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Young Adults Achieving for Local Non-Profit 'Ambassadors of Social Change'

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ABSTRACT

Molloy College students in conjunction with a local non-profit have joined forces to not only move an organization forward, but to be agents of change toward social good in their local community. The students take their newly learned skill sets and develop a business plan that will allow Board members to implement shortly after their consulting projects are complete. What happens over the course of this project is not only are the students' efforts rewarded by making strides to assist a local non-profit, but their demeanor changes throughout this entire process. The students transform themselves into ambassadors, making the capstone project a rewarding course for all that are involved: the partnering non-profit, those that support the non-profit, the faculty, and the graduating students.

There are three consulting teams that come together to address three separate charges that are pressing for the assigned non-profit. The students need to provide turnkey recommendations to the Board of the non-profit so it may effectively implement their timely ideas.

The new twist to this project is the impact of the national pandemic where the students pivoted beautifully to fulfill their obligations making this so much more of a rewarding project toward social good.

Keywords

Non-profit, sports, cause marketing, social responsibility, marketing

1 PEDOGOGICAL PHILOSOPHY

The faculty at Molloy believe in incorporating the four pillars of Dominican Life into all of their courses across various disciplines. The School was founded on these principles and having them be a part of the capstone course is no different. The pillars speak to one search for truth through study, community, service and spirituality. This is at the heart of this course in that it takes all of the skills developed through their academic journey at Molloy and with this real-world research has the students fully understand its meaning with live field research for a local non-profit. This not only promotes civic engagement, but a true transformation from within for our students.

The Spring 2020 semester Capstone Class proved to be a unique experience for all who were involved: our non-profit partners, their Boards, faculty, and students. This paper captures the essence of this project where students became resilient and their efforts were steadfast toward completing their project during uncertain times. The members of "Achieving For You, Inc." used the Bloomberg Philanthropies, "Mayor's Challenge" application to guide the consulting experience.

2 THE CONSULTING PROBLEM

The client is the *Ryan Mullen Strive For Five Charitable Foundation*. This non-profit was created in memory of a fallen son due to a sudden accident. The organization's primary goal is to teach everyone the importance of coming together as a community, building new friendships, and to practice emotional generosity as Ryan did throughout his life. In order to celebrate his life, family, friends, volunteers, the Board and our students continue to spread Ryan's love for life and generosity in their local communities. Those that the non-profit serves embody the same attributes as Ryan. The Founder of the organization served as the direct client for the student consulting teams.

In summary, the *Ryan Mullen Strive For Five Charitable Foundation* is not necessarily looking to build significant revenue as with other more well-known non-profits. It is looking to spread kindness and provide outlets for young adults to congregate and spread awareness of why 'nice matters' in order to change the overall culture in which we live in for future generations. Since

its inception, this non-profit has been a symbol of change in its surrounding communities. During these uncertain times, this non-profit's message could surely spread nationwide over the next several years.

In order to maintain sustainable growth, the organization continues to work with Molloy students as part of Phase II of this partnership. This process provides timely research opportunities for our students while helping to develop them into tomorrow's stewards in society.

3 THE RECOMMENDATIONS

- **Twitch/Mixer/You Tube Gaming Marathon.**

We plan to implement this idea with the creation of a gaming marathon on the Twitch platform to help fundraise for the non-profit. It is a livestream that will hopefully cover the cost of other charitable events associated with the non-profit while increasing funding toward student scholarships.

- **Bowling Event.**

Once we fully research local bowling alleys, we would need to negotiate with management of the chosen venue and the Founder of the non-profit. This event will hopefully become an annual event that will increase in size further building awareness of the organization, spreading kindness, and community.

- **Soccer Tournament.**

This sport was near and dear to Ryan and to host an annual soccer tournament in his memory would be a great tribute as well as a great outlet to continue his legacy. This too will build brand awareness and provide a great opportunity for students who would like to qualify for one of the scholarships provided by the Foundation.

4 FACTORS THAT COULD DERAIL THE PLAN

There are many risk factors if we were to implement the above-mentioned ideas. One would be if individuals entering the livestream do not decide to donate. Another risk would be the lack of influencers involved. Absence of ample influencers at the marathon such as this along with technical difficulties could derail this reputable idea.

Another issue that may arise is the ideal bowling alley venue not accommodating the event as anticipated. This might lead to minimal donations and the Foundation not being able to offset the costs of this charitable event. If it is not marketed properly, there may be minimal attendees resulting in lost revenue.

Additionally, the soccer tournament may not come to fruition if we are not able to recruit enough teams to run the tournament. In order to combat this issue we would proactively recruit months in advance of the scheduled tournament. There is also a chance that participants can be injured during play. The last risk would be if we do not sell enough of the organization's merchandise at the event to support future fundraising initiatives. Therefore, proper planning is key in order to experience positive results for all of the three aforementioned ideas.

Although these are some prominent risk factors, we believe that our research is sound and that a lot of time has gone into strategizing our efforts toward annual events that will not only help build the brand, but increase revenue and create a better culture promoting social change.

5 SUMMARY OF DESIRED OUTCOMES

Our main objective is to implement a sustainable way for the *Ryan Mullen Strive For Five Charitable Foundation* to fundraise, spread the message of 'because nice matters' and provide ample funding through student scholarships. The timeline to accomplish our three recommendations would be between 1 – 2 years, especially due to our current circumstances. However, once these ideas are set forth, they can be mirrored on an annual basis and perhaps a semi-annual basis (e.g. Twitch marathon) in order to propel the organization to another level over the next couple of years.

6 IMPACT ON SOCIETY

There is a need for this solution nationwide. The overarching idea is to spread societal change for future generations while keeping Ryan's legacy alive. Society will continue to grow socially through the stewardship of those involved with this reputable Foundation. This will ultimately build a strong brand while building community across state lines.

Achieving For You, Inc. wishes to impact the world in a positive way. We are grateful for having the opportunity to partner with the *Ryan Mullen Strive For Five Charitable Foundation* and believe that these newly created partnerships will help sustain the

organization toward future growth. This is not only a rewarding senior project to obtain our degrees, but it is personally gratifying to work alongside the Founder of such a heartfelt non-profit which has truly transformed us individually from within.

7 ACKNOWLEDGEMENTS

We wish to thank our partners at the *Ryan Mullen Strive For Five Charitable Foundation* for allowing us better understand the mission and be part of the solution toward a better tomorrow through research, acts of kindness, and a better community in which we live in.

8 REFERENCES

Will be supplied upon request.