



**Columbia**  
COLLEGE CHICAGO

DIGS WITH  
DIGNITY

# 2023 DIGS PITCH DECK

**360 Experiential Advertising**

Julissa Mejia

# Strategy / Big Idea

In order to increase awareness of Digs within black and brown communities within Chicago, providing CPS students with opportunities to gain service hours through DIGS will spark word of mouth exchange among a more diverse Chicago community (parents, friends, teachers) who would be interested in sponsoring/donating.

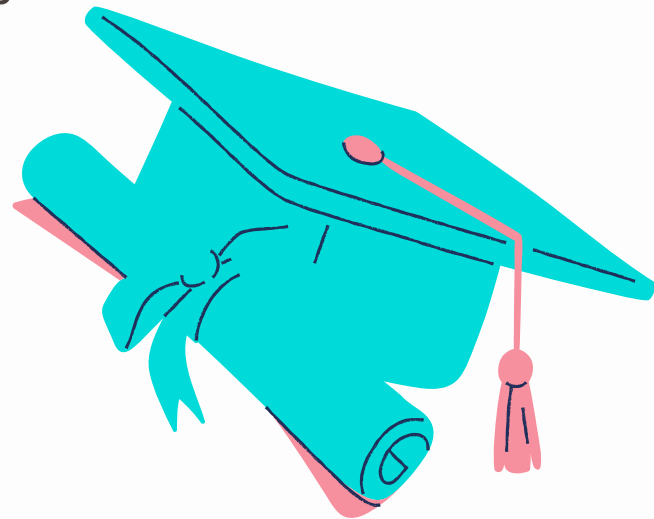




# Connecting with a diverse demographic of volunteers and donors through CPS schools

## Target Audience

In targeting CPS schools, we will reach a diverse group of students in terms of race, ethnicity, gender, class, etc. Along with the diverse group of students, we will also be reaching a diverse older audience through the parents & guardians of student volunteers as well as faculty



## Objectives

1. Reaching out to CPS schools and student led organizations
2. Spark WOM Exchange and talk on social among students, parents/guardians and faculty
3. Host a program that forms lasting connections & memories while also supporting Jan's passion in education

## KPI's

1. Demographic of donors/sponsors/team diversifying
2. demographics of social media outreach / engagement
3. Barbeque attendees



# Service Hours Opportunity!

Be a part of elevating the lives of those transitioning from homelessness in your community by helping to provide beautiful, dignified homes and keeping furniture out of landfills.



**RELATE**  
Understanding Their Vision



**RENEW**  
Bringing Their Vision to Life, Sustainably



**REBUILD**  
Transforming Their New Home



## WE NEED HELP WITH:

- Helping to sort, organize, and pull pieces in our warehouse for future families
- Helping Design for upcoming families
- Assisting Digs team on move-in days

## VOLUNTEERS WILL GET DIGS T-SHIRTS AND AN INVITATION TO OUR ANNUAL BARBECUE!

To give back to your community while gaining service hours please visit:  
[digswithdignity.org](http://digswithdignity.org)

# Email Template

Service Hours Opportunities for High School Students



To CPS Schools

Cc Bcc

Service Hours Opportunities for High School Students

To \_\_\_\_\_,

At Digs with Dignity, we are always looking for volunteers to help us reach our mission: to elevate the lives of those transitioning from homelessness by filling their houses with everything that makes a comfortable, dignified home.

We are happy to partner with CPS schools to offer volunteer hours for students who might need hours to fulfill graduation requirements, or to simply help out the community. We will be offering a bimonthly volunteer program for the students to participate during the hours that work best for them, and are able to host a maximum of twenty students per month, as well as four members of faculty if interested.

We have also attached the flyer for students or parents to get a better idea of the service hour opportunities, and what tasks will be involved in the volunteer experience at our local warehouse.

Please let us know if your school would be interested in participating, where we will then send out contact forms and schedules.

Thank you,  
Digs with Dignity

[Service Hours Opportunity.pdf \(1,468K\)](#)



# CPS Schools Contact List

**Curie Metro High School** - Homero Peñuelas - [hlpenuelas@cps.edu](mailto:hlpenuelas@cps.edu) (Principal)

**Benito Juarez Community Academy** - Juan Carlos Ocon - [jcocon@cps.edu](mailto:jcocon@cps.edu) (Principal)

**Bogan Computer Technical High School** - Alahrie Aziz-Sims - [aaaziz@cps.edu](mailto:aaaziz@cps.edu) (Principal)

**Thomas Kelly High School** - Carlos Diaz - [cdiaz2@cps.edu](mailto:cdiaz2@cps.edu) (Support Staff)

**Solorio Academy High School** - Victor Iturralde - [viturralde@cps.edu](mailto:viturralde@cps.edu) (Principal)

**Kennedy High School** - Teresa Parker - [tparker@cps.edu](mailto:tparker@cps.edu) (Principal's Assistant)

**Payton College Preparatory High School** - Tim Devine - [tpdevine@cps.edu](mailto:tpdevine@cps.edu) (Principal)

**Jones College Prep** - Anita Brown - [armiller@cps.edu](mailto:armiller@cps.edu) (School Clerk)

**UIC College Prep** - [office@uiccollegeprep.org](mailto:office@uiccollegeprep.org) (Office Contact)

**Chicago Bulls College Prep** - Mark Hamstra - [mhamstra@bullscollegeprep.org](mailto:mhamstra@bullscollegeprep.org) (Principal)

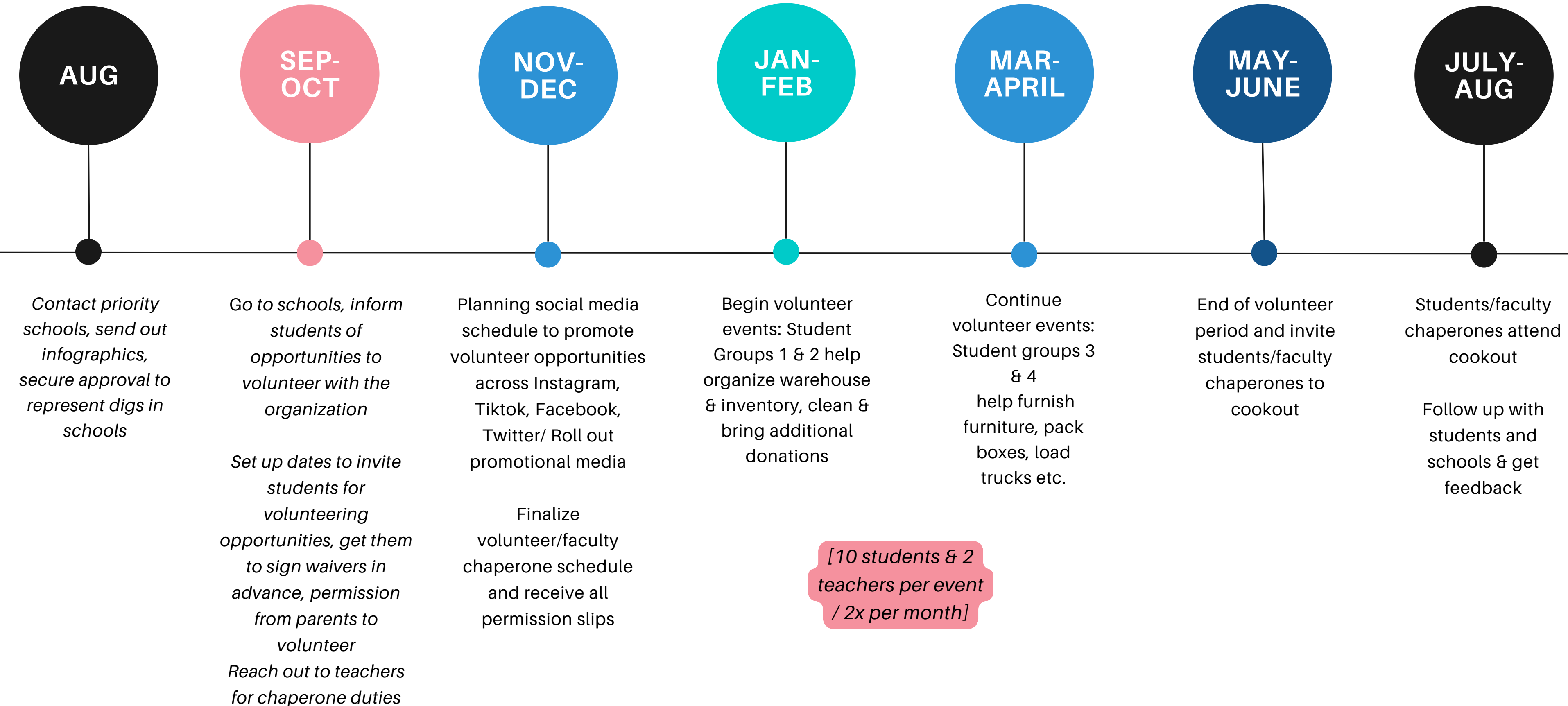
**Pritzker College Prep** - [info@nobleschools.org](mailto:info@nobleschools.org) (Info desk)

**Muchin College Prep** - Chase Johnson - [cjohnson@muchincollegeprep.org](mailto:cjohnson@muchincollegeprep.org) (Principal)

**Whitney M Young Magnet High School** - Valerie Spann - [vspann@cps.edu](mailto:vspann@cps.edu) (Assistant Principal)

# LONG-TERM / ANNUAL TIMELINE

August 2023- August 2024



# Media Coverage



To draw attention to DIGS and the service hour opportunities we have created for CPS students, we could pitch this to different media outlets like WGN, ABC7, NPR, FOX32, and Patch.



This would be a great way to introduce DIGS to a broader audience as well as highlight our mission statement. News outlets would be interested in this because it is a direct form of involvement of the community as well as a "feel-good story," which draws the attention of viewers because it contrasts with negative news stories, which often get more coverage than positive ones.



We could invite reporters to the days when students are at DIGS or at the barbecue. This can give the reporters insight on the community that has been built after this and how the students feel after completing the service hours.



# Budget

Product	Price
Pamphlets (x500)	\$200 (\$0.5 / piece)
Shirts (x200)	\$300 (\$1.5 / piece)
Food & Beverage	\$400 (variety snacks, bottled water, soda cans, etc)
Social Media Promotion	\$100 (5 posts at \$20)
<b>TOTAL:</b>	<b>\$1000</b>