

A photograph of a classroom scene. A female teacher with blonde hair in a bun is leaning over a table, smiling and interacting with a group of young children. The children, mostly girls with braided hair, are wearing light blue shirts and are focused on an activity on the table. The background is filled with colorful educational materials, including a green bulletin board with cutouts and various papers pinned to the wall.

OUTREACH360

“ EMPOWERING CHILDREN TO LIVE A LIFE OF CHOICE ”



AYO, RACHEL, KATHERINE, SARAH, & VALERIE



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AGENDA

- Industry stats
- Target market
- Campaign objectives
 - Form more partnerships
 - Increase brand awareness
 - Retain repeat volunteers
 - Raise rank on Charity Navigator
- Conclusion



VOLUNTEER TOURISM: THE BIG PICTURE

- 1.7 B dollar industry
- Fiercely competitive & growing
 - “Volunteer Vacations” organizations grew over 960% in 21 years
- By 2020, 25-30 M volunteers involved in volunteer tourism
- The market is made up of for-profit & nonprofit organizations, making business even more competitive for non-profits

TARGET MARKET:

WHY PRIVATE HIGH SCHOOLS?

- Twice as likely to be college bound
 - Volunteering helps move the needle
- Wealthier families volunteer more
- Groups of 12-15
- Teens want unique experiences
- Parents want teens to be cultured

OBJECTIVES



Form
partnerships
with ten new
high schools



Increase brand
awareness



Maintain
retention rate
to ensure 510
or more repeat
volunteer
weeks



Raise
ranking on
Charity
Navigator
to at least
80%

EARN **625** VOLUNTEER WEEKS IN THE HIGH SCHOOL SEGMENT OVER THE NEXT FISCAL YEAR



A group of young women are sitting in a circle on white plastic chairs, engaged in a discussion or activity. The scene is dimly lit, with the primary light source coming from the left, casting soft shadows. The women are dressed in casual attire; one on the left wears a bright pink t-shirt, another in the center wears an orange top, and one on the right wears a red t-shirt with a white logo that includes the text 'www.outreach'. The background is dark and indistinct, suggesting an indoor setting like a community center or a classroom. The overall mood is focused and collaborative.

BUILDING TOMORROW'S FUTURE

FORM PARTNERSHIPS WITH **TEN** NEW HIGH SCHOOLS TO BRING A GROUP OF **12-15 STUDENTS** ON A SERVICE TRIP



NATIONAL PTA ADVERTISING

PTA By the Numbers



3.7 million members



24,000 local units



**16.5 million
students served**



59% students of color



55% Title I schools



120+ years



“The smiles on the faces of the children as they explore the value of learning are what brings me back to Outreach360 time after time. I feel as if I have received from the kids even more than I ever gave them.”

- Anna, four time volunteer

The leadership & volunteer opportunity of a lifetime.
The chance to change a child's life.
Volunteer with us at Outreach360 this summer.

Learn more at Outreach360.org



COMMUNICATIONS PLAN

- Different messaging is necessary for different types of customers
 - Ex: Guidance Counselor versus Parent
- Different messaging necessary across different platforms
 - Ex: Email versus Presentations





INCREASE BRAND AWARENESS THROUGH...
**SOCIAL MEDIA,
WEBSITE DESIGN,
INTEGRATED COMMUNICATIONS**

TO GAIN AN ADDITIONAL...

15% NEWSLETTER SIGNUPS,
20% WEBSITE VIEWS,
10% FOLLOWERS ACROSS SOCIAL MEDIA

BRANDING

- Ensure consistent branding across platforms
- Use the voices of volunteers & students to promote Outreach360
 - Interviews, blog posts, testimonials
- Encourage interaction and engagement

Outreach 360 Brand Pack

font:

Helvetica Neue Regular

Helvetica Neue Italic

Helvetica Neue Light

Helvetica Neue Light Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic



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47BAD 



AFB0B0




OUTREACH
360

WEBSITE REDESIGN

- Less is more
- Responsive design for varied devices
- Imagery
- Consistency
- SEO




WEBSITE



[Sponsor a Volunteer](#)[Register to volunteer](#)[Sponsor Our Programs](#)

[Donate to the Holy Family Fund Days Campaign!](#)


Since 1994, over 22,000 volunteers have joined us in our vision of providing children with a life of choice. Drawing strength from the experience, diversity, talents and resources of our volunteers, we promote innovative education as a solution to the challenges of poverty and as a sustainable path to a life of choice. College Teams, High School Teams, Middle School Teams, Church Teams, Families and Individuals from all over the world have made an incredible difference in our program, and each volunteer has been forever impacted as well!



High School Teams

Over 150 High School Teams have joined us for an international service-learning experience. We're sure you'll love it! Learn how you can get your High School involved!


[Learn More](#)



College Teams

College alternative breaks await. From around North America are participating in high quality, sustainable development. Learn how you can get your College involved!


[Learn More](#)



Middle School Teams

Fast! Middle School Teams have joined us for an international service-learning experience. We're sure you'll love it! Learn how you can get your Middle School involved!


[Learn More](#)



Families

Nothing brings families closer together like a volunteer service. Learn how you can get your family involved! Learn how you can get your family involved!


[Learn More](#)



Church Teams

Churches looking to make a difference through service. Learn how you can get your Church Team transforming the world today!

[Learn More](#)



Individuals/Interns

It only takes one to make a difference. No experience is necessary. We're sure you'll love it! Learn how you can get your individual involved!

[Learn More](#)

STUDENT DONORS	STUDENTS SERVED	TOTAL VOLUNTEERS	COUNTRIES IMPACTED
400+	10,000+	22,000+	2

High School Teams

A Powerful Service-Learning Experience

Every day of the year Outreach360 serves impoverished children with limited opportunities for progress through our dynamic education programs driven by our creative and enthusiastic volunteers. We believe in the power of human potential and that together we can change the world. But, lasting change doesn't happen overnight. It happens when passionate volunteers come together and work to create a better future for all. At Outreach360, we create a safe, affordable, and exciting way for high school groups to join our cause in transforming the world and giving children a life of choice.

"I have volunteered with Outreach360 four times and each time I feel like I learn something new. Outreach360 and the children it serves have taught me about the meaning and impact of service, about gratitude and leadership, about passion and love. The smile on the faces of the children as they explore the value of learning are what brings me back to Outreach360 time after time. I always leave feeling as if I have received more than the kids even more than I gave to them."

Anna Boyd, Saint Stephens Episcopal School

TAKE YOUR SERVICE-LEARNING TRIPS TO THE NEXT LEVEL!

REGISTER NOW

Volunteer With Us!

Outreach360 strives to serve children living in the poorest of neighborhoods by providing opportunities that empower them to transform their own lives. Drawing strength from the experience, diversity, talents and resources of our volunteers, we promote innovative education as a solution to the challenges of poverty and a sustainable path to a life of choice. As a high school team, you will fill this critical role in education, providing engaging and meaningful learning activities for children at Outreach360 Learning Centers or in local neighborhoods, while gaining invaluable international service experience. We believe that volunteering in authentic experiential service programs is the best way to develop global awareness, and that the magic of cultural exchange has the power to truly inspire our volunteers to be contributing members to the fabric of a global society.

Health & Safety

The health and safety of our volunteers is our number one priority! Since 1994, our more than 22,000 volunteers have enjoyed a safe experience with Outreach360. Our experienced leadership team, professional and reliable program, and industry-leading insurance has always ensured volunteer safety, allowing high school administration and parents to rest assured while participants focus on serving.

Education & Service

We make it a point that our volunteers are involved in meaningful service work, through which college teams can make a real difference in the community. We also see the importance in learning about the community, culture and needs of the area in which you are serving. Because of this, we have built amazing cultural and educational experiences throughout the week.

Our Programs & Causes

English Education

Our English program focuses less on the traditional classroom model and instead seeks to promote the unique global exchange between our students and our volunteers that truly makes the language come alive.

Construction/Buliding Futures

Volunteers joining our construction program should be prepared to be

Download our High School Fact Sheet

DOWNLOAD

Volunteer Details

Informational Webinars

Volunteer Guide

Volunteer Cost

Transportation

Health and Safety

Accommodations

Making a Difference

Available Volunteer Weeks

A Typical Week

Recent High School Posts

Outreach360 Offers Volunteer Opportunities for STEM Majors

NOVEMBER 14, 2017

Meet Our New Learning Center Students: Part Four

NOVEMBER 9, 2017

It's Not About You, It's About Outreach360 Students.

NOVEMBER 7, 2017

Meet Our New Learning Center Students: Part Three

NOVEMBER 2, 2017

Your High School Will Benefit From An

Mission, Vision, Values, Principles

Release the Hero Within

The Outreach360 core purpose is to Release the Hero Within. It starts with Releasing the Hero Within the students we are working with, their families, and the communities where they live. As Outreach360 works to Release the Hero Within them, we simultaneously Release the Hero Within ourselves, and within all the friends and family involved in this effort. The Nicaragua and Dominican Republic Learning Centers, and other programs that we operate, are simply a manifestation of our purpose of Releasing the Hero Within. As Outreach360 program grows and changes, additional opportunities will present themselves to Release the Hero Within. We join to follow George Bernard Shaw's sentiment: "The true joy in life is being used for a purpose greater than yourself." Outreach360 wants to provide an opportunity for people to live larger than themselves, to Release the Hero Within.

Our Corporate Values

Our Corporate Values are Causing Transformation and Producing Results:

We value causing transformation, a real change in how others and ourselves see our role in the world. To cause transformation, we:

- **Empower** – Encourage and support others to grow through increasing accountabilitys.
- **Acknowledge** – Create a future for people through genuine and generous acknowledgment.
- **Involve** – Continually focus on involving people in the Outreach360 family – volunteers, donors, students, and community – to create possibilities for more and more people.
- **Value Personal and Professional Development** – Embrace learning opportunities for others and ourselves.
- **Play Big** – Taking action to create significant opportunities while appropriately managing the risks.

We value producing results, making a real and measurable difference in the world. To produce results, we:

- **Surprise and Delight** – Provide our partners with the consistent, impactful, and memorable experience possible – strive to exceed expectations.
- **Create Team** – Create teams and teamwork that produce powerful results in all areas of the organization, while having affinity and possibility in all conversations and relationships.

1. **Acknowledge Yourself** – Acknowledge yourself for the difference you are making. Very few people are willing to do what you have done; raise or donate funds, take a week or more of your time, give up other options you had for this time (skiing, the beach, work, etc.) – to go to another country for the benefit of children in a community you don't know. And many of you had to overcome fears and obstacles; a different language, not knowing anyone, only knowing Outreach360 from the internet, parents' concerns, etc. It's a big deal that you are here. Celebrate the difference you are making!
2. **You Are Outreach360** – There is no big staff of Outreach360 doing work. Nothing happens without you; the majority of funds and labor come from the volunteers. You aren't here to "help" Outreach360, you are Outreach360.
3. **It's Not About You** – As generous as you are, sometimes your time here can become about you. "What difference am I going to make?" "How can I optimize the use of my time?", "I can't speak the language", there's too much free time, "When will my donated items be used?" Focus on the big picture, the difference you are making as a group. Take the focus off of you, and enjoy the impact the kids are receiving. For example, reading a story to one of the little boys may not be the best utilization of your skill, but it means the world to the boy.
4. **This Is It** – Most of the time, Americans and Canadians are living in the future. Kids are waiting for high school, high-schoolers are waiting for college, college students are waiting to graduate and get a job, single people are waiting to get married, etc. etc. People don't live that way in the Dominican Republic or Nicaragua; they live much more for each day. This is a unique opportunity to really live in the present and forget about worries at home, forget about tomorrow, quit thinking about what lasting impact you are having; just enjoy the present moment.
5. **Communicate Love** – It is not necessary to know Spanish to be involved with the kids and to make a difference. We've had many volunteers who spoke no Spanish make a huge difference with the kids and had a great time; we've had other volunteers fluent in Spanish get frustrated because of the unique Dominican or Nicaraguan words and expressions. The experience is totally what you make of it. No matter how much Spanish we know, we always wish we knew more. What you know is what you know, so

About Outreach360

- Introduction
- Mission, Vision, Values, Principles
- Our Impact
- A Recognized Leader
- Fiscal Responsibility
- Our Team
- Outreach360 Board

Volunteer Details

- Informational Webinars
- Volunteer Guide
- Volunteer Cost
- Transportation
- Health and Safety
- Accommodations
- Making a Difference
- Available Volunteer Weeks
- A Typical Week

HOMEPAGE

OUTREACH
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[HOME](#) | [VOLUNTEER](#) [CAUSES](#) [DONATE](#) [BLOG](#) [ABOUT](#)

“

EMPOWERING CHILDREN TO LIVE A LIFE OF CHOICE

”

OUR MISSION

OUR CAUSES



ENGLISH
EDUCATION



BUILDING
FUTURES



AGRICULTURE &
SUSTAINABILITY



VOLUNTEER OPPORTUNITIES



FAMILY



HIGH SCHOOL



COLLEGE

ABOUT US

Outreach 360

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FAQ

7954 West Fetlock Trail

F: 1 (602) 926-1439

CONTACT US


Peoria, AZ 85383



HIGH SCHOOL

OUTREACH
Highlight

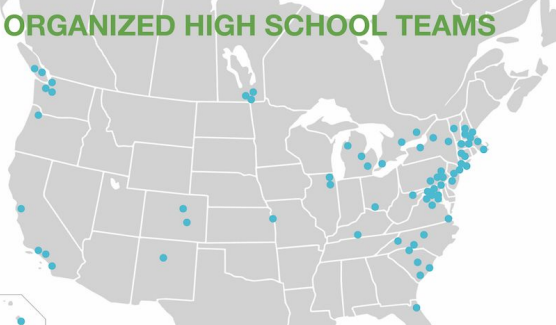
Search



HIGH SCHOOL TEAMS | HOME VOLUNTEER CAUSES DONATE BLOG ABOUT

Every day, Outreach360 serves children through our dynamic education programs driven by our creative and enthusiastic volunteers. We believe in the power of human potential, but lasting change doesn't happen overnight! It happens when passionate volunteers come together and work to create a better future for all. At Outreach360, we create a safe, affordable, and exciting way for high school groups to join our cause in transforming the world and giving children a life of choice.

ORGANIZED HIGH SCHOOL TEAMS



“ The smile of the faces of the children as they explore the value of learning are what brings me back to Outreach360 time after time. I always leave feeling as if I have received from the kids even more than I gave them.

- Anna Boyd, Sait Stephens Episcopal School

Interested in volunteering with us?
Sign up for our email newsletter

First Name

Last Name

Phone Number

Email Address

School Name

☐ Please send me the free Service-Learning Guide

Questions or Comments:

SUBMIT

HELPFUL LINKS

Informational Webinars

Guide for Parents

Volunteer Guide

Volunteer Cost

Transportation

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ABOUT US

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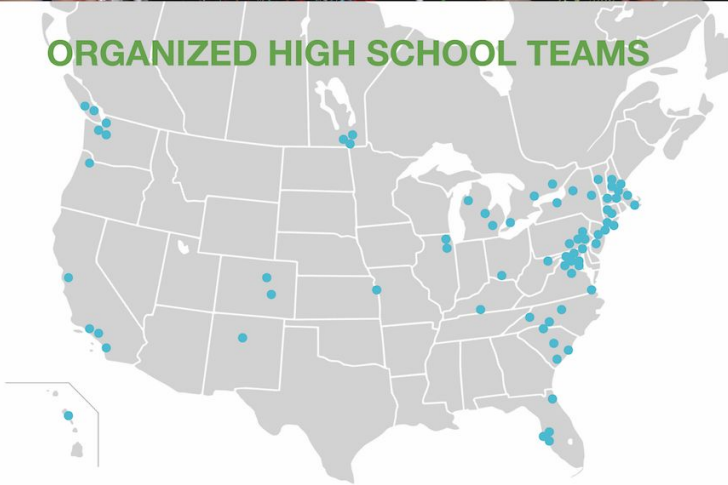
CONTACT US

Peoria, AZ 85383



HIGH SCHOOL

ORGANIZED HIGH SCHOOL TEAMS



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Academy of the Sacred Heart Bloomfield Hills, Michigan




OUR MISSION

OUTREACH
360

Search

HOME | VOLUNTEER CAUSES DONATE BLOG ABOUT





"Empowering children to live a life of choice"


Throughout the world, children are born in disadvantaged neighborhoods. Basic opportunities, especially educational opportunities, are lacking. Outreach360's goal is to empower these children to live lives full of choice and opportunity by providing them with a quality education.

Outreach360 provides a service experience that focuses on maintaining sustainable practices that empower volunteers to make a difference in developing countries. This volunteer opportunity opens doors for service-minded individuals interested in learning about new cultures.

ABOUT US
PHILOSOPHY
OUR MISSION
OUR IMPACT
FISCAL RESPONSIBILITY
OUR TEAM
OUR BOARD

**OUR VISION**
Our vision is a transformed world where every person lives a life of choice

**OUR MISSION**
Enhance the education of underserved children in Latin America through our world class service-learning program

**2030 VISION**
Serve in 10 countries, in 54 communities, teaching 15,000 students, and have 1,000 Adelante Plus students pursuing a college degree.

10 Principles for Successful Volunteering

1. Acknowledge Yourself
Very few people are willing to do what you have done. Celebrate the difference you are making.



2. You are Outreach360
There is no big staff of Outreach360. The majority of funds and labor come from the volunteers. You aren't here to "help" Outreach360, "you are" Outreach360.

3. It's Not About You
Focus on the big picture, the difference you are making as a group. Take the focus off of you, and enjoy the impact the kids are receiving.

4. This Is It
This is a unique opportunity to live in the present and forget about worries at home and forget about tomorrow; just enjoy the present moment.

5. Communicate Love
It is not necessary to know Spanish to be involved. We've had volunteers who spoke no Spanish make a huge difference and have a great time. The experience is totally what you make of it.

6. Poco a Poco (Little by Little)
You can't change the world in a week. But, you can make a world of a difference in one or more of these kids lives. Great things happen little by little.



7. Jump Right In
You've got a short period of time here. Jump right in, be assertive, do what you came here to do. If you wait till you get it all figured out, your time will be over.




8. Serve, Don't Help
There is a subtle difference between serving and helping. We share our strengths and blessings with them, and they share their blessings with us. It's a two-way street.

9. Be Flexible & Creative
Living and working here requires flexibility and creativity. Practice it, enjoy it! You have all the skills you need to be effective and productive at the Learning Center.

10. You Are Responsible
The experience you have here is up to you. Use the team leader as a resource and communicate with them. They will support and facilitate your work. But you are ultimately responsible.

ABOUT US
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F: 1 (602) 926-1439



SOCIAL MEDIA

- Consistent branding
- Focus on imagery
- Messaging consistent across platforms
- Focus on volunteer testimonials & student profiles
- Use more click through links to blog posts for target market groups



510 HAVE AT LEAST 510 VOLUNTEER WEEKS PROVIDED BY RETURNING VOLUNTEERS



RETENTION

Team Leaders

- “Swag”
- Email campaigns months before high school breaks

High Schoolers

- Discount codes
- “Thank you” notes
- Engagement



80%

RAISE RANKING ON CHARITY NAVIGATOR TO AT LEAST 80% BY INCREASING OUTREACH360'S TRANSPARENCY



CHARITY NAVIGATOR

- Ensures trust & confidence from decision makers
- Improves reputation
- Update documentation to ensure transparency & improve ranking

Outreach360

Release the hero within.

[Add to My Charities](#) [Donate to this Charity](#) [Print](#) [SHARE](#) [f](#) [t](#) [e](#) [in](#)

[Rating Profile](#) [Programs](#) [Historical Ratings](#) [IRS \(Forms 990\)](#) [Comments \(0\)](#)

	Score (out of 100)	Rating
Overall Score & Rating	71.10	★★☆☆☆
Financial	84.97	★★★☆☆
Accountability & Transparency	62.00	★☆☆☆☆

This rating was published 02/01/2017 and includes data from FY2015, the most recent 990 received at that time.

TIMELINE

Q1 2018

- Rebrand social media
- Finalize new communications plan
- Begin website redesign
- Launch PTA ads
- Begin outreach to schools for Summer 2018

Q2 2018

- Finish website redesign by end of Q2
- Finalize volunteer groups for summer 2018
- Track ad performance & metrics. Make updates as needed
- Create new blog posts & videos to capture stories of students & volunteers

Q3 2018

- Begin preparing for presentations at schools
- Focus on increased Charity Navigator ranking
- Test new PTA ads. Research additional platforms for advertising
- Reach out to schools & Begin 2019 winter planning

Q4 2018

- Research new high schools & groups to reach out to in 2019
- Finalize metrics. Begin planning for 2019 year
- Strategize larger media campaigns. Budget for larger video or advertising project

Crisp. Clear. Concise.

- “Building tomorrow’s future”
- A comprehensive communications plan
- Utilize the powerful voices of Outreach360
- Tell an engaging story
- Set up Outreach360 for years of success



**OUTREACH360,
LET'S GET STARTED!**