



**Big Brothers Big Sisters**  
of Greater Kansas City

**CREATING LIFE-CHANGING FRIENDSHIPS.**

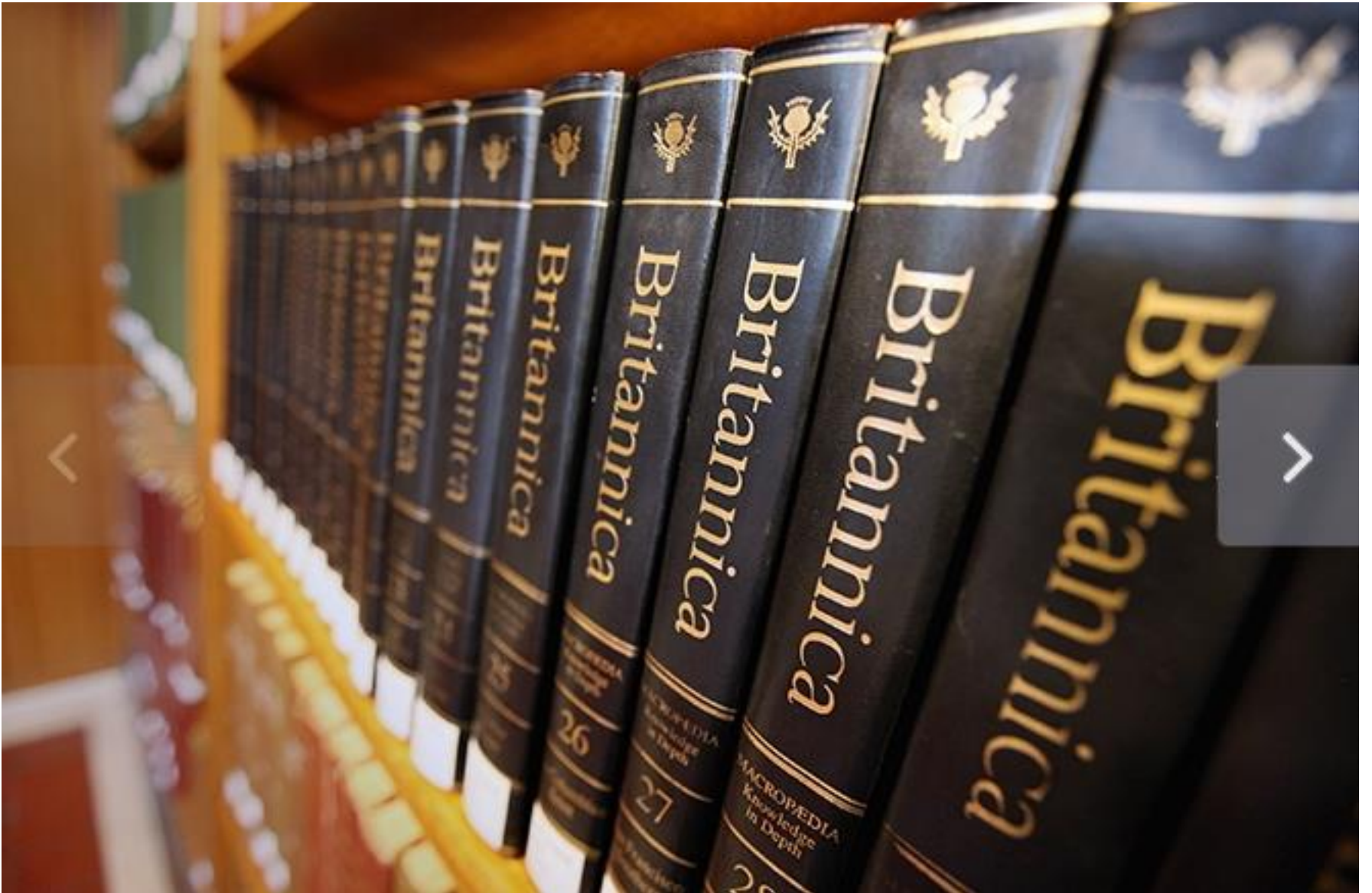


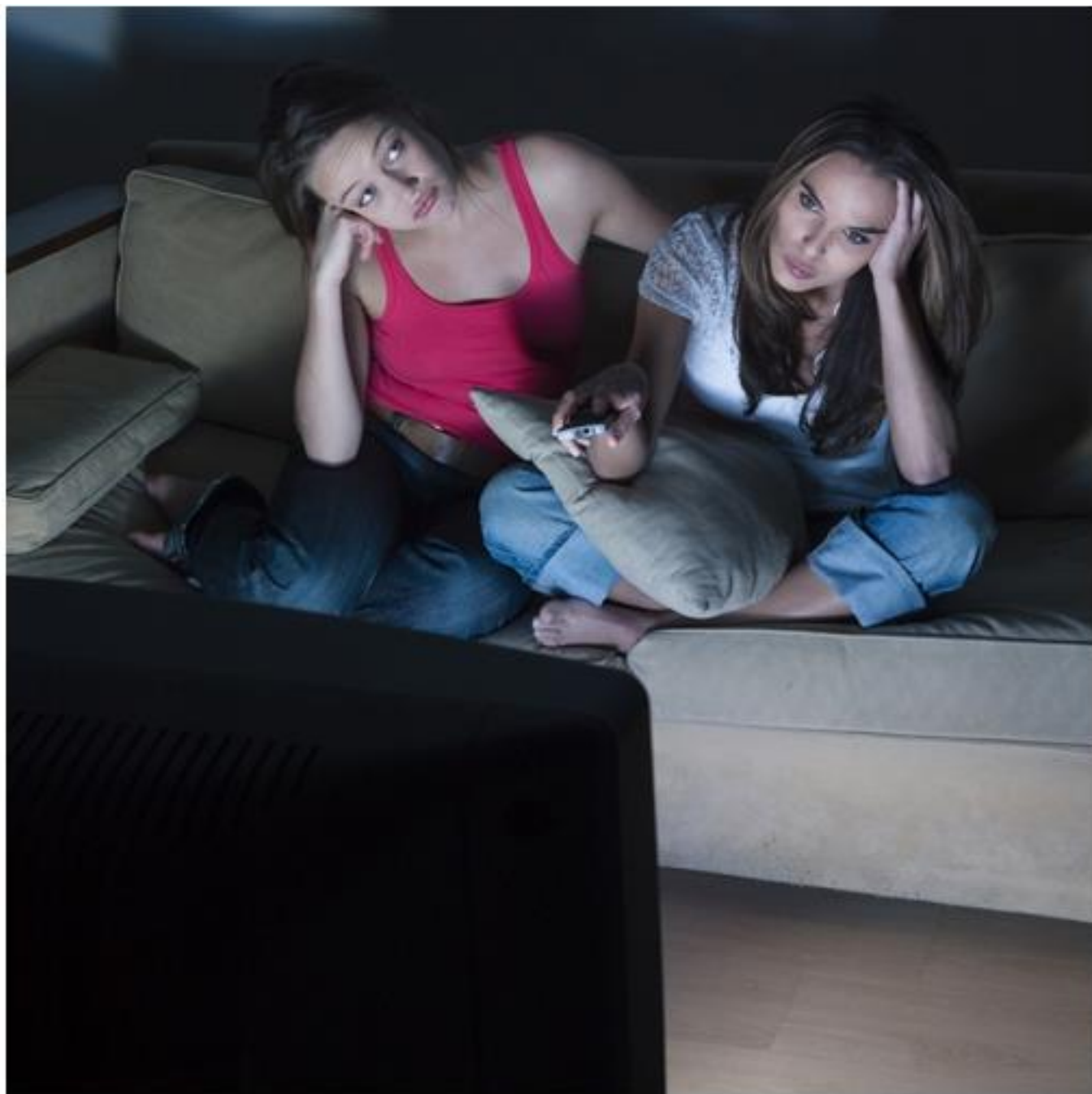
# **Marketing to your Target Audience**

Kristi Hutchison  
Chief Marketing Officer of BBBSKC  
Micheal Lawrence  
CEO of BBBSKC













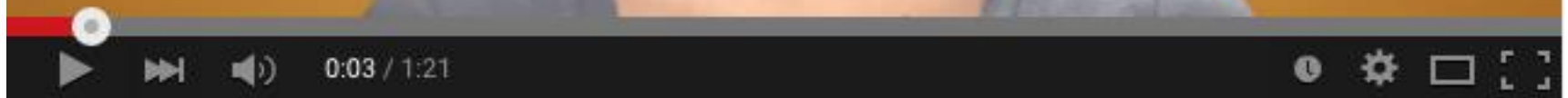
83%

**of BBBSKC volunteer  
applicants were  
Millennials in 2014**



# Millennials

Defined  
Explained  
Illustrated



# Our Marketing Team



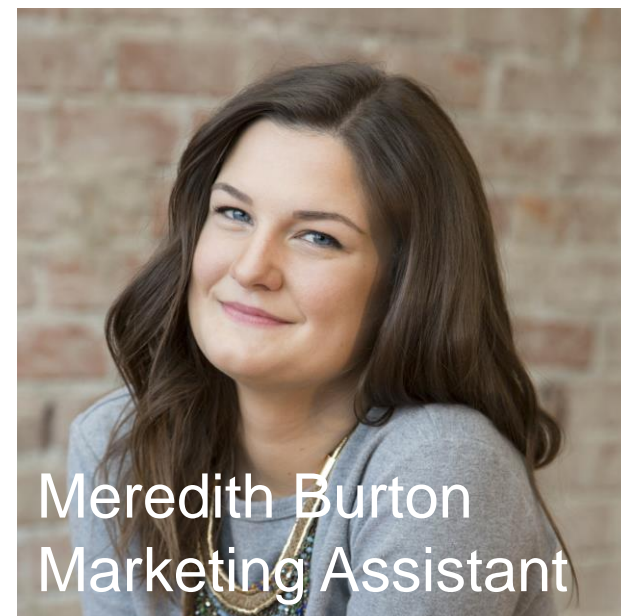
Micheal Lawrence  
CEO



Kristi Hutchison  
Chief Marketing Officer



Adam Kaleikau  
Creative Director



Meredith Burton  
Marketing Assistant



# **Short and sweet messaging**



“I don’t have the time or energy to read more than 2.5 sentences at a time. When I am on social media sites, if a brand fails to grab my attention fast, I’m gone. Give me what I need quickly and I’ll be more willing to make a purchase from you.”

-Amanda Osborne, millennial





#BEABIGKC



CREATING LIFE-CHANGING FRIENDSHIPS.

CREATING  
LIFE-CHANGING  
FRIENDSHIPS.



Big Brothers Big Sisters  
of Greater Kansas City



Big Brothers Big Sisters  
of Greater St. Joseph



*Be A Big*  
KANSAS CITY

500<sup>+</sup>  
KIDS WRITING  
Big Brothers Big Sisters  
of Greater Kansas City

*Be A Big*  
KANSAS CITY

WITH A BIG  
LITTLES ARE...  
**75%**  
MORE LIKELY  
TO GRADUATE

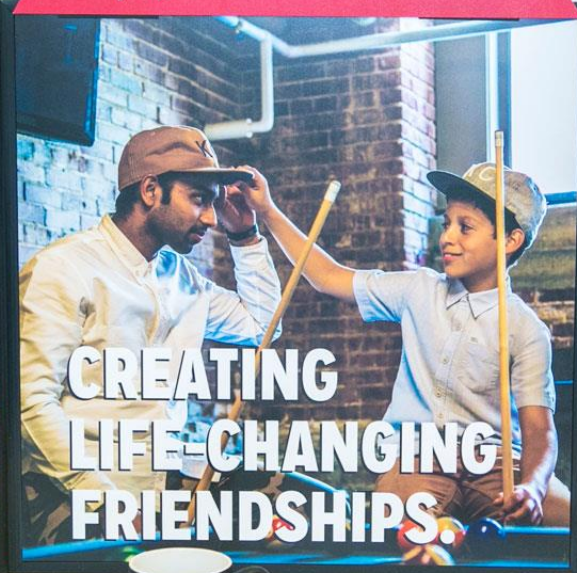
*Be A Big*  
KANSAS CITY







Big Brothers Big Sisters  
of Greater Kansas City



Big Brothers  
of Greater Kansas City

Big Brothers Big Sisters  
of Greater Kansas City

www.bbbskc.org



www.bbbskc.org



# Adam Kaleikau

Creative Director

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cell 240.778.9073

fax 816.561.5273



Big Brothers Big Sisters  
of Greater Kansas City

1709 Walnut Street  
Kansas City, MO 64108

[www.bbbskc.org](http://www.bbbskc.org)



**CREATING LIFE-CHANGING FRIENDSHIPS.**



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**CREATING LIFE-CHANGING FRIENDSHIPS.**





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**CREATING  
LIFE-CHANGING  
FRIENDSHIPS.**





Big Brothers Big Sisters  
of Greater Kansas City

[www.bbbskc.org](http://www.bbbskc.org)

**CREATING  
LIFE-CHANGING  
FRIENDSHIPS.**



**LIFE-CHANGING  
FRIENDSHIPS**

## CREATING LIFE-CHANGING FRIENDSHIPS.

- Weekly and monthly volunteer opportunities available.
- Be matched in a one-to-one friendship with a child.
- Be matched with a child that has similar interests as you.
- Watch movies, go to dinner, play sports or just hang out.
- Littles receive better grades, have improved self esteem and are less likely to use drugs and alcohol.



[www.bbbskc.org/beabig](http://www.bbbskc.org/beabig)









# LITTLE SNAPSHOT

April 2015  
1ST QUARTER



## THIS QUARTER



### WINS

- Completion of the new BBBS building in the Crossroads
- First annual March Matchness Recruitment Challenge a success with 480 new leads
- Over 800 Bigs and Littles at our annual Match Appreciation Banquet
- KC Big Brother recognized as Missouri Big Brother of the Year

### CHALLENGES



- 700K still to raise for building campaign
- Westport BBBS building is still for sale, many interested parties but no contract to date
- Secure sponsorships and participants for events season
- Waiting List continues to grow. Big Brothers and Big Couples for waiting boys are especially needed



## DID YOU KNOW



Royals first baseman, Eric Hosmer, launched Step Up Big in April with a goal to raise money and recruit Bigs for BBBS. Participants can pledge to donate for every double Hosmer hits this season. Check out [www.stepupbig.org](http://www.stepupbig.org) for more information.



## DASHBOARD



Recruited Volunteers

235



Match Makers

248



Active Matches

1217



Waiting Littles

409



## HIGHLIGHTS New Sponsors and Partnerships



Bristol is one of our 2015 Impact Sponsors. They sponsor our quarterly Big Picture Lunches and host events for Littles.

Impact Sponsor



Acendas is one of the Top 25 Travel Management Companies in the country.

New Corporate Club Member



phone medic

Phone Medic is the presenting sponsor of Summer Bowl for Kids' Sake 2015.

Presenting Sponsor



## HOW TO HELP



### Spread the News

2015 marks our 50th anniversary and we are excited to celebrate with you later this summer. More details soon.



### Help Us Grow

We need more Bigs. Introduce us to your connections or help us arrange a meeting for your employees at your workplace.



### Connect

Follow us on social media: Facebook, Twitter, Instagram and YouTube.



## ABOUT US

### What We Do

We match children facing adversity in one-to-one friendships with adult mentors.

### Mission

To create and support life-changing friendships for children.

### Employees

40 Full Time  
4 Part Time

“I think it's important to remember that Millennials want to digest everything as quickly and easily as possible. We want to read on the go on our mobile devices.”

-Rachel Sprung, millennial

**Millennials check their phones**

**43**

**times a day!**



big brothers big sisters



kristihutchison@gmail.com

Web

Maps

Images

News

Videos

More

Search tools



About 31,800,000 results (0.45 seconds)

## BBBS of Greater KC - bbbskc.org

Ad [www.bbbskc.org/](http://www.bbbskc.org/)

Donate your money or time to help a child reach their potential!

## Big Brothers Big Sisters: Start Something for a child today

[www.bbbs.org/](http://www.bbbs.org/) Big Brothers Big Sisters of America

Sara's unique story as a Big began in 2005 when she was matched with her Little Sister Shay. A lively and energetic seven-year-old, Shay had limited direction.

Volunteer - So many ways to get started - We are here to start something - Donation

You've visited this page 3 times. Last visit: 1/20/14

## Big Brothers Big Sisters of Greater K...

[www.bigbrothersbigsisterskc.org](http://www.bigbrothersbigsisterskc.org)

Google+ page

## BBBS Donation Center

[www.bbbskc.org](http://www.bbbskc.org)

Google+ page

Map results for big brothers big sisters

## Big Brothers Big Sisters of Greater Kansas City

[bbbskc.org/](http://bbbskc.org/)

Simply form a team of 6, raise funds to help BBBS create life-changing friendships for



1709 Walnut St  
Kansas City, MO  
(816) 561-5269



1401 Fairfax Trafficway  
Kansas City, KS  
(913) 378-9448



See photos



## Big Brothers Big Sisters of Greater Kansas City

Directions



Youth Organization

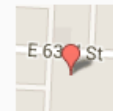
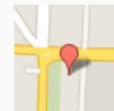
Address: 1709 Walnut St, Kansas City, MO 64108

Phone: (816) 561-5269

Hours: Open today · 10:00 am – 8:00 pm

People also search for

View 15+ more





# Is your site mobile friendly?

[Mobile Guide](#)[Get Started](#)[Documentation](#) ▾[Mobile-Friendly Test](#)

## Mobile-Friendly Test g+1

<http://www.bbbskc.org/>

ANALYZE

**Awesome! This page is mobile-friendly.**

### How Googlebot sees this page

This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

▸ [Show resources](#)

### Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

### Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

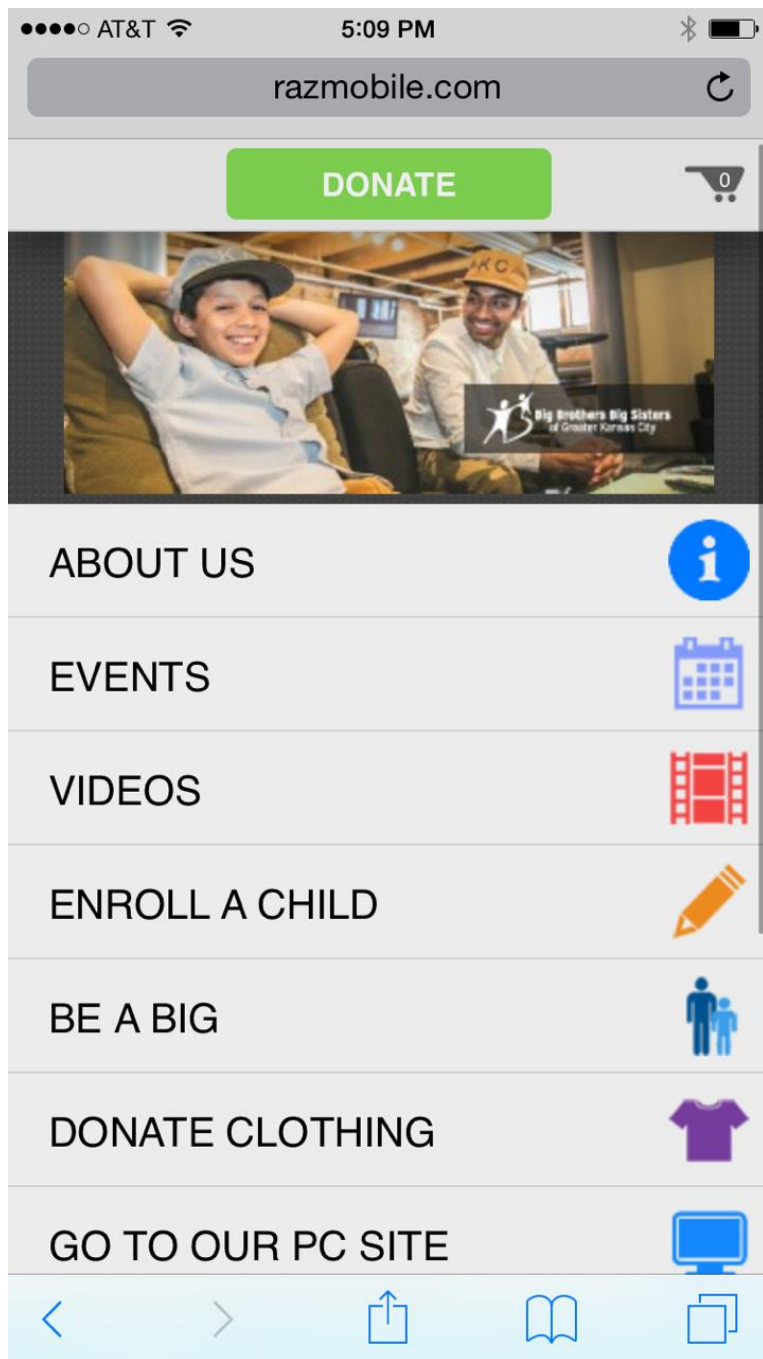
### Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).



# Test yours at:

<https://www.google.com/webmasters/tools/mobile-friendly/>



AT&T 12:23 PM razmobile.com

☒ \$100

☐ \$75

☐ \$50

☐ \$25

☐ \$10

☐ **OTHER AMOUNT** \$

●●●● AT&T 12:22 PM

razmobile.com

< DONATE >

BIG BROTHERS BIG SISTERS OF GREATER KC BE A BIG

### Be a Big

BBBS matches children, primarily from one-parent families, with caring, adult role models in one-to-one friendships. "Bigs" and "Littles" spend time together doing normal activities such as watching a movie or going to the park. You can make a big difference in the life of a child. Email [scott@bbbskc.org](mailto:scott@bbbskc.org), fill out this short form or click [here](#) to go to our [full site](#) for more information.

**BIG FULL NAME**

**AGE**

**BIG EMAIL ADDRESS**

RAZ Mobile  
razmobile.co  
m  
reed.alberg@razmobile.c  
om

2.

**Make it fun and  
inspiring**





“It's the combination of a personalized experience and an inspiring message that motivates my purchasing decisions and this is hard to do using traditional marketing channels. Those who take their online presence seriously have the best chance of engaging me and moving me towards a purchase.”

-Frank Isca, millennial

“What really gets my attention is content that speaks directly to me.... With so much content on the web and so little time to pay attention to it, it’s more important than ever to use extremely targeted, high quality content to appeal to Millennials.”

-Ginny Soskey, millennial



A man with a full grey beard, wearing a blue baseball cap, sunglasses, and a blue baseball jersey with a red gear logo on the sleeve, stands with his arms crossed in a bowling alley. The background shows bowling lanes and a scoreboard.

**NO ONE EVER  
GOT SUNBURNT IN  
A BOWLING ALLEY.**

BIG BROTHERS BIG SISTERS  
**Summer**  
**BOWL**  
FOR KIDS' SAKE



**THIS TEAM BUILDING IS  
RIGHT UP YOUR ALLEY.**

BIG BROTHERS BIG SISTERS  
**Summer  
BOWL**  
FOR KIDS' SAKE

**THE MOST FUN  
YOU WILL HAVE IN  
RENTED SHOES.**

BIG BROTHERS BIG SISTERS  
**Summer**  
**BOWL**  
FOR KIDS' SAKE







**GIVING BACK NEVER  
FELT SO GOOD.**

BIG BROTHERS BIG SISTERS  
**Summer  
BOWL**  
FOR KIDS' SAKE



3 weeks

787,614

impressions

Men ages 21-35

3,058 click thrus





## Big Brothers Big Sisters of Greater Kansas City

Created: Mar 5, 2007 • Videos: 45 • Lifetime views: 24,642

CHANNEL

This year (Jan 1, 2015 – May 19, 2015)

### Performance



VIEWS

15,853 ▲



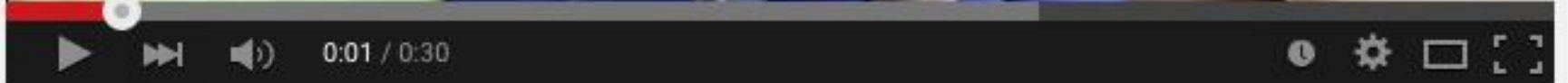
ESTIMATED MINUTES WATCHED

11,920 ▲



AVERAGE VIEW DURATION

0:45 ▼





3

**Make it  
shareable**



“The only way to get me to consume something is to reach me at the right time – most likely in one of those social channels – and teach me something, make me laugh, help me, or give me something I can share with my friends and peers that will make me look cool, smart or funny.”

-Shannon Johnson, millennial

“Show me something that will stick with me throughout the day – a funny video, a thought-provoking blog post, something I'll want to post on my Facebook wall or go tell my friends about. Make it relevant to me and my needs and interests.”

-Sarah Goliger, millennial



**Big Brothers Big Sisters of Greater Kansas City**

Posted by Meredith Burton [?] · Yesterday at 11:49am ·

Meet new Match Essence and Ashton! #beabigKC #beabig







## Big Brothers Big Sisters of Greater Kansas City

Posted by Meredith Burton [?] · 7 hrs · 🌐

Congrats to new Match Zach and Julian! #beabigKC #beabig



!755/10152923792767756/?type=1



## Big Brothers Big Sisters of Greater Kansas City

Published by Meredith Burton [?] · May 26 at 10:19am · Edited ·

Meet new match Kyndra and Kelli. It was Kyndra's birthday and she met her new Big Sister! #beabigKC #beabig





**Big Brothers Big Sisters of Greater Kansas City**

Published by Meredith Burton [?] · May 26 at 10:09am · 🌐

Meet new Big Couple Lexi and Josh and their Little Brother Austen!

#beabigKC #beabig







**Big Brothers Big Sisters of Greater Kansas City** added 47 new photos to the album: 2015 BBBS KC Annual Match Appreciation Banquet — with Harsh Gupta and 3 others at Sheraton Kansas City Hotel at Crown Center.

Posted by Adam Kaleikau [?] · March 23 · 🌐

On Sunday, March 22, 2015, several hundreds Bigs and Littles descended upon the Sheraton Crown Center hotel for the BBBS KC Annual Match Appreciation Banquet. Here are some of the shots from the red-carpeted fun event!







**Big Brothers Big Sisters of Greater Kansas City** added

34 new photos to the album: BBBS KC 2015 Legacy Invitational Golf Tournament - The National — at The National Golf Club of Kansas City.

Posted by Rob Smith [?] · May 19 at 9:22pm · 🌐

BBBS KC Legacy Invitational Golf Tournament - Monday, May 17, 2015 at The National. BBBS KC hosted 36 teams at the Legacy Invitational Golf Tournament at The National Golf Club.

The entire staff was on the course to make sure golfers had an unforgettable day! The Legacy Invitational has been designed for community and business leaders as the premier client entertainment golf tournament in the area. Teams pay \$5,500 a foursome and are treated to the best client entertainment g... [See More](#)











© www.BBBSKC.org





**Kansas City Royals** @Royals · May 20

Group pic! Thanks to all of our @BBBSKC participants for visiting us today.  
#ForeverRoyal

Eric Hosmer



8 62

[View photo](#)





**Eric Hosmer** @TheRealHos35 · Apr 3

Excited for this years Step Up Big campaign benefiting @BBBSKC. Please join me this season to help the cause [stepupbig.org](http://stepupbig.org).

RETWEETS

28

FAVORITES

106



2:04 PM - 3 Apr 2015 · Details





## Big Brothers Big Sisters of Greater Kansas City

Posted by Kristi Benton Hutchison [?] · April 24 at 9:39am · 🌐

BBBSKC loves [Eric Hosmer](#) of the [Kansas City Royals](#)! Two doubles last night to go towards his Step Up Big campaign. Get involved today and show your support to Hos, he is matching the first 100 donors! [#stepupbig](#) [#beabigKC](#)



16,872 people reached



✓ View Results

6,460 Views





BBBS of Greater KC retweeted



**Adrianne** @Yo\_Adrianne044 · Apr 11

Inspired by @TheRealHos35, I am in the process of becoming a Big Sister with @BBBSKC! So excited for this journey! ❤️



12



83







## Big Brothers Big Sisters of Greater Kansas City

Posted by Hootsuite [?] · Yesterday at 2:15pm · Edited ·

A BIG thanks to our Impact Sponsor [PhoneMedic](#)! BBBSKC receives a contribution for each phone that Phone Medic repairs. If you're experiencing phone issues stop by your nearest Phone Medic location to get your phone fixed and support life-changing friendships for kids in Kansas City.

**FOR EVERY PHONE  
REPAIRED A **DONATION**  
IS MADE TO**



Learn more about how you can get involved at:

[www.bbbskc.org](http://www.bbbskc.org)





**BBBS of Greater KC** @BBBSKC · May 8

It's officially Bowl for Kids' Sake time. Get involved today by forming or joining a team at [summerbowl.org](http://summerbowl.org).



**FACT**

**THE MOST FUN  
YOU WILL HAVE  
IN RENTED  
SHOES.**



1



1







## Big Brothers Big Sisters of Greater Kansas City

Posted by Hootsuite [?] · May 14 at 4:01pm ·

Join the Big Impact Group (B.I.G.) for poker night on June 13! Enjoy poker, free drinks, food and entertainment. If you haven't had the chance to relax on our rooftop deck yet- this is your chance! Register here:

[www.bbbskc.org/poker](http://www.bbbskc.org/poker).



Big Brothers Big Sisters

BIG

Summer



CLEAR



J. HIGGIN & CO

755/10152909067542756/?type=1



## Big Brothers Big Sisters of Greater Kansas City

Posted by Meredith Burton [?] · May 19 at 2:19pm ·

Bigs, our friends at [Houlihan's Restaurants](#) are hosting a great professional prep opportunity for Littles ages 14+. If your Little is interested in attending have them contact [Megan@bbbskc.org](mailto:Megan@bbbskc.org).

BRISTOL  
SEAFOOD GRILL



Big Brothers Big Sisters  
of Greater Kansas City

present

# MAKE THE CUT

Place	<b>Bristol Seafood Grille</b> 51 E. 14th St. KCMO 64106
Date	<b>Saturday, June 13</b>
Time	<b>2:30 p.m.-4:00 p.m.</b>

Houlihan's Restaurant, Inc. is partnering with BBBS to provide Littles ages 14+ the opportunity to learn a combination of professional preparation skills for entering the workforce, as well as interview tips. Houlihan's staff will talk to Littles about employment opportunities and share their own personal stories of how they became involved in the restaurant industry.



RSVP to [Megan@bbbskc.org](mailto:Megan@bbbskc.org)

**BIG**   
**Splash**  

**KC**

MAGAZINE'S

# ***MOST WANTED***

*A U C T I O N*

**Supporting Big Brothers Big Sisters of Greater Kansas City**



**BBBS of Greater KC** @BBBSKC · May 15

Today's ribbon cutting with the [@kcchamber](#). Thanks to all of our supporters for making it possible!



7



14







## Big Brothers Big Sisters of Greater Kansas City

Posted by Meredith Burton [?] · May 14 at 10:19am · Edited ·

We started laying the new donor bricks for the walkway at the main entrance of our building yesterday. A BIG thanks to everyone who purchased a brick! We will let you know when our team of professional brick masons are finished so you can stop by and check out your personalized brick!





BBBS of Greater KC @BBBSKC · Apr 22

It's **#WaitingWednesday**! If you are interested in becoming a Big contact [Scott@bbbskc.org](mailto:Scott@bbbskc.org)  
**#beabigKC #beabig**



## CALVIN, AGE 11

Calvin is a 11-year-old boy from KCMO. Calvin loves playing basketball, watching movies with his family, playing video games, and creating art. He said that if he could be good at one thing it would be "being a great artist." Calvin said the top three activities he would want to do with his Big would be bowling, roller skating, and going to an arcade. Calvin likes school, has worked hard to raise his grades, and his teacher also thinks he could greatly benefit from being matched with a Big.







## Big Brothers Big Sisters of Greater Kansas City

Posted by Kristi Benton Hutchison [?] · 23 hrs · 🌐

A big thanks to Justin Wilfon and The Now KC for a great story this month on our new building and Big Brother Paul and Little Brother Jayson.

<http://www.kshb.com/.../justins-match-of-the-month-kc-little-...>



### Justin's Match of the Month: KC Little brother says his 'Big' is James Bond

When Jayson Proctor heard his new Big Brother just moved here from England, he was expecting an old man who liked to play checkers. Who he got was James...

KSHB.COM | BY JUSTIN WILFON

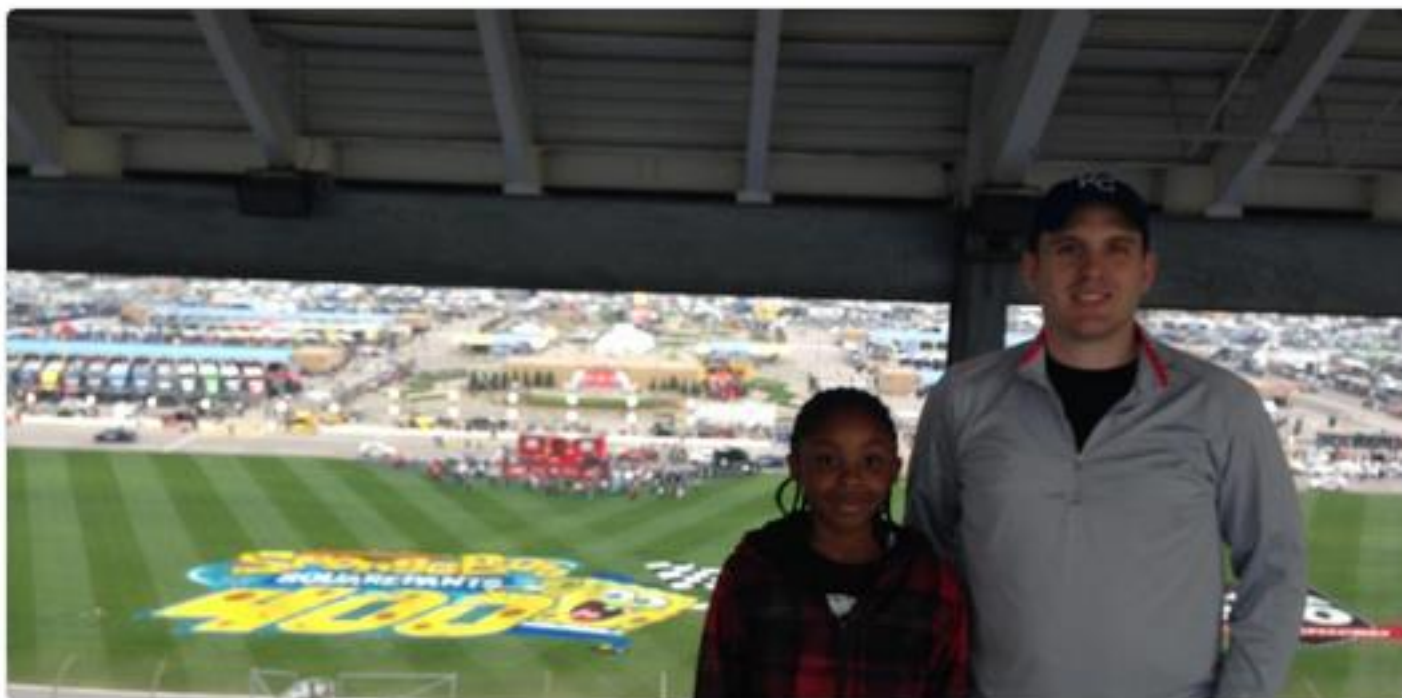


BBBS of Greater KC retweeted



**Josh Klooster** @JoshKlooster · May 8

Our first NASCAR race! @BBBSKC



1



1





**Mike Putnam** @mjputnam0314 · 8h

.@Royals @TheRealHos35 thanks so much Eric Hosmer for your support of @BBBSKC just look at smile on little bro Kaleb





*mission*

**350**



# BIG (AND LITTLE) FUN

'I always wanted a little brother.' Big Brothers Big Sisters makes it possible. **16**



**Thank you for helping us create  
over 500 new Matches in 2013**



0:05 / 0:50



# March Matchness Campaign





# REASON #132 TO BE A BIG.



SWAG ADVICE.



*Be A Big*  
KANSAS CITY

[www.bbbskc.org](http://www.bbbskc.org)



# REASON #147 TO BE A BIG.



WATER FIGHTS.



*Be A Big*  
KANSAS CITY

[www.bbbskc.org](http://www.bbbskc.org)







Front



Back 2



Back 1



Back 3

**STEP UP**

**Big**

*With*

**ERIC HOSMER**





0:21 / 1:53





**1**



**Short and sweet messagin**

**2**



**Make it fun and inspiring**

**3**



**Make it shareable**

Q &

A

**IN 2035, KIDS WILL WONDER**



**WHY THE 'PHONE' APP HAS SUCH A  
WEIRD ICON**

There are eight ways of  
contacting me through  
my phone that don't  
involve me having to  
talk to you.

Use one of those.

som**ee**cards  
user card







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