

# Spring 2017 Mid-Semester Newsletter

Amazing job to everyone for getting a great start on your engagements so far this semester! Please reach out to other teams if you need help or can offer help, and keep up the great work! Thank you to all the team leads for your thoughtful responses for this newsletter!

Celine, Alessandra, Karina,  
Alex, Sam, and Craig

Make sure to read all the way to end to see important upcoming chapter and professional development events!



## Reading Partners

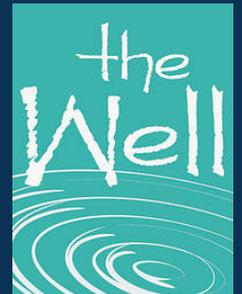
Our client is Team Reading Partners and they need help introducing a product into the Baltimore market. So far, we have identified potential customers and are currently working on segmenting those customers based on several factors including dispensable income and need for the product. By the end of the semester, we hope to have a prioritized list of potential customers, a recommended pricing strategy, and a product entry roll-out plan. A major piece of advice that I would like to give is that teams should schedule their site visit as early as possible. After seeing the product and how Team Reading Partners operates, my team has found it much easier to work on the deliverables because of our improved understanding.

## Alternative Directions



For our spring semester SCNO engagement, our team has been working with Alternative Directions, Inc. (ADI), a non-profit organization founded in 1979 that accomplishes its mission by providing pro-se civil legal services, re-entry programs for the formerly incarcerated, and youth mentoring programs. The primary goals of our engagement are to develop a strategic plan that consists of a board recruitment strategy, alternative fundraising scheme, and a capital plan for a transitional home. Thus far, we have focused our efforts on better understanding the operations of the organization, and developing comprehensive ideas and plans to enhance the role of the board within ADI, as well as identify opportunities to diversify and expand funding through alternate fundraising streams. Before the final engagement showcase, we plan to continue to discover and apply new ideas to enhance our strategic plan and to develop a detailed implementation strategy for the organization. In addition, we would like to develop tailored fundraising and promotional material that ADI may utilize in their outreach efforts at the conclusion of our engagement. Our team has found frequent communication with our client to be greatly helpful in better understanding the goals of our project and the vision of the organization. We look forward to continuing to work with ADI for the remainder of the spring semester!

## Drink at the Well



This semester our team is working with Drink at the Well to help develop more advanced online infrastructure to collect, manage, and store their data. As we all know, data is a crucial part of non-profit organizations not only because it helps them understand their needs and goals, but it is also a necessary component of many grant applications. In addition to this, we hope to further understand their website needs with consideration of their web host provider as well as research and identify grant opportunities. We have decided to divide the work as a team so that we can be more productive in our efforts. Our biggest challenge thus far has been scheduling! It seems trivial, but working around a college schedule can be difficult. Luckily, Erin and Mandy at Drink at the Well have been flexible and always willing to reschedule. My best piece of advice would be to find the communication channel that works best for you as a team (for us it has been text message and when2meet). Also, be sure to check-in repeatedly with your client. If you remind them how engaged and excited you are to help their organization, they respond with enthusiasm and a hopeful outlook on all you have to offer. Good luck to everyone with the rest of their projects!

## Bridges to Housing Stability

Our team has been analyzing the Employee Manual and Human Resource Manual for the Bridges to Housing Stability non-profit (based on Howard County, Maryland) for compliance with local, state, and federal laws. Our analysis will encompass a broad scope from non-discrimination policies to IT policies. In addition to the compliance analysis of the Employee Manual and Human Resource Manual, we hope to identify best practices and strategies that other nonprofits use for continued compliance with legal and ethical regulations. Our deliverable will tentatively be both annotated manuals citing the relevant laws as well as a slide deck summarizing the changes needed in the manuals and best compliance practices in general.



Every Family  
Should Have a Home

## 10:12 Sports



For 10:12 sports, we have been working on addressing and optimizing different areas of fundraising. The organization's mission is to be a mentoring and job training program for West Baltimore teens through flag football. Jeff Thompson, the Executive Director, set the goal of raising \$100k this year to contribute to the program's expenses and expansion. The team is working to help 10:12 achieve this goal through looking into corporate sponsorship opportunities, optimizing the website for donations, increasing fundraising focus on social media, generating a list of grants and grant templates, and creating a donor thank you process to incentivize recurring donations. For corporate sponsorships, we are currently in the midst of applying to Strong City Baltimore and reaching out to local firms to source donations. We plan to implement more personal stories in 10:12's website and social media presence in order to showcase the inspiring effects of donations. Deliverables for the website and social media will hopefully take the form of a guide and social media calendar. Since there are multiple dimensions to this fundraising project, we are facing some challenges in pulling everything together into one comprehensive final deliverable that is easy for Jeff to implement.

## Important Dates

### Final Engagement Showcase

Monday May 8, 9am, Hodson (TBA)

*Presentations will be limited in time.*

*Please prepare and practice ahead of time!*

## Habitat for Humanity



We are working with Habitat for Humanity of Carroll County to strategically evaluate their ReStore plan. ReStore is an initiative that aims to collect donated goods and furniture and resell these to the public to obtain funds to support their primary objectives. We are currently conducting financial, market, demographic, and human capital research to best help our strategic analysis. Our intended deliverables include first and foremost a document outlining our strategic alternative recommendations with supporting financial projections. This would include a cash-flow projection, indicating the break-even period and whether the venture will be profitable. We will also provide recommendations regarding inventory acquisition plans, optimal store location, and pricing strategy, using local ReStores as a comparison. Tips we have learned from our engagement is that communication is key. Constant correspondence allows for clarification of misunderstandings; thus, early communication is important to avoid wasted efforts. Additionally, conducting as much as research as possible is crucial as it provides greater clarity on how to address the problem. There is a plethora of information, especially from professional strategy consulting firms, that is applicable to many of the engagements that we are working on.

## Women in Transition



Women in Transition provides transition services to young adults (women) who have recently departed from the foster care system and/or are homeless. These women come from various backgrounds and have not had easy pasts. We're lucky to have the opportunity to help Peggy, who has started this amazing organization to help these women out. Our goals for this semester include developing a strong marketing strategy for recruitment into the Women in Transition program, thinking of fundraising strategies, updating social media, and possibly establishing corporate sponsors. So far we've focused on getting research done regarding the Baltimore city school system, aiming to increase WIT's outreach. Along with this we have worked on donor forms, created a plan for how we will update the social media page, established a connection with Health Leads of Baltimore, and thrown around some ideas for our recruiting strategy. The goal for the rest of the semester is to bring all the research we've done to life and fix up the social media pages, help Peggy with her newsletter, and establish a solid recruiting method for the program.

### SCNO Student Consulting Panel

Thursday April 20, 7pm, Krieger 205

*Incoming analysts from McKinsey, Deloitte, and Accenture. An opportunity to ask graduating seniors about recruitment.*

### Speaker Event: Abby Neyenhouse

Tuesday April 25, 7pm, Krieger 205

*Ms. Neyenhouse is the Senior Assistant Director for Neighborhood and Community Programs at the Center for Social Concern. The focus of her discussion will be the culture of nonprofits in Baltimore.*