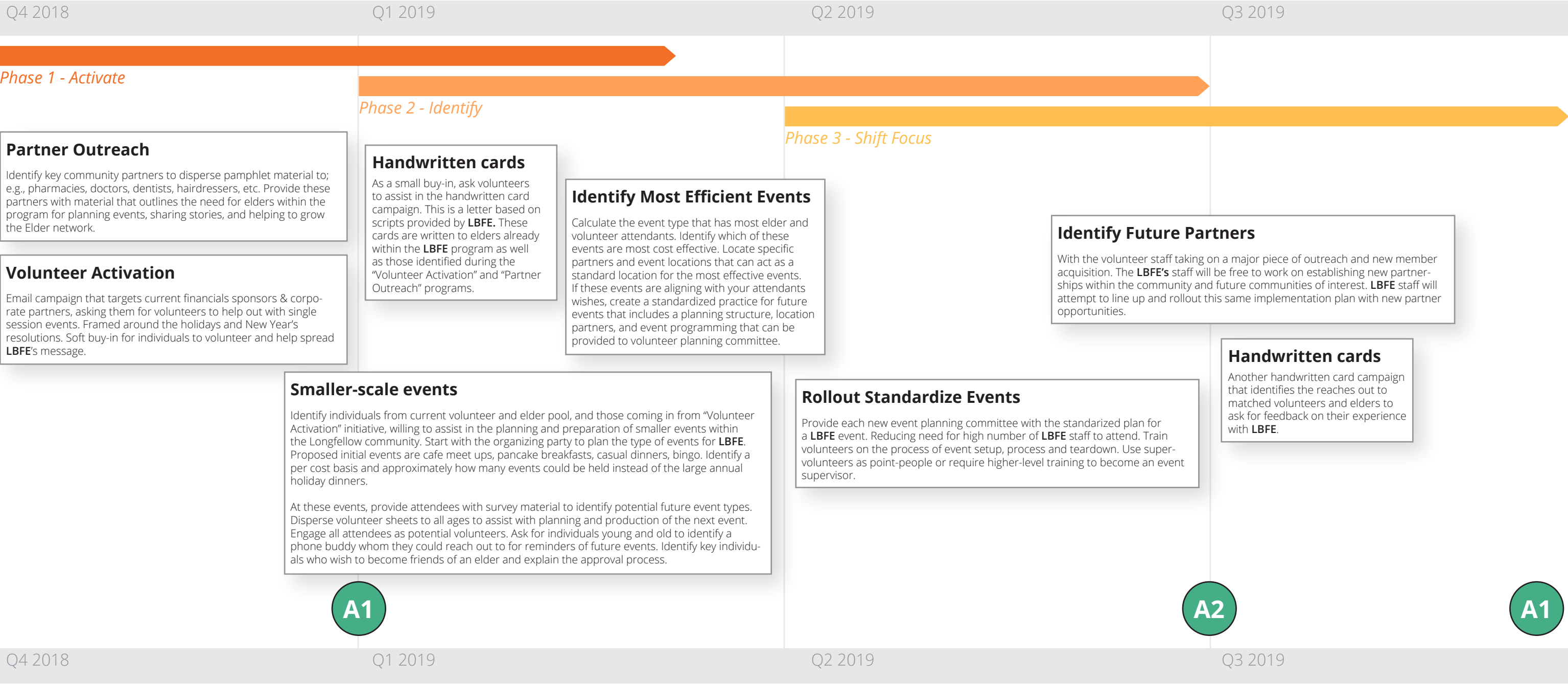


Little Brothers: Friends of the Elderly



A1 Analysis #1 3 mos Check-in				Q1 & Q3 2019			
Engagement	Goal	Signals	Metrics	Adoption	Goal	Signals	Metrics
	Grow reach and increase network to champion LBFE's message of ending loneliness.	The number of individual partnerships and companies that host LBFE's promotional material.	The number of new individuals contacting LBFE and expressing interest in the company, as a partner or volunteer.		Activate partner base and increase number of event attendees and potential volunteers.	The number of first time event attendees for LBFE events.	The number of first time volunteers that are applying to become a friend of the elderly or an elder in need.

A2 Analysis #2 6 mos Check-in				Beginning Q3 2019			
Happiness	Goal	Signals	Metrics	Retention	Goal	Signals	Metrics
	To empower LBFE's Elders and reduce their loneliness.	Active participants in the program and number of elders finding friends in the program.	The general happiness, or satisfaction with the LBFE program for elders who have been matched.		Grow and retain the number of elders who have been matched.	Active participants continually meeting up and moving the friendship beyond volunteer status.	The number of individuals who continue meeting with their Elder or Volunteer after 1 year mark.

All analysis gathered using the phone and mail-in surveys outlined in the prototype package. Structuring questions around the basic goals and metrics desired for the two analyses will help Little Brother identify the efficacy of this campaign.