

Young Invincibles Engagement Solution

Visible Invincibles

Show your steps forward for impact.



What: Gamified engagement portal that allows you and others to measure your progress while earning rewards and achievements.

Why: YI alumni are young people who care about both policy and career opportunities. Young people enjoy games, and are often competitive. They also like to show measurable results that can be used to help with launching their career. These systems will provide additional tools to keep alumni actively engaged and highlight their achievements.

Point System: Like any game, points can be used to easily measure progress. YI Alumni will be able to earn points for their engagement. These can range from a variety of activities both big and small (X is based on the type of event being held).

Activity	Reward
Attend a YI event	+X Points
Refer a new YI member	+500 Points
Sharing / Follow YI on social media	+10 Points
Share your story	+30 Points
Make a YI donation (monthly)	+100 Points
Discussion board participation (Daily)	+5 Points

Visible Invincibles Leaderboard: This system will feature a leaderboard for YI Alumni who opt in to share their points publicly. This leaderboard allows everyone to directly see participants' engagement to earn rewards and recognition. There can be 3 types of leaderboard to give newer members a chance to win. Quarterly, Yearly and All time leaderboards. Different titles can also be earned over a lifetime of points.

Rank	Name	Points	Title
#1	George D.	6,983	Platinum Invincible
#2	Drew U.	6,539	Golden Leader
#3	Dave J.	6,014	Golden Leader
#4	Brett W.	5,550	Silver Advocate

Badges & Certificates: To measure progress, badges can be earned from hitting various minor milestones that can be displayed on your profile. For major milestones, YI Alumni can earn certificates (either physical or pdf) that can be displayed on their linkedin.

Badge or Certificate Title	How to Earn
Golden Leader	Earn a total of 4000 points over lifetime.
Changemaker	Attend your first event or seminar.
Community Advocate	Post your 100th message in discussions.
Voice for Change	Participate in your first policy campaign
Active Activist	Month streak of activity

Rewards: To motivate YI alumni, points earned can be redeemed for various prizes.

Reward	How to earn
Invincible Spotlight (Displayed on YI front page)	Win top 3 of leaderboard at the end of a year or quarter.
Gift Card or YI Merch	Spend 1000 Points.
Exclusive Event Access	Become Golden Leader or above (earn over 4000 total points).
Letter of Recognition	Earn 1500 Points.

THE PROBLEM STATEMENT: Nonprofits often struggle to keep alumni engaged after their direct involvement with the organization ends. Even when groups experiment with different events, tools, or messages, results are often inconsistent and alumni gradually lose connection. The challenge is to identify practical and cost-effective strategies that can help Young Invincibles strengthen alumni relationships and build a lasting community over time.

Prototype Views (What to show on each webpage):

Dashboard

- Points this month by community / region
- N Regional ranking

Profile:

- Needed to display earned badges and basic info
- x amount of days last seen
- Points, title, badges, certifications, contact info,
- Alumni since @ location
- Current Rank & position
- Profile picture & Banner
- Streak of active days online

Activity:

- Shows progress towards badges / certificates
- latest points and title / achievements earned

Events:

- Show upcoming events and the points you can earn
- RSVP system, register for events
- Share Event
- Exclusive event

Career Community:

- Discussion posts with your related community interests
- Polls & suggestions
- Location community
- Industry community
- Policy passions

Leaderboards:

- Leaderboard of those with the highest amount of points of the seasons or year
- Donation Board
- Title changes color of name

Rewards:

- Redeem points for rewards such as merch or gift cards

Presentation Layout (Slide Overview):

1. Introduction & Main Idea - **Brett**
 - a. State the problem.
 - b. Gamified Engagement Solution.
 - c. Measure accomplishments and visibility.
 - d. The usefulness of data, solving problems before they start.
2. Research and Problem - **Drew**
 - a. 5w's
 - b. Cite a study and company names on gamified engagement.
3. Dashboard - **Drew**
 - a. Keep up to date with the latest news.
 - b. National leaderboard for friendly competition.
4. Profile - **Dylan**
 - a. Displays all stats and Achievements
 - b. Examples of measuring useful data for each alumni
5. Activity - **Dave**
 - a. Shows examples of ways to earn points
 - b. Earn easy points just by discussing topics or sharing a YI post.
6. Events - **Collen**
 - a. Easy view of upcoming events.
 - b. Earn points from participation.
 - c. Sends out email reminders and feedback forms (not pictured).
7. Community - **Hakan**
 - a. Discuss and network with like-minded interests.
 - b. Options for community focused events and leaderboards.
8. Leaderboard - **Malique**
 - a. Encourages friendly competition.
 - b. Highlights people who go the extra mile.
 - c. Quick visual of everyone's engagement.
 - d. Option to show donor leaderboard (not pictured).
9. Rewards - **Brett**
 - a. Cheap and easy reward options like merch and gift cards.
 - b. Rewards can also be exclusive event access or recognition.
10. Conclusion - **Brett**
 - a. Cost Effective Solution
 - b. Modern approach to problem solving
 - c. Scalable Solution (Companies love this word)

Presentation Script: Dave will control the slides.

Don't forget to post this link in chat! Drew will do this. Or Else...

See our prototype here! Follow along with us: <https://etherawaits.net/UNIV301-6>

1. Introduction - Brett

Hello and welcome! Today we would like to present to you a modern tech solution to Young Invincibles (YI) Alumni Engagement. Providing new and exciting ways for YI alumni to both measure their commitment, and make their passion for change visible. We provided a link to our prototype web application in the chat, please feel free to follow along with us as we explore our solution, but first let's hear about the problem facing YI.

2. Problem Statement - Brett

With our insight into the alumni situation at YI, we have searched to develop practical and cost-effective strategies that will help Young Invincibles strengthen alumni relationships and build a lasting community of changemakers. Now our Researchers Dave and Drew will provide more information on this issue.

3. Problem Definition - Dave

YI is directly affected by this lack of consistent alumni participation, but it also keeps alumni from benefiting from continued connection, and prevents current YI members from being a part of the larger community. The events that are commonly well attended are costly to YI, as alumni often don't have enough free time in their new careers to attend other events. Without consistent participation from alumni, YI will not be able to have the community feel and sense of belonging they want.

4. Alumni Participation - Dave

The requisite motivation for humans to do something requires that the benefits they gain from the action are worth more than the cost of doing so. Ways that YI can benefit alumni include meeting new YI members, including a chance to mentor them, recognition and status ranks, access to exclusive YI events, and even gift cards.

5. Gamification - *Drew*

In recent years, there has been an uptick in using gamification to drive consistent user engagement, finding viable use cases in education, community and civic engagement, and mass communication. This strategy has been proven effective when using techniques such as leaderboards, badges, and point systems.

6. Proposed Solution - *Drew*

Our proposal is to create an alumni portal within the YI website. It will use known, effective gamification techniques to encourage consistent alumni participation, recognize and reward active alumni allowing YI to focus higher cost events at active alumni, foster belonging and a sense of community through boards and mentorship programming, and keep alumni informed through its event calendar. This digital space should prove a cost-effective method of creating consistent participation and ongoing conversations and connections.

7. Transition to Prototype - *Drew*

Now let's dive into what this gamified engagement system could look like, with our prototype portal: Visible Invincibles, a tool to show your steps forward for impact. You can follow along with us, with the link to our prototype provided in the chat.

8. Dashboard - *Drew*

This is your entry into the new YI portal, giving you top level updates on what is happening such as upcoming events, highlighted political news, and the latest rankings on the national leaderboard using our gamified engagement point system, an exciting feature we will detail soon. To see how we make our alumni progress visible, we go to Dylan with the profile page.

9. Profile - *Dylan*

The profile page is designed to showcase each alumni's growth and impact in one place. Each profile page displays an alumni's key information — along with their latest activity and engagement stats. Important data that provides YI incredible insight into each Alumni's engagement. It also links directly to their social media profiles, making it easy for other alumni to connect and stay in touch beyond this platform. It also displays achievements — including total points, national ranking, activity streaks, and community engagement. This creates a clear snapshot of participation and

progress over time. Now here's Dave to show us how we can earn these points and achievements with our activity page.

10. Activity - *Dave*

Here is the activity page. Where users can monitor their recent activity and see completed tasks and progress. Alumni can earn points through a variety of means such as attendance, sharing YI posts, discussion participation and donations. Alumni can also earn various badges and certificates for milestone achievements to show their commitment. Now Collen can tell us about how YI can better broadcast their events to Alumni.

11. Events - *Collen*

Our Events tab gives alumni a clear, organized view of everything happening across Young Invincibles. The calendar layout lets you instantly see what's coming up, and the event cards show times, topics, and exactly how many points you can earn for participating or volunteering. With one click you can register, and the system automatically sends email reminders and post event feedback, keeping members engaged without extra effort. Overall, it makes getting involved simple, rewarding, and easy to keep track of. And with that, I'll pass it over to Hakan to walk us through our Community tab.

12. Community - *Hakan*

If you want to connect and discuss with like minded YI individuals you belong in the community page. Young Invincibles can foster belonging through the different communities within the website based around location, career focus, and may god rest your soul, policy, with many other possibilities for communities. Now here is Malique to lay out the leaderboard.

13. Leaderboard - *Malique*

Here is the leaderboard tab! Your rank will change based on how many points you've earned throughout the season. These ranks can range from "Silver Advocate" to "Platinum Invincible". People can earn points either through participating in fun community events or donating directly to Young Invincibles! The idea is to naturally encourage friendly competition and provide a quick visual of everyone's engagement

around the nation in one easy-to-access place. That takes us back to Brett with the Rewards page, where you can also spend your points instead of just showing them off!

14. Rewards - Brett

Here is an optional way to keep Alumni engaged. Rewarding their hard work by redeeming simple prizes such as gift cards or YI merchandise for showing their support. There are many possibilities for incentives to keep Alumni working towards their goals such as exclusive opportunities or spotlights for recognition.

15. Conclusion - Brett

The examples provided are just a handful of countless ways a gamified engagement system can keep Alumni motivated and highlight their achievements within YI. Even just the data that can be learned is an incredibly valuable tool to solve problems before they appear. This highly scalable solution can be implemented in less than a month, and the monthly cost of a database can be anywhere from the price of a cup of coffee, to entirely free. Let's embrace the tools we have to help alumni show their steps forward for impact with Visible Invincibles.

16. Questions - Brett

Thank you for listening to our exciting ideas, we will now be answering any questions you may have!

17. References