

Students Consulting for Non-profits Organizations

One Love Global



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Agenda

1. Introduction

About our team, What is OLG?,
and client objectives

2. Recommendations

Potential funders, Racial Healing
circle one-pager, marketing, and
new volunteer system

3. Presentation of Documents

4. Conclusion

Questions



Our Team



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Project manager



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Team Lead



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Who is One Love Global?

Mission:

Their mission is to revitalize urban centers and create sustainable communities where justice, peace, and opportunity are attainable for all children

Goal:

Their goal is to break trans-generational cycles of poverty and trauma in the Black community through social entrepreneurship and leadership development

Challenges/our goals:

- Social media
- grants and funding
- current volunteer search system
- overall marketing for the organization



Objectives

1. Marketing

Analyze their current marketing strategies and provide feedback, increase engagement on social media, develop a one-pager graphic based on their racial healing circle and develop a tiktok.

2. Research potential funders

More institutional funders that are interested in healing work and racial healing, broader than just Michigan locations (looking to expand work), provide them with a list of potential funders that they may want provide flyers to, and they want to be able to market towards a diverse community.

3. Research volunteer database

With the two coalitions they organize, they have gathered a lot of information of the people that are apart of them (skills, experiences, contact info, etc). They are wanting to leverage that information in a stronger way rather than sending an email to the whole list or doing a search and picking out people with the skills that they are looking for.



Racial Healing Circle One-pager

TRUTH, RACIAL HEALING & TRANSFORMATION



WHAT IS A RACIAL HEALING CIRCLE?

The Racial healing circle is used to connect and bond members within the community designed to bring awareness to racism and injustice. It is used to bring awareness to participants regarding past issues within society and works to eliminate racial hierarchy which has caused pain and suffering among ethnic groups.

Through listening to the stories of other people, trust begins to form which leads to a reflection on our own thoughts and actions.

The Healing Circle is designed to develop an understanding about differences in diverse groups of people. In doing so, a group is formed to set and accomplish a certain goal.

A reflection question is asked by the co-facilitators to the group at the beginning of the meeting. The prompt is used to evoke a reflection upon oneself.



The Truth racial healing & transformation (TRHT) framework was designed by Dr. Gail Christopher and the W.K. Kellogg Foundation.



WHY USE THIS PRACTICE?

Components of the Healing Circles help us relate to one another spiritually through storytelling and indigenous practices. Past experiences are shared to help recognize implicit bias.

The Racial Healing circle begins the process of individuation which highlights the individual characteristics in a person instead of a traditional thought about a specific group. Furthermore, this process builds an understanding of what a different group of people experience on a day to day basis.

The circle teaches us how to heal from painful experiences, develop relationships with diverse groups, respect others and build trust with members of the community. It helps us see ourselves in one another.

When we support youth to be at the table and lead, we support their healing and transformation, as well as the healing and transformation of our communities.

INDIGENOUS PRACTICE

The opening and closing of the racial healing circle encourages participants to include personal indigenous experiences. Within the circle, facilitators assign reflection prompts to each circle so that participants can incorporate their own cultural or indigenous experiences.

Reflection questions by the facilitators gives a chance for the participants to disclose their personal reflections to other participants. It grows a mutual respect among the participants which honors the culturally distinct societies and communities.



Racial Healing and Relationship Building focuses on ways for all of us to heal from the wounds of the past, to build mutually respectful relationships across racial and ethnic lines that honor and value each person's humanity, and to build trusting intergenerational and diverse community relationships that better reflect our common humanity.

"A Racial Healing Circle is not just a conversation and is more than just a safe space. It is an experience that engages the heart and requires the heart to be open and expansive. It re-affirms the humanity in all of us. It is a commitment to acknowledging that unconscious bias lives in all of us, and it is the spiritual work of affirming and loving ourselves."

- Dr. Gail Christopher, TRHT visionary

FOR MORE VISIT: <https://www.oneloveglobal.org/trht>

Social Media Graphics

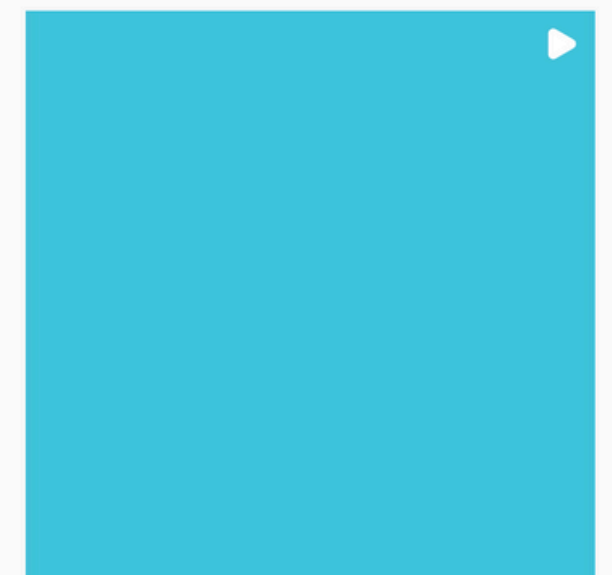
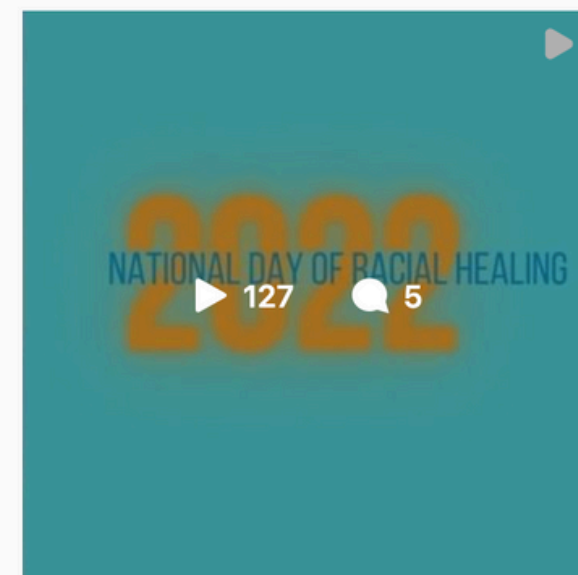
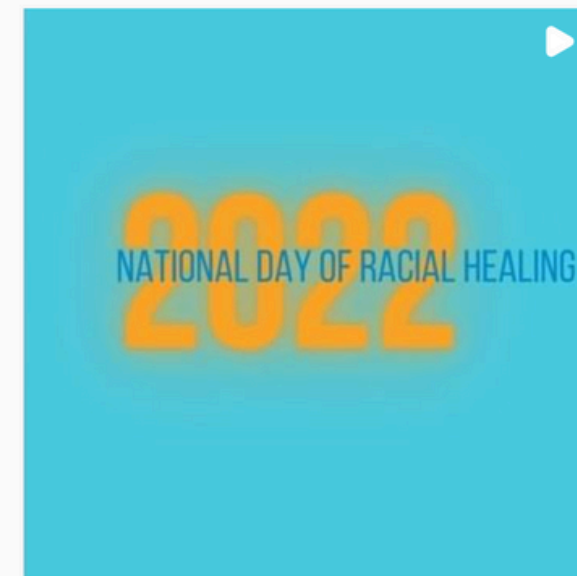
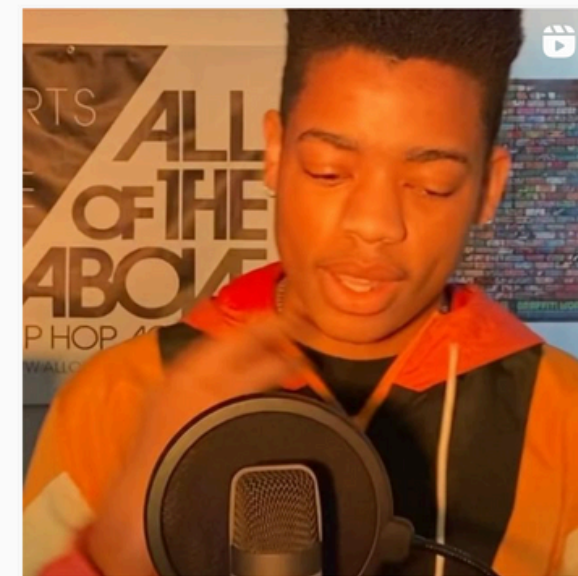
Tips

- Last Instagram post was February 28th
- A lot of the same graphic posted in a row (but with different information), they should use other graphics so viewers don't get confused with content
- Use hashtags for engagements
- Post stories with polls or other for a higher engagement



Social Media

It is important to use other unfamiliar graphics to change up your feed and so viewers do not get confused with content.



TIK-TOK

A goal of One Love Global is to begin a TikTok account to enhance their marketing

We have developed 4 TikToks for the "OLG on the Street: Draw that District!" event they will be hosting on March 25th. This involves a series of interviews and filming that will be sent to us to help create content.

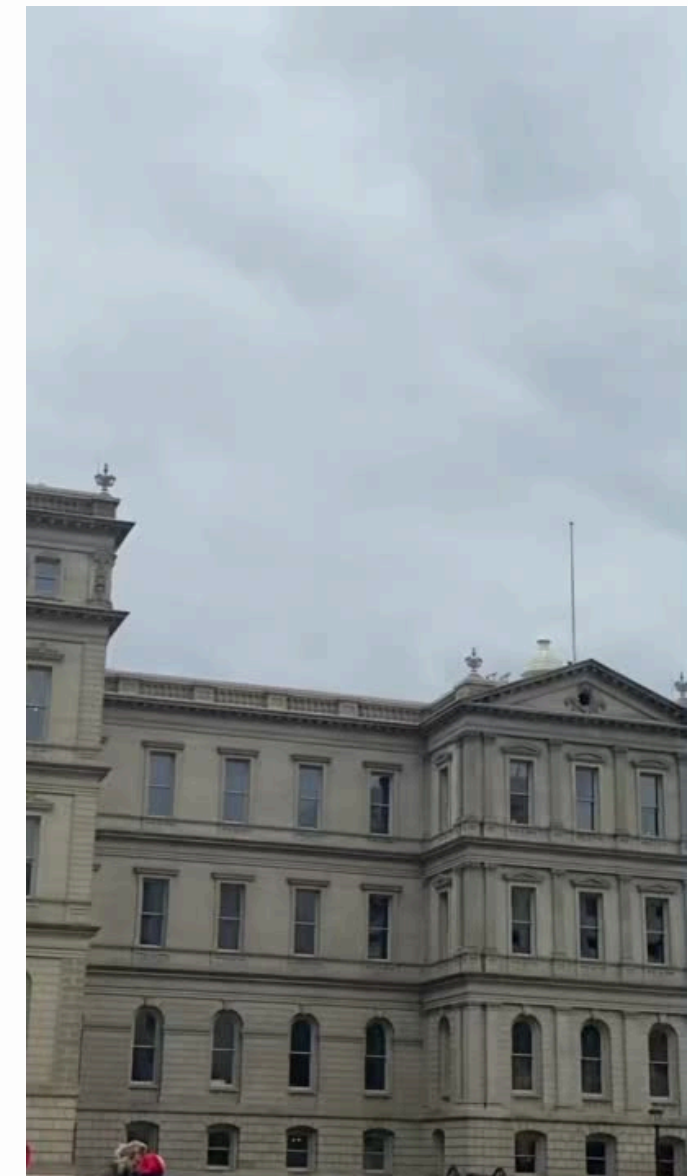
In order to receive the best quality, we have created the content through an application called, "CapCut." From here you can save the files sent to your team and upload them to tiktok. From there, you can use the "video green-screen" effect and make sure your camera is against a plain wall to capture the best video or if using CapCut, you can import the video straight to TikTok.

Song suggestions:

Hashtag suggestions:

**How to boost
engagement on Tik Tok:**

**Other Tik Tok accounts that you
can use for future ideas:**



Potential Funders for One Love Global

Our client is interested in funders who have capacity to make substantial donations (\$2,500)+ to support healing circle program costs -- prospects who value healing practices, racial equity, etc. Also, wanting foundations over corporations.



Potential Funders for One Love Global

No.	Organization	Link	Description	Application
1	DMC Foundation	Here	The DMC Foundation is dedicated to promoting the well-being of people in the metropolitan Detroit area through the support of health-related research, education and community benefit activities	Here
2	BCBSM	Here	Our grant programs address improved health and access to quality, high-value care by targeting health disparities, physical health, behavioral health, substance use disorder, mental health, maternal-infant health, health inequities and the social determinants of health through health care research and	
3	Community Foundation	Here	We seek to make strategic investments in the community, and look to partner with nonprofit organizations to help create enduring solutions to complex problems. Effecting change requires both passion and measured thought, and we work hard to find proposals that encompass both.	Here
4	Grand Rapids Community Foundation	Here	Our Black Legacy Fund, led by community volunteers, builds on the legacy of giving in Black communities in greater Grand Rapids. This endowed Field of Interest fund has traditionally focused on providing education and job opportunities for Black youth. Today, the Black Legacy Fund is building on that legacy and broadening the scope of the fund's impact.	Here
			J.P. Morgan assists clients with philanthropic interests who are looking to give back to their communities, foster a charitable legacy and make a difference	

Possible sponsors or locations to pass out OLG flyers:



<https://www.ecurrent.com/local-buzz/black-owned-businesses-washtenaw-county/>



New Volunteer System

One Love Global is looking for a new system to replace their current spreadsheet tracker

- With the two coalitions they organize, they have gathered a lot of information of the people that are apart of them (skills, experiences, contact info, etc).
- Wanting to leverage that information in a stronger way rather than sending an email to the whole list or doing a search and picking out people with the skills that they are looking for

[illegible][illegible]

New Volunteer System

Volunteer Management Applications:

NonProfitEasy	Make it easier for volunteers to sign up and stay involved with online tools for everything from signing up forms and shift management to attendance tracking and reporting.	https://www.nonprofiteasy.com/
Microsoft Volunteer Management Power App		https://www.microsoft.com/en-us/nonprofits/volunteer-management-engagement?activetab=pivot1%3aprimar5
SignUpGenius Volunteer Management Software	-Choose from hundreds of templates to get started; no technical skills needed. -Easy to create sign up invites and forms for coordinating volunteer roles, opportunities and events. - Automated reminders and confirmation email.	https://www.signupgenius.com/nonprofit-volunteer-management
Volunteer Mark	-Mobile-Friendly -manage volunteer opportunities, schedule many shifts at once, recruit new supports, communicate with volunteers, and track and report data.	https://www.volunteermark.com/

Microsoft Cloud for Non-Profits:

Volunteer Management is part of [Microsoft Cloud for Nonprofit](#). It's built on Microsoft Power Apps, with the [Nonprofit Common Data Model](#) as its foundation.

Features:

- ☐ Publish engagement opportunities
- ☐ Approve volunteers
- ☐ Track volunteer onboarding
- ☐ Manage day-of activities
- ☐ Communicate with ease
- ☐ Gain volunteer insights

Key Advantage for Volunteer Managers:

Daily Dashboard: View published engagement opportunities, volunteers to review, and draft engagement opportunities that need to be published.

Engagement Opportunity Tracking: Understand how many engagement opportunities are published each month, volunteers per month, and participants needed versus participants confirmed for each engagement opportunity.

Thank you,
questions?

