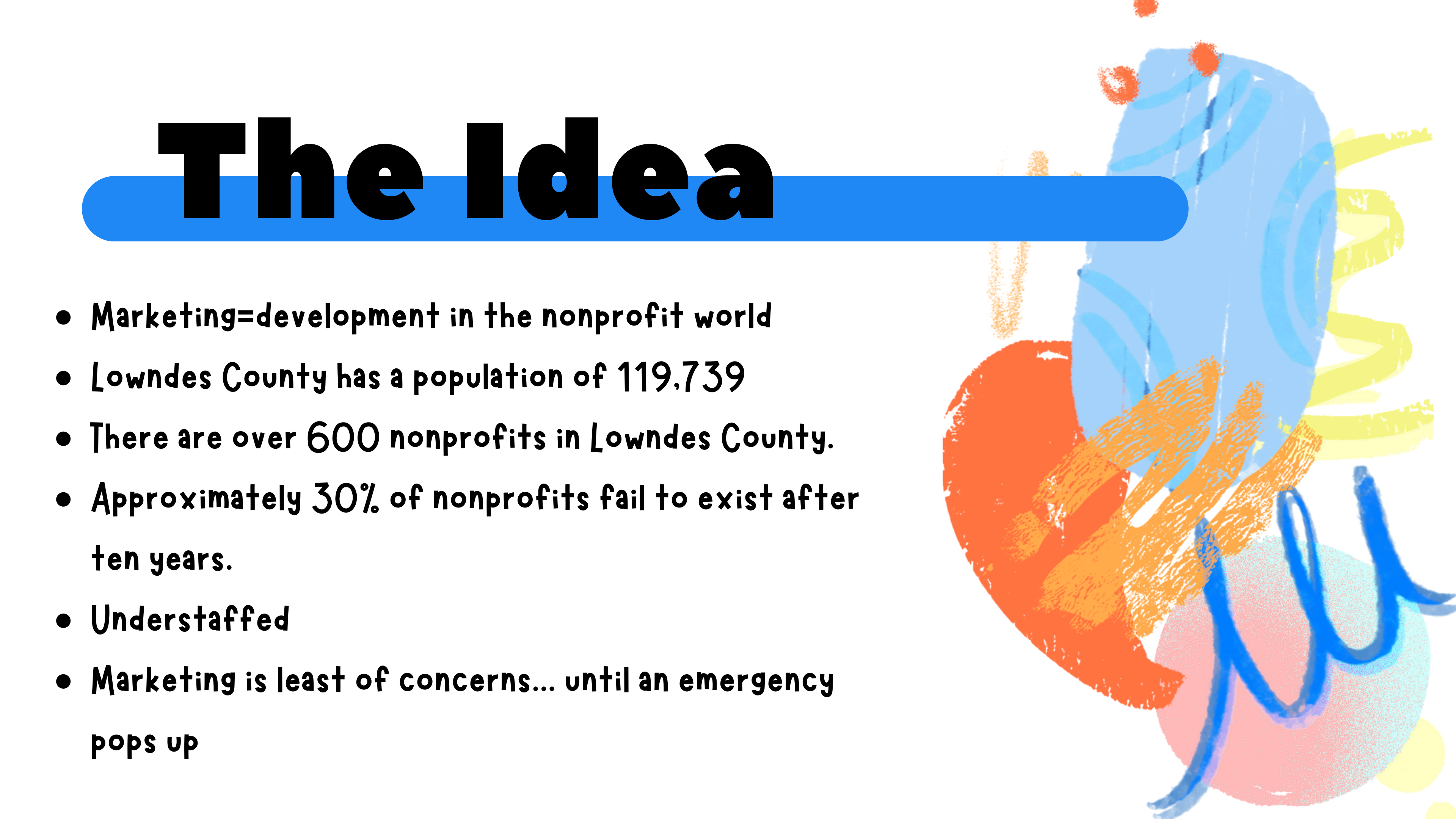
Presented by Natalie Wyatt



# **Introduction**

**"If you give a man a fish, you feed him for a day. If you teach a man to fish, 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

So...

- 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 Background



**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!!!







# **Target audience**

**Nonprofits**

**For-profits**



# Data



## **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 Millennials 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**

**Price**

**Place**

**Promotion**

# The Plan

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

# The Plan

- **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.**

# The Plan

- 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.

# The Plan

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

# The Plan

- **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.**

# The Plan

- **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).**

# The Plan

- **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.**



**08**

# **Partners**

- **Literally everyone!**

