

GENERATION "Y"  
**Why Not Start A Nonprofit?**  
*A Leadership Training Workshop For Youth*

**Sponsor Proposal  
And  
Guide Packet  
2009**



LIBERTY HALL HOUSE OF GOD  
YOUTH DEPARTMENT



GENERATION “Y”

## Why Not Start A Nonprofit?

*A Leadership Training Workshop For Youth*

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## “Grooming Youth For Leadership”

### Concept

A recent study, [\*Ready to Lead? Next Generation Leaders Speak Out\*](#), by the Casey Foundation, the Eugene and Agnes E. Meyer Foundation, CompassPoint Nonprofit Services, and Idealist.org. stated this problem.

As many as 1/3 of aspiring young people surveyed said that they were interested in leading a nonprofit but most felt that they were not being mentored or groomed for such leadership.

Each workshop will give a basic overview on how to establish a nonprofit organization, giving rise to the insight and interest for human services, *outreach* and ministry. Also to gain an appreciation for the workmanship of leaders, officers, board members, directors and managers; and finally, laying the ground work for aspiring future business owners and entrepreneurs.

### Introduction

A report, *The Leadership Deficit*, by Bridgespan, a Boston nonprofit consulting firm, predicts that there will be 640,000 vacant senior management positions in the next 10 years. The explanation for this projected exodus is in part demographic, as large numbers of leaders are approaching retirement age.

The coming leadership crunch in nonprofits has been in the news for some time. The retirement of the baby boom generation plus the explosive growth of nonprofits in recent years promise a disaster for nonprofits as they look for new leadership.

According to Deloitte & Touche, over 1/3 our workforce will need to be replaced in the next 20 years.



## Background

The nonprofit sector in America employs a steady increasing segment of the country's working population. According to the latest measures, the average annual growth rate in employment for nonprofits (2.5%) was significantly higher than for business (1.8%) or government (1.6). The number of Americans employed in the nonprofit sector has doubled in the last 25 years. Nonprofit employment represents 9.5% of the total employment in the United States, with total employees numbering 12.5 million.

In the "independent sector" (ie. 501(c) (3), 501 (c) (4), and religious organizations), total employment is 11.7 million, or 9% of total employment.

Nationally, the nonprofit work force grew by more than 5 % between 2002 and 2004 - the most recent year available - while overall employment declined by 0.2 percent.

## Current Issue

It is becoming more apparent that there is an issue about the future leadership of nonprofits, as it focuses on the crisis surrounding the departure of the large number of Baby-Boom-age leaders. The numbers are indeed striking. *Daring to Lead 2006*, published by CompassPoint found a stunning 75% of the more than 1,900 executives polled, planned to leave in about five years.

While Baby-Boom-age leaders, (born between 1946 and 1964, is an estimated 79 million), contemplate leaving their positions, there is a related concern about who will follow, as the next generation.

There is the Generation X, born between 1965 and 1976, is a considerably smaller cohort with an estimate of about 50 million.

Then there is the Generation Y, the so-called Echo Boom, born between 1977 and 1996 which is approximately 76 million strong, whose currently controls more than \$211 billion in spending power.



What are the raising thoughts?

1. Concerns about how to identify new leaders and issues of workforce development have become high priorities for those thinking about the nonprofit sector's future.
2. Recommendations have ranged from preparing groups for executive transitions to a mass recruitment of new talent from other sectors to discussions of leadership expansion.
3. A new field of executive transition services has emerged, and many groups are seeking ways to increase the visibility and desirability of working in nonprofit organizations.

## Implementation Plan

There are many young entrepreneurs today who have shown much interest in the nonprofit sector, leadership and even employment. AAOA see the need, and is ready to open the door to mentorship and training. Since there is such an interest, then 'why not'?

Generation "Y" – Why Not Start A Nonprofit? – A Leadership Training Workshop For Youth, will give another aspect of entrepreneurship for those that have a desire or even a calling in the human service or philanthropy area in helping the community, the state and possibly around the world.

Each, one-day workshop will cater to will consist of a PowerPoint Presentation, Question & Answer Segment, Group Role Play, Group Synopsis Overview and then the Presentation of Certificates Of Completion. The basic schedule will be from 11:00am to 5:00pm, which will include lunch and breaks in between.

The young leaders will learn the basic aspects of:

- The definition of a nonprofit organization.
- The difference between a nonprofit and a for-profit organization.
- The need for board members.
- Choosing a name for the organization.



- The importance of a mission statement.
- The need to incorporate the organization.
- Why fundraising is important.
- Annual checklist points for a nonprofit.

## **Participant Cost**

The cost for attending the workshop will be “*free*” to each youth participating. They are to initially register by filling out a registration form that is available at the sponsoring facility. They may invite up to two additional guests at no charge, but must return the filled out registration to the sponsoring facility before the noted deadline date.

## **Benefits**

### **1. Leadership Training For Youth Develops Key Skills.**

Youth develop skills in communications, critical thinking, leadership, problem solving, and human relations. Leaders need these skills to be effective in their roles. At the same time, youth learn about character, values, and ethics. Where would any leader be without them?

### **2. Leadership Training For Youth Build Confidence.**

Leadership training inspires teenagers to dream more, to do more, and to become more. Everything begins with confidence and a good leadership training program helps each young person discover that he or she has the potential to lead. This potential gets nurtured through learning activities, special projects, internships, and community service.

### **3. Leadership Training For Youth Receive Necessary Techniques, Strategies & Solutions.**

Youth receive current information on leadership challenges, the traits of leaders, what it takes to lead, motivating others, how to resolve conflict, dealing with difficult people, effective presentation skills, etiquette, practical money skills and more. They learn how to get things done.



#### **4. Leadership Training For Youth Provides Experience Through Service Learning Projects.**

According to Donald H. McGannon, "Leadership is action, not position." Hence, service learning projects provide action and valuable experience. Youth explore real issues as they work with leaders in the nonprofit sector, business, and government. At the same time they build relationships with mentors who serve as positive role models.

#### **5. Youth get positive results.**

"If you don't know where you're going any road will get you there...if you don't know where you're going no road will get you there. A solid youth leadership program sets teenagers on the right path - one paved with opportunity. It positions youth for ongoing positive results. Skills are developed, information is imparted, and experience is gained.

### **Conclusion**

17.6 million youth- nearly half the population of young people between 10 and 18 years of age, live in situations that put them at risk of not living up to their potential.

More than 65 percent of 14 to 19 year-olds are interested in starting a business compared with about half of the general public. (Kauffman Center for Entrepreneurial Leadership)

Gallup studies show seven out of 10 high school students want to start their own companies. Six in 10 females, seven in 10 Hispanic and eight in 10 African American high school students are interested in starting a business. (CompassPoint)

...Then Why Not A Nonprofit?

... A Leadership Training Workshop For Youth

*"The greatest gift you can give to another is the gift of a good example."*

Joe Venuto,  
Founder of Good Business.



## Appendix A: Workshop Outline

GENERATION “Y”

### Why Not Start A Nonprofit ?

*Leadership Training Workshop For Youth*

- This will be a one-day workshop that will be held at local churches and libraries.

#### PRESENTATION:

- As all youth are gathered together in one group, they will be given an overview PowerPoint presentation by Ms. Brooks on:
  - a) What is a Nonprofit Organization.
  - b) Developing a Board.
  - c) Establishing a Nonprofit.
- Question & Answer Session. The youth will have an opportunity to ask questions.
- **Lunch** – Boxed lunch will be provided.

#### ROLE PLAY:

- The youth will separate into individual groups, which in turn, will hypothetically become nonprofit organizations that they will develop themselves.
- **Take Me To Your Leader:** Each youth will randomly select a badge from out of a bag, indicating a particular profession or skill they will represent. Some badges will say “CEO” which means they will be the leader/visionary for their organization.
- **Building A Board:** Each leader will have turns picking a person by their profession or skill (according to the badge – ie, painter, doctor, high school teacher, accountant, mechanic , etc.) to help formulate their board. Then each group will decide who will be Chairman, Vice-Chairman, Secretary, Treasure, officer(s). Any remaining youth will later on be noted as an leader in the program, ie, ‘instructor’/’teacher’/’volunteer’/ ‘director’ – whatever position they feel is required.



- **Develop By-laws:** Youth will be given a *“Fill-In-The-Blank sample of Bylaws.*

They will have to decide:

- a) What are the duties of each board member.
  - b) How often do they want to meet.
  - b) How many people need to be present to form a quorum.
  - c) How long will each person serve their term.
- 
- **Establishing A Program:** They will be given a *“Fill-In-The-Blank sample Minuets Meeting Form.* The group will decide what type of nonprofit organization they want to form, and
    - a) What is “need” they think they can help solve?
    - b) Who do they want to serve?
    - c) What can they do to help solve the problem?
    - d) Come up with a name for the organization.
    - e) Come up with a mission statement.
    - f) What activities will be a part of the program?
    - g) Others in the group will later be assigned as director/teacher/mentor etc.
    - h) Decided on where program will be held & hours of operation/daily schedule.
    - i) Decide what will be the benefits of those who attend their program.
- 
- **Break** - Light refreshments will be provided.

## **FINAL PRESENTATIONS:**

- **Incorporate & Set It Straight:** All youth will resume back as one group for this brief verbal presentation by Ms. Brooks. The group will learn the basic steps in incorporating a nonprofit. They will get to see the documents for the following:
  - a) They will view a sample “Articles Of Incorporation”
  - b) They will view a sample “Letter To The Legal Organ”
  - c) They will view a sample EIN application”
  - d) They will view a sample “Charitable Solicitation Form”
  - e) They will know where the paperwork is submitted.

- **Group Presentation:** One person from each individual group will stand up and make the summary presentation on:
  - a) What is the name of their Organization?
  - b) What type of Nonprofit Organization did they form?
  - b) Who are the people they are trying to help.
  - c) How will the people benefit from being a part of their Organization?
  
- **Certificate Of Completion:** This will be the segment where each youth will be handed a certificate of completion with their name on it and a place for where they can put the name of the Nonprofit Organization that they help to established.
  
- **Dismissal**

## Appendix B: Workshop Schedule

### Generation "Y" Workshop Schedule

Leadership Training Workshop For Youth

**Phase I**

**10:00 A.M.** Opening & Welcome  
**10:20 A.M.** Presentation  
**10:45 A.M.** Question & Answer Segment

**Break**

**11:00 P.M.** Refreshments Provided

**Phase II**

**11:15 P.M.** Role Play Instructions  
**11:25 P.M.** "Take Me To Your Leader"  
**11:35 P.M.** "Do You Have Backbone"  
**11:50 P.M.** "We Rule"

**Lunch**

**12:00 P.M.** Boxed Lunch Provided

### Generation "Y" Workshop Schedule

Leadership Training Workshop For Youth

**Phase III**

**12:50 P.M.** Role Play (continued)  
**1:05 P.M.** "Houston, We Have A Problem"  
**1:15 P.M.** "The Name Of The Game"  
**1:35 P.M.** "Mission Impossible"  
**1:45 P.M.** "Activate Your Activities"

**BREAK**

**2:00 P.M.** Refreshments Provided

**Phase IV**

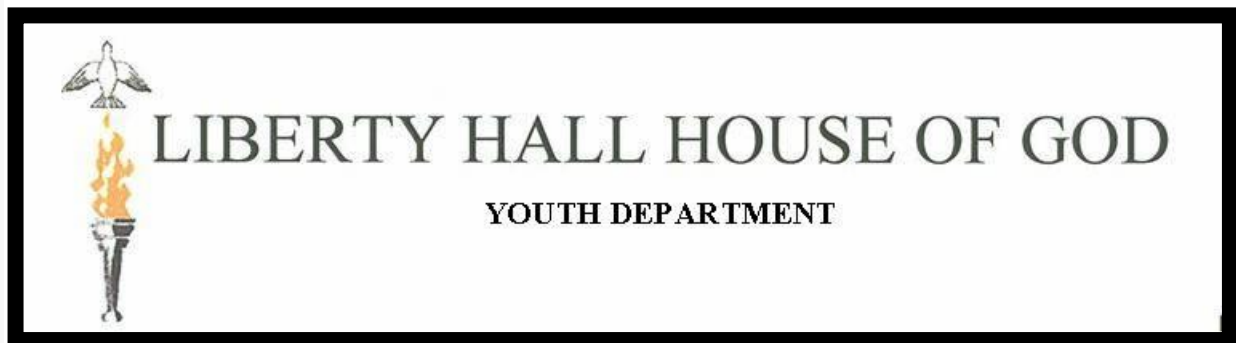
**2:15 P.M.** Role Play (continued)  
**2:25 P.M.** "Meet The Browns"  
**2:35 P.M.** "Days Of Our Lives"  
**2:45P.M.** "Winners Never Quit"

**Phase V**

**2:50 P.M.** Group Presentations  
**3:30 P.M.** "Incorporate & Set It Straight"  
**3:45 P.M.** Presentation Of Certificates  
**4:00 P.M.** Dismissal

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## Sponsor Guide



### Overview

Liberty Hall House of God proudly presents, Generation Y” – Why Not Start A Nonprofit - , A Leadership Training Workshop, (free of charge) For Youth throughout Metro Atlanta. It is all about ***Grooming Youth For Leadership***. As many as 1/3 of aspiring young people surveyed said that they were interested in leading a nonprofit but most felt that they were not being mentored or groomed for such leadership. We have partnered with *Admin Alternatives Of Atlanta, LLC (AAOA)*, a business consulting agency, whose aim is to educate, serve, support and improve the development and advancement of start-up nonprofit corporations; in planning, organizing and in governance. Together, we will host a one-day leadership workshop for youths, ages 10 to 21 years of age. This workshop will give a basic overview on how to establish a nonprofit organization, give rise to the insight and interest for human services, and explain outreach and ministry. Participants will gain an appreciation for the workmanship of leaders, officers, board members, directors and managers. Finally, we plan to lay the foundation for aspiring future business owners and entrepreneurs.

## Strategy

We are currently building relationships with local public high schools and venue owners throughout Atlanta, and metro cities, to host presentations throughout 2009. We are implementing a marketing approach utilizing means of print media, as we deliver a bold and effective message to youths, educational institutions, sponsors, and media partners concerning the importance of social entrepreneurship.

## Marketing Tactics

Print Media - Create excitement about event/Be Informative

Online Marketing:

(Email blast/Drive Traffic to Affiliated Sponsor's Site)



## The Host, Presenter & Sponsor



LIBERTY HALL HOUSE OF GOD

YOUTH DEPARTMENT

*Liberty Hall House of God, Inc., - Youth Department is the workshop host, where the founder and pastor is George Brown. This is a Christian faith believing Church; a nonprofit, 501 (c) (3) organization that is freely open to the public; and that is made up of individuals and families from different parts of the world who now lives within our community and surrounding areas. This ministry places great emphasis on the family as a whole. They believe in the development and training of children, through their Youth Department. The building of good charter for men through their Men's Department and the advancement of the skill and knowledge for women in the Ladies Department. Their aim is in building a better family, builds a better community.*



*Admin Alternatives Of Atlanta, LLC (AAOA)*, was established by its owner and manager, Linda A. Brooks, the presenter of the workshop. Ms. Brooks is a Certified Nonprofit Consultant who has been in the nonprofit sector for over 27 years and in nonprofit leadership and administration capacity for over 18 years. She has facilitated on numerous Nonprofit Boards, organized several Community Outreach Programs, conducted many Family & Business Mediation and Counseling sessions, helped to establish countless nonprofit organizations and 501 (c) (3) statuses. Linda Brooks has an Associate Degree in Business Administration, a Certification in Christian Counseling and in General & Business Mediation. Ms. Brooks truly has a heart for nonprofit organizations, as she states, “*I don’t just see what I do as a job, but more as a ministry*”.



*1up Entertainment LLC.*, Specializes in developing and hosting strategically planned socials, fundraisers and public awareness events for churches, non-profit organizations, high schools, and college unions. They handle booking needs, concert/event promotions, create strategic sponsorship proposals, grant proposals, contact potential sponsors, and assist with press release distribution. Their primary purpose is to work with community leaders, organizations, businesses, schools and caring individuals to develop strategic events that promote public awareness and generate positive change within low-income communities. They are known for showing community support, highlighting project successes and fundamentally promoting positive change.



*Roots To Fruit Children's Natural Health and Cultural Center, Inc.*, founder and program director, Queen Taese, another sponsor, consciously and strategically choose the programs our children take part in; because programs do just that, they program our children. What are they programming our children to do? How are they programming our children to think? This all plays a critical role in not only our children's individual success, but also the success of our people as a whole. Roots to Fruits Children's Natural Health Center is a youth centered program that is also supportive of the family structure.

## **Time & Venue**

**Host Venue:** Liberty Hall House of God  
5964 Covington Highway  
Decatur, GA 30035  
*(Between Panola Rd & N. Hairston R - Next To Cymill Motors)*

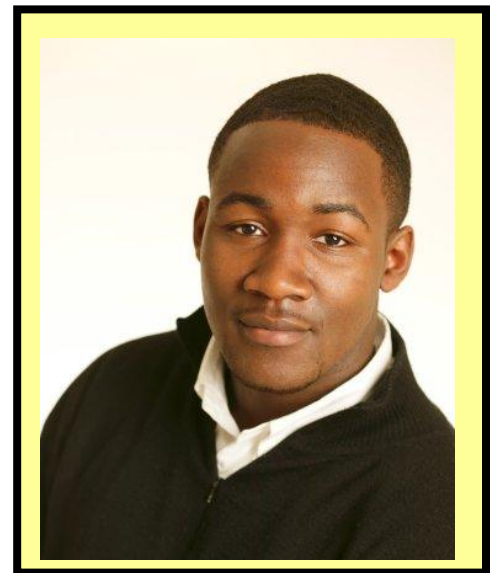
**Date:** August 1<sup>st</sup> 2009

**Time:** 10am – 4pm

**Pricing:** Free

**Age:** 10 to 21

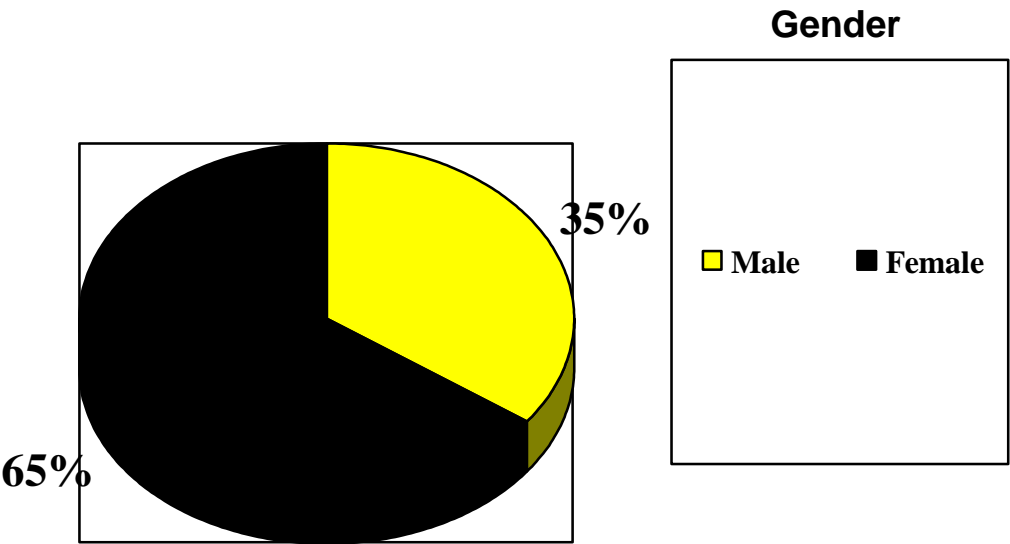
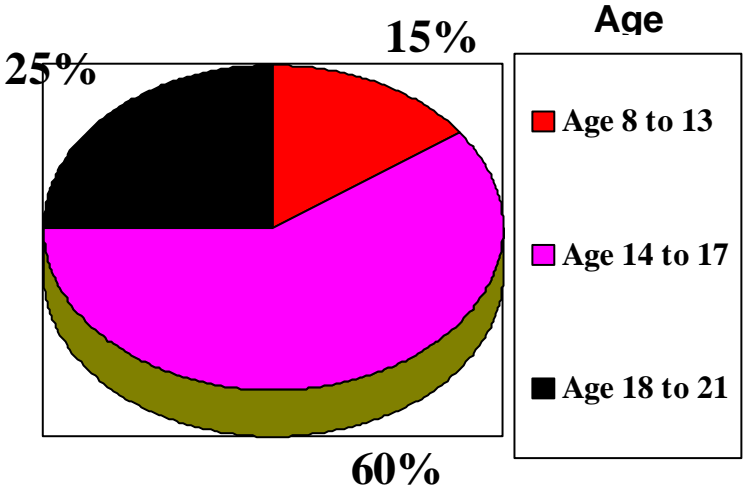
**Seating:** 300



# About Our Host

*Liberty Hall House of God, Inc* is a nonprofit, 501 (c) (3) tax exempt organization that is Christian based. It has been organized for religious, charitable and educational purposes. Their doors are always open to the public and families from all backgrounds and faiths benefit from our programs. Their ministry places great emphasis on the family as a whole. We believe in the development and training of children, through creating effective youth programs.

## DEMOGRAPHIC





GENERATION "Y"  
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*A Leadership Training Workshop For Youth*

**Event Expenses**

Bottled Water	<u>\$60.00</u>
Fruit Juices	<u>\$270.00</u>
Soda	<u>\$150.00</u>
Projector/Carts	<u>\$1,000</u>
Food	<u>\$1,500</u>
Guest Speaker	<u>\$300.00</u>
Name Tags	<u>\$100.00</u>
Awards & Certificates	<u>\$150.00</u>
Thank You Cards	<u>\$80.00</u>
Event Management	<u>\$300.00</u>
Screens	<u>\$100.00</u>
Flipcharts	<u>\$50.00</u>
Computer	<u>\$450.00</u>
Postage	<u>\$100.00</u>
Clean Up Crew	<u>\$150.00</u>
Program	<u>\$500.00</u>
Business Cards	<u>\$50.00</u>
Registration Packages	<u>\$100.00</u>
Brochures	<u>\$70.00</u>
Event Videographer	<u>\$350.00</u>
Material and Supplies	<u>\$500.00</u>
Administrative Fees	<u>\$500.00</u>
	<b>Total Cost: \$6,830.00</b>

(Estimates are based on a minimum of 300 students)

# Sponsor Partnership Levels

## Sponsorship Opportunities

\*All Donations Are Tax Deductible\*

Brand/Corporate awareness, Brand/Corporate image,  
Customer relations and Community relations



### **Platinum Level Sponsor \$3,500**

Acknowledgement in Press Release

Acknowledgement in Email blast

Logo ID on program cover

Company Name, Logo ID and website information inside of  
Program

On Site sales and sampling opportunities  
(Tables and Chairs provided for Sponsors)

### **Evaluation Report**

Photographs of participants with sponsor

### **Participation Data**

Amount of Media Coverage with Participation Data

Personal research by 1up Entertainment



## **Gold Level Sponsor \$2,500**

Acknowledgement in Press Release

Acknowledgement in Email blast

Company Name, Logo ID and website information inside of Program

### **Evaluation Report**

Photographs of participants with sponsor

### **Participation Data**

Amount of Media Coverage with Participation Data

Personal research by 1up Entertainment



## **Silver Level Sponsor \$1,500**

Acknowledgement in Email blast

Company Name, Logo ID and website information inside of Program

### **Evaluation Report**

Photographs of participants with sponsors



## **Bronze Level Sponsor \$500**

Company Name, Logo ID and website information inside of Program



## **Associate Level Sponsor \$250**

Company Name inside of Program

### **Options for Sponsors and Donors**

- ✓ Items only contribution (we'll evaluate the financial value)
- ✓ Sponsors can split the payment of their sponsorship package between items and cash (we'll evaluate the financial value)
- ✓ We thankfully accept any financial or Item donations from individuals whom are not interested in becoming Sponsors

### **What's In It For The Sponsor?**

- Promotions of products and services to a specific demographic
- Positive Media Coverage
- Alliances with Educational Institutions and Local Community Leaders throughout DeKalb County
- Email list: 20,000

GENERATION "Y"

Why Not Start A Nonprofit?

A Leadership Training Workshop For Youth

AUGUST 1, 2009

SPONSOR PLEDGE FORM

PARTICIPATION LEVELS – Please check one:

- \$3,500 Platinum Sponsor
- \$2,500 Gold Sponsor
- \$1,500 Silver Sponsor
- \$500 Bronze Sponsor
- \$250 Associate Sponsor
- I / we decline the sponsorship proposal but we agree to contribute \$ \_\_\_\_\_  
or donate \_\_\_\_\_

REGISTRATION INFORMATION:

Sponsor's Name: \_\_\_\_\_ (check one)  Individual  corporation

Contact Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

PAYMENT INFORMATION – PLEASE SELECT ONE TO COMPLETE THE REGISTRATION:

- Send an invoice to the contact and address listed below.
- Credit card (check one)       VISA       MC       Discover       Diner's Club
- Amount to be charged:\$ \_\_\_\_\_ Name on the card: \_\_\_\_\_
- Credit Card Account number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_
- Authorized Signature: \_\_\_\_\_
- Check is enclosed. *Please make your check payable to Liberty Hall House of God.*

Return the completed form before July 17<sup>th</sup>, 2009. E-mail: [mail@aoainfo.org](mailto:mail@aoainfo.org) or  
 Call 404-936-0090 if you would like to discuss Item donations or any issues  
**Mail Form & Donations to Liberty Hall House of God, Inc.**  
**5964 Covington Hwy. Decatur GA 30035**  
 Final deadline to submit your company logo is July 25th, 2009.

<b>For Development Office Use Only:</b>	
Date Received: _____	Date registered: _____

**Contact Information:**

Linda A. Brooks  
Admin Alternatives Of Atlanta, LLC  
P.O. Box 11006  
Atlanta, GA 30310  
404-936-0090

Or

Marcia Moore  
Youth Department President  
Liberty Hall House Of God, Inc  
5964 Covington Highway  
Decatur, GA 30035  
678-642-1549

Or

Saye Taryor  
1up Entertainment, LLC  
P.O. Box 3161  
Alpharetta, GA 30023  
678-691-3886