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## Investing in Socially-Minded Young Adults: Because Nice Matters

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# Investing in Socially-Minded Young Adults 'Because Nice Matters'

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## **ABSTRACT**

The research herein is part of a fourteen-week research project involving Molloy College students located in Rockville Centre, NY. This project comes from students learning professional skills and much more during the capstone experience. The students worked with a 'live' non-profit located on Long Island and their efforts were to serve for the greater good of society while moving the assigned non-profit forward with its mission. This senior project also promotes civic engagement within their local community with this all-inclusive real-world project.

Hence the students put together turnkey recommendations that would assist the non-profit to implement their findings leading toward social good.

## **Keywords**

Non-profit retreat, college expansion, social responsibility, marketing, not-for-profit

## **1 PEDOGOGICAL PHILOSOPHY**

In preparation of earning their degrees, students need to acquire the proper knowledge that can be applied toward their future professional goals, although they should also be able to demonstrate admirable citizenship. The capstone project helps forge these values through transformative learning. After completion of this course, there is a distinct change in student demeanor and confidence level which promotes continuous learning.

The Fall 2019 semester Capstone Class was divided into three consulting teams where they partnered with a local non-profit with pressing issues. This paper captures the essence of this project where students work as members of a consulting firm named "Rock Consulting, Inc." The team 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 organization is in its infant stages and is looking to expand over the next several years. This non-profit's mission is to spread kindness because it matters. This non-profit was created in memory of a fallen son via a horrible accident. Those that the non-profit serves are to have the same attributes as Ryan who was a wonderful and kind young man. 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 looking to spread kindness and provide outlets for young adults to congregate and spread awareness of young adult issues to assist future generations with problematic scenarios. This organization was created to be an agent of change by rallying local family, friends, and creating long lasting partnerships to provide awareness as well as provide scholarship opportunities for students.

In order to maintain sustainable growth, the organization looked to Molloy and its students to address the top three pressing issues in the form of consulting firms to optimize resources while continuing to build the brand.

## **3 THE RECOMMENDATIONS**

- **Plan a Retreat Day.**

We plan to implement our idea by first thoroughly researching the seriousness of head trauma by acquiring a keynote speaker at an annual retreat while incorporating retreat activities and celebrating Ryan's life via his personality traits.

- **Partner with St. Anthony's High School.**

Once we fully gather the information, we must set up recurring meetings with senior administration at St. Anthony's High School (where Ryan attended) to be able to award annual scholarships in memory of Ryan to a graduating senior.

- **College Expansion Plan.**

To mirror similar events held on the Molloy campus at other local colleges that support this non-profit's mission. The idea is to expand the Strive For Five ideology to the college level (not just the high school level) along with providing future fundraising opportunities.

#### **4 FACTORS THAT COULD DERAIL THE PLAN**

There are many risk factors if we were to implement this big idea. One of these risk factors would be that industry partners and/or local high schools and colleges might not want to partner with the Foundation. There are so many reputable non-profits, we have to be thoughtful and transparent when pitching our ideas to obtain long-term partnerships.

Another issue that may arise is the liquidity of donations. The availability of funds could also become a potential detriment because the organization is promising to deliver funding and if it cannot, it will reflect poorly. A way to combat this would be to institute charitable events. The Foundation can work alongside the website developers and social media pages to elicit donations from supporters and promote events to inspire volunteers to get involved. Another way to mitigate risk is to not overextend the Foundation.

Additionally, the marketing message may eventually be diluted if the marketing campaign is not continuously surrounded by Ryan's characteristics. Keeping these ideals at the forefront of all of the non-profit's efforts whether it be at charitable events, awarding scholarships, and simply building brand awareness could significantly mitigate prolonged risk.

Although these are some prominent risk factors, it is essential that we make these factors our main priority as charged within our field research. If these initiatives are not properly executed, we will be unable to implement our overarching plan.

#### **5 SUMMARY OF DESIRED OUTCOMES**

Our main objective is to implement a sustainable way for the *Ryan Mullen Strive For Five Charitable Foundation* to generate brand awareness with their resonating message of 'because kindness matters' and provide ample funding through student scholarships. The ideal outcomes to be achieved are to promote brand awareness to both high schools and colleges alike as well as produce significant scholarship opportunities for future generations in memory of Ryan.

- **How long do you think it will take to show results?**

The Retreat Day Plan can come to fruition within a 1-2 year time frame. The research can get underway immediately. Volunteers may be solicited, but finding partnering schools may take some time to develop. The hope is to engage the Board of Directors effective immediately to help build volunteerism and to support the event as a whole.

The St. Anthony's Partnership can take up to 6 – 12 months to foster. The reason being, it depends on the time frame in which this scholarship will be offered. After the initial arrangements are made, the Board alongside senior administration at St. Anthony's can continue the relationship to come up with a plan that best fits this type of award on an ongoing basis.

As for the College Expansion, this idea will take approximately 1-6 months to plan events and get in contact with local colleges. It will take closer to the 6 month range when solidifying partnerships with other colleges.

- **How will you manage sustainable efforts?**

All three of the consulting teams need to take the first step regarding the development of these credible ideas, especially since this is new territory for the Foundation. Once turned over to the Board of Directors, it is up to them to get engaged and take the lead on the aforementioned ideas in order to see them come to fruition. They may form subcommittees and through their contacts be able to provide volunteers and/or donations to support the sustainability of the non-profit.

#### **6 IMPACT ON SOCIETY**

There is a need for this solution throughout the US. The *Ryan Mullen Strive For Five Charitable Foundation* believes that all of our local communities possess the resources in order to better shape young adults to fulfill fruitful and rewarding lives. Society can grow socially in future years due to the ideas that are being recommended. It is the added brand awareness and the nature of the cause that will help unite everyone within their local communities to build a stronger brand for the greater good.

Rock Consulting, Inc. wishes to impact the world in a positive way. We have grown proud of our recommendations and believe that with the dedication of family, friends, and new partnerships, the Foundation is sure to enhance the lives of young adults around the nation. We are optimistic when it comes to our research efforts. Our ideas will support both social and brand expansion at minimal cost. This is not only rewarding as a capstone project, but it will positively impact others within our local community.

## **7 ACKNOWLEDGEMENTS**

The authors wish to thank our partners at the *Ryan Mullen Strive For Five Charitable Foundation* for allowing us to demonstrate the knowledge and skills developed to positively impact society.

## **8 REFERENCES**

Will be supplied upon request.