

## Make a difference in Columbia

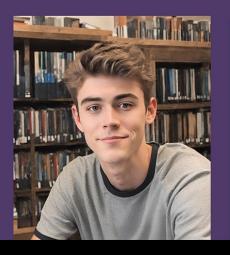
We are City Year. We are challenging the educational status quo with tenacity, passion and empathy. We create environments where young people feel like they belong, so they can fulfill their potential.



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

#### #WHICHKIDWEREYOU



not



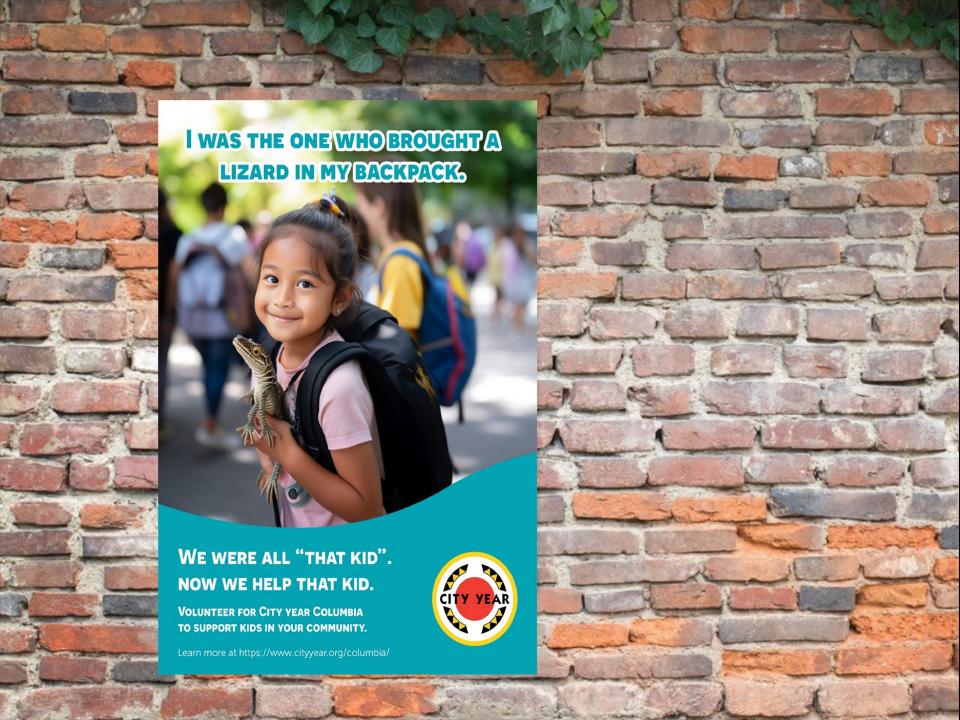


WE WERE ALL "THAT KID".
NOW WE HELP THAT KID.

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

CITY YEAR

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



### IWASTHE TEACHER'S PET



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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** 







