Thank you to Altria, the Education Sponsor for the 2017 Network Meeting

Outreach – What’s New
What’s Next

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Welcome!

Objectives of Class
1. Outline quality and value of National School Program and The First Tee DRIVE
2. How to structure successful and sustainable Outreach partnerships

Strategic Planning – Where does Outreach fit in?
- How many currently have Outreach within your strategic plans?
- What does that plan look like for you?
Strategic Plans

- Governance
  - Engaging board to be advocates in community
- Funding
  - Include Outreach as part of overall fundraising plan
- Programs
  - Outreach supplementing LSE offerings, not competing
- Operations
  - Dedicated staff, volunteers, champions, advocates to efforts

The First Tee Programming

Why NSP & DRIVE?
1. Brand Awareness
2. Donor Opportunities
3. Participation Growth Opportunities
4. Expand Reach to Young People
5. Service Area Maximization
Impact Map

• Chunk it!
  • District, school, county, etc.

Goal Setting

• Birdie Lesson Plan:
  • Goals should be...
    • Positive
    • Important to you
    • Specific
    • Under your control

Communication – Building Relationships: Who?

• Identify the person(s) who will help make the biggest impact
• Outreach Partners
  NSP or DRIVE Champions
  County/District PE Specialist
  Teachers, PTA, PTO
  Business Leaders
  Parents
Communication – Building Relationships: How?

1. Identify...
   • What you have to uniquely offer
   • What your needs are
   • What the partner has to uniquely offer
   • What their needs are
2. Incentivize
3. Learn about your partners
4. Educate partners on additional The First Tee opportunities

Communication – Building Relationships

Case for Support - Outreach

• CEO of National Organization
  • One in four public school children drop out before they finish high school – that’s 1.3 million students per year. The First Tee is positioned to be a part of the solution to this crisis. The First Tee National School Program and The First Tee DRIVE uniquely provide ways to bring the inherent values of golf to young people in elementary schools and afterschool programs. Providing safe opportunities for young people to have a positive in-school and afterschool experience will allow us to target the 11 million young people that do not have a safe place to be after the last school bell rings. Our network of 155 chapters is prepared to support our 9,000 National School Program partners and 1,300 DRIVE partners which both play a vital role in helping us achieve our overall goal of reaching an additional 10 million young people by the end of 2017.
Case for Support - Outreach

• 6 Key Components of an elevator pitch
  1. Define your problem
  2. Describe your solution
  3. Know your target market
  4. Describe the environment
  5. Who’s on your team
  6. Show traction with milestones

Case for Support - Breakout

You’re in an elevator with...
  1. PE teacher
  2. Superintendent
  3. Potential Donor
  4. Parent (Golfer)
  5. Youth Leader

Congrats!

Your pitch went well and now you have...
  1. Need identified
  2. Funds committed
  3. Partner aligned
Implementing a New Partner

1. Investment for new partner confirmed
2. Individual School or Facility Agreement
3. Completion of training
   • Online e-learning or National Trainer led in-person
4. Hard components of program delivered
   1. Equipment

Now the program is in place – what’s next?

• Ongoing cycle – head back to...
  • Setting specific goals
  • Follow-up, follow-up, follow-up
  • Create a plan of action

Creating a plan of action

1. Support to partners implementing programs
2. Data Collection
   • Foundational relationships
   • Framework of delivery
   • Outcomes & data important to you
3. Opportunities for transition
   • Bring it to the kids
   • Host an event
How to Execute – Transition Activity

1. Identify partner(s) for transition opportunities
2. Where / when will the event be held / what will it look like?
3. Set goal(s) for the transition plan
4. Who are your “go-to” person(s) for the event?
5. What resources are needed?
6. Where do you start?

Summary

1. Think strategically
2. Communicate
3. Create an action plan

Operational Systems

salesforce
Thank you!