



APPLY NOW



City Year Columbia

The weather isn't the only thing that's hot here. Our passion and dedication are ignited to help Columbia's students build on their strengths, take risks in their learning and feel connected to their school community.

shot

Make a difference in Columbia

We are City Year. We are challenging the educational status quo with tenacity, passion and empathy. We create environments where young people feel like they belong, so they can fulfill their potential.



TEAM

5

City Year Columbia

**Target Persona:
Aaron**



- Age 18
- Hasn't made up his mind about college
- Unsure about future plans
- Comes from a school lacking resources
- Only Options:
 - Tractor Supply/ The Army/ or City Year

**Target Persona:
Molly**



- Age 19
- Recovering from substance abuse
- Seeking wellness
- Struggling to find affordable housing/insurance
- Wants to ensure kids from similar backgrounds don't go through the same experiences as she did

hot



#WHICHKIDWEREYOU



www.cityyear.org/columbia



Which kid Were You Video



**I WORE MY
T-REX COSTUME
FOR A MONTH.**

**WE WERE ALL “THAT KID”.
NOW WE HELP THAT KID.**

**VOLUNTEER FOR CITY YEAR COLUMBIA
TO SUPPORT KIDS IN YOUR COMMUNITY.**

Learn more at <https://www.cityyear.org/columbia/>



**I WAS THE ONE WHO BROUGHT A
LIZARD IN MY BACKPACK.**



**WE WERE ALL “THAT KID”.
NOW WE HELP THAT KID.**

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I WAS THE TEACHER'S PET.



**WE WERE ALL “THAT KID”.
NOW WE HELP THAT KID.**

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**I WAS THE ONE THAT HATED
PANTS.**



**WE WERE ALL “THAT KID”.
NOW WE HELP THAT KID.**

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I WAS A NOSE PICKER.



**WE WERE ALL “THAT KID”.
NOW WE HELP THAT KID.**

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Media Plan

Getting the Message Out

Flyers-Instagram,
Recruitment

Radio/Streaming

Class Superlatives

Getting People Thinking

Recruitment Benefits
Human Truth Appeal

Social Media Templates

Community Outreach-
Soda City, State Fair

Getting People Volunteering

30 Acts of
service Calendar

Instagram
Testimonials

30-Year Story

Educate

Inspire

Apply

cityyear.org/columbia

CITYYEAR.ORG/COLUMBIA

“CHILDREN ARE NOT THINGS
TO BE MOLDED, BUT
PEOPLE TO BE UNFOLDED”

-JESS LAIR



CITYYEAR.ORG/COLUMBIA

VOLUNTEER SPOTLIGHT



JANE
DOE

STUDENT AT USC COLUMBIA



CITY YEAR COLUMBIA

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