

Big Brothers.
Big Sisters
Big Hearts.



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Who We Are

Big Brothers Big Sisters is the largest donor and volunteer supported mentoring network. This program has brought adult volunteers and children (ages 6-18) together for 100 years in communities across the country in order to develop positive relationships that will leave a lasting effect on these young people and adults. Through participation of the program, it has been proven that children are more confident in their schoolwork performance, can relate better with their families, and are less likely to use illegal drugs, alcohol, and skip school. With the organization currently operating in all 50 states, big's and little's have the opportunity to build a lifelong relationships and open up opportunities that will build both for the better.

Our Vision:

all children achieve success in life.

Our Mission:

provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

Accountability:

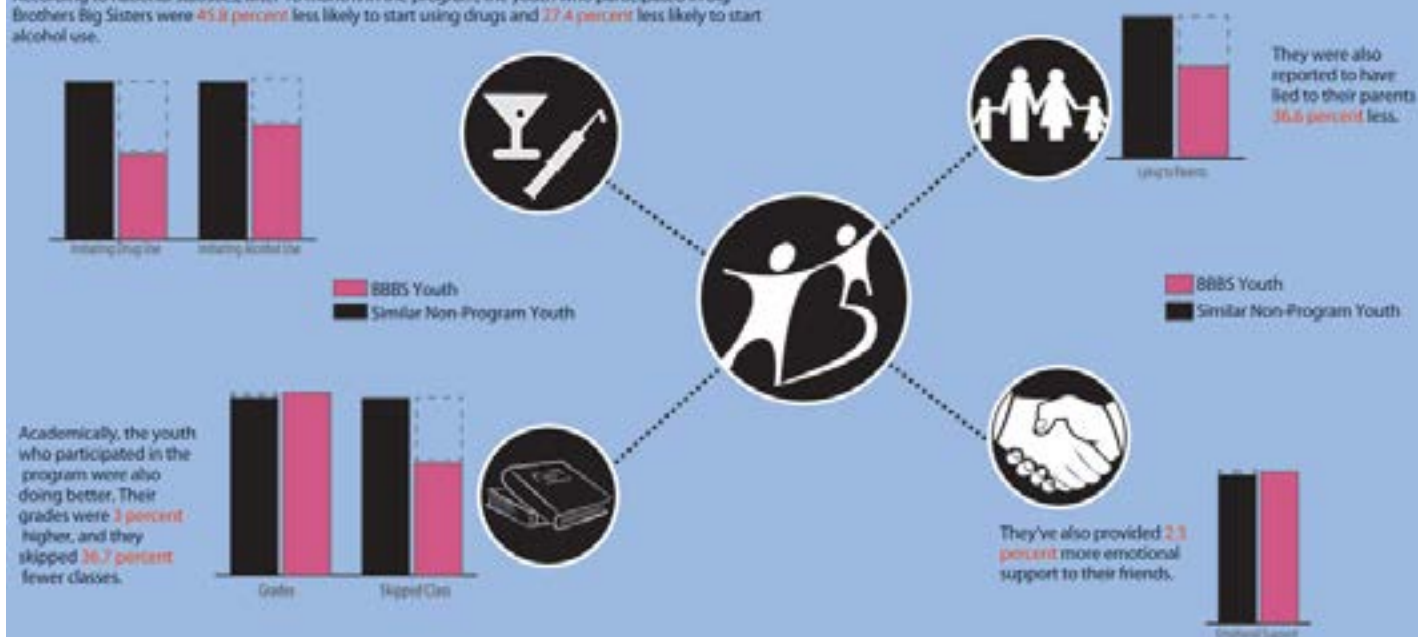
by partnering with parents/guardians, volunteers and others in the community we are accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success

The Impacts

THE IMPACTS OF THE BIG BROTHERS BIG SISTERS PROGRAM

According to national statistics, after 18 months in the program, the youth who participated in Big Brothers Big Sisters were **45.8 percent** less likely to start using drugs and **27.4 percent** less likely to start alcohol use.



Source: PUBLIC/PRIVATE VENTURES

—Kaikang Wang

Creative Brief

Key Fact:

Being a part of Big Brothers Big Sisters would be a fulfilling and beneficial part of a child's and your own life.

Problem that Advertising Must Solve:

Convincing people to not only consider being a Big but actually taking action and contacting the organization.

Advertising Objective:

An emotional pull that tugs at the heartstrings of viewers to recognize the impact they can have on a child's life and inadvertently enhance their own life.

Target Audience/Prospect Definition:

Big Brothers and Big Sisters of America has two target audiences; we want to target the successful and compassionate young adults ages 18-35 who will be reaching out to the children and taking on an older sibling roll, as well as targeting the children of single parent homes/growing up in poverty/dealing with parental incarceration who would be directly affected by our organization.

Positioning:

That we are a non-profit organization that is striving to enrich the lives of children and exposing them to an alternate lifestyle that garners success and positivity.

Principal Competition:

Currently Big Brothers and Big Sisters of America does not have any competition in this market, however this will not stop us from excelling in this area at every level.

Key Consumer Benefit:

The benefits include opportunities for children to be exposed to successful adults and be encouraged to reach their potential and benefit their futures. Also allowing the children to veer away from poor choices that will lead them to juvenile detention and other risky behaviors.

Reason Why:

National research has shown that positive relationships between Littles and their Bigs have had a direct and measurable impact on children's lives. By participating in our programs Little Brothers and Sisters are more confident in their school work performance, able to get along better with their families, 46% less likely to begin using illegal drugs, 27% less likely to begin using alcohol, and 52% less likely to skip school. (1 Tierney, J.P., Grossman, J.B., and Resch, N.L. (1995) Making a Difference: An Impact Study of Big

SWOT analysis

Strength

- Strong and positive reputation that has grown since 1904
- Research proving program effectiveness
- Mutually beneficial to both Bigs and Littles
- Thorough background check and personality profile for matching
- Strong college student participation
- Good base of children to grow with
- Reaches a lot of communities
- Volunteer program is effective
- Acknowledged by Forbes

Weakness

- Funds are donation based
- Not enough funds
- Not enough events
- Not reaching half of targeted demographic
- Not enough volunteers

Opportunity

- Expand PR
- Create more publicized events
- Target market response (increase donations)

Threat

- Overall economy
- No distinction between Boys and Girls Club

Marketing Strategy

The target audience we are aiming our print ads towards are potential Big Brothers and Sisters ages 18 to 35. These are the people we want to mentor the younger children, in order to completely capture this group we chose to tell the stories of previous Little Brothers and Sisters and share how their mentors changed their lives.


Our commercial advertisements are aimed at the children themselves, we are hoping that with these ads we can gain the attention of those who need a positive role model in their life. With these commercials we show the mentees that there is a second option for their future and that through Big Brothers Big Sisters of America this second option is more than feasible.

Advertising

Our print advertisements will be highlighted in magazines that appeal most to the age group we are recruiting for the program, 18 to 35. With commercials played on high traffic channels we are hoping to reach the young at risk children who will benefit from our resources the most.

Get Creative!

By using guerilla marketing our company hopes to draw attention through the placement of starched children's clothing throughout city streets that will have a slogan and the BBBS logo with it. By strategically placing the outfits in highly populated places, such as bus stops, train stations and city malls, we hope to spark the interest of possible new Big Brothers and Big Sisters and even reach potential financial backers. By choosing copy that tugs at heart strings we want to emphasize that most of these children go unseen and how with the help of others we can show them the potential they have.



*Her potential
is only
obvious if she
can see it.*

Join Big Brothers and Big Sisters of Amer-
and start changing lives today.


When I first met Suzie she was loud and energetic and I was not used to the type of happiness she had. I came from an abusive home, my mother disliked when my brother and I played with toys and got angry when we laughed. But Suzie helped me see that life is something beautiful and that I should enjoy each day to the fullest. Suzie became my big sister when I was 10 years old, now 13 years later I stand by her side at the alter as her bridesmaid. She has truly changed my life and opened my world up to a brighter and happier state. Without the Big Brothers Big Sisters program there is a decent chance I would not be here today, Suzie was able to help me stand up for myself and my younger siblings and I cannot thank her enough for it. This path that I am on is only possible because of my big sister Suzie and the Big Brothers and Big Sisters of America Foundation.



*Unveil their
true potential.*

Join Big Brothers and Big Sisters of America
and start changing lives today.

My big brother Brandon and I were complete opposites, he came from a well off family, both his parents were still together, and he had no siblings. I was 12, my mother worked 2 jobs just to take care of us, my younger sister was always nagging me, and my father walked out when I was 7. The first few weeks I thought we would never work out as big brother and little brother, but then I realized that in such a short amount of time Brandon had already made a huge impact on my life. He taught me how to do handy work and I began to start my own mini-business, he gave me advice on dealing with my baby sister, and constantly urged me to show my mother how much I appreciated her. With out Brandon in my life I would still be the bratty 12 year old with too much baggage and no outlet to handle it all, but here I am today 8 years later at a prestigious college still running my handyman business I started so long ago. Thanks to Big Brothers Big Sisters I have come to know what it is like to care for someone other than myself



*He can't see
his potential,
but you can.*

Join Big Brothers and Big Sisters of America
and start changing lives today.

Seven years ago my life was changed forever because seven years ago I was introduced to John, and I was never the same again. My name is Nick, and when John became my big brother my life took a turn for the better. I was 13 and had been having troubles at home. My mom was a single parent, I had two younger sisters, and I was constantly getting into trouble. I was one step away from juvey when I met John and had no intentions of changing for anyone. After our time spent together, John showed me what it was like to care about others and about myself. I began doing better in school and respected my mom more; he even helped me get a job at the local grocery store as a bag boy. Seven years after our first encounter I got my acceptance letter to the University of Florida, and the most exciting part was sharing it with the man who helped me most, my big brother. Thanks to the Big Brothers and Big Sisters of America Foundation, I have a future I never



*Don't let
him be forgotten.
Become a Big.*

Join Big Brothers and Big Sisters of America
and start changing lives today.

*They only had each
until you came along.
Become a Big.*

Join Big Brothers and Big Sisters of America
and start changing lives today.

