

CMNY Team

Critical Mass.

+ME PROJECT

# MEET THE TEAM

Caitlin Locker

**Project Delivery Intern**



Farisa Alam

**Design Intern**



Abby Bagepally

**Client Services Intern**



Zachary Tan

**Development Intern**

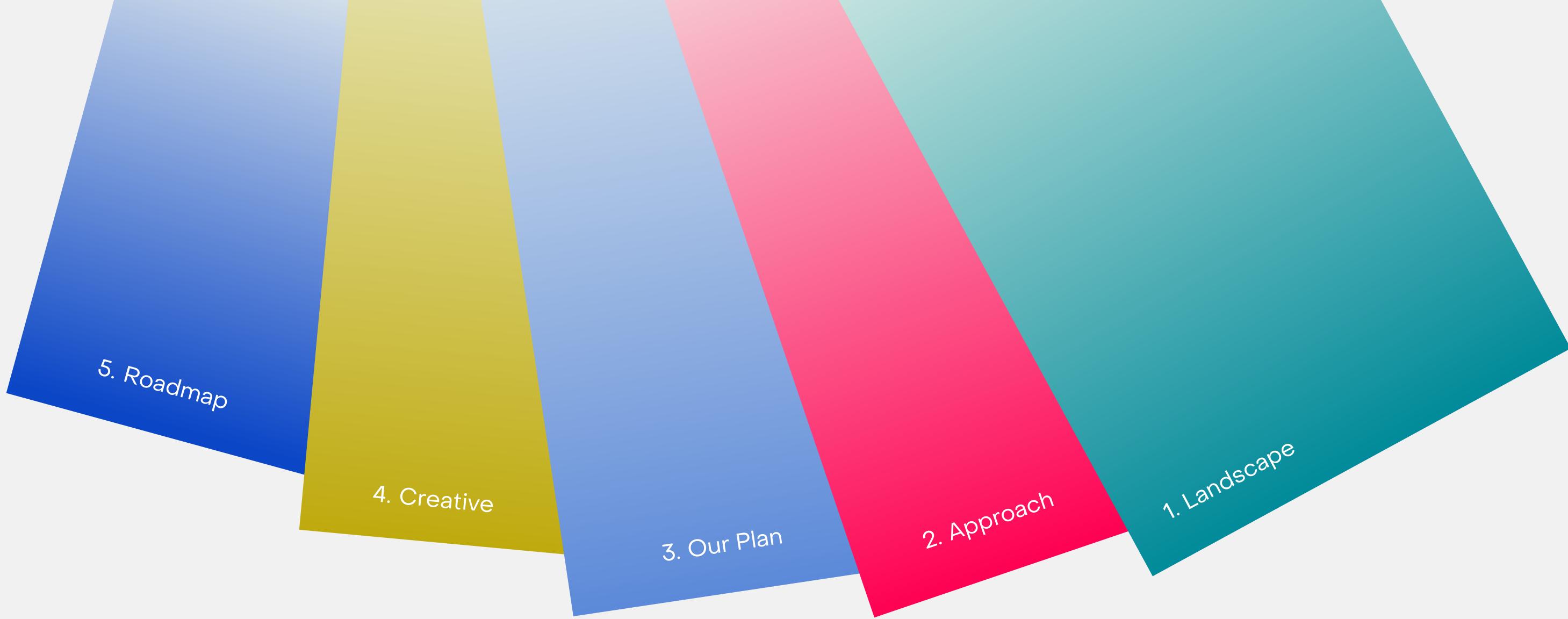


Timothy Gallagher

**Strategy Intern**



# OUR APPROACH



# THE ASK

Relaunch “A Day of Motivation” targeting career professionals and corporations in the LA area



# BREAKDOWN OF THE ASK



## 1. Engagement

Relaunch the Day of Motivation

Engage corporate professionals and corporations

Boost overall engagement with the +ME Project



## 2. Inspire

Inspire volunteerism

Promote personal story telling and youth support

Drive financial support



## 3. Measurement

Gather data to track and measure success

Build a model for future growth

1. Landscape

Chapter 02

Chapter 03

Chapter 04

Chapter 05



LANDSCAPE

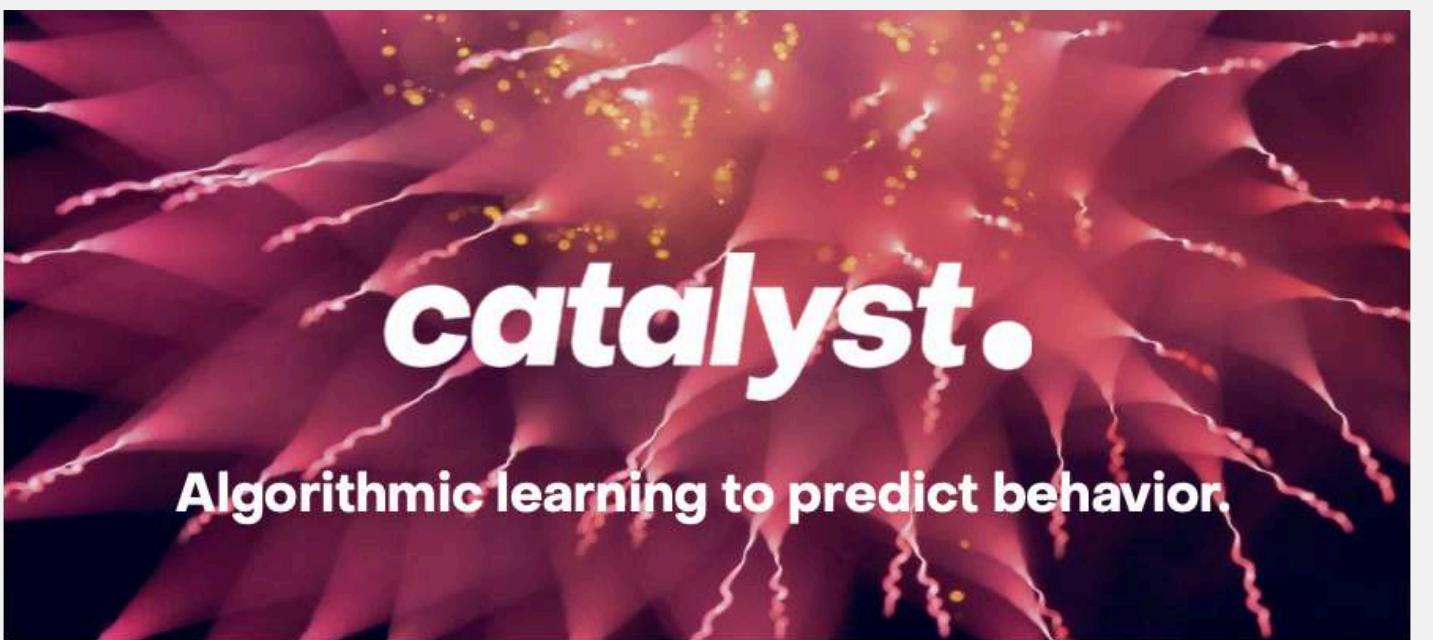
Chapter 05

Chapter 04

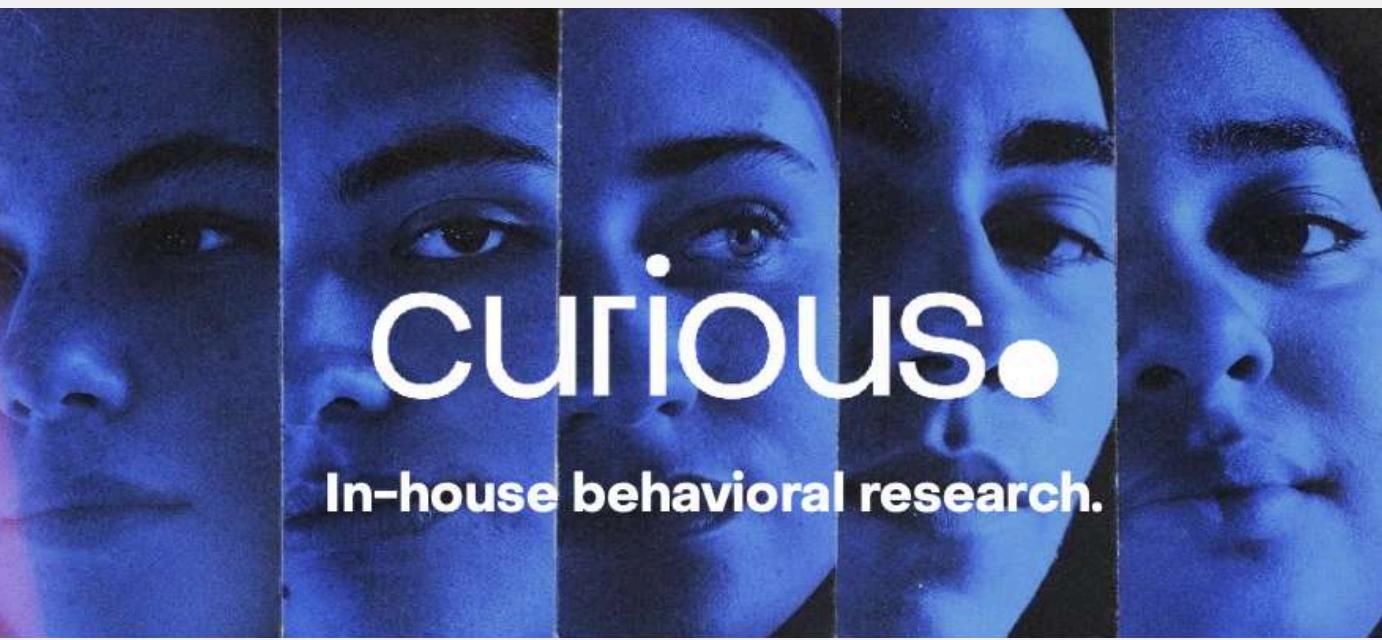
Chapter 03

Chapter 02

## Tools used for research...



Algorithmic learning to predict behavior.



In-house behavioral research.



Enterprise-level investments in AI

Executives

Creative Professionals

## SOCIAL MEDIA

- Most traffic comes from facebook
- LinkedIn draws the most shares
- Youtube has the highest follower count

## MARKETING

- Email is a major strength for consistently driving viewership and engagement

## WEBSITE

- The Plus Me Project averaged higher monthly visits than competitors
- Desktop outweighs mobile
- Organic Search is the main contributor to overall site traffic

# PRIMARY RESEARCH

A photograph showing a person's hands writing in a notebook with a white pen. The person is wearing a light-colored shirt. In the background, there are several stacks of papers and documents on a desk, suggesting a research or office environment.



**28.3%**

of people in the U.S. volunteer

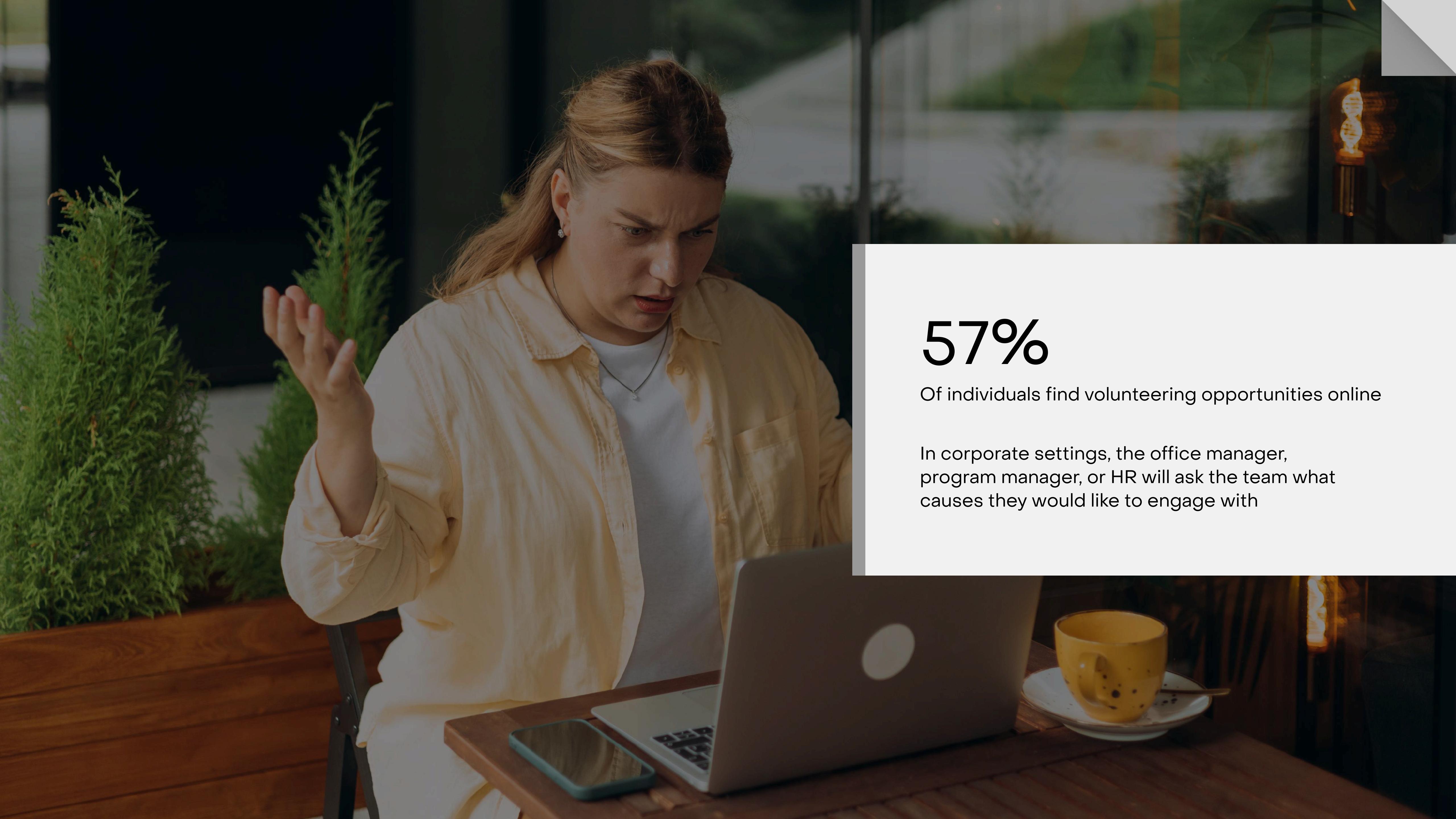
Gen X volunteer the most

+

People with higher education volunteer more

+

People who donate money are more likely to volunteer their time



**57%**

Of individuals find volunteering opportunities online

In corporate settings, the office manager, program manager, or HR will ask the team what causes they would like to engage with



# Major Motivations

Company Recognition

+

Team Participation

+

Clearly Defined Roles and Impact

Additionally, when individuals reflect on meaningful experiences this can lead them to develop a stronger desire to help others, often through volunteering or altruistic activities

A young girl with dark skin and short hair tied up in a bun is sitting at a desk. She has a surprised or confused expression, with her mouth slightly open and eyes wide. Her hands are clasped together in front of her. The background shows a classroom setting with a whiteboard and wooden cabinets.

# Biggest Deterrents

Time Scarcity  
+  
Lack of Awareness  
+  
Competing Priorities

A photograph showing a group of students laughing together while studying. In the foreground, a young woman with dark hair, wearing a blue polka-dot dress, is laughing heartily with her hands covering her mouth. Behind her, another student is also laughing. They appear to be in a classroom or library setting with books and papers visible on the table.

# Educational Volunteering

Elevated GPAs by on average 0.24 points

+

Decrease risk of failing classes

+

Greater chance of reaching college

*Chapter 05*

*Chapter 04*

*Chapter 03*

*2. Approach*

*01. Landscape*

# OUR APPROACH





Who can take on the challenge?

# CORPORATE PROFESSIONALS

# WHY CORPORATE PROFESSIONALS?



## Age

Gen X (Ages 45–60) make up 30% of the corporate workforce, and have the highest rates of volunteering when compared to other age groups.



## Education

Corporate professionals commonly have a Bachelor's or Master's degree. People with higher education degrees are more likely to volunteer than those without.



## Social Media

The +MeProject has a high share rate on LinkedIn, which is commonly used by corporate professionals for networking or job hunting.



## Website Views

The primary audience who views the +MeProject are executives and corporate professionals

# PRIMARY TARGET AUDIENCE



## Greg Martins

Gen X  
Corporate Professional

Age: 50  
Occupation: VP of Sales  
Education: Masters  
Status: Married  
Household: 2 Children  
Location: Los Angeles, CA

### Volunteering:

#### Motivations:

- Company recognition, Team participation, workplace culture and peer engagement

#### Needs:

- Clear, impactful roles in familiar settings with measurable results
- Flexible time commitment
- Organizational support
- In-Person over Online

#### Painpoints:

- Time Scarcity

### Values:

- Fostering growth for future generations
- Patience and perseverance
- Financial wisdom
- Self-care
- Education and curiosity



# SECONDARY TARGET AUDIENCE



## Alex Gomez

Gen Z  
Student

Age: 17

Occupation: Student

Education: Some High  
School

Status: Single

Location: Los Angeles, CA

### **Volunteering:**

What He Wants To Hear:

- Day in the Life
- Overcoming challenges
- Practical advice
- Demystifying success and normalizing struggle

How They Learn About Events:

- School announcements
- Text
- Email

### **Values:**

- Honesty
- Safe spaces for sharing
- Community





But... How Do We Engage And Inspire?

**MEET THEM WHERE  
THERE ARE**



Big Idea

**INSPIRE THEIR NEXT CHAPTER**

**Objective**

GET PEOPLE MOTIVATED TO SIGN UP FOR THE DAY OF MOTIVATION

**Target Audience**

CORPORATE PROFESSIONALS

**Experiences**

EMAIL  
MARKETING

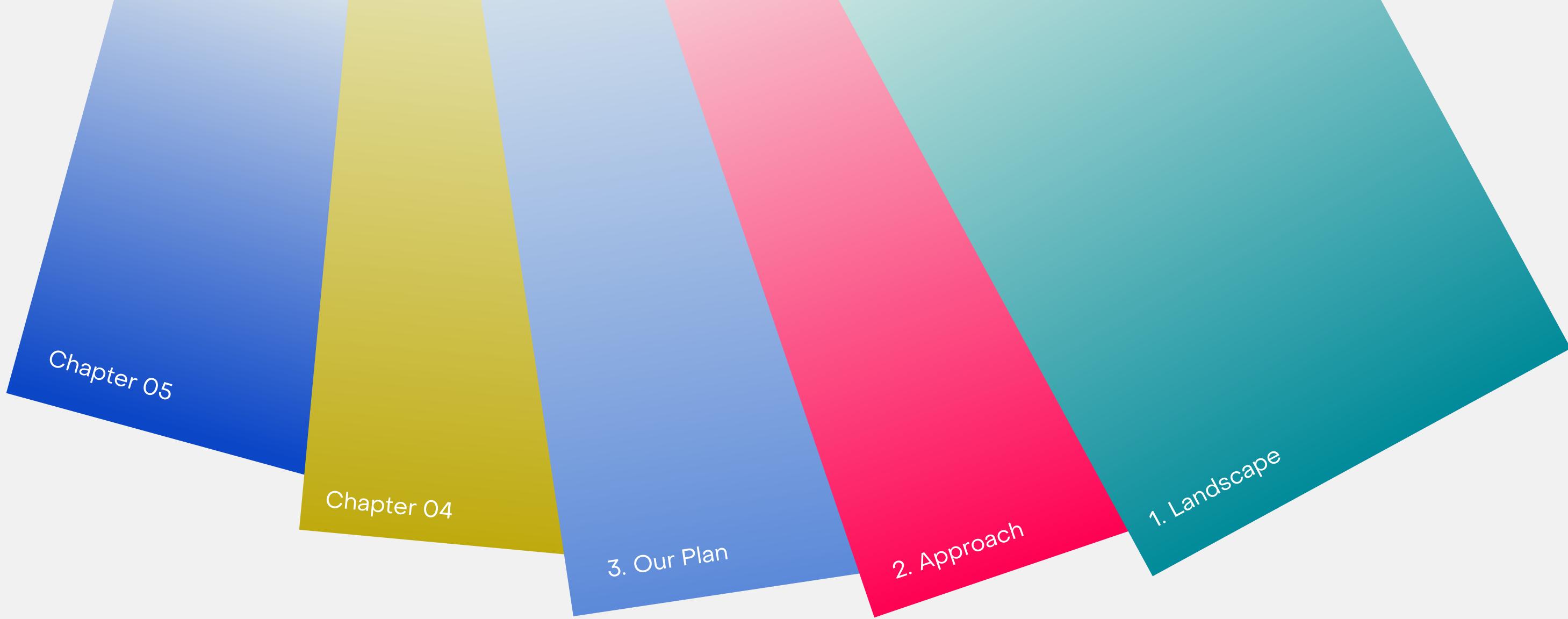
WEBSITE

SOCIAL MEDIA

DAY OF  
MOTIVATION

**KPIS**

IMPRESSIONS, ENGAGEMENTS AND SIGN-UPS



*Chapter 05*

*Chapter 04*

*3. Our Plan*

*2. Approach*

*1. Landscape*

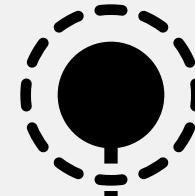
# OUR PLAN



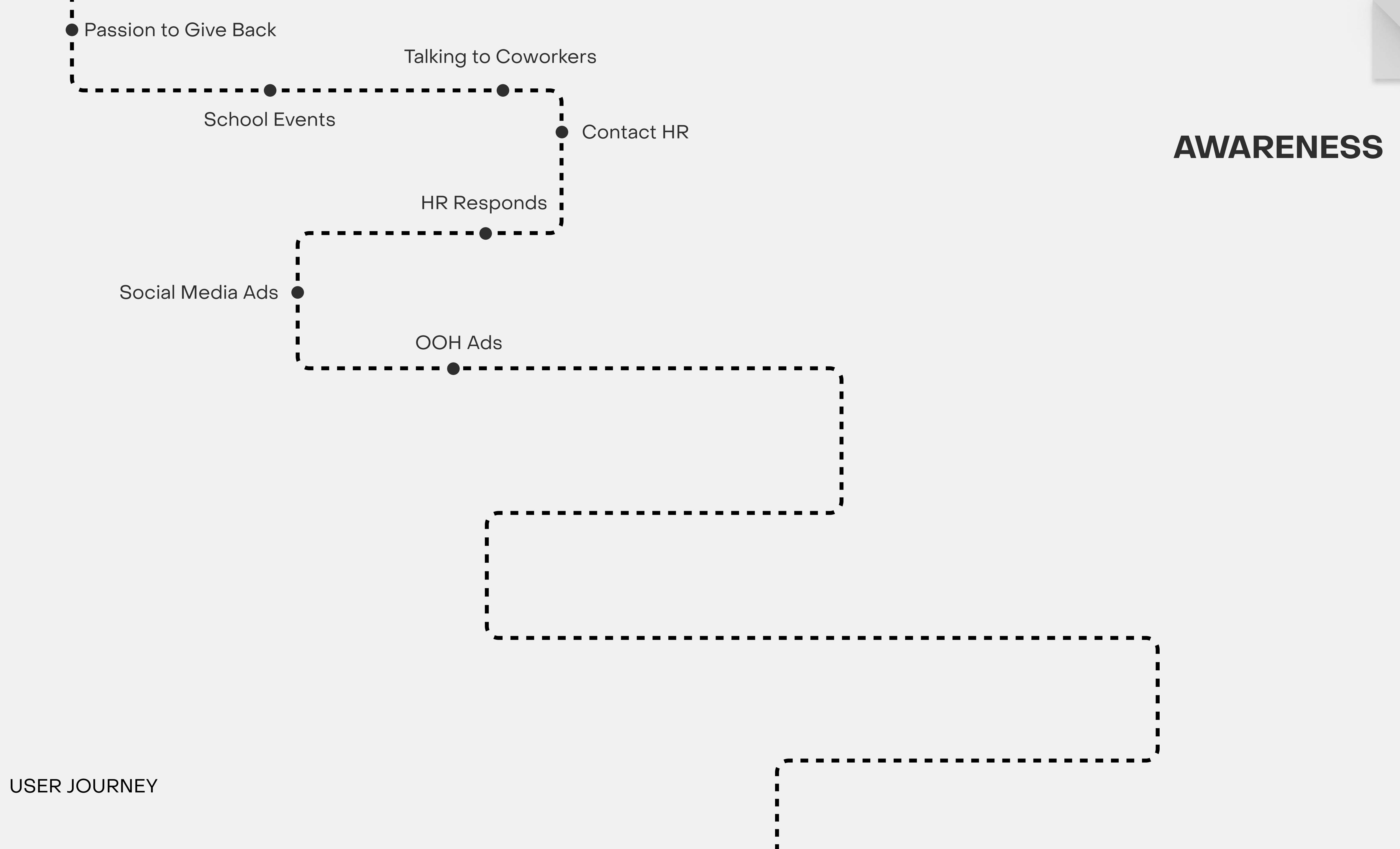
A close-up photograph of a monarch butterfly resting on a weathered wooden railing. The butterfly's wings are orange with black veins and white spots along the edges. In the background, a large, multi-story brick building with many windows is visible, surrounded by trees and a lawn. The lighting suggests a bright, sunny day.

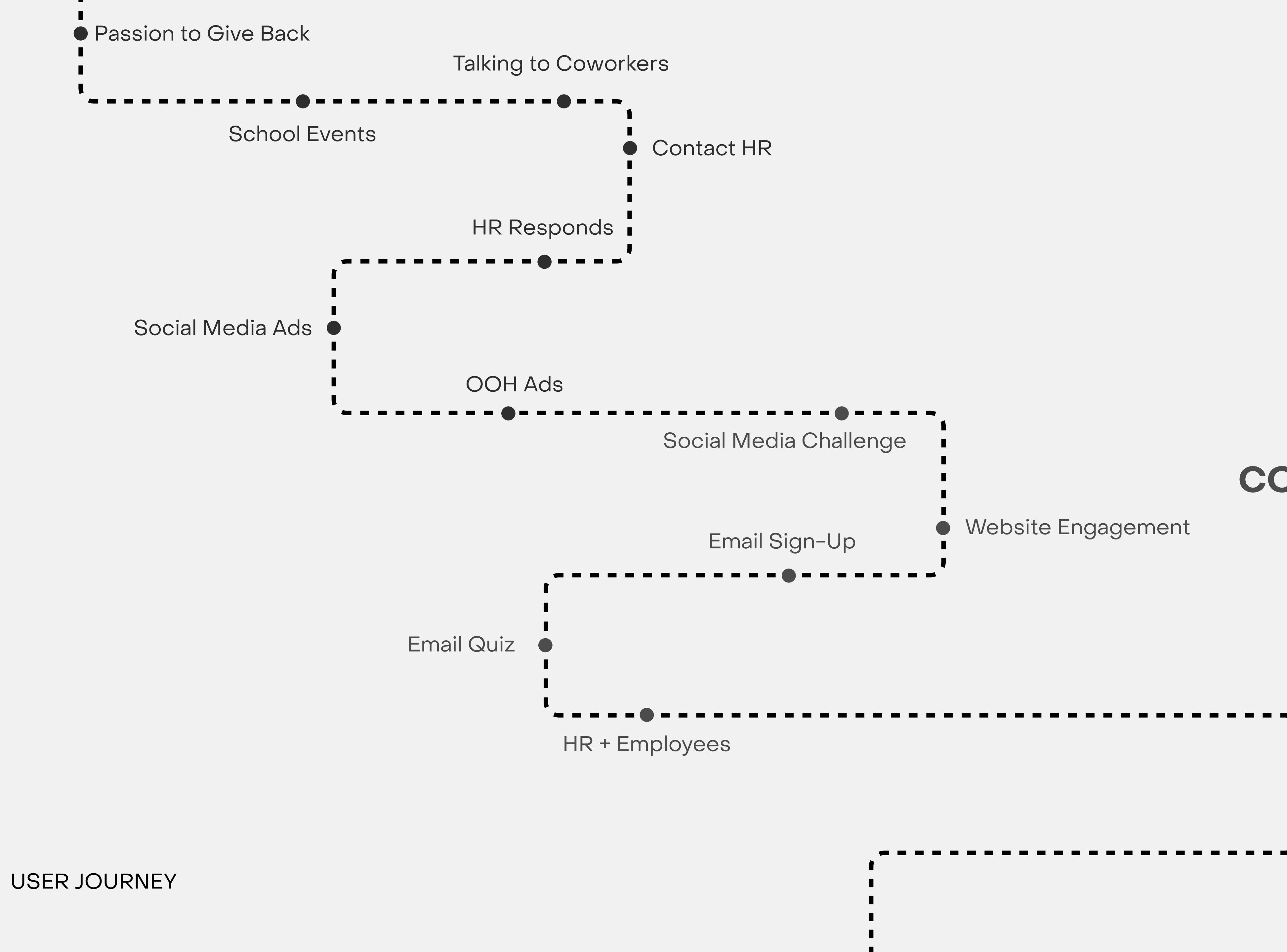
***“Some of the biggest changes come  
from seemingly little moment”***

# +YOU +ME CAMPAIGN



**VIEW JOURNEY MAP**

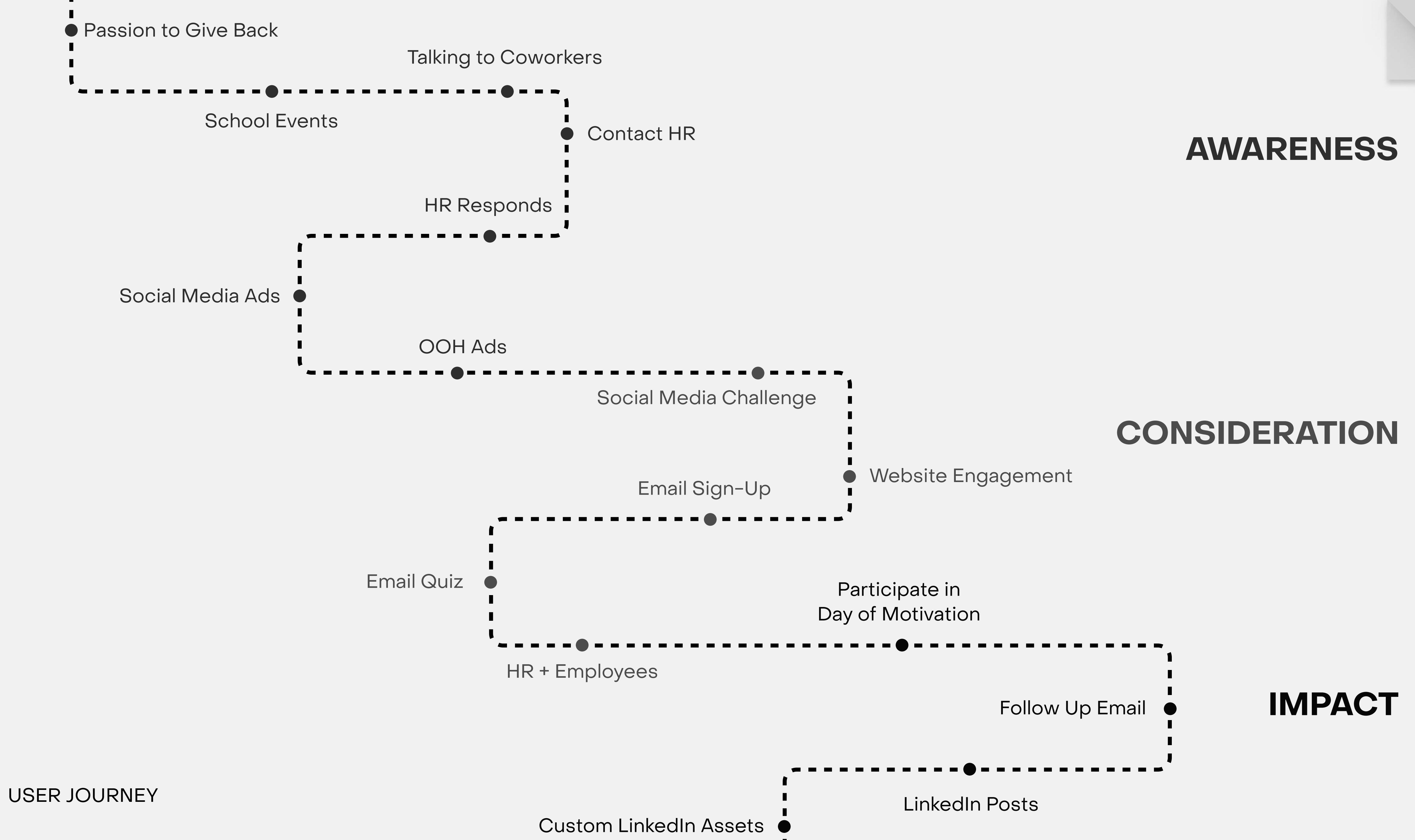




**AWARENESS**

**CONSIDERATION**

USER JOURNEY



## AWARENESS

Social Media Ads •

OOH Ads

Social Media Challenge

Email Quiz

Participate in  
Day of Motivation

## OUR ASSETS

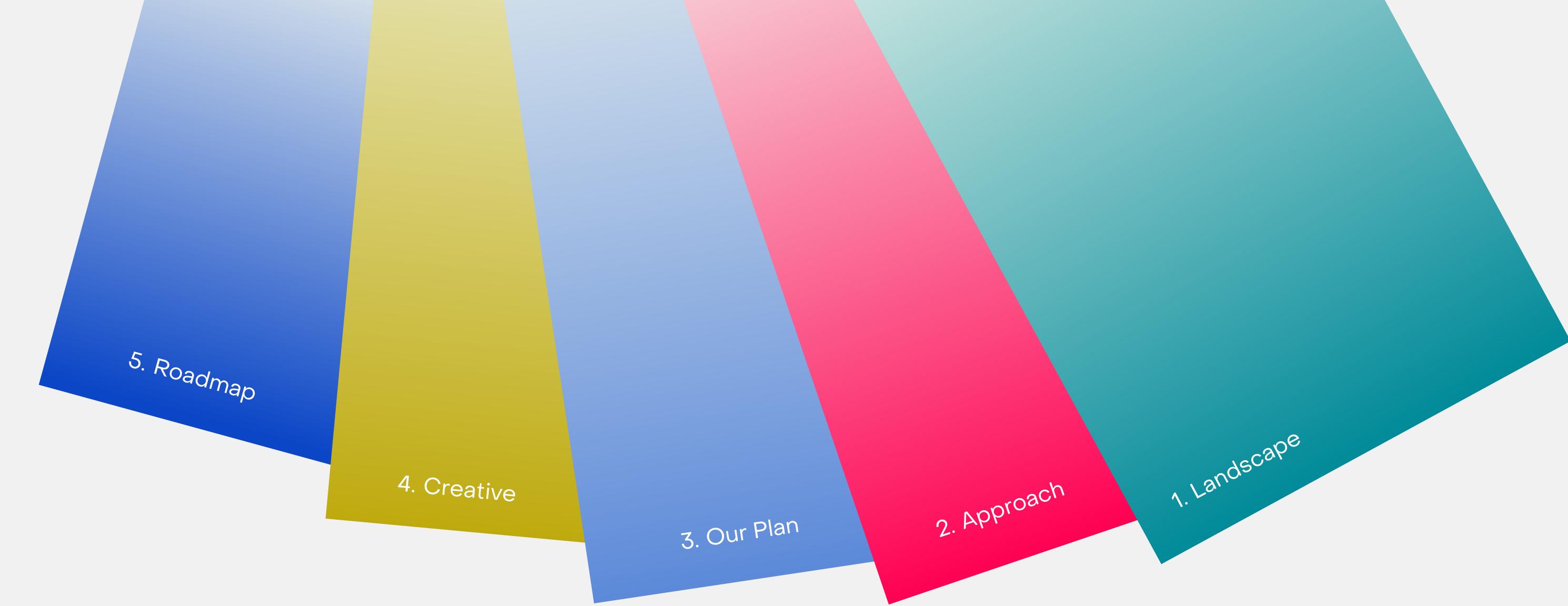
Custom LinkedIn Assets •

## CONSIDERATION

• Website Engagement

Follow Up Email •

## IMPACT



Chapter 05

3. Our Plan

2. Approach

1. Landscape

# 04 CREATIVE



DOM Logos



Primary logo

# DAY OF MOTIVATION LOGO

Lightmode

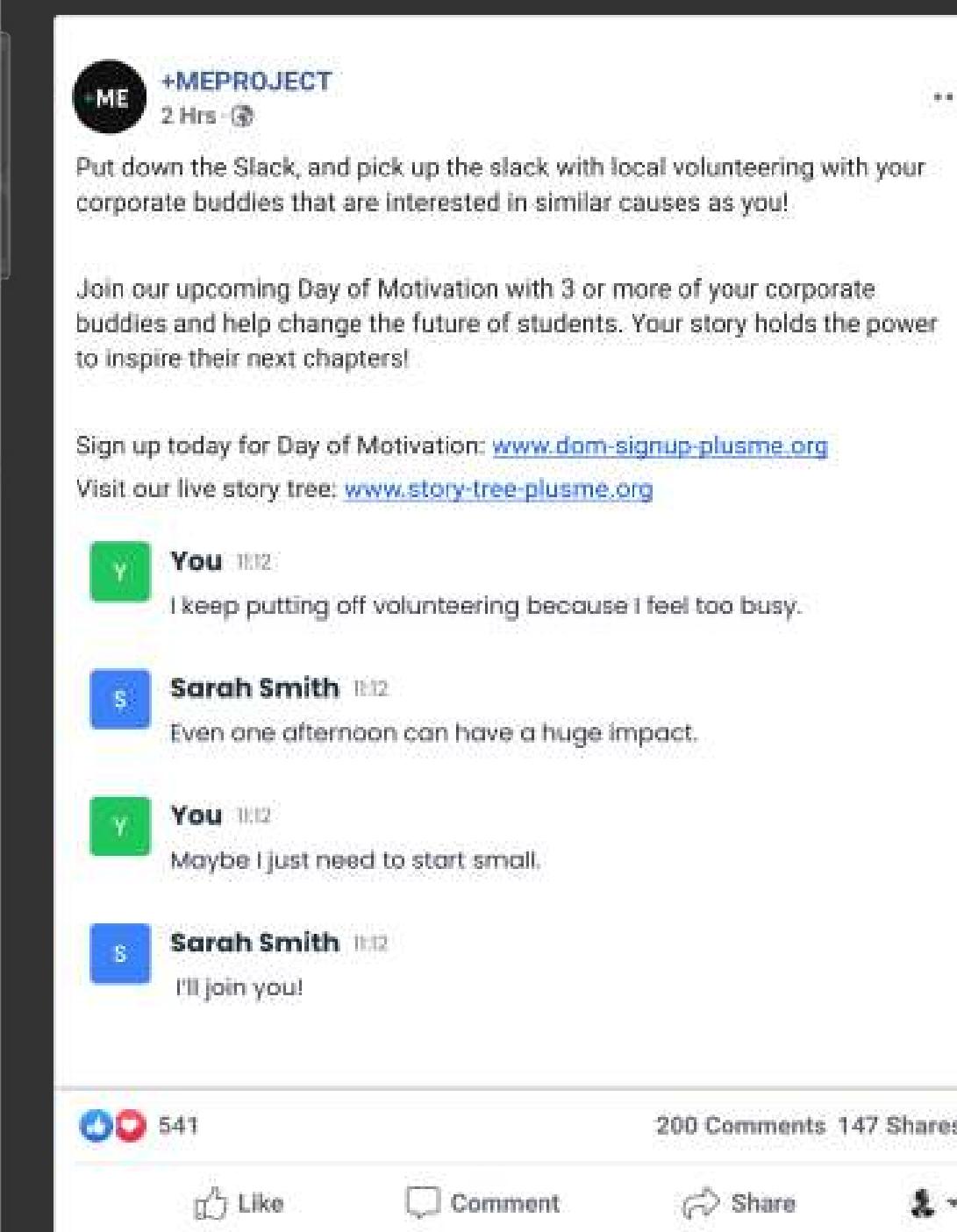
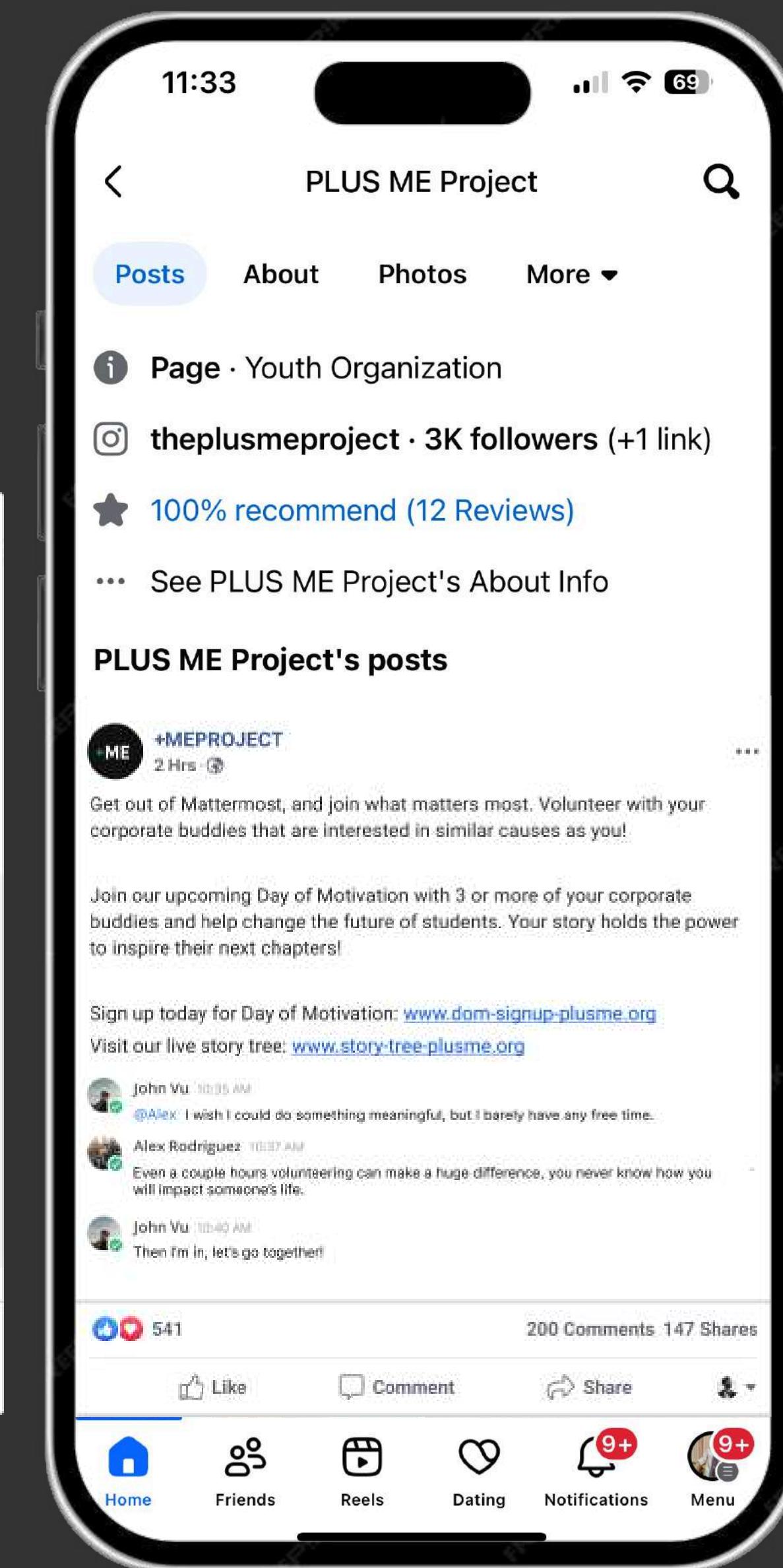
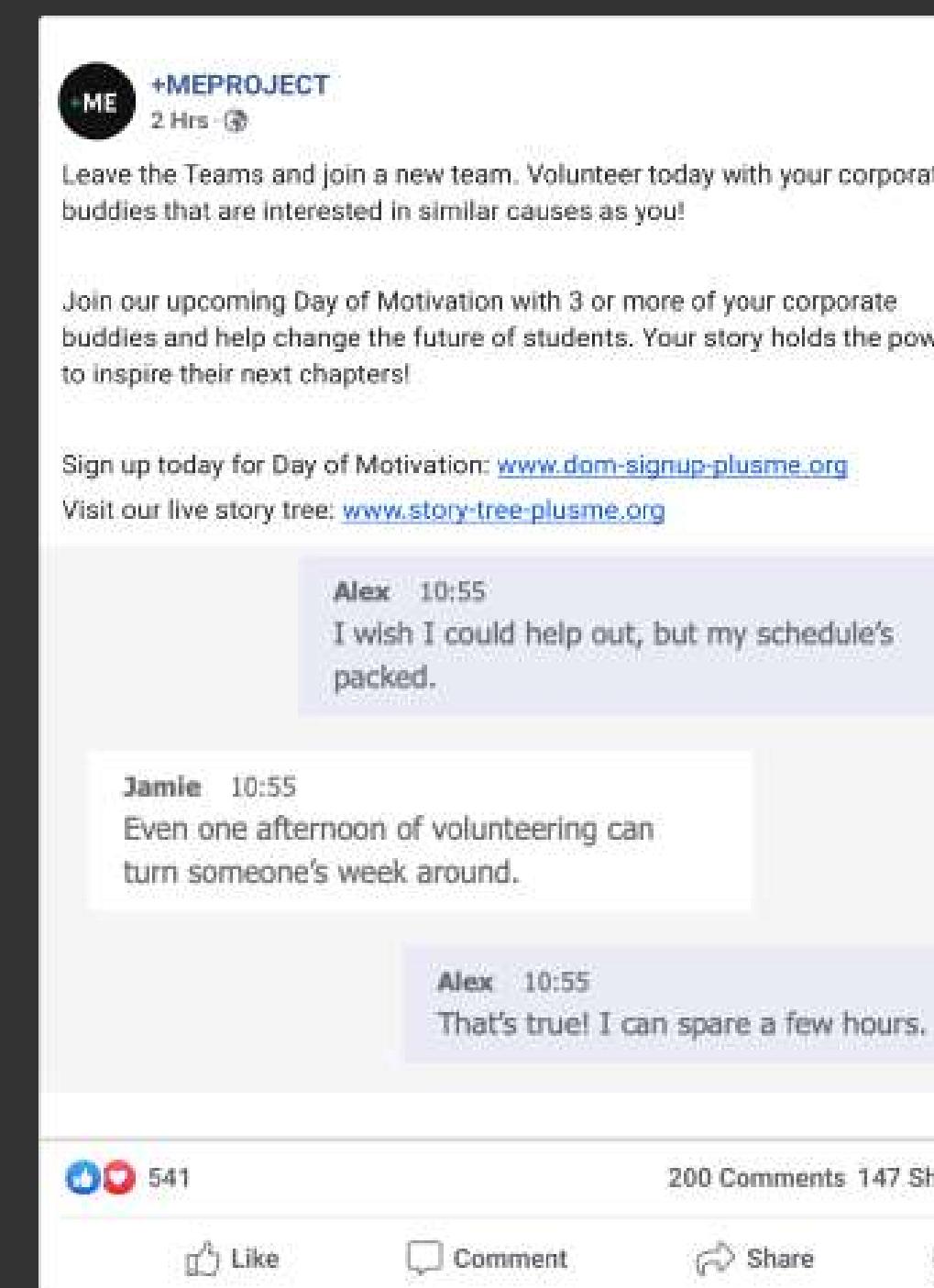




**DAY OF  
MOTIVATION  
LOGO**

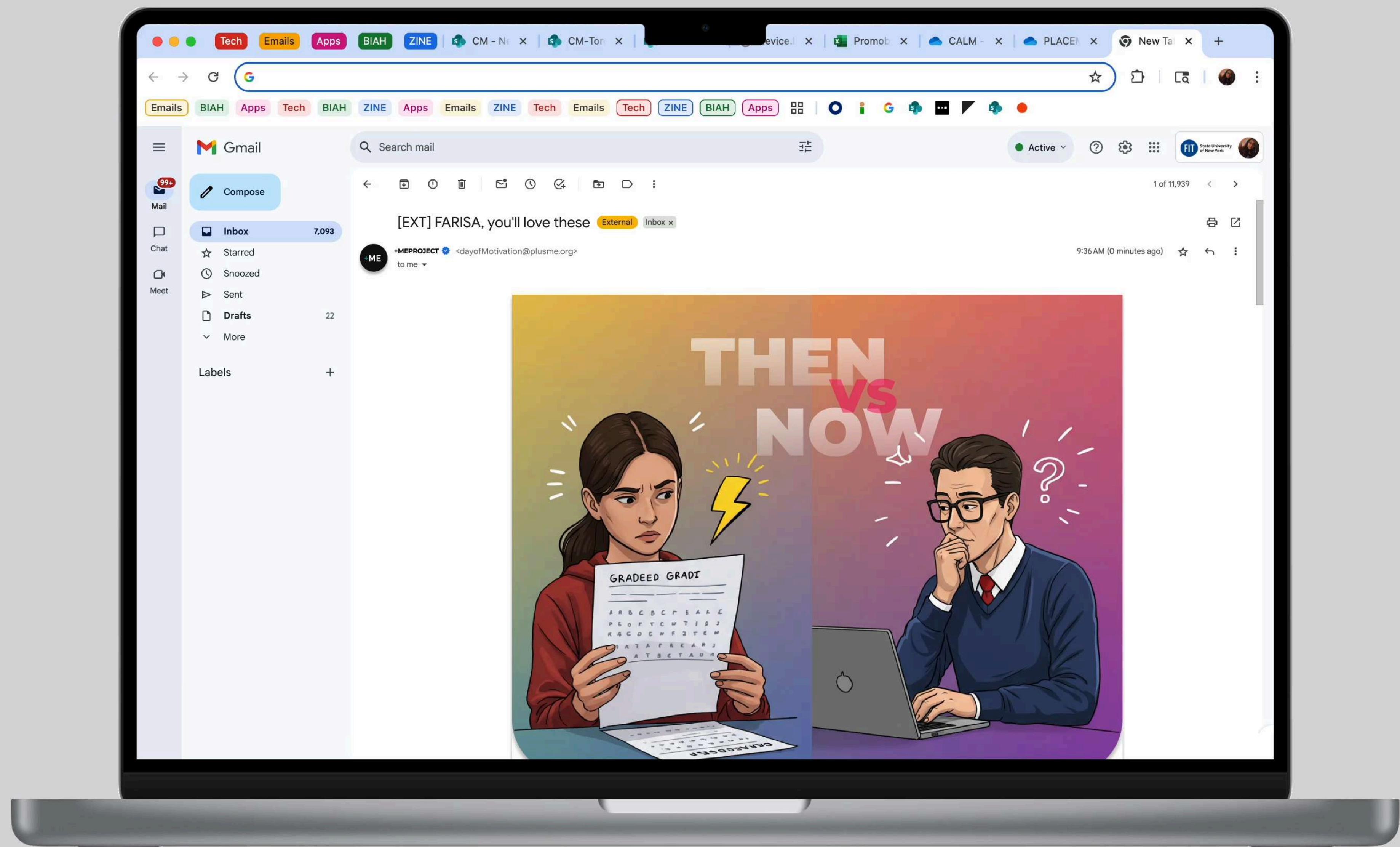
Darkmode

Facebook Ads





Pre DOM Emails



Your story in 30 seconds  
**To change someone else's life**



**Hi Isabella,**

We got a quick question for you! How far have you come?

Do you ever think of how much your story matters? We're challenging our community to share a 30-second story about a lesson learned, a hurdle overcome, or a moment that changed you. It's easier than you think and your words could be the spark that inspires a student to believe in themselves. Ready to take the challenge and pass the inspiration forward?

Be the role model you wished you had in your high school days!

Yours truly,

**+ME PROJECT**

**Share Your Story**



## Got a little more than 30 seconds?

Sign up to join our upcoming "Day of Motivation" where sharing your stories with young adults will impact their lives way more than you could imagine! We provide the training for you and you provide the young adults with hope for their future.

[Learn More >>>](#)

[Sign Up](#)



Lives changed by someone's personal story!

**+ME PROJECT**

in f t o



# WHO GOT TIME TO VOLUNTEER?

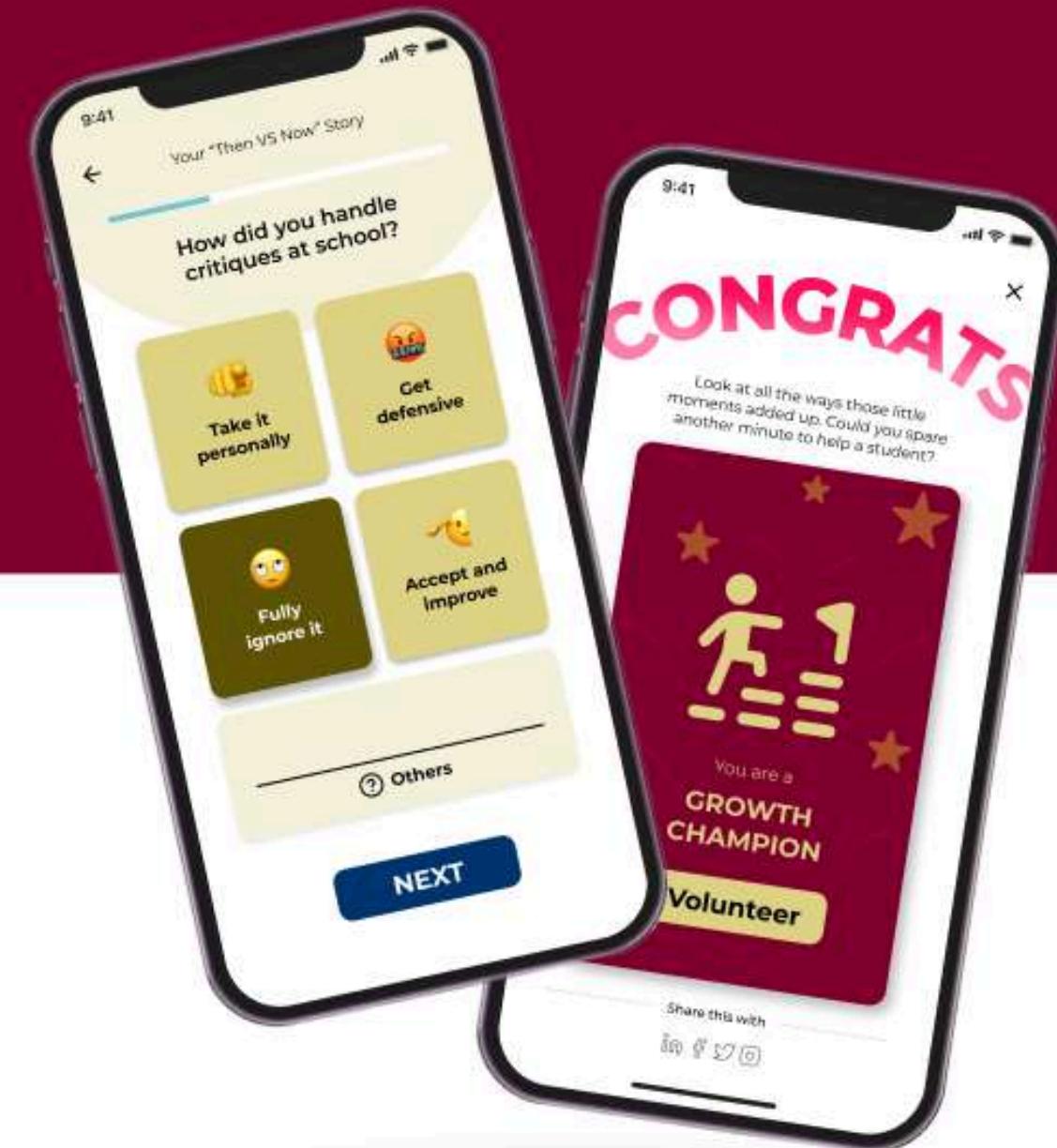


Imagine, that's what your role model said when you were a student? Would you still have the same level of confidence that you have today? Would you be where you are today?

Not sure? Let's test it out quickly, shall we?

Imagine, that's what your role model said when you were a student? Would you still have the same level of confidence that you have today? Would you be where you are today?

Not sure? Let's test it out quickly, shall we?



# THEN VS NOW

[Take Quiz](#)

If your results surprised you, and you know it was all possible because someone gave you hope back then, would you not want to do the same for the future generation?

# NOW

**Take Quiz**

If your results surprised you, and you know it was all possible because someone gave you hope back then, would you not want to do the same for the future generation?

**Imagine the ripple your stories can create. Not sure where to begin?  
Well, here's a little hint: Sign up for our Day of Motivation**

**Sign Up**

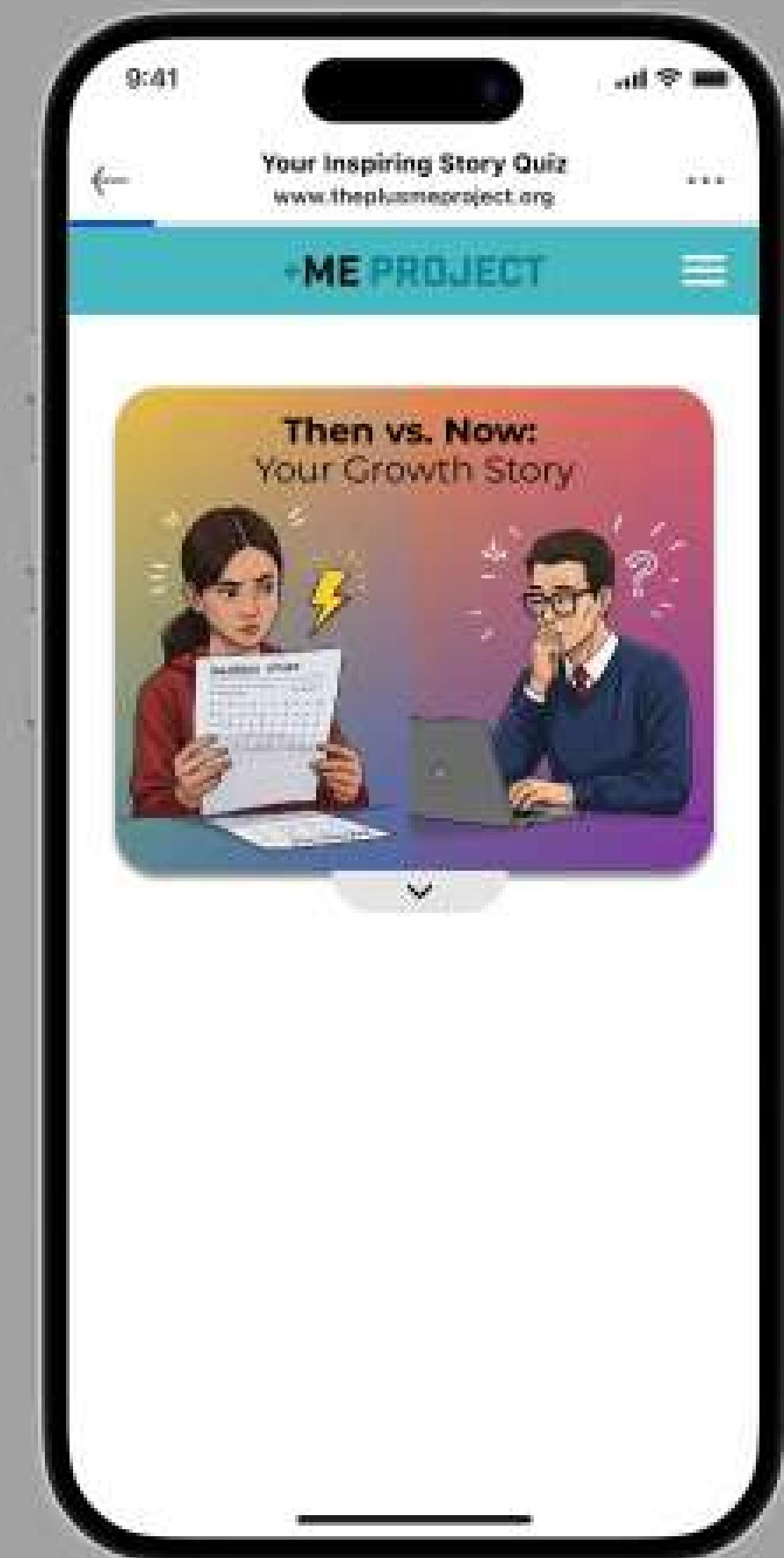
Be the role model you wish you had. Sign up to become a part of our upcoming "Day of Motivation". We train you to share your story, you get a stage to talk about whatever you want, and watch the young adults before you seeing a brighter future for themselves through you!

**+ME PROJECT**

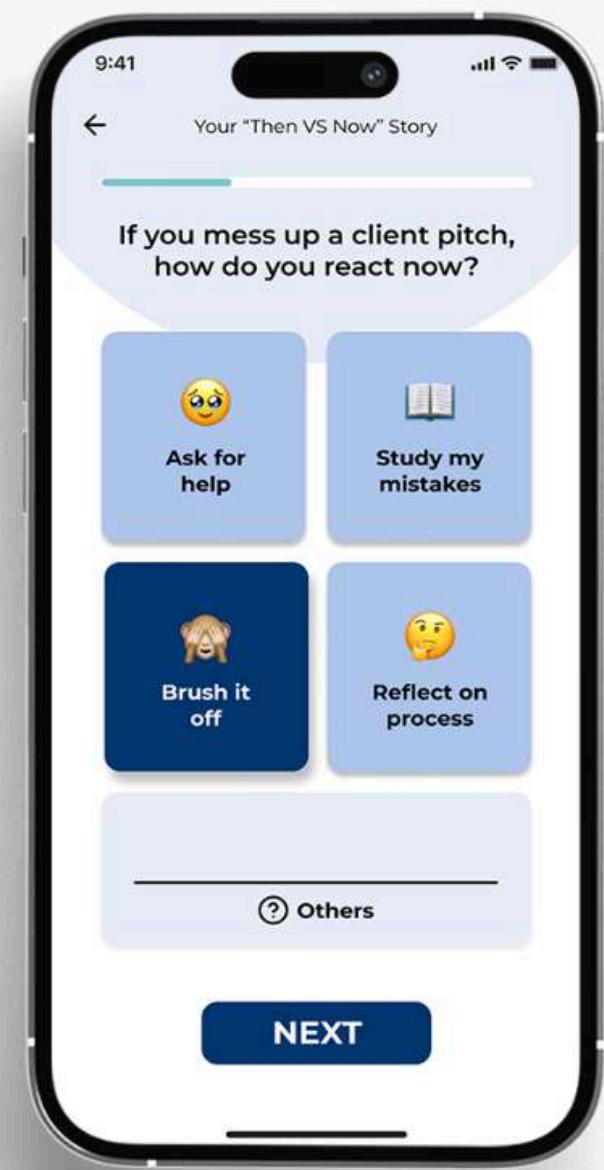
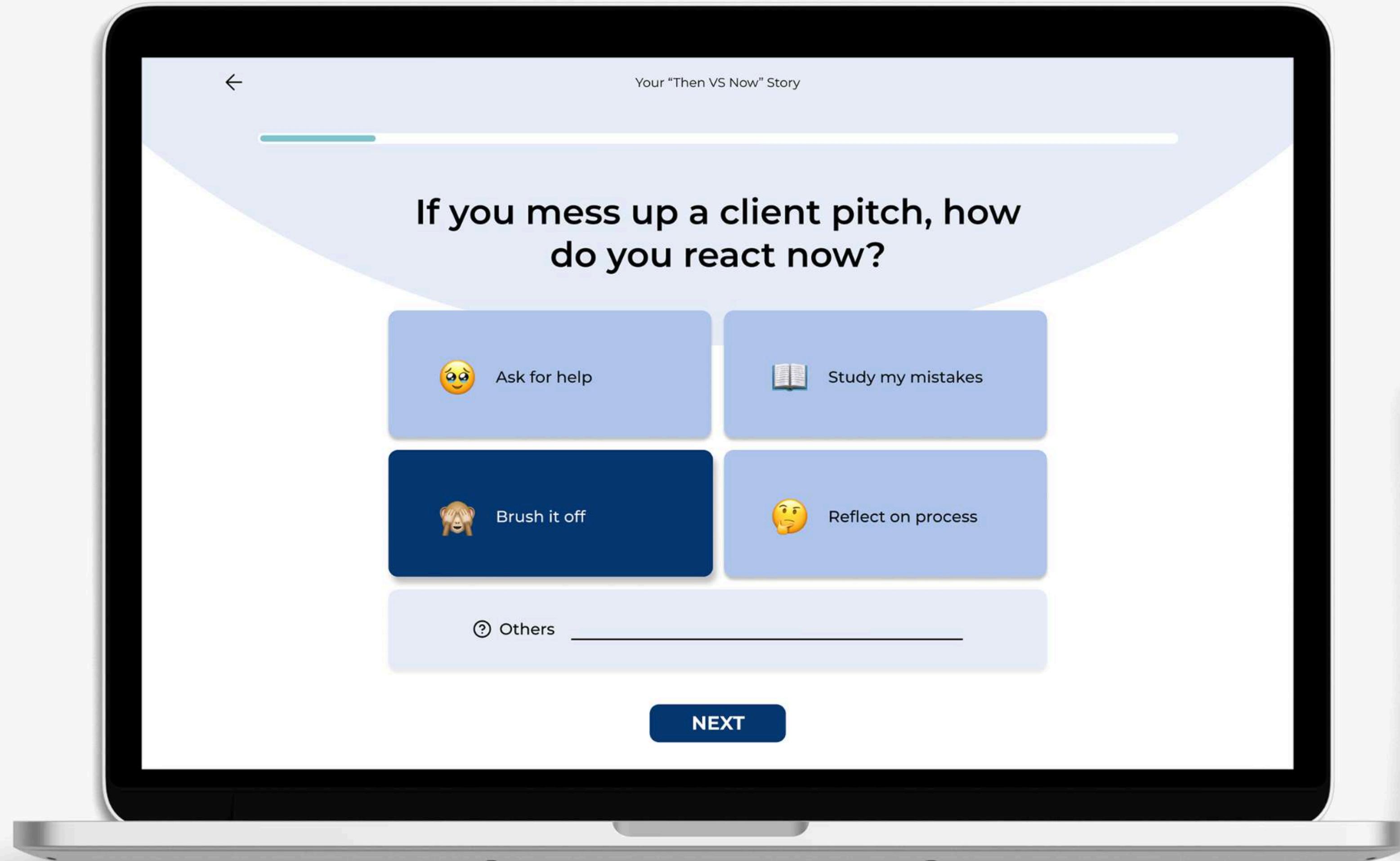


in f t o

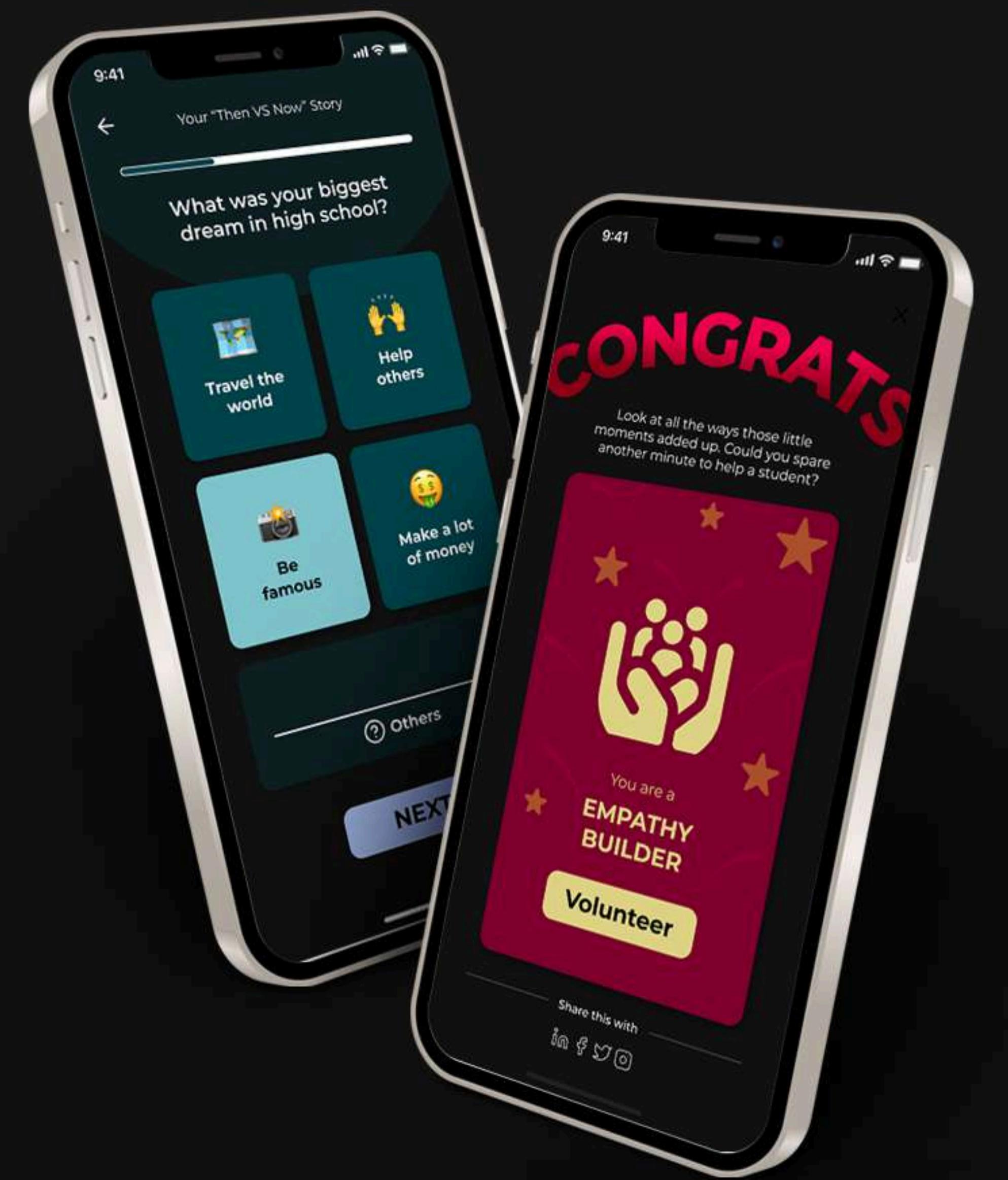
Then V Now Quiz



WALKTHROUGH



RESPONSIVE LIGHTMODE



DARKMODE



RESPONSIVE DARKMODE



Post DOM Emails

The image shows a digital marketing campaign template. At the top right is the '+ME PROJECT' logo, which includes a small grey profile icon of a person with short hair and a blue plus sign. Below the logo is a large, bold, red text area containing the message 'THANK YOU FOR JOINING US!'. To the left of this text is another small grey profile icon of a person with short hair. In the bottom left corner of the main content area is the 'DAY OF MOTIVATION' logo, which features a stylized white 'M' shape followed by the words 'DAY OF MOTIVATION' in a white sans-serif font. The background of the main content area is a light grey gradient. The overall design is clean and professional, typical of a corporate communication tool like Mailchimp.

+ME PROJECT

THANK YOU FOR  
JOINING US!

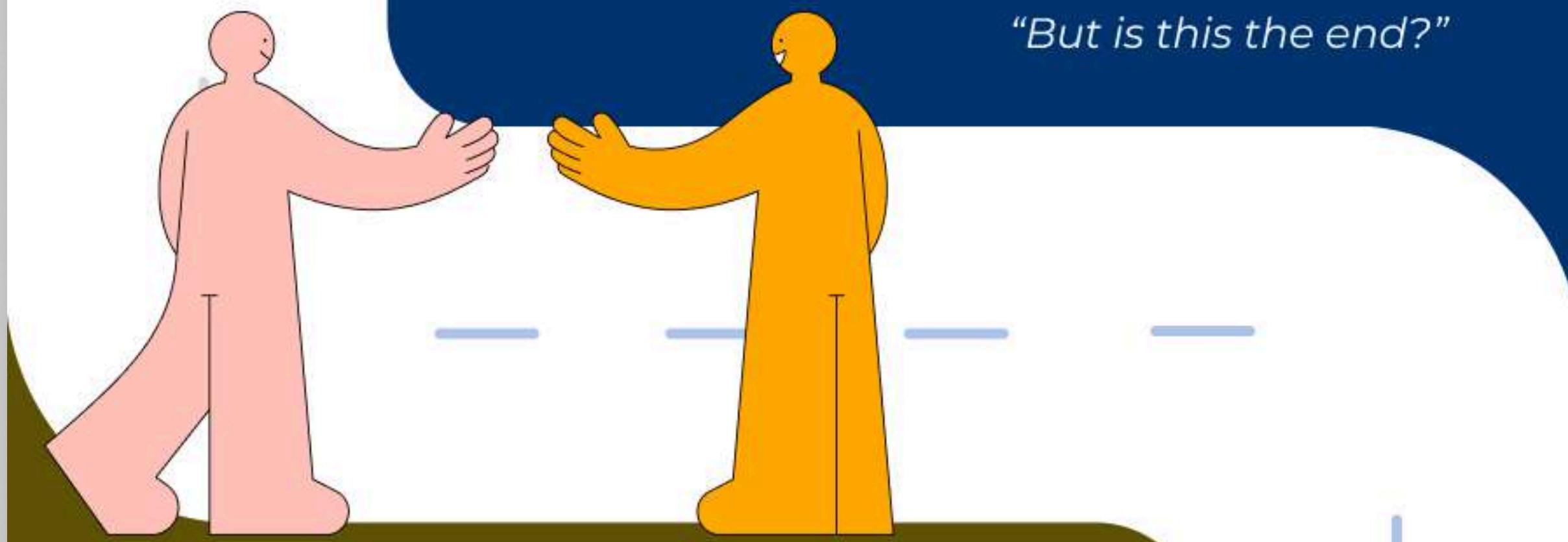
Yes you! You did an amazing job at our recent event. All the students, the next generation, your future coworkers, are really grateful for your time on:

DAY OF  
MOTIVATION

### **What you first saw:**

You probably saw students being tired or feeling like they are forced to join yet another school event. But did you see how their expressions changed as you and your team started sharing your personal stories? Did you start seeing those hopeful smiles again? YOU made that happen!

*"But is this the end?"*



### **Absolutely NOT!**

We would never just forget about you or the students like that! You and your team didn't just meet students for a one time occasion. You left a life long impact on them.

Don't just take my words for it – see the real impact on our live [Story Tree!](#)



that! You and your team didn't just meet students for a one time occasion. You left a life long impact on them.

Don't just take my words for it – see the real impact on our live [Story Tree!](#)



**Feeling good? Well, what are you waiting for? Get involved more!**

We are always looking for volunteers and having you and your team back again would be an honor. Check out our website for [upcoming events and news](#).

**COME VISIT US AGAIN,  
ANYTIME YOU WANT!**



**COME VISIT US AGAIN,  
ANYTIME YOU WANT!**

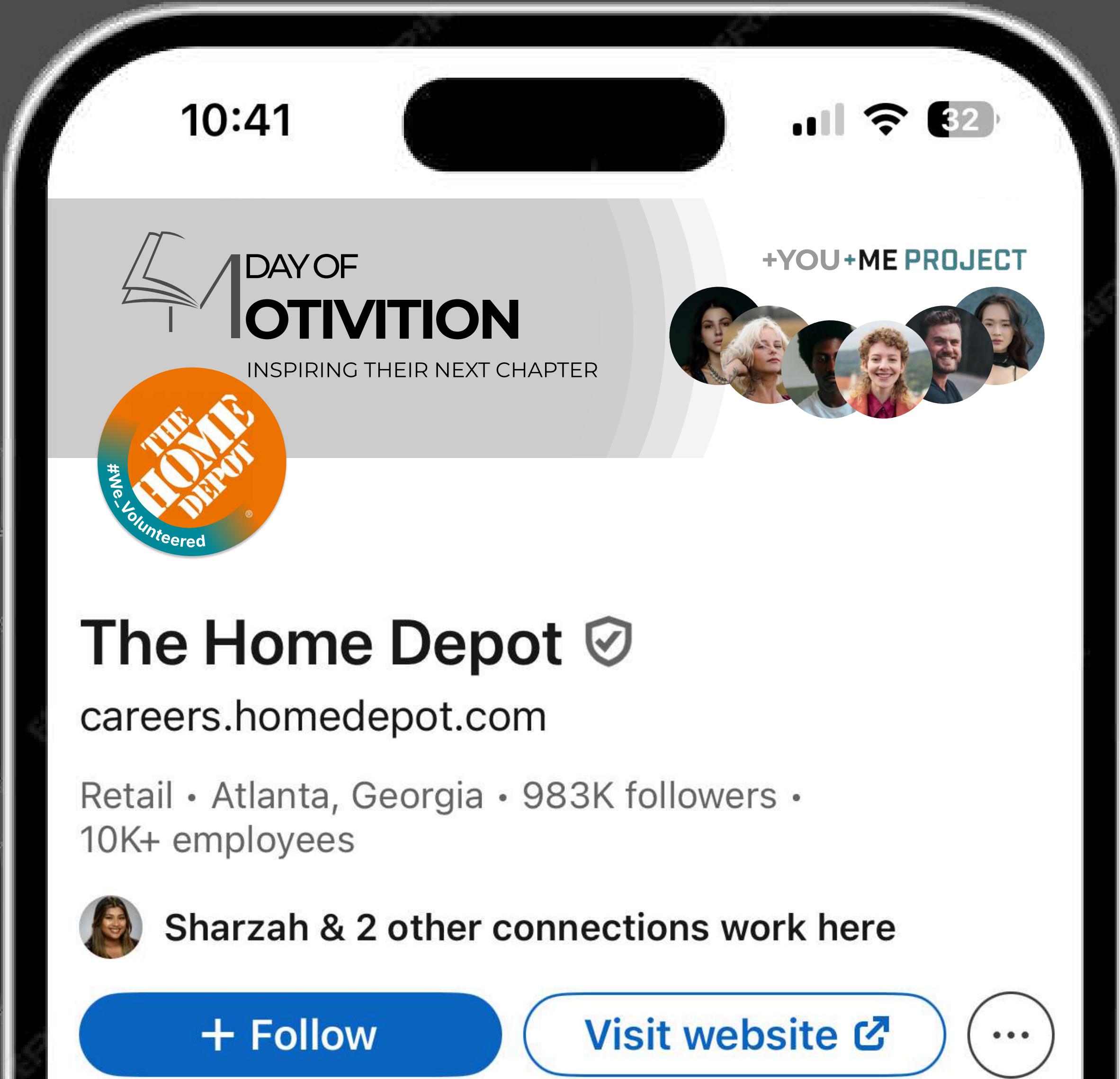


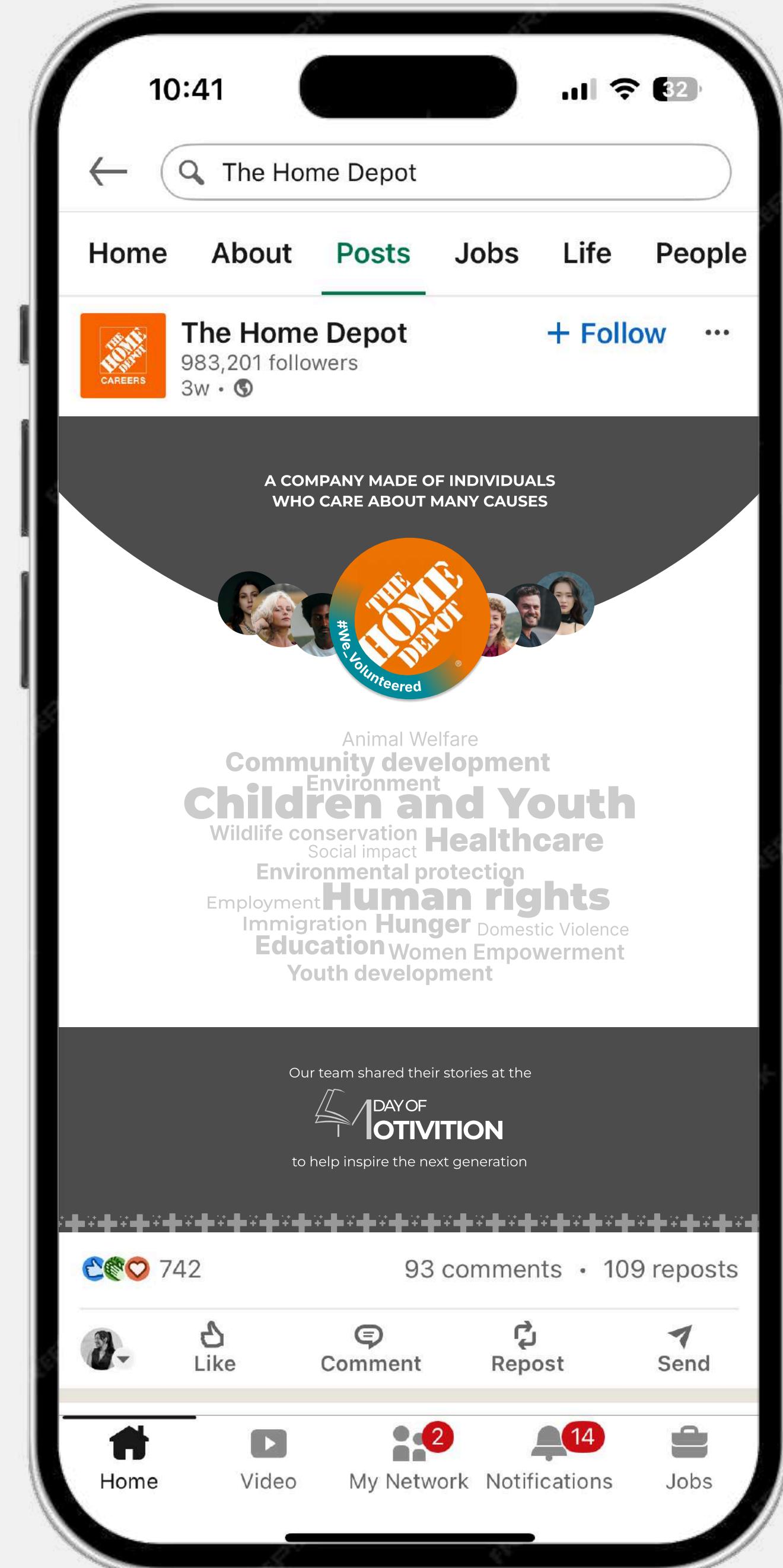
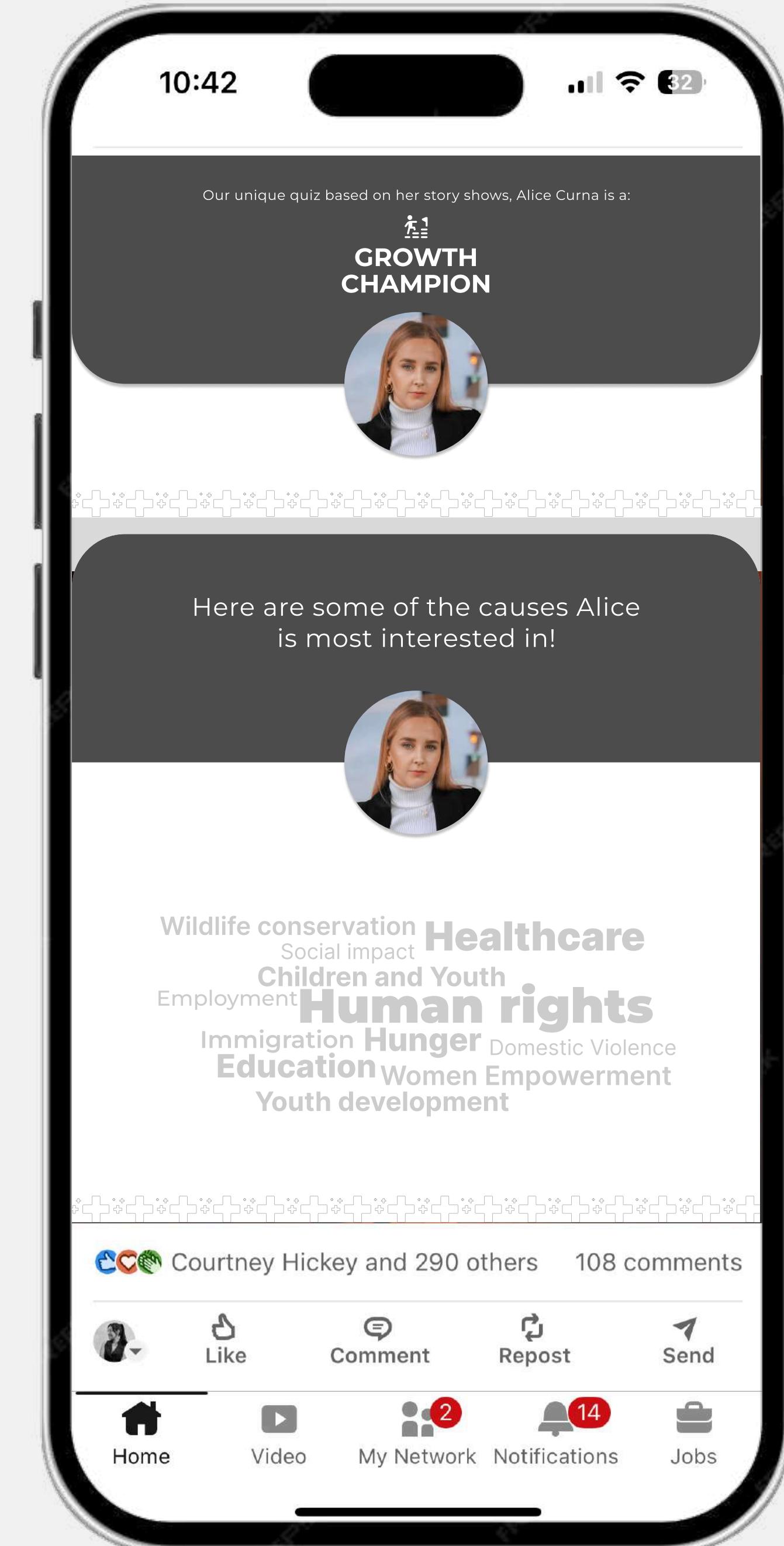
**VISIT OUR WEBSITE TO SEE UPCOMING OPPORTUNITIES**



Customized Posts







Individual & Company posts

Corporate company becomes  
Domino Tiles!  
**By sharing failures**

+ME PROJECT

Corporate company becomes  
Russian Dolls!

## By guiding others

+ME PROJECT

**BREAKING NEWS**

Be the role model you wish you had. Sign up with your corporate team of 3 or more to become a part of our upcoming "Day of Motivation". We train you to share your story, you get a stage to talk about whatever you want, and watch the next generation bloom before your eyes, seeing a brighter future for themselves through you!



Corporate company becomes  
Family Tree!

## By inspiring youth

+ME PROJECT

**BREAKING NEWS**

Be the role model you wish you had. Sign up with your corporate team of 3 or more to become a part of our upcoming "Day of Motivation". We train you to share your story, you get a stage to talk about whatever you want, and watch the next generation bloom before your eyes, seeing a brighter future for themselves through you!



Corporate company becomes  
Domino Tiles!

## By sharing failures

+ME PROJECT

**BREAKING NEWS**

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Story Tree



# THE STORY TREE

ME PROJECT

Take a quick look at our broad

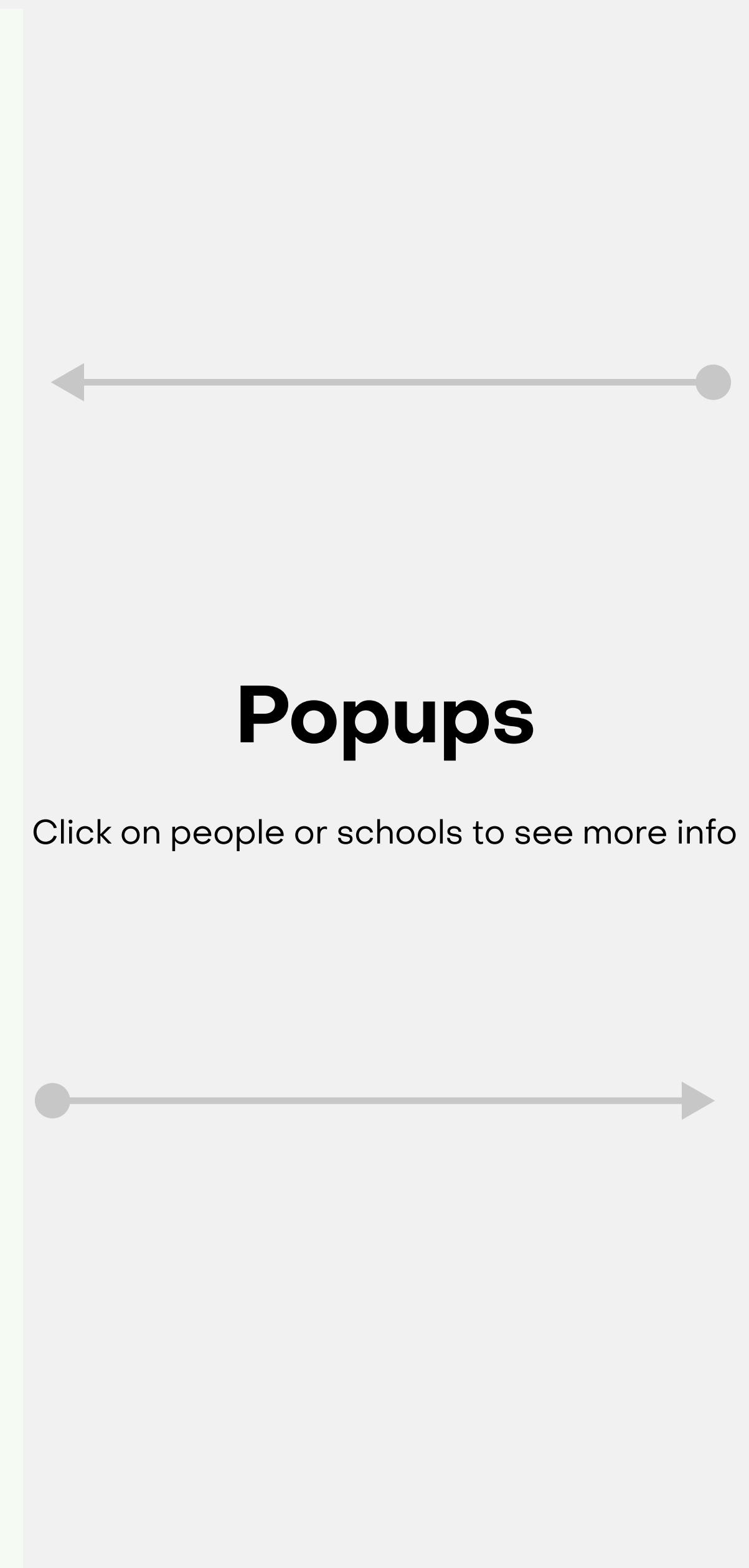
## Story Tree!



# THE STORY TREE



# THE STORY TREE



The screenshot shows a website with a dark teal header featuring the text '+ME PROJECT' and a large, stylized tree graphic with visible roots. A modal window is open in the center, titled 'Add Someone (for testing purposes)'. The modal contains the following fields:

- Type: Person
- First Name: (empty input field)
- Last Name: (empty input field)
- Image (optional): Choose File (No file chosen)
- First Joined: (empty input field)
- Bio: (empty input field)
- Inspired by: -- Select -- (dropdown menu)
- Add another inspiration: (button)
- Volunteered at: -- Select -- (dropdown menu)
- Add another school: (button)
- Instagram: instagram.com/username
- Facebook: facebook.com/username
- Twitter: twitter.com/username
- LinkedIn: linkedin.com/in/username

A small circular button with a '+' sign is located in the bottom right corner of the modal.

## Key Considerations

- Demonstrate impact
- Show how inspiration connects us
- Have a visible representation of volunteer activity
- Keep a database of past volunteer activity

## OBJECTIVES

## AWARENESS

## CONSIDERATION

## IMPACT

## KPI

## IMPRESSIONS

## ENGAGEMENT

## SIGN-UPS

## CHANNEL METRICS

**Organic Traffic**  
Website Visits

**Website Visits**  
Session Duration

**Earned Media**  
Shares

**Website Visits**  
CTR+Page Views

**Emails**  
Newsletter Sign-Ups

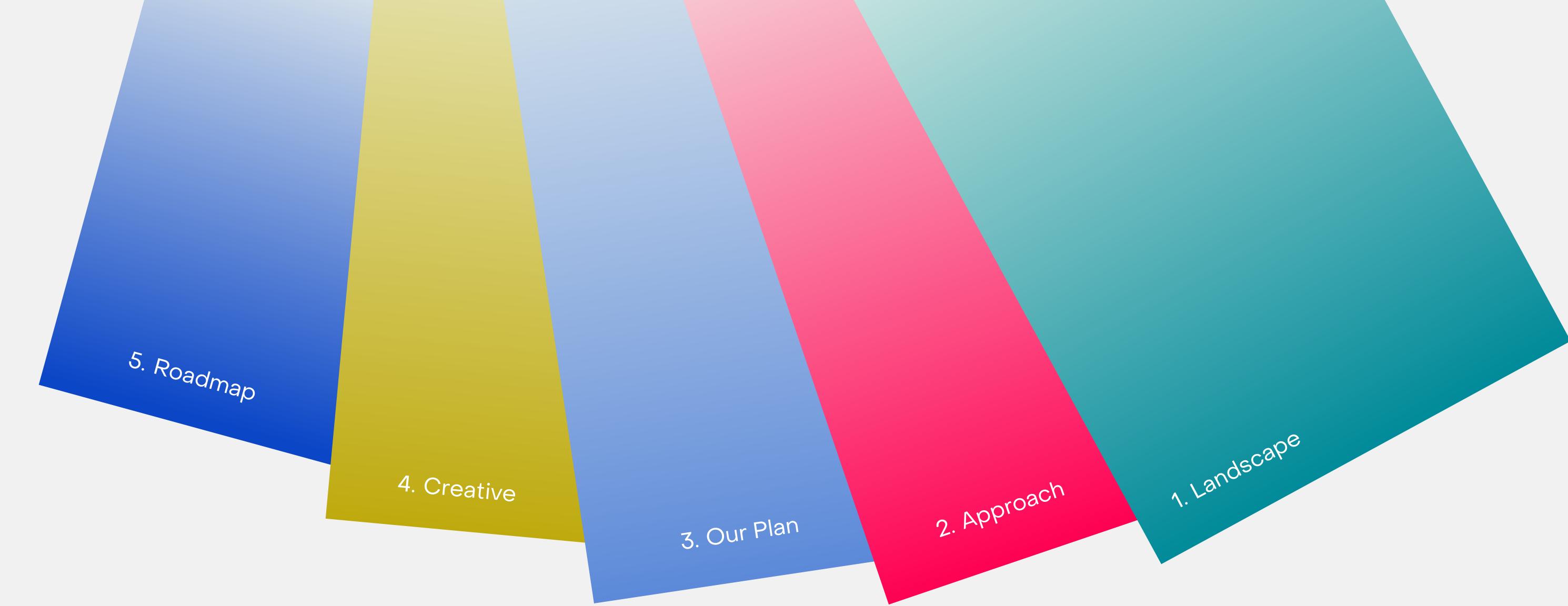
**Email**  
Open Rates

**Social Media**  
Views

**Social Media**  
Hashtag Usage

**Emails**  
Open Rates/  
Clicks

**Website**  
Event Sign-Ups



# OF OUR ROADMAP

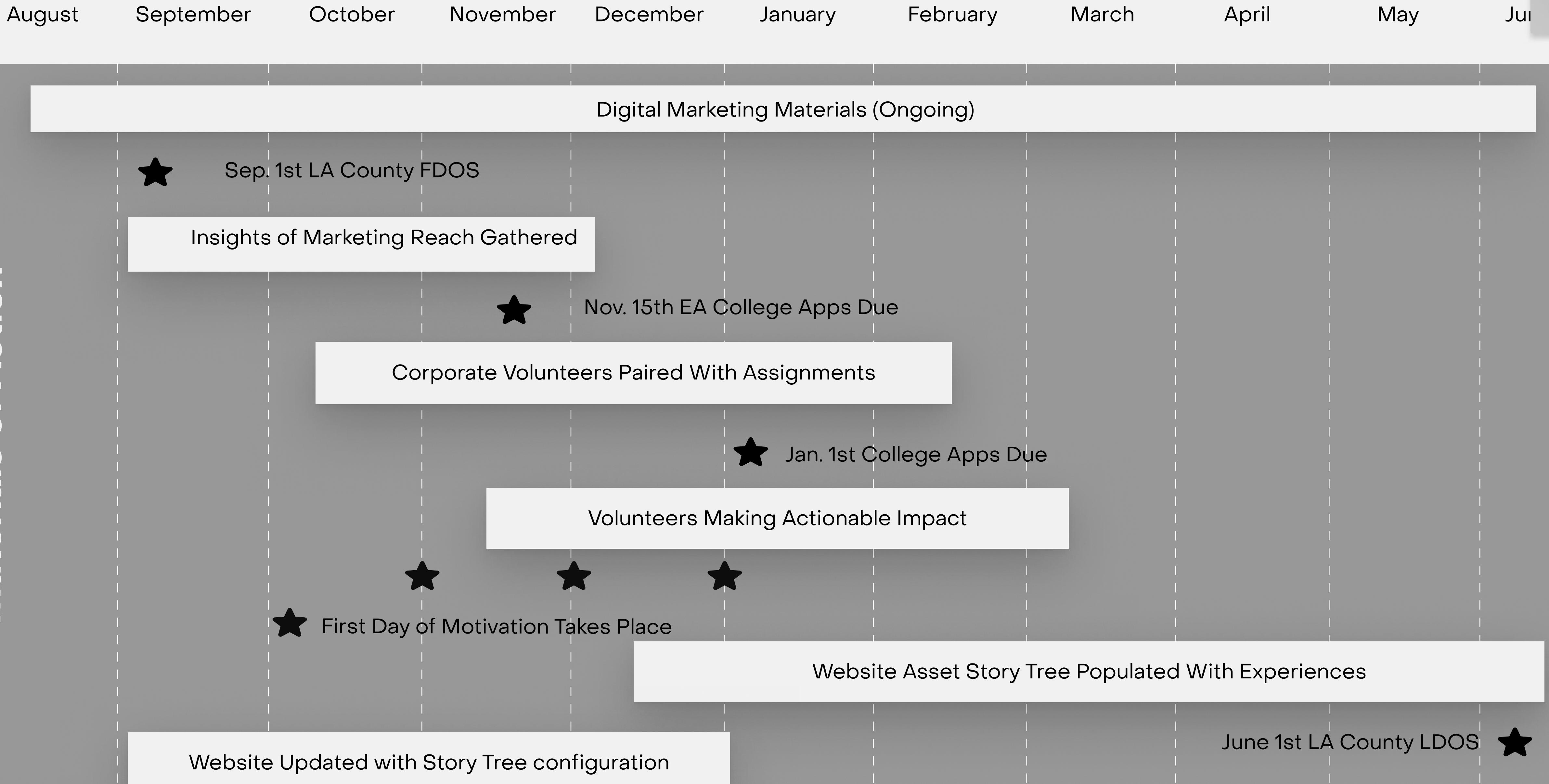
4. Creative

3. Our Plan

2. Approach

1. Landscape

# Materials of Action



## +ME PROJECT



2025

### August

Roll out marketing assets digitally to targeted platforms- bring cognizance to a re-imagined “Day of Motivation”

### September

Piece together key insights previously defined and gather information to pair volunteers with school placements

### October

A first Day of Motivation takes place

2025



2025

## November & December

Corporate Volunteer Groups continue to contribute across L.A.



2026

## January & February

Day of Motivation volunteering for the 25-26 school year comes to a close

## March, April, & May

Students impacted by meaningful volunteering begin to assemble future plans

# WHY US?



Strategy

**Timothy Gallagher**

Design

**Farisa Alam**

Client Services

**Abby Bagepally**

Development

**Zachary Tan**

Project Delivery

**Caitlin Locker**

**Critical Mass.**