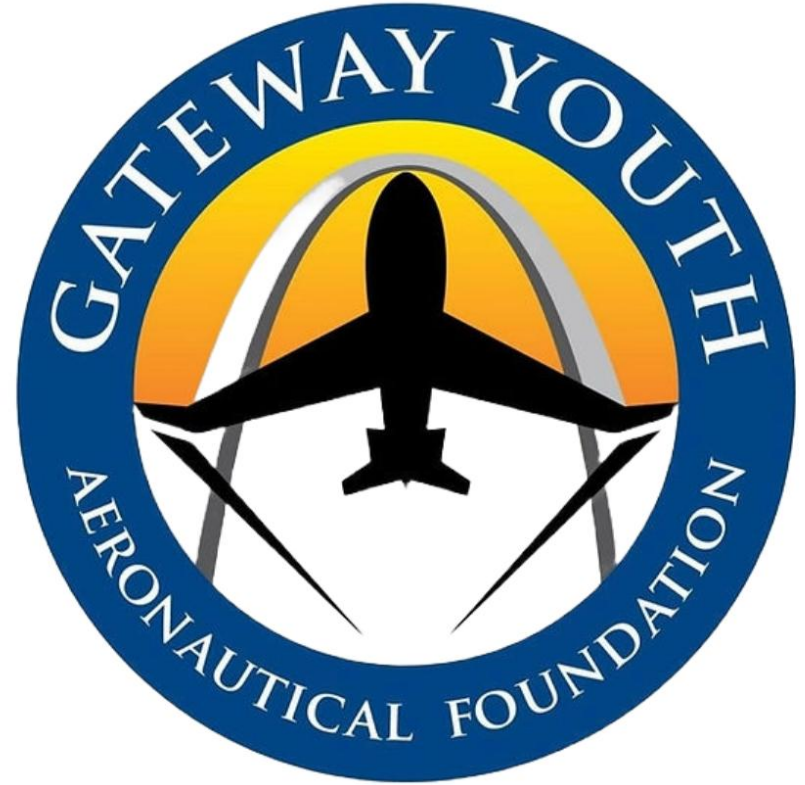


Presented By: Mile High ROI Club
Cooper Greene, Sophia Smith, Cristian
Cruz, Anu Peddada

Data Takes Flight: Empowering GYAF



Meet the Team



Cooper Greene



Cristian Cruz



Anu Peddada

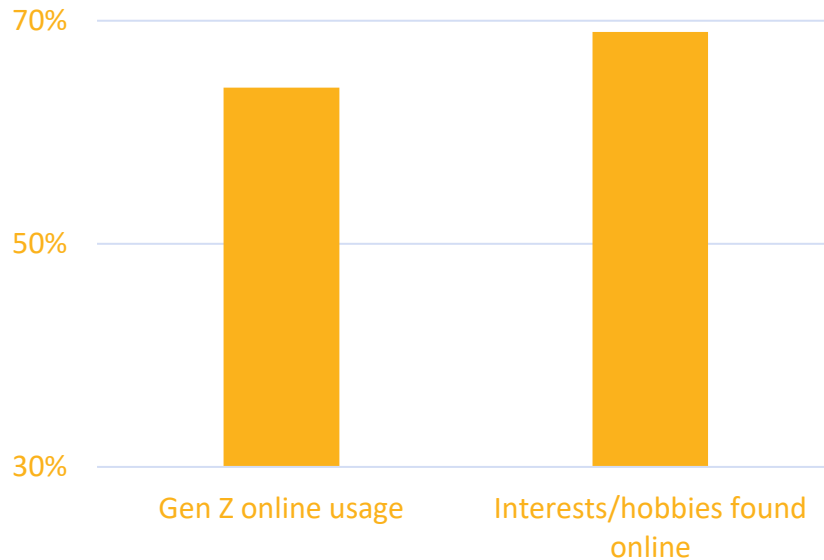


Sophia Smith



Modernizing GYAF's Digital Presence

The Role of Websites Inspiring the Next Generation



- ✈ Over 60% of Gen Z use digital search engines.
- ✈ Gen Z finds passions through digital platforms.
- ✈ Modernizing GYAF's presence reaches youth where they are.
- ✈ Let's make aviation part of their online world!



GYAF's Opportunity

Digital Presence

Gateway Youth Aeronautical Foundation can strengthen its reach and impact by modernizing its communication and digital presence.

Inspire Youth

With a cohesive brand story and strategic tools, Gateway Youth Aeronautical Foundation can transform into a scalable platform for inspiring youth in aviation.



Transforming Curiosity Into Action

Digital Outreach



A cohesive strategy can transform GYAF's limited online presence into sustained youth participation.

Opportunity to Scale



Capitalizing on the growing interest in STEM & aviation opens the door to increasing GYAF's impact, youth reach, and partnerships.

Value & Impact



Leveraging values, impact, and data that reveal GYAF's real impact and inspire youth to view aviation as attainable.



Building a brand that fuels dreams



Pathos: Evoking Emotion

- Emotions fuel inspiration, and inspiration leads to participation.
- Specifically, we will focus on Curiosity, Excitement, and Impact.



Colors

- Primary: A blue palette color will symbolize freedom and the limitless sky potential GYAF provides.
- Secondary: Gold yellow symbolizes a new light, an opportunity for the youth to learn something valuable.



Brand Statement

- Fueling Dreams. Launching Futures.
- There is more than just flight at GYAF, but instead, it is a place of endless possibilities and pursuits.



Visuals

- Our visuals should tell a story. The audience should be able to feel emotion, inspiration, and passion through them.



Website Demo



Home Page



Gateway Youth
Aeronautical Foundation

Account ▾

Home

About Us

Success Stories

Programs

Events

Support Us

Fueling Dreams. Launching Futures.

The Gateway Youth Aeronautical Foundation's mission is to inspire the next generation of aviation enthusiasts by creating that one-event experience that sparks a lifelong passion for aviation and STEM. Through mentorship, education, and an inclusive community, we empower youth with confidence and skills to pursue their dreams. mission is to inspire youth interest in aviation.

How to get involved

About Us



Meet the Founder

“You know, for me it all started with one experience... one flight that completely changed how I saw the world. That’s what I wanted to create for these kids: that same spark, that same moment where they realize, ‘Wow, I can actually do this.’ Aviation gave me direction and purpose, and I’ve seen how it can do the same for others. There’s room for everyone to help the next generation take flight.”



[Learn more](#)

Success Stories



Programs & Events

Our Programs

Our programs bring aviation to life through interactive and immersive experiences designed to spark curiosity and inspire future innovators. From hands-on exhibits to cutting-edge simulation technology, each opportunity connects participants with the excitement of flight and the possibilities of STEM. These programs are crafted to engage, educate, and empower, making aviation accessible and unforgettable for all ages.



F-4 Cockpit Exhibit

[Learn More](#)



Discovery Flight program

[Learn More](#)



Intro to Flight

[Learn More](#)

HubSpot: Interest Into Participation

Automated follow-ups

Reduce no-show rates with:

- Automated Messages
- Follow-Ups
- Confirmations
- Reminders

Innovative solutions

- Adjustable Solutions
- Utilizing Technology and Customer Data

Streamlined sign-up

- HubSpot automatically collects info
- Reduces manual data entry
- Simpler, faster, more user-friendly registration experience

Centralized data

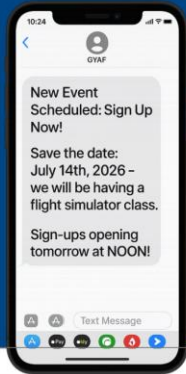
- Centralizes all data in one platform
- Enables easy tracking of key performance indicators
- Data to make driven decisions and improve future programs



Visualization of messages



Gateway Youth Automated Messaging

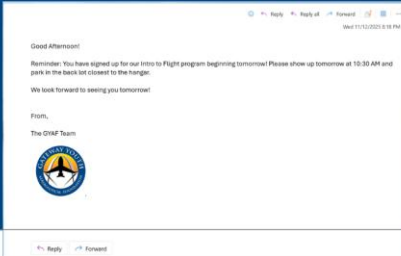


Automated Text Messages

Over 60% of Gen Z rely on digital search engines to find programs, events, and opportunities. Automated text messaging meets them where they already are—on their phones—making communication faster, easier, and more effective.

Automated Emails

Automated messages have been shown to increase participation sign-ups by 20–60% and reduce no shows by 30–40%. It will also significantly improve ongoing participant retention.



- ✈ Send **automated** reminder texts
- ✈ Deliver follow-up messages after events
- ✈ Share upcoming event information
- ✈ Provide day-of alerts (weather, parking, check-in instructions)



Implementing HubSpot: A How-To Guide

What Can be Measured

- Customer contact frequency
- Emails opened by customers
- New sign-ups
- Event Attendance

Benefits Recap

Reduces no shows through automated message reminders

Simplifies the customer experience to boost sign-ups

Improves customer relationships with increased interaction

Optimizes operation efficiency through centralized hub



Implementing HubSpot: A How-To Guide



What is HubSpot?

HubSpot is a marketing website you log into to help track customer engagement. You don't really "install" it like an app on your computer — you make an account and use it in your browser (Chrome, Edge, Safari).

It helps you:

- Keep all your contacts in one place
- Send automated emails from one spot
- Track donations and engagement

That's it. Now let's set it up.

Steps for GYAF Success

Step 1 – Create Account

Go to Hubspot.com, press get hubspot for free, and create an account with your work email

Step 2 – Create Customer

Click the contact header, press the orange create contact button and fill in customer info to create a customer

Step 3 – Add Notes

Click on a contact, click add note, and add any necessary information to their profile

Step 4 – Connect Email

Click the settings gear, look for general — email or connect email, choose your email, allow Hubspot

Step 5 – Create Sign-Up

Go to marketing tab, click create form (make it embedded), add fields you want, press publish

Step 6 – Sort Customers

Tag your contacts, either using student, parent, or donor by clicking "view all properties", then "role"

Step 7 – Automated Emails

Go to marketing — Email, click create email, choose regular, write a message, save it to send to future customers.

Step 8 – Automated Message

Go to automation — workflows, choose "from a form submission", click the sign-up form, then tell it to send the "thank you" email, press save

Step 9 – Look at Optics

Go to reports — Dashboard, HubSpot will show you simple metric reports to see the efficiency of your marketing

More Helpful Links

HubSpot Intro Video:



HubSpot In Depth Video:



HubSpot Help Page:



The Impact

Data Strategy

Reduce No Show Rate

Reduces no shows by approximately 30-40%.

Increased Sign-Ups

Increases number of sign-ups by approximately 20-100%.

Boost Retention

Strengthens family and donor relationships.

Streamlines Operations

Expect 20-35% improvement in operational efficiency.

Website Strategy

Tells a Story

Story-driven websites can increase conversion by up to 30%.

Initialize Contact

Simplified website funnels increase sign-ups by 30-50%.



Implementation & Costs

CATEGORY	ESTIMATED COST	DESCRIPTION
Hosting	\$0 - \$500	Web hosting for the GYAF site (cloud or shared server)
Domain	\$10 - \$50	Domain registration & renewal (www.youthaerofoundation.org)
Security & SSL	\$50 - \$200	Website security, SSL certificate, backups
Maintenance	\$0 - \$2,250	Regular updates, bug fixes, and minor edits

- ✈ **Total Estimated Cost:** \$0 - \$3,000
- ✈ **Low ongoing costs** once the site is launched
- ✈ **Security and SSL** ensure data protection
- ✈ **Maintenance** includes updates and performance monitoring
- ✈ **Minimal technical maintenance**
- ✈ **Scalability**– GYAF can grow as it expands programs and user bases



Cost of HubSpot

Free

No credit card required

\$0/month

Free foundational customer platform tools to get you started.

✦ Starter

Starts at

\$15/month

per seat

Essential customer platform tools designed for growing businesses.

- ✈ The Free Plan
 - Enough to become familiar with HubSpot.
 - Supports up to 1,000 active contacts.
- ✈ The Starter Plan
 - Unlocks advanced automation.
 - More detailed metric tracking.



Connected and Informed Network

✈ **Data-driven growth**

HubSpot analytics track engagement and sign-ups.

✈ **Increased participation**

The simplified sign-up process reduces no-show rates, which will grow enrollment and course interest.

✈ **Better communication**

Automated messages inform the audience about events/classes.

✈ **Stronger community**

Youth, donors, and parents stay engaged beyond events and shared experiences.



Empower GYAF to grow its reach, streamline operations, and inspire

Our ask:

Support the implementation of a modernized website and HubSpot integration to strengthen GYAF's communication, data tracking, youth engagement, donor attraction, and overall community impact.

Why it matters:

A centralized system facilitates daily operations and sign-ups. Allowing volunteers and stakeholders to solely focus on mission-driven work. Creating a sustainable platform for GYAF enables GYAF to expand its reach all across Missouri. Lastly, the implementation reinforces GYAF's identity as a platform leader for youth aviation education and inspiration.





Thank You

Mile High ROI Club

