



Columbia
COLLEGE CHICAGO

DIGS WITH
DIGNITY

2023 DIGS PITCH DECK

360 Experiential Advertising

Alexia Tamayo, Alicia Wormley, Catherine Espada, Emily Barnard, Gina Newberg, Gigi Pillman, Grace Makinney, Gracie Huggler, Jasmine Valverde, Jess McDermott, Julissa Mejia, Madison Apton, Raine Nwosu, Sam Aburabah, Yadira Esquivel

Who Are We

Columbia College Chicago Students

We are a group of Freshman through Seniors with interests ranging from strategy to art direction to social media and more.

We are so happy to work with you and are very proud of the work you all are doing.

What's Included



Current Problem



Awareness Goals



Contacts




Budgets



Competitor Analysis

Current Problem



Lack of Diversity in
Donor Base



Lack of Awareness

Goals

Diversify Donor and
Volunteer Base

Create a safe space
for Donors and
Clients to connect

Overall, we need to drive awareness of our
activation(s)

Goal 1

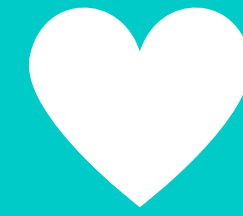
**Diversify Donor and Volunteer
Base**



Dorm Drive and
Donation Boxes



Crafting for a
Cause



CPS Service Hours



Pop Up Booths



Pottery Partnership



Social Media Ads

Team Vans

Opportunity One: Dorm Drive - Donation Boxes



Drive Plan: Set up boxes in The University Center for students to drop off furniture and bedding

Drive Purpose: Allowing students to donate furniture from their apartments that they no longer want rather than throwing it away.

Target Audience: Setting up boxes in the University Center allows for Digs to reach a diverse range of students from schools across the city that are housed there (SAIC, Columbia, Depaul, and Roosevelt)

Incentives for Donors:

- Hands on connection to Digs with Dignity
- Students may receive extra credit (if their professors offer it)

Timeline - Dorm Drive

Early April

Connect with Colleges & University Publications- Provide information, explain why they should encourage their students to donate, and pitch coverage for the drive

May 5th

7am - Volunteer training for monitoring quality of donations.
8am - Put up donation boxes in the University Center for students to drop off their bedding/furniture

After Drive

Post on College platforms/reach back out to University Publications to follow up on how the event went, donation numbers etc.

Late April/Early May

Put up posters for the dorm drive and start posting on The Columbia Engage Platform and Instagram Account

June 1st

Collect the furniture donation boxes from the University Center

Opportunity Two: Crafting for a Cause

The goal of our Charity Crafting event is to **increase diversity and increase awareness of the "green" attributes** of Digs

Event: Donors have the opportunity to participate in creating "poofs" with the Chicago White Sox & Digs for Dignity entirely from scratch

Event Purpose: Connecting donors to the people they are helping

Target Audience: Our target audience is comprised of the general Chicago community specifically in the neighborhoods on the North side of the city in close proximity to Sew Crafty

We will connect with:

- Sew Crafty
- The Sox

Incentives:

A green focused event that provides the opportunity for the community to come together with a city-loved sports guest!



Timeline - Crafting for a Cause

Six Months before The Event

Initiate contact with The White Sox Team to see if any players are willing/able to come to the event

4 Months Before The Event

Confirm final details:

- Event date
- Sox Attendees
- Volunteer estimates
- Etc.

1-3 Months Before The Event

Begin building and confirming volunteer lists, conduct volunteer training, and final details

After Event

Post on Socials and reach back out to Publications to follow up on how the event went, it's success etc.

Six Months before The Event

Connect with Sew Crafty to ensure the location is available & inquire about capacity, dates, etc.

Three Months Before The Event

Post on Socials and reach out to Publications to provide details on the event, encourage them to ask questions, etc.

Crafting for a Cause Event!!

After Event

As the Ottoman's are placed in homes, we will send out emails to the volunteers to further build that connection

How to Reach Out

After the Crafting for a Cause event we can reach out by...

Collecting the emails of the attendees and connecting them to the poofs. When we place a poof in a home, we send an email to the person who helped make the poof.

This email can include

- an image of the room it was placed in
- a little story of the family/ person
- a note from the person it is given to

(All of these components depend on whether or not the person whose home it is is comfortable with it)

How to keep track:

- ask attendee to write their name and email that we will later pin to the poof they work on
- write a poof number to keep track of in a spreadsheet

Name:

Email:

Poof #:

Outreach - Dorm Drive

Partners

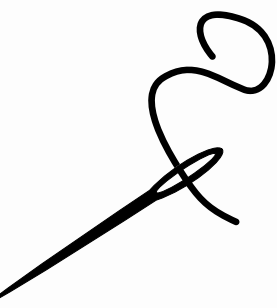
Columbia
COLLEGE CHICAGO

Publications

- The Columbia Chronicle
- F News Magazine
- Roosevelt Review
- The Depaulia



*Contact list available in appendix



Outreach - Crafting with a Cause

Partners



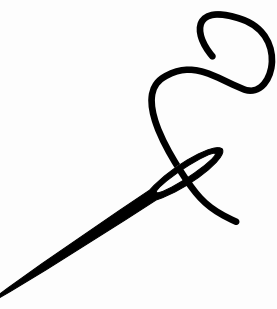
Publications



CHICAGO SUN★TIMES

Chicago Tribune

*Contact list available on page 2 of appendix



Scalability and Measurements



Spreading the word on the Dorm Drive:

- Posters in the University Center Dorms
- Make donations boxes bright
- Posts on Columbia's app and Socials

We can track the results of this event through:

- The number of donations
- Related social media posts
- Engagements on Columbia's app and socials



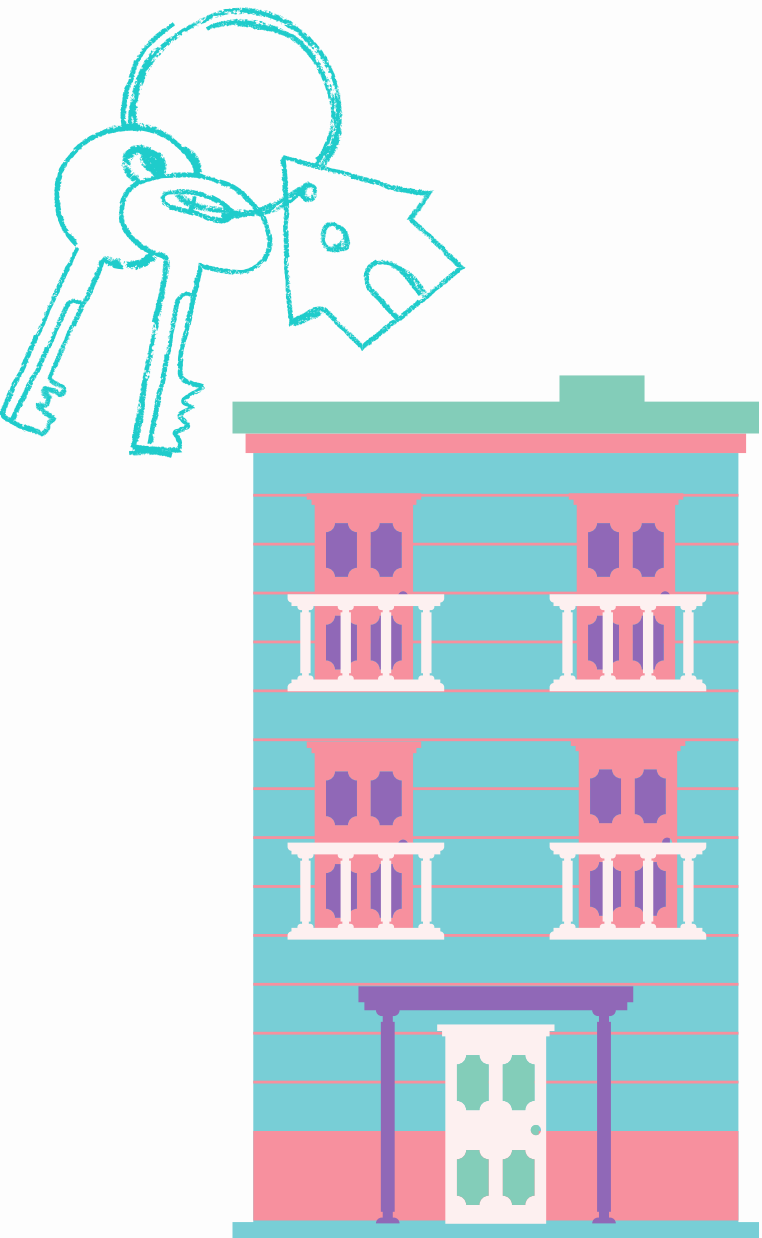
Spreading the word on Crafting for a Cause:

- Social Media Plans
- Press Releases
- Local bloggers

We can track the results of this event through:

- Social media analytics - Digs
- Emails collected
- Counts of attendees

Budget



Item/ Category	Cost Per Unit	Cost
Music Speaker	\$31.00	\$31.00
Snacks for Volunteers	\$21.86	\$65.58
Starbucks	\$100	\$100.00
Misc.	\$100.00	\$100.00
Gift for Sox		\$100.00
TOTAL		\$396.58
Donation Boxes	\$38.52	\$77.04
Markers for Boxes	\$16.00	\$16.00
Posterboard for Boxes	\$17.00	\$17.00
Gas Money	\$100.00	\$100.00
Printed Posters (Large)	\$11.00	\$110.00
Printed Flyers (average printer)	\$1.00	\$50.00
TOTAL		\$370.04

Crafting for a Cause

Donation Drive

Team Chewy

Strategy / Big Idea

In order to increase awareness of Digs within black and brown communities within Chicago, providing CPS students with opportunities to gain service hours through DIGS will spark word of mouth exchange among a more diverse Chicago community (parents, friends, teachers) who would be interested in sponsoring/donating.

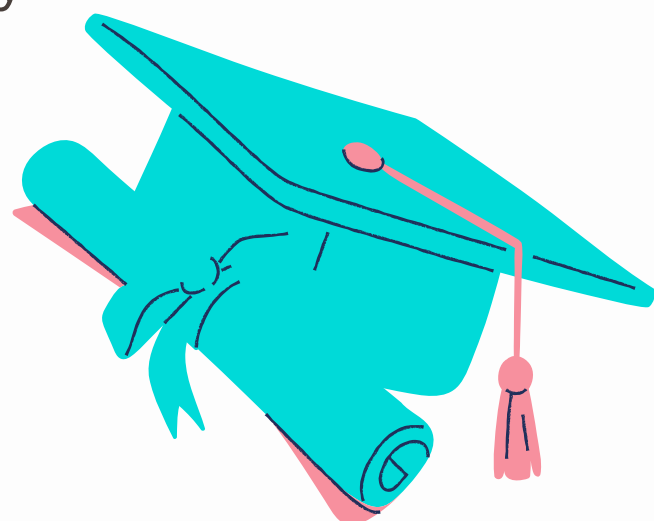




Connecting with a diverse demographic of volunteers and donors through CPS schools

Target Audience

In targeting CPS schools, we will reach a diverse group of students in terms of race, ethnicity, gender, class, etc. Along with the diverse group of students, we will also be reaching a diverse older audience through the parents & guardians of student volunteers as well as faculty



Objectives

1. Reaching out to CPS schools and student led organizations
2. Spark WOM Exchange and talk on social among students, parents/guardians and faculty
3. Host a program that forms lasting connections & memories while also supporting Jan's passion in education

KPI's

1. Demographic of donors/sponsors/team diversifying
2. demographics of social media outreach / engagement
3. Barbeque attendees



♥ Service Hours Opportunity!

Be a part of elevating the lives of those transitioning from homelessness in your community by helping to provide beautiful, dignified homes and keeping furniture out of landfills.



RELATE
Understanding Their Vision



RENEW
Bringing Their Vision to Life, Sustainably



REBUILD
Transforming Their New Home

WE NEED HELP WITH:

- Helping to sort, organize, and pull pieces in our warehouse for future families
- Helping Design for upcoming families
- Assisting Digs team on move-in days

**VOLUNTEERS
WILL GET DIGS T-SHIRTS
AND AN INVITATION TO
OUR ANNUAL BARBECUE!**

To give back to your community while gaining service hours please visit:
digswithdignity.org



Email Template

Service Hours Opportunities for High School Students



To CPS Schools

Cc Bcc

Service Hours Opportunities for High School Students

To _____,

At Digs with Dignity, we are always looking for volunteers to help us reach our mission: to elevate the lives of those transitioning from homelessness by filling their houses with everything that makes a comfortable, dignified home.

We are happy to partner with CPS schools to offer volunteer hours for students who might need hours to fulfill graduation requirements, or to simply help out the community. We will be offering a bimonthly volunteer program for the students to participate during the hours that work best for them, and are able to host a maximum of twenty students per month, as well as four members of faculty if interested.

We have also attached the flyer for students or parents to get a better idea of the service hour opportunities, and what tasks will be involved in the volunteer experience at our local warehouse.

Please let us know if your school would be interested in participating, where we will then send out contact forms and schedules.

Thank you,
Digs with Dignity

Service Hours Opportunity.pdf (1,468K)



CPS Schools Contact List

Curie Metro High School - Homero Peñuelas - hlpenuelas@cps.edu (Principal)

Benito Juarez Community Academy - Juan Carlos Ocon - jcocon@cps.edu (Principal)

Bogan Computer Technical High School - Alahrie Aziz-Sims - aaaziz@cps.edu (Principal)

Thomas Kelly High School - Carlos Diaz - cdiaz2@cps.edu (Support Staff)

Solorio Academy High School - Victor Iturralde - viturralde@cps.edu (Principal)

Kennedy High School - Teresa Parker - tparker@cps.edu (Principal's Assistant)

Payton College Preparatory High School - Tim Devine - tpdevine@cps.edu (Principal)

Jones College Prep - Anita Brown - armiller@cps.edu (School Clerk)

UIC College Prep - office@uiccollegeprep.org (Office Contact)

Chicago Bulls College Prep - Mark Hamstra - mhamstra@bullscollegeprep.org (Principal)

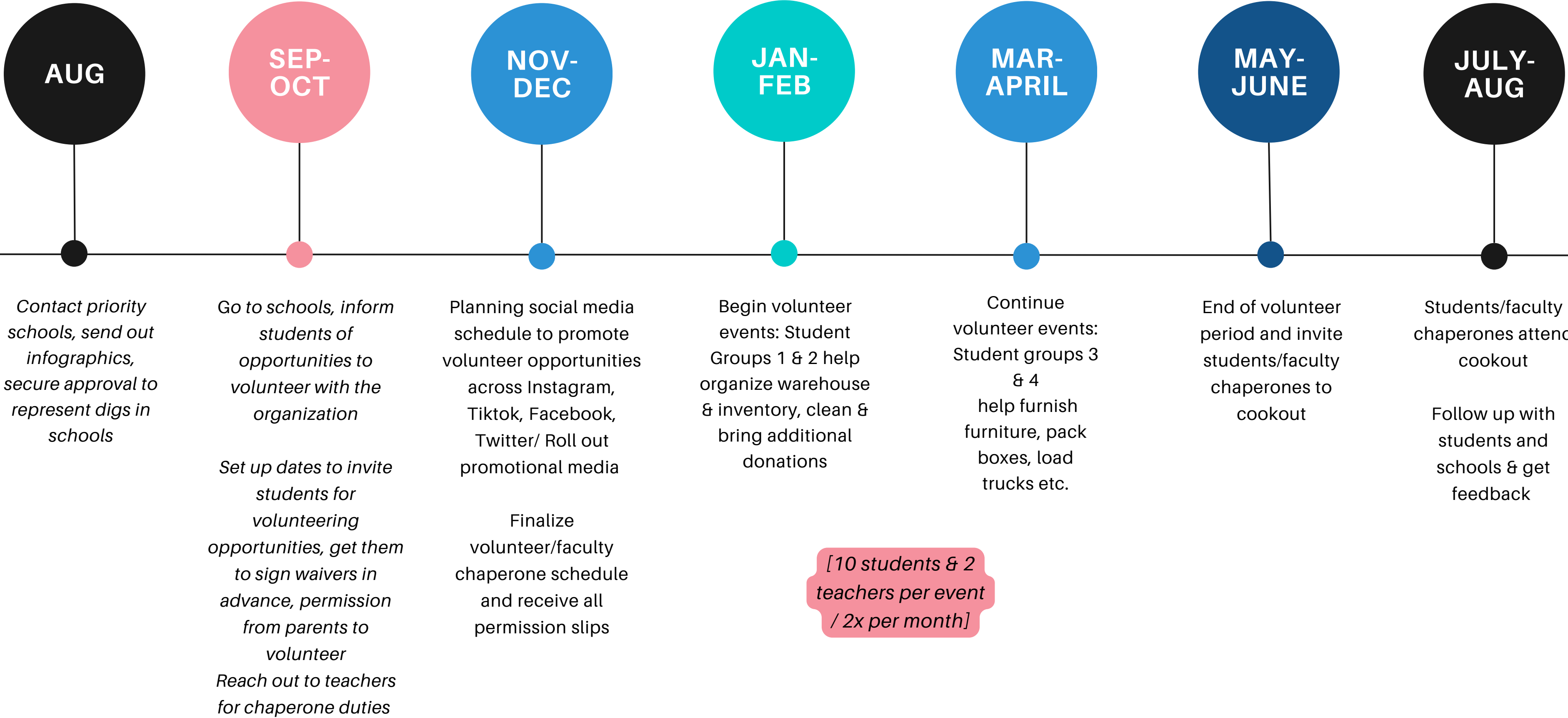
Pritzker College Prep - info@nobleschools.org (Info desk)

Muchin College Prep - Chase Johnson - cjohnson@muchincollegeprep.org (Principal)

Whitney M Young Magnet High School - Valerie Spann - vspann@cps.edu (Assistant Principal)

LONG-TERM / ANNUAL TIMELINE

August 2023- August 2024



Media Coverage



To draw attention to DIGS and the service hour opportunities we have created for CPS students, we could pitch this to different media outlets like WGN, ABC7, NPR, FOX32, and Patch.



This would be a great way to introduce DIGS to a broader audience as well as highlight our mission statement. News outlets would be interested in this because it is a direct form of involvement of the community as well as a "feel-good story," which draws the attention of viewers because it contrasts with negative news stories, which often get more coverage than positive ones.



We could invite reporters to the days when students are at DIGS or at the barbecue. This can give the reporters insight on the community that has been built after this and how the students feel after completing the service hours.



Budget

Product	Price
Pamphlets (x500)	\$200 (\$0.5 / piece)
Shirts (x200)	\$300 (\$1.5 / piece)
Food & Beverage	\$400 (variety snacks, bottled water, soda cans, etc)
Social Media Promotion	\$100 (5 posts at \$20)
TOTAL:	\$1000

Team E.l.f.

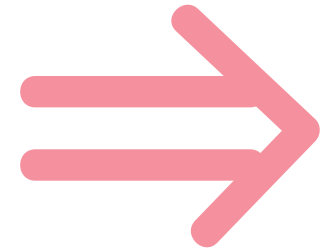
Strategy/Big Idea



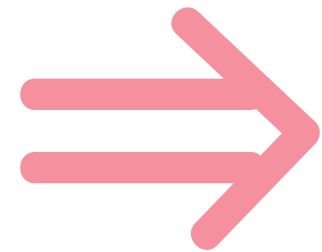
Increasing brand awareness by connecting with diverse communities in creative ways, in order to have a more diverse charitable giving group.



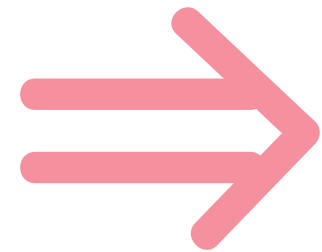
How



Community Event: Pop Up Booths



Pottery Partnership



Social Media Ads: "This Doesn't Belong"



Pop-Up Booth: Logan Square Farmers Market

Event: Informational pop-up booth, "vintage" furniture set, pamphlets, stickers, water bottles with logo

Event Purpose: Inform the Logan Square community about Dig's mission and opportunities.

Target Audience: Logan Square residents & surrounding communities

Multicultural-heavy Latino/Hispanic population

Incentives: Learn how to help your community in a variety of ways.



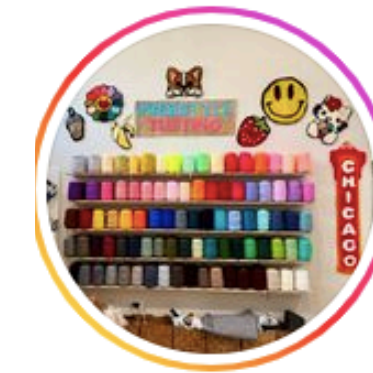
Pottery Partner: Freestyle Ceramics

Event: Pottery class for a good cause, ticket proceeds going towards Digs.

Purpose: Spreading awareness of Digs in a memorable way and Increasing donations

Target: Bridgeport/Pilsen residents and surrounding communities

Incentives: Have fun and express your creativity, while also helping raise money to help people make their house a home.



freestyle_ceramics_tufting

Follow

Message

70 posts

2,852 followers

47 following

Freestyle Ceramics & Tufting
Arts & Crafts Store

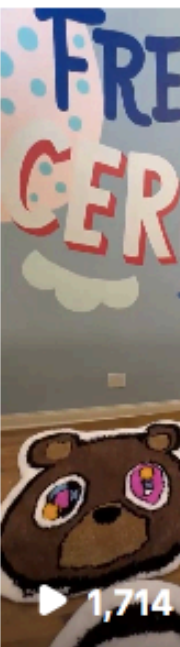
DIY studio: Chicago only tufting studio and paint your own po
www.freestyleceramics.com

Followed by 99theproducer and yaddy.xx

POSTS

REELS

TAGGED



Social Media Ads: “This Doesn’t Belong” Ads

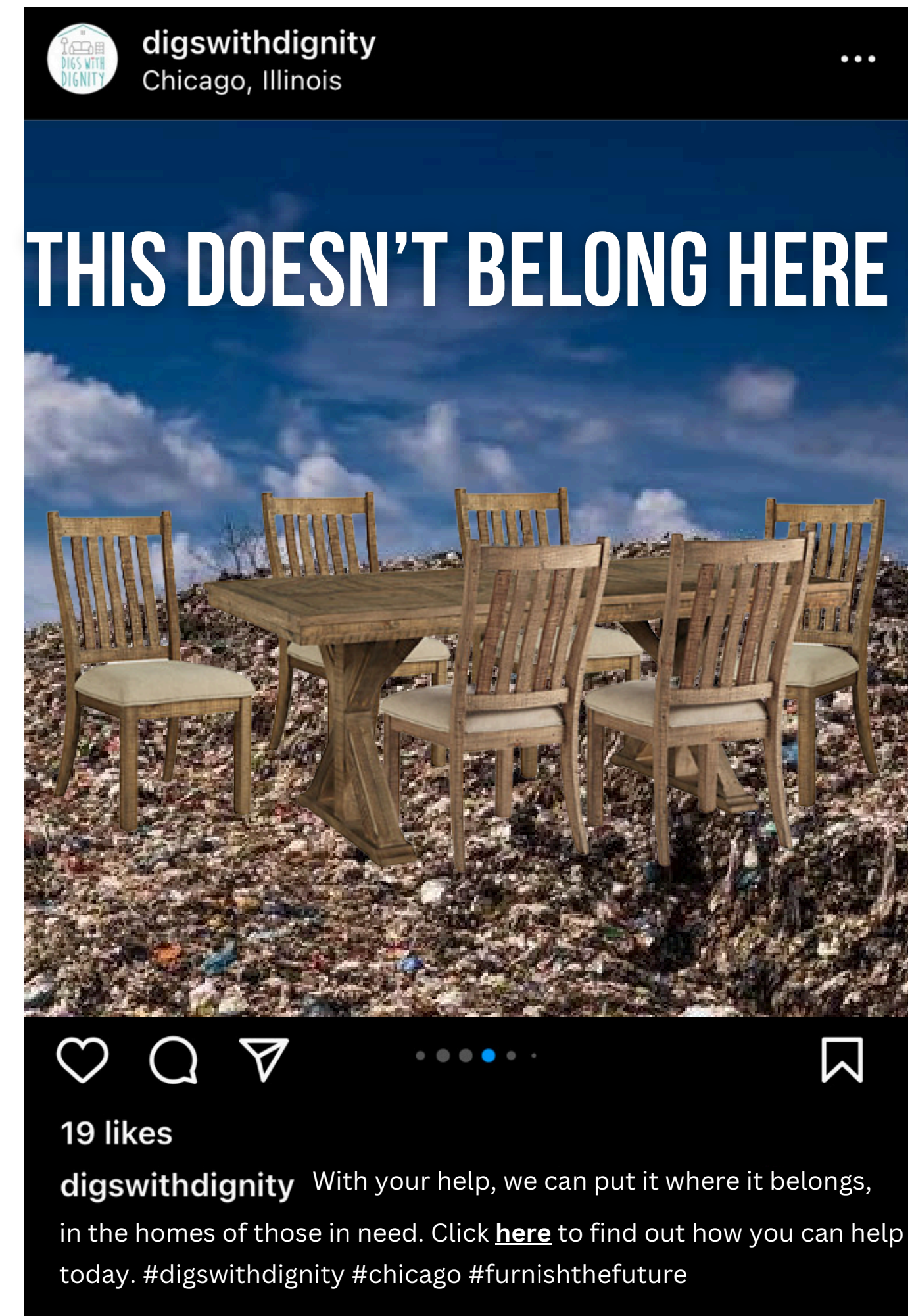
Ads: Show furniture in places like landfills/garbage cans to encourage people to donate their furniture instead of discarding it.

Ad’s Purpose: Bring awareness to Digs, while also promoting green practices and donations.

Target Audience: Gen Z in the Chicagoland area.

Incentives: Save the environment while also getting rid of unwanted furniture.

Platforms: Instagram, Facebook, Snapchat, Twitter, LinkedIn, YouTube, TikTok, Craigslist



Timeline

April

-Kicking off "This Doesn't Belong" ad campaign
-21st=Earth Day

June

-Continue ad campaign
* 10th: Pop-up booth

August

-Wrap up ad campaign last week of month
* 12th: Pop-up booth

October

* 14th: Pop-up booth

May.

-Continue ad campaign

July.

-Continue ad campaign
-Mid-July: Pottery Partnership
* 15th: Pop-up booth

September

* 9th: Pop-up booth

* Potential pop-up booth dates for Jarvis Market
* Saturday, December 2nd: last pop-up of 2023

Pop Up Booths

Social Media Ads

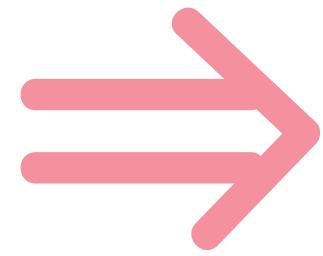
Pottery Partner

	Units	CPU	Total
BOOTH	1	\$300	\$300
STICKERS BUTTONS WATER BOTTLES PAMPHLETS	400 300 200 500	\$2.00 \$0.33 \$1.26 \$0.55	\$1,426
INSTAGRAM/SNAPCHAT/ TWITTER	750	Avg. \$3.48	\$2,612.50
CRAIGSLIST/LINKEDIN	1,000	Ave. \$5.80	\$1,159
MATERIALS DONATED			\$0
TOTAL AMOUNT			\$3,771.50

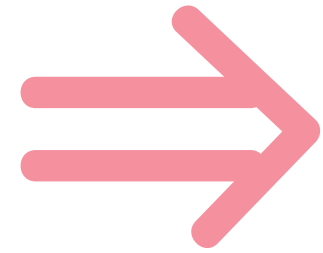
Budget



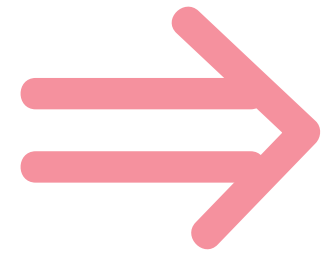
Media Coverage



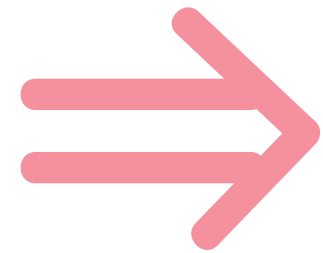
Jarvis Market attendees: Posting vintage pop-up set on socials



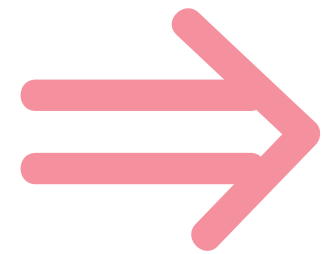
Jarvis Market organizers: Online article announcing vendors



Logan Square Market social media: Insta, FB, &, etc. Posts featuring vendors/sneak peek



Pottery Partner: Announcing partnered event online

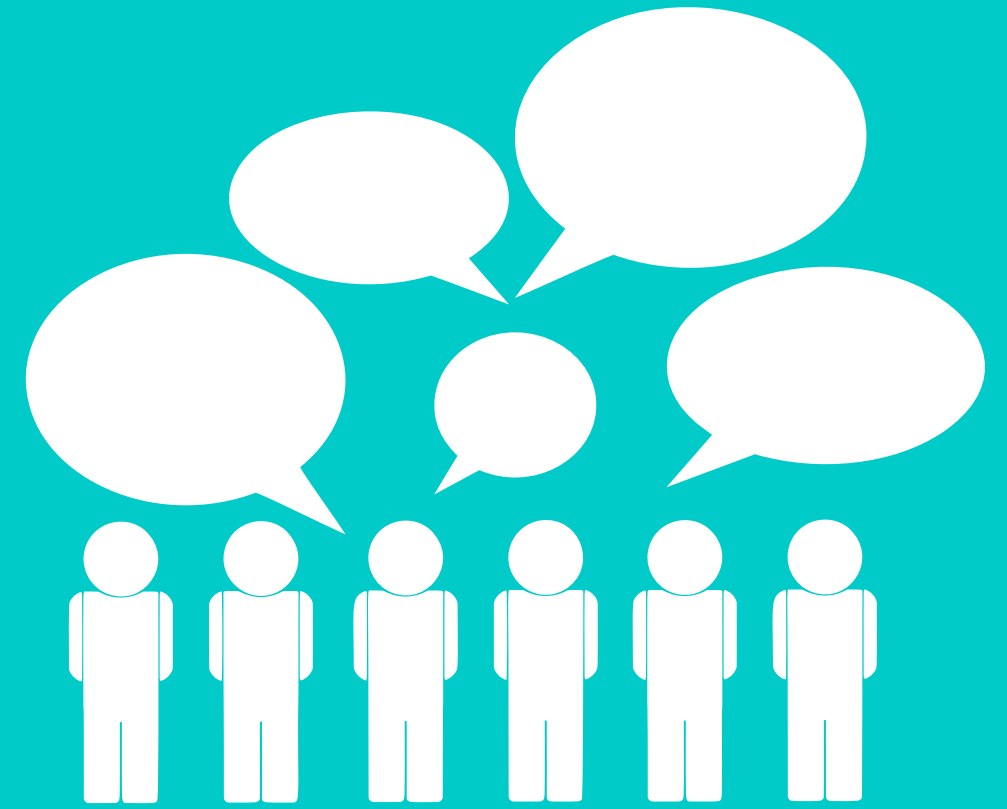


Pottery class attendees: Sharing pottery pieces and experience online

Goal 2

The challenge Digs With Dignity faces is a disconnect between the sponsors and the clients. There are sponsors who don't know to whom they are donating most of the time.

Our goal is to create an opportunity for donors to interact and connect with the clients and share stories.



BBQ Plus-Up



Team Influence

Objective



- The aim is to establish a link between donors and clients, while offering a secure environment and a feeling of camaraderie to the clients, thereby enabling them to experience support, protection, and acknowledgment.
- By clients sharing their stories, donors can gain a firsthand understanding of how Digs with Dignity has impacted the lives of individuals.
- Establish an enduring and mutually beneficial partnership between Digs and its donors
- As donors develop a connection with the clients, they may be motivated to spread the word about the positive impact of Digs, which could potentially attract new donors.



Barbecue Additions



*These ideas will take place at the barbecue hosted in the summer

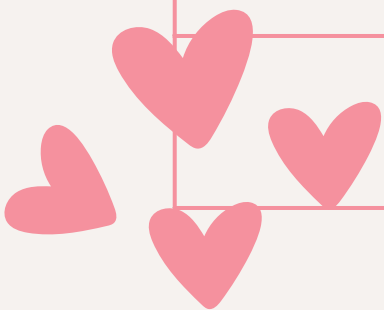
*Volunteers will come in a day before to prepare and become familiar with the space and activities

- Guest will be greeted at the entrance and be given a colored wristband.
- Once all guests have arrived, they will be placed in groups based on their wristband color.
- They will be directed to their first activity where they will make custom name tags and decorate them with things that describe them.
- Once name tags are completed, they will be ready for the next activity.
- Every 45 minutes, the groups will be directed to their next activity through announcements on the speakers.
 - Volunteers will be walking around making sure everything is organized and the guest are at the correct stations.
 - Instructions for guests to mingle and not gather too long In one spot could be printed and kept at each activity station.
- **Activities include**
 - Jenga IceBreaker
 - Snow Cone/ Mocktail making
 - Art work station
 - There will be a bowl with prompts for people to choose from to help with inspiration
 - Artwork will then be auctioned at the gala

Budget Pt.1



<u>Giant Jenga w/ Questions (\$55)</u>	1	\$55
<u>Tug Of War (\$20)</u>	1	\$20
<u>48 8x10 Paint Canvases (\$54)</u>	2	\$108
<u>Photo Booth (\$595/2 hours + \$150/extra hour)</u>	1	\$895
<u>Paint Brushes (6 packs of 10)</u>	2	\$44
<u>20 Paint Trays (\$12)</u>	2	\$24
<u>Colored Wristbands (500)</u>	1	\$12
<u>Acrylic Paint (\$17)</u>	2	\$34
<u>Speaker and Microphone</u>	1	\$177
Pt.1 Total		\$1,369



Budget



<u>Ice Shaver</u>	1	\$20
<u>Snow Cone Syrup</u>	1	\$30
<u>Red Bull WaterMelon</u> 24 pack	1	\$53
<u>Red Bull Regular</u> 24 pack	1	\$50
<u>Syrups (6 flavors)</u>	1	\$65
<u>Lemons</u>	3	\$60
Miscellaneous		\$300
Pt. 2 Total		\$578
Overall Total		\$1,947



The background is a solid light pink color. There are two large, irregular, organic shapes in a teal color. One shape is on the left side, and the other is on the right side, both partially framing the central text.

Thank You!

Recap



Dorm Drive Donation Boxes



Crafting for a Cause



CPS Service Hours



Pop Up Booths



Pottery Partnership



Social Media Ads



BBQ Plus-Up

Appendix

Contacts



Dorm Drive

Universities:

The University Center

- universitycenter@peakmade.com

School of The Art Institute

- admiss@saic.edu

Columbia College Chicago

- residencelife@colum.edu

Roosevelt University

- reslife@roosevelt.edu

Depaul University

- housing@depaul.edu

Their Publications:

The Columbia Chronicle

- ocohen@columbiachronicle.com

F News Magazine

- fnews@artic.edu

Roosevelt Review

- review@roosevelt.edu

The Depaulia

- tips@depauliaonline.com

Crafting with a Cause

Partners:

The White Sox

- community@chisox.com

Sew Crafty

- info@sewcraftystudio.com

Publications:

Chicago Tribune

- White Sox Reporter: psullivan@chicagotribune.com

Chicago Sun Times

- White Sox Reporter: Daryl Van Schouwen

Street Wise Magazine

- shanney@streetwise.org

Awareness



Social Media:	Follower Growth:	Media:	Number:
Facebook	350	Email Addresses	20 Subscribers
Instagram	300	The Columbia Chronicle	40,000 Views
TikTok	100	The Chicago Tribune	106,156 Avg Circulation
Twitter	5-15	Street Wise	12,000 Avg a month

Pop Up Booth: Jarvis Square Artisan Market

Event: Informational pop-up booth, "vintage" furniture set, pamphlets, stickers, water bottles with logo

Event Purpose: Inform the Rogers Park community about Dig's mission and opportunities.

-Most diverse Chicago neighborhood (you know the alderman)

Target Audience: Rogers Park residents & surrounding communities

Incentives: Learn how to help your community in a variety of ways.



*Contact: charmnersartisans@gmail.com

Core Audience Profile

Primary Audience:
Clients Serviced

- 82% Black/African American
- 10% Latino
- Ages 20-69
- Balance of men+women
- South & West sides Chicago
- Median household Income: \$38,954
- Single/have children
- Independent/resilient

Secondary Audience:
Donors, Volunteers, Corporate Sponsorships

- Primarily White
- 90.4% women
- Volunteers primarily ~30-55 years old
- Married/have children
- Passionate about making a difference

Competitors and Market Share

Top Competitors:

1. RRH program- Rapidly transitions families to homes without preconditions
2. Chicago Coalition for the Homeless- Only non-profit in IL dedicated to advocating for policies and started a 4-year campaign for schooling children
3. La Casa Norte- Access to stable housing along with delivering services and providing youth drop-in centers, food pantry

Market Share:

- Chicago. gov has no recollection of Digs With Dignity on website
- The city of Chicago has around 4,242 human service organizations

Unique Selling Proposition:

**Providing spaces that feel like home, while
being eco-friendly**



Key Performance Indicators



Increase of social media engagement



Increase of diversity in charitable givers



Increase In donation growth



Increase of website traffic



Pottery event tickets



Sign-ups at community events (emails)

Fun "Hooks"/Lines

"Furnish the future"

"Let's get diggy with Dig's"

"Dig deeper with DIGS"

"Let's DIG deeper"



#00CBC9

#9D9FA2

#F7909E

Libre Baskerville

Arimo

Aileron Regular