



Boston Self-Help Center: Final Deliverable

Prepared for Mr. Jim Wice

Prepared by: Evan Dogus, Aashi Sanghvi, Valeria Martinez Garcia, Xiaoyue Liu, Knox Lendall



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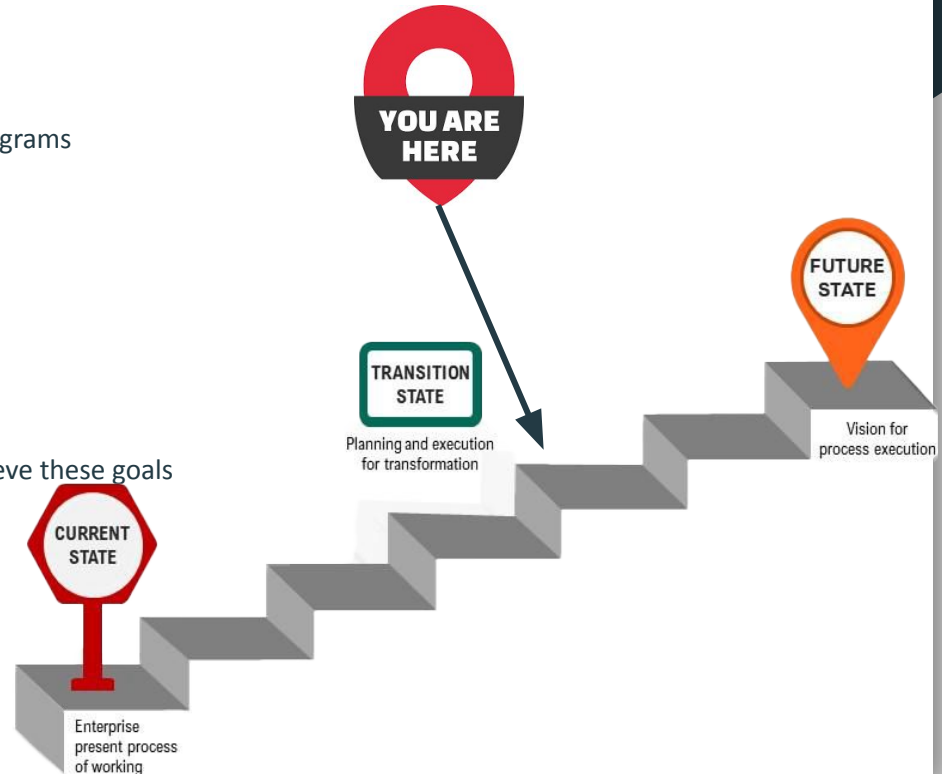
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General Focus/Goals

What are we trying to achieve? What is the Purpose of this Presentation?

- Goals for Boston Self-Help Center
 - Generate Fundraising Resources
 - Delivery of higher quality adaptive sports and programs
 - Obtain a paid staff for growth and development
 - Financial Backing for the Volt Hockey Association
 - Explore potential partner organizations
 - Market the Volt Hockey Association
 - Get other programs involved (team additions)
 - Get Boston-Self Help Center a larger following
- Northeastern Consulting Role?
 - Work to create a deliverable that will make a plan to achieve these goals
- Purpose of Final Deliverable?
 - Provide an road map on how to achieve said goals
 - Facilitate the movement into a transition state





Fundraising Plan

Fundraising Plan

Goal: Create a solid funding stream for the Volt Hockey Organization

- Work with local organizations, apply for grants
 - Gets financial capital for equipment, travel, etc.
 - Develop long-term relationships with these organizations
- Develop easier donation avenues
- Hosting new/expanded fundraising events
- Create a donor database
- Impactful Fundraising Message (Transparency)
- Work with a strong marketing strategy to bolster fundraising



What are Potential Partner Organizations?

1. Education Centers
 - a. Colleges and Universities (with athletic programs)
 - b. Public and Private schools (HS education system)
2. Hockey Community of Greater-Boston
 - a. Professional Ice Hockey Organizations
 - b. Amateur and Junior Hockey Leagues
 - c. Local Hockey Tournaments
3. Media Outlets
 - a. Big and Small
 - b. University, Regional, National publications



Potential Targets (University)

School	University Mailing Address	Undergraduate Enrollment	Disability Resource Center Email	Disability Resource Center Phone Number
Northeastern University	360 Huntington Ave, Boston, MA 02115	22,314	DRC@northeastern.edu	617-373-7800
Boston University	985 Commonwealth Avenue Boston, MA 02215	18,229	access@bu.edu	617-353-3658
Boston College	140 Commonwealth Ave, Chestnut Hill, MA 02467	9,532	disabsrv@bc.edu	617-552-3434
Emmanuel College	400 Fenway, Boston, MA 02115	861	disabilityservices@emmanuel.edu	617-735-9923
Suffolk University	73 Tremont St, Boston, MA 02108	4,272	disabilityservices@suffolk.edu	617-573-8034
Tufts University	419 Boston Ave, Medford, MA 02155	6,676	StAARCenter@tufts.edu	617-627-5447
Harvard University	Harvard University Massachusetts Hall Cambridge, MA 02138	7,153	disabilityresources@harvard.edu	617-495-1859
MIT	77 Massachusetts Ave, Cambridge, MA 02139	4,657	das-student@mit.edu	617-253-1674

Potential Targets (High School Education)

School	Public or Private?	School Enrollment	Phone Number	Community Service Program(s)?	Athletics Program?
Boston Latin School★	Public	1,647	(617) 635-8895	✓	✓
Lexington High School	Public	2,261	(781) 861-2320	✓	✓
Dover-Sherborn Regional High School	Public	670	(508) 785-0036	✓	✓
Weston High School	Public	630	(781) 786-5800	✓	✓
Boston College High School★	Private	1,433	(617) 436-3900	✓	✓
Boston Trinity Academy	Private	231	(617) 364-3700	✓	✓
Cathedral High School	Private	292	(617) 542-2325	✓	✓
St. Sebastian's School★	Private	383	(781) 449-5200	✓	✓

Potential Targets (Hockey Community)

Organization Name	Level of Skill	Size of Impact	Phone Number	Email	Major Events/Opportunities
Boston Bruins	Professional	International	(617)-624-1981	Bruinsfoundation@bostonbruins.com	Boston Bruins Foundation Newsletter Possibilities are endless
Providence Bruins (affiliate to Boston Bruins)	Minor League (Professional)	National	(401)-273-5000	https://www.learfield.com/partner/providence-venues-sports-properties/ Link for partnership representatives^	Community Assist, Power Play with Purpose, Small Business Sweepstakes Possibilities are endless
NCAA Hockey East	Collegiate	Regional	N/A	info@hockeyeastonline.com	Boston Beanpot, Regular Season Game Sponsorships, Frozen Four Playoffs
Boston Hockey League	Amateur (teenagers)	State	(978)-557-5518	facebook@bostonhockeyleague.com	League Playoffs, Regular Season Games, Team/League Sponsorships
Eastern Hockey Federation	Amateur (ages 8-14)	Regional	(617)-356-8233	https://www.fedhockey.com/contact Email Form^	League Playoffs, Regular Season Games, Team/League Sponsorships
Power Play Hockey League	Casual (adults)	Regional	(603)-270-9222	info@powerplayhockey.com	Specialty Programs, Tournaments, Youth Programs
Can/Am Hockey	Varies in Skill (all ages)	National	(800)-678-0908	score@canamhockey.com	National Tournaments, Camps, Summer Series, Pond Hockey

Potential Targets (Media Outlets and Other Organizations)

Organization Name	Level of Professionalism	Public Outreach	Phone Number	Email	Location
The Boston Globe	National	Large	(617)-929-2200	newstip@globe.com comments@globe.com	135 Morrissey Boulevard Boston, MA 02107 United States
NBC Boston	Regional	Medium	(617)-630-5000	https://www.nbcboston.com/send-feedback/ ^email form	189 B St., Needham, MA 02494
Boston 25 News	Regional	Medium	(781)-467-2525	N/A	WFXT-TV Boston 25 25 Fox Drive Dedham, MA 02026-2563
The Huntington News	Collegiate	Small	(617)-506-3970	managing@huntnewsnu.com	Northeastern University, 102 Lake Hall 360 Huntington Avenue Boston, MA 02115
The Red and Black	Collegiate	Small	None	https://nuredandblack.com/contact-us/ ^email form	Northeastern University (No offices)
The (BC) Heights	Collegiate	Small	None	business@bcheights.com ads@bcheights.com	The Heights 113 McElroy Commons 140 Commonwealth Avenue Chestnut Hill, MA 02467
The Daily Free Press	Collegiate	Small	None	board@dailyfreepress.com	708 Commonwealth Ave. Boston, MA 02215
The Harvard Crimson	Collegiate	Small	(617)-576-6600	business@thecrimson.com ads@thecrimson.com	Harvard University Massachusetts Hall Cambridge, MA 02138
Young Men's Christian Association (YMCA)	National	Large	(617)-927-8060 ^@ Northeastern	partnerships@ymca.net.	YMCA of the USA 101 N Wacker Drive Chicago, IL 60606

What Donation Avenues can we Implement?

How can we set this up?

- Online donation platform
- Crowdfunding
- Donation boxes
- Corporate donations
- Fundraising events
- Charity sales with Hockey Teams

What donation companies exist?

- PayPal Giving Fund
- Network for Good
- GoFundME
- Classy

How can we connect this to the Boston Self-Help Center's financial network?

- Choose a payment gateway or merchant account provider
- Set up an account
- Integrate the payment gateway or merchant account with your donation platform
- Test and launch



What are some new fundraising events that we can implement?

What will go into this planning process?

- Virtual Charity Hockey Game
- Social media challenge
- Tournament Sponsorships
- Equipment Donation Competition



How can we create a donor database?

Develop and build a relationship with donors to ensure their continued support:

- Regular communication: Keep in touch with donors through regular updates about your organization's activities, events, and impact. This can be done through email newsletters, social media updates, or personal letters.
- Personalized communication: Personalize your communication with donors by addressing them by name and highlighting how their support has made a difference.
- Recognition: Recognize donors for their contributions by including their names on your website, event programs, or annual reports.
- Involvement: Involve donors in your organization's activities by inviting them to events, volunteer opportunities, or meetings.
- Stewardship: Show gratitude for your donors' support by sending thank-you notes or making personal phone calls to express your appreciation.

Show how meaningful donations are by letting their donors know that their contributions are making a difference:

- Share success stories: Share stories of individuals or groups who have directly benefited from donations. This can be done through testimonials, photos, or videos.
- Use data: Use data to show the impact of donations, such as the number of individuals served or the percentage of donations that go directly to programs.
- Impact reports: Provide regular impact reports that highlight the outcomes of your programs and how donations have helped achieve those outcomes.
- Donor updates: Provide donors with updates on specific projects or initiatives that their donations have helped fund.

Impact of donations

The impact of donating to a non-profit organization goes beyond the act of giving. Donations can:

- Make a difference in the lives of individuals and communities served by the organization.
- Help fund programs and initiatives that improve the quality of life for those in need.
- Contribute to positive social change and address systemic issues that affect marginalized communities.
- Provide a sense of purpose and meaning for donors who want to make a difference in the world.
- Foster a sense of community and connection with other donors who share similar values and goals.

Overall, the impact of donating to a non-profit organization is multifaceted and can have a ripple effect beyond the immediate recipients of the organization's services or programs.





Marketing Plan

Marketing Plan



Goal: Gain partners by advertising the programs run by the Boston Self-Help Center (Volo Hockey Association)

- Utilize social media platforms to engage with a wider and more diverse audience
- Spreading the word about events
- Implement email marketing
- Partner with local/national organizations



What social media platforms can we utilize?

Instagram



Twitter



Facebook



Volt Hockey League Pages Only



What to Post

- Registration Dates
- Information about all hockey teams
- Information about events
- Donation links/Fundraiser information
- Weekly practice pictures and video
- Game Updates and Results

When to Post

- Post 1-2 times a week on each account depending on event or fundraiser announcements
- Post all event information on all 3 accounts on the same day

How can we spread the word about events?

Collaborate with organizations that can help spread word include:

- Disability Rights Advocates: This organization works to advance disability rights and can help connect you with individuals and groups interested in disability sports.
- National Alliance for Accessible Golf: While not specific to hockey, this organization works to promote golf as an accessible sport for individuals with disabilities and may be able to connect you with similar organizations in the Boston area.
- Disabled Sports USA: This organization is dedicated to providing adaptive sports opportunities for individuals with disabilities and may be able to help you spread the word about your hockey events.

Collaborate with organizations that share the same idea:

- The Adaptive Sports New England: This organization is dedicated to promoting inclusive sports opportunities for individuals with disabilities in the New England area.
- The New England Disability Sports Collaborative: This group brings together organizations and individuals interested in disability sports in the New England area.
- The Massachusetts Office on Disability: This state agency is dedicated to promoting the rights and independence of individuals with disabilities in Massachusetts and may be able to connect you with like-minded organizations in the area.



How can we spread the word about events?

Conferences that can help expand their network:

- The National Adapted Sports Coalition Conference: This annual conference brings together organizations and individuals involved in adaptive sports from across the country.
- The American Association of Adapted Sports Programs Conference: This conference is specifically designed for individuals involved in adapted sports programs and includes workshops and networking opportunities.
- The New England Adaptive Sports Conference: This conference is held annually and brings together individuals and organizations involved in disability sports in the New England area.

Ways to draw attention of a larger audience:

- Utilizing social media: Use social media platforms such as Facebook, Twitter, and Instagram to share information about your events and to connect with individuals interested in disability sports.
- Partnering with other organizations: Partnering with other organizations that share your goals can help increase visibility for your events.
- Hosting a fundraiser or other event: Hosting a fundraiser or other event can be a great way to raise awareness about your organization and your events while also raising funds to support your activities.
- Reaching out to local media: Contact local media outlets such as newspapers and television stations to see if they are interested in covering your events.



How do we build a email marketing campaign?

Define the message

- It should be compelling with a clear call to action that encourages people to become donors, supporters or players of volt hockey (use images, videos, infographics)
- Strong subject line: attention grabbing

Provide value: share information about Boston Self Help Center's mission, offer opportunities for partnerships, provide resources for individuals with disabilities

Define the target audience

- Local residents: people who live in the Boston area and are interested in BSHC's mission
- Individuals with disabilities and chronic illnesses
- Students/Advocates: who may be looking for voluntary work or are passionate about helping others
- Corporate Companies: corporations who may be interested in partnering with BSHC to provide resources to their employees or interested in donating
- Caregivers: individuals who are caring for someone with a disability and are interested in resources to better support their loved ones



Questions?

See you at the Road Race!

Upcoming Events

Betty Commerford Memorial 5k Run, Roll, Walk

LOCATION: Brighton, MA 02135 US


[View Race Page](#)

[Contact Race](#)

EVENT: The Betty Commerford Memorial 5k Run, Roll, Walk
(Check In 10AM and same day registration : Race Start 12pm)

TIME/DATE: 10:00am EDT - Apr 8th, 2023

PAID: \$35.00

 Evan Dogus (Age 20)

[MANAGE REGISTRATION](#)

[RESEND CONFIRMATION](#)



Thank you!