

Expansion Case

HEARTLAND ALLIANCE

ENDING POVERTY

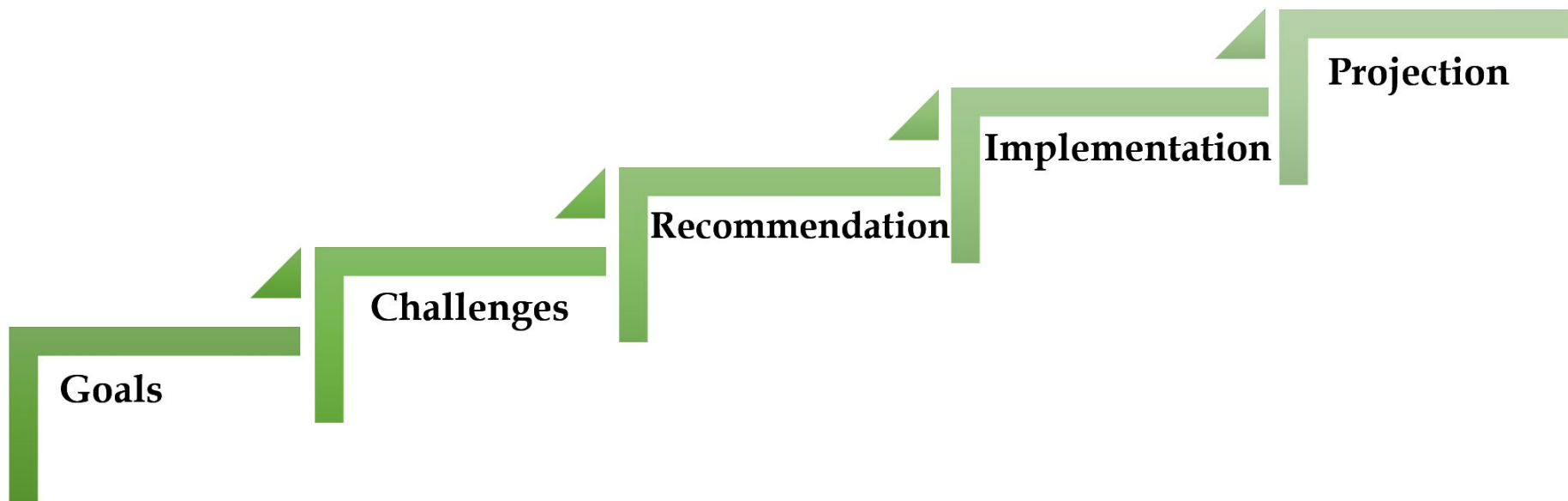


Rolanda Fu, Willard Kwak, Royce Yang


accenture
High performance. Delivered.



Overview: The Agenda





Our Goal

Expand awareness to **new audiences** and engage Millennials and Post-Millennials in ending poverty and supporting social justice



Challenges

Not Well Known

Lack of social media presence, difficult to explain, low budget for promotion

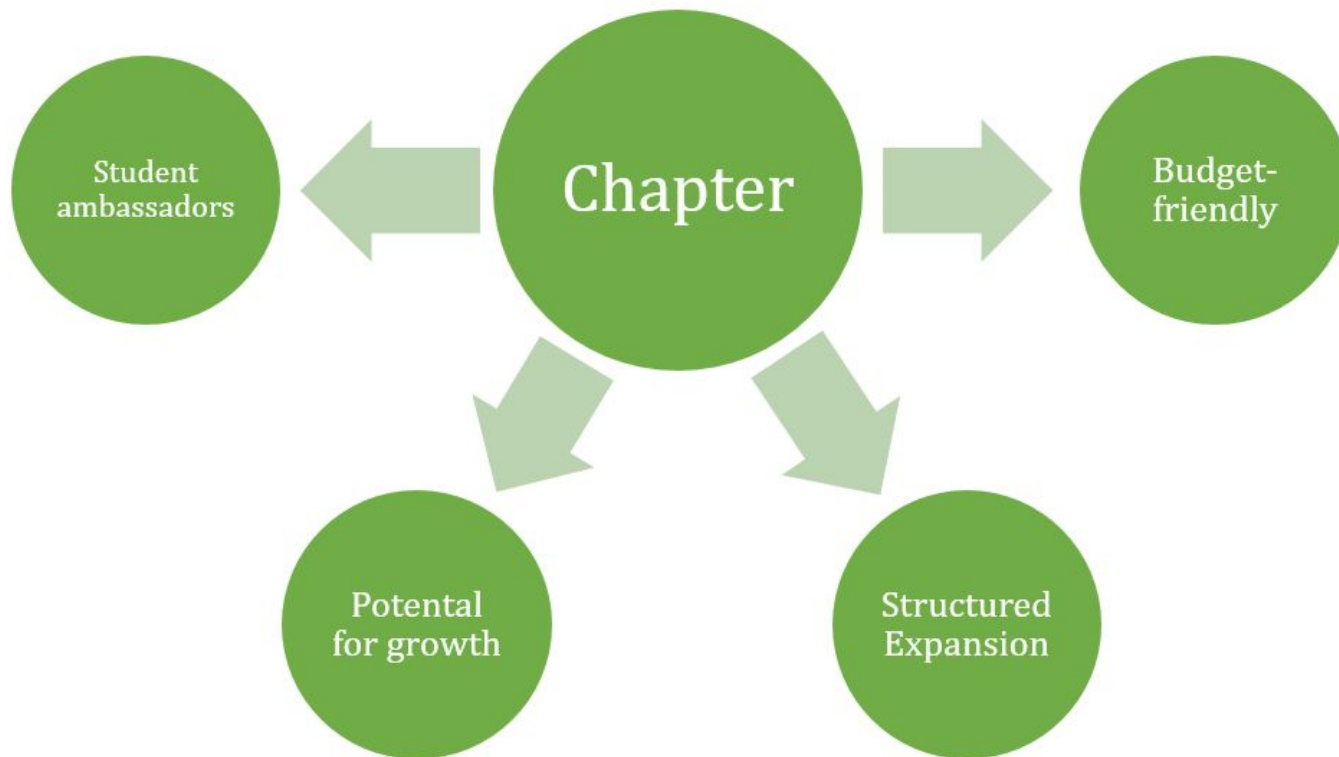
Lacking Ambassadors

Nature of organization and the people that are being offered Heartland Alliance's services

Awareness



Recommendation: Establishing Chapters





Your Piece in the Puzzle

- Only a **few** clubs have national chapters
- Most** clubs are specific to their schools
- Existing market, where no organization has a dominant share -> **your potential**



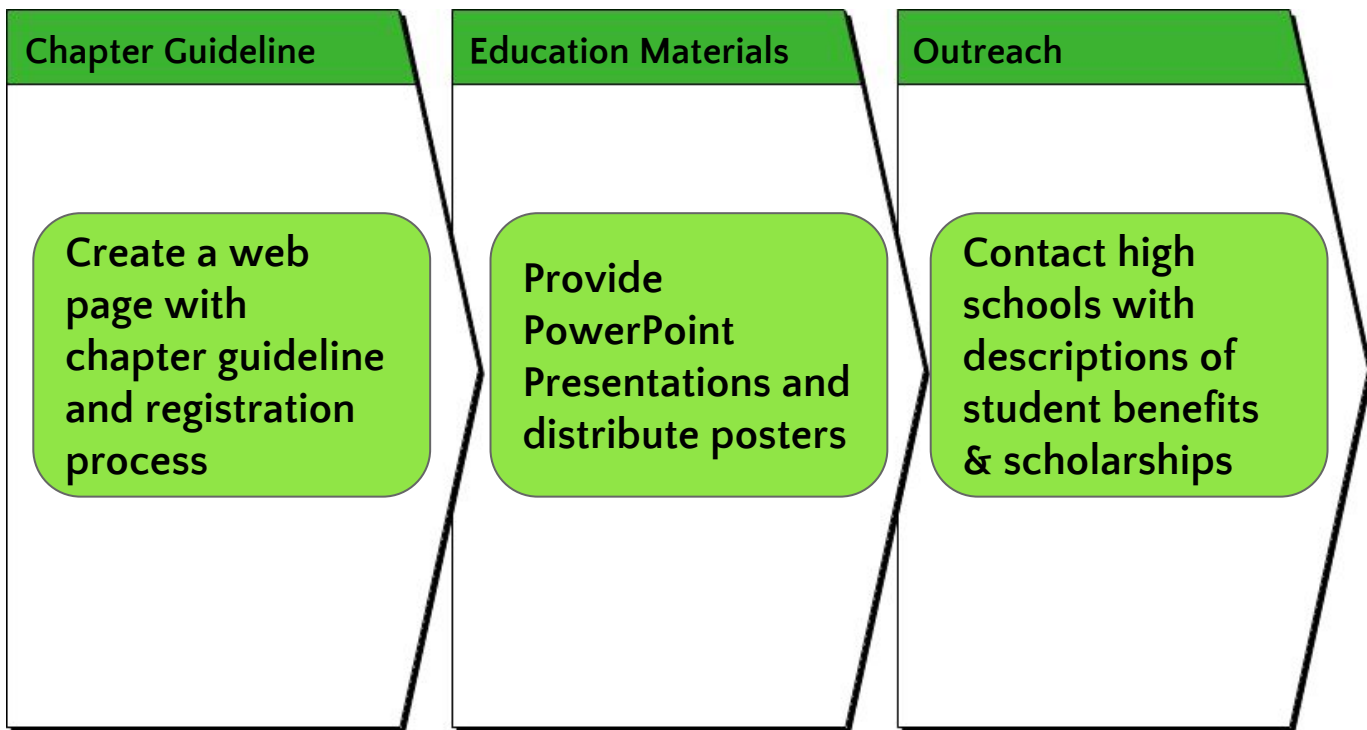


Our Approach: **Status Quo**

- **58%** of high school students participate in volunteer activities
- **89%** of all public schools in the U.S. have student organizations or clubs that deal with civic engagement



Implementation: National Level





Implementation: Local Level





Implementation: Metrics for Success

- Annual survey and report
 - Member information
 - Activities (fundraising, etc.)
 - Areas for improvement
- Increased social media presence

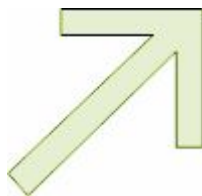


*Photo taken from HeartlandAlliance.org

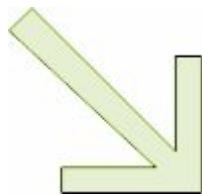


Implementation: Budget Allocation

Allotted Budget :
\$10,000 - \$20,000



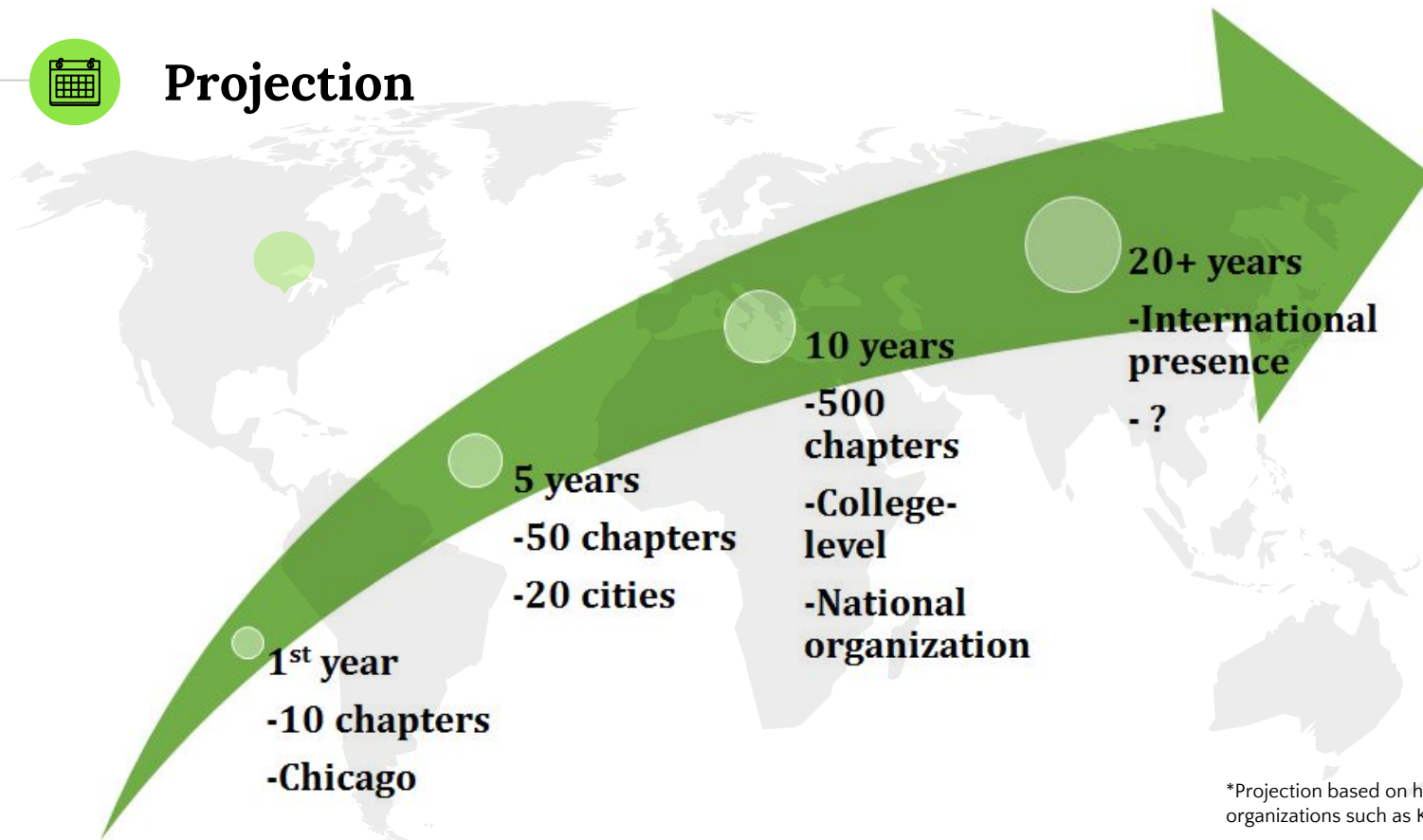
Goods & Posters:
~\$5,000



Student Scholarships:
~\$15,000



Projection



*Projection based on history of similar organizations such as Key Club and Unicef



Conclusion

- Problem: Lacking Public Awareness
- Our Solution: Heartland Alliance Chapter System!
 - Engages millennials and post-millennials
 - Low-cost
 - Structured expansion
 - Innovative idea



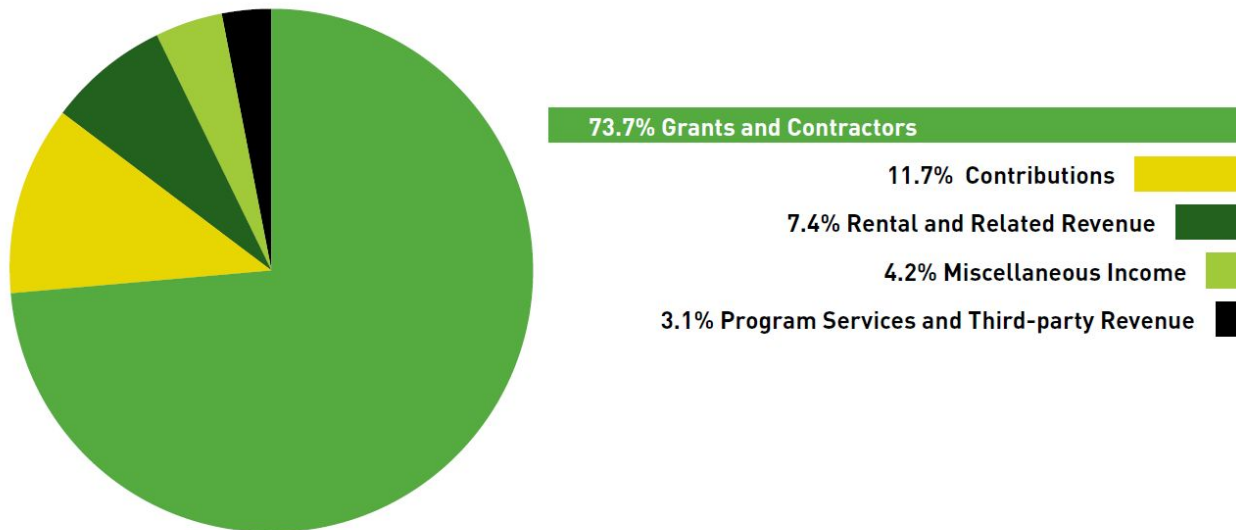
Thanks!

Any questions?



2016 Revenue Breakdown

TOTAL REVENUE \$102,848,000

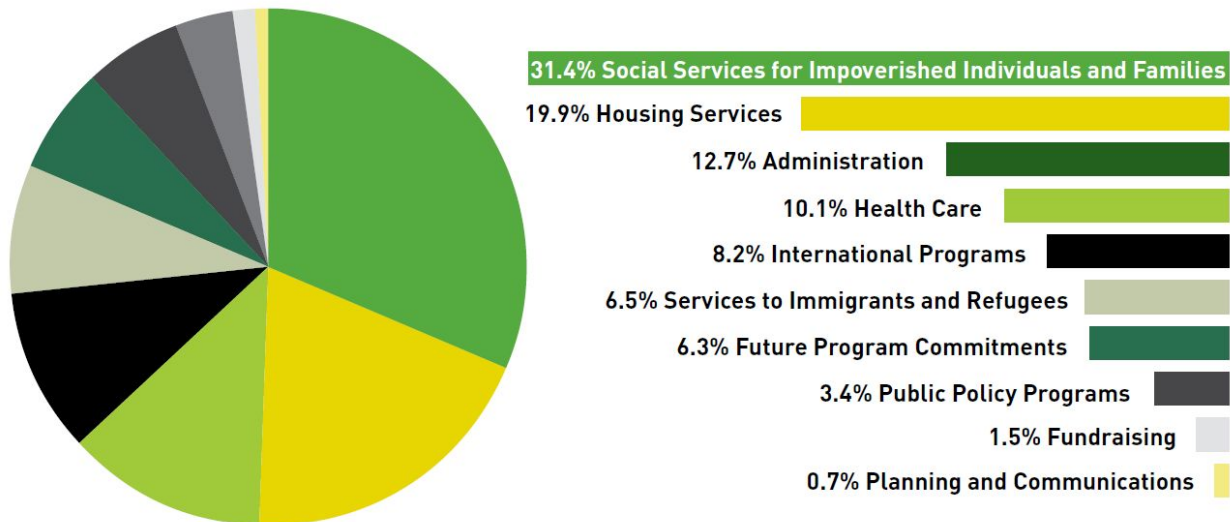


*Source: HeartlandAlliance 2016 Annual Report



2016 Expenses Breakdown

TOTAL EXPENSES \$102,848,000



*Source: HeartlandAlliance 2016 Annual Report