



The Young Professionals Committee April 2024 Meeting Agenda

I. **BBBS of NYC Update**

We are joined by Emily Hartung-Gilbirds, Volunteer Experience Manager for BBBS of NYC, who will provide an update on College and Career Success program applications for the upcoming school year. Also, Piera Sacino, Senior Manager of Special Events and YPC liaison for BBBS of NYC, will provide an update on what's happening around BBBS.

II. **Big Apple Gala**

We are less than one month to the Big Apple Gala! This year's Big Apple Gala will be held at The Angel Orensanz Foundation on Wednesday, May 8th (black tie optional)! There are a few key areas that we need to focus on until then.

- **Securing corporate sponsorships**
 - The first person to secure a sponsorship at the Central Park Sponsor Level (\$3k - \$5k) or above will receive 1 free Gala GA ticket, 2 free Gala VIP upgrades or 3 free comedy show fundraiser tickets!
 - The person who raises the most funds via corporate sponsorships will also receive 1 free Gala GA ticket, 2 free Gala VIP upgrades or 3 free comedy show fundraiser tickets!
- **Selling tickets**
 - The person who sells the most tickets to the Gala will receive 1 free Gala GA ticket, 2 free Gala VIP upgrades or 3 free comedy show fundraiser tickets! If your friends have bought tickets and as they continue to buy tickets, please send their names over to Tara at t.rudomanski@gmail.com so that they can be counted towards your total. Congrats to Carolyn on selling 9 tickets thus far and Sarah for selling 5 tickets!
- **Securing gift bag items/silent auction items**

Our next virtual meeting will be Tuesday, April 23rd! If you would like to help with planning, please indicate your interest on the sign-in sheet and email Tara at t.rudomanski@gmail.com.

III. Sponsorships

One month out and we still need to lock in additional YPC Sponsors! Please reach out to leads in your network, and track these conversations in the [Corporate/Individual Tracker Tab](#). These contacts can be businesses or individuals who you can reach out to in order to discuss YPC year-long sponsorship opportunities. You can either add new businesses/individuals that are NOT already listed OR if you have a contact/connection to one of the ALREADY listed companies, please add your name as the YPC contact and begin reaching out! The [Sponsorship Outreach page](#) is a great place to find templates and tips for making asks.

As a reminder, there are several ways to support YPC through our various [2024 YPC SPONSORSHIP GIVING LEVELS](#). In addition to the 6 different Individual and Corporate Sponsorship Giving Levels (ranging from \$2,000 - \$50,000), we have the [YOUNG PROFESSIONAL Giving Levels](#) ranging from \$250 - \$1,000. The Young Professional Giving Levels (\$250 - \$1,000) AND the Friends and Family Level (\$2,000) can ALL be paid out on a 3, 6 or 12 month recurring payment plan. If you would like to become a Young Professional Donor, please complete the corresponding information through our [YPC Giving Page](#). We also ask that you share this opportunity with family, friends, and colleagues who are young professionals.

Today's Action Item: Please reach out to 2 or 3 contacts who you can ask to become a YPC 2024 sponsor.

If you have ANY questions at all, please reach out to Sierra Stone at 248-497-5772 or sierradstone@gmail.com. I am more than happy to be put in contact with anyone in your network to discuss the opportunities!

IV. Marketing

Macy has awesome content she has been and will be posting on IG ([@bbbsnycypc](#)) and LinkedIn ([Young Professionals Committee of BBBS of NYC](#)) for the Big Apple Gala. In order to amplify our impact through the event, please repost to share with your network!

While you're there, make sure to follow our YPC accounts. On IG, be on the lookout for reminders about meetings and social events, and check out the pinned stories to learn more about YPC and BBBS. On LinkedIn, add us under the volunteering section on your profile and make a post about being a member with one of our [post templates](#)! It's also a great way to #humblebrag about your great work with the YPC.

Today's Action Item: Buy your ticket and share the ticket link with your friends, family and coworkers. Also, repost the YPC LinkedIn post to your professional network. If people cannot attend, they are able to make donations through the site if they would like.

V. Big Apple Gala - Gift Bags & Raffle

Gift Bag Items: Companies can donate ~200 items for GA gift bags or ~50 items for VIP gift bags (examples from last year include coffee gift cards, chapstick, scrunchies, etc.). So far this year we have LMNT hydration packs, Grady's cold brew bags and cans, Harney & Sons tea bags, Swoon tea cans, TerraNut snacks, Bien Cuit cookies, CoverGirl product, Dove bodywash, First Aid beauty, and more!

Raffle Items: Companies can donate an item for our raffle. So far this year we have a lot of great donated items, including restaurant gift cards (Shuka, 12 Chairs, Jack's Wife Freda), experiences (Watch What Happens Live tickets, Yankee tickets, Chelsea Piers passes), fitness classes (CorePower Yoga, solidcore, Barry's), personal care (Heyday gift card, acupuncture) and more!

Today's Action Item: Please identify and reach out to 3 businesses that could donate gift bag items for the Big Apple Gala.

Step 1 - Identify a potential donor!

Step 2 - Cross reference the [BBBS YPC Sponsorship and Partnership Tracker](#) to see if they've donated to us in the past or if we've reached out to them in the past. If that is the case, incorporate that into your ask. If they are not on the list, please add the business, your name in the 'YPC Contact' field and fill out the other information.

Step 3 - Walk into the storefront, call, email, or fill in the online form. Feel free to use the [Big Apple Gala silent auction template or the partnership outreach template](#). Be sure to change any specific details regarding yourself & the vendor.

Step 4 - Add the bbbsypc.bigapple gala@gmail.com email on CC and feel free to include Morgan (mlspindler24@gmail.com) for silent auction/gift bag requests. We're happy to facilitate once you make the connection!

VI. Career Support for BBBS NYC Littles

Although high school internships are the best opportunity for students to explore their potential career paths, only 2% of students get the opportunity. High school internship opportunities can teach students skills in resume building, networking, leadership, interviewing, and more.

BBBS NYC is looking for corporate partners (small to large businesses!) who can offer 4-6 week internship opportunities for high school students who are 9th - 12th graders in the BBBS of NYC Program.

Please reach out to Kelly at kelly.j.byun@gmail.com with potential ideas.

VII. Recruitment - Bigs

Referrals & Partnership Facilitation:

Referrals of individual mentors or corporate partners are crucial in expanding the mentor base for BBBS of NYC! Please keep in mind BBBS' focus and emphasis on:

- **Be Bronx Be Big Initiative:** BBBS is seeking mentors who live in the Bronx. BBBS of NYC currently has 28 volunteers in progress vs. 57 individuals on the waitlist (48 boys and 9 girls). BBBS is also seeking partnerships with small to large Bronx businesses (such as YMCA Bronx, Macy's, etc.) for marketing and recruiting initiatives.
- **College & Career Success (CCS) Program:** CCS is actively recruiting! As of today, 24 applications are in process vs. 75 total mentors needed. Upcoming cohort will start mentoring youth beginning August 2024.

Refer candidates (individuals and potential corporate partners) within your personal and professional networks to kelly.j.byun@gmail.com.

VIII. Recruitment - Volunteer Opportunities

BBBS Info Session:

Attend a virtual information session, the first step in the Big onboarding process. Speak to potential Bigs about your experiences as a Big and/or YPC member, as this results in more Bigs and more YPC members! Please indicate your interest on the sign-in sheet or email Kelly at kelly.j.byun@gmail.com. Kelly has talking points already created, so this is a very easy way for YPC volunteers to help BBBS and the YPC grow!

- **April Info Sessions Dates:**
 - Wednesday, April 10 @ 12:30pm - to be attended by Rachel
 - Thursday, April 18, @ 6:00pm - to be attend by Kelly
 - **Saturday, April 27 @ 12:00pm - looking for YPC panelist!**
 - Tuesday, April 30, @ 5:30pm - to be attended by Ben

IX. Social Events

WhatsApp Groups – Join WhatsApp Groups for social happenings by finding links to each in the BBBS YPC Announcements WhatsApp group description (link located on the YPC website under Social), or indicate your interest on the sign-in sheet to be added.

Book Club – Join us for the next book club meeting at 7pm on Thursday, April 25 at the Standard Biergarten to discuss *The Personal Librarian* by Marie Benedict!

Sports League – Check out the sports league WhatsApp group to vote on a date in May for the pickleball tournament! Check the box on the sign-in sheet to join us! If you have any interest in joining the next league or have ideas for future sports, indicate your interest on the sign-in sheet or reach out to Caroline.

Thanks to Doug for organizing our **March Madness bracket** and congrats to our winners!

Trivia – This month's trivia night will be Tuesday, April 16th at 7pm at Torch + Crown Soho! Hope to see you there, contact Red with any q's.

Brunch Club – We had a great time at the April b"run"ch club this past weekend at Houston Hall for March Madness! Check the brunch WhatsApp for future events.

Social Contacts

- Social Chair: Sarah Hale, halesarahh@gmail.com or 205-834-3915
- Book Club Captain: Erica Sperling, esperling04@gmail.com or 973-518-2882
- Sports Captain: Caroline Gosnear, cgosnear@gmail.com or 610-657-7311
- March Madness: Doug Geller, dougceller27@gmail.com or 914-482-3540
- Trivia Captain: Red Young, redrodney1397@gmail.com
- B"run"ch Captains: Mike (brunch) or Brendan (run), mtarzian@outlook.com, brendan.hyslop@nyu.edu

YPC Calendar – Download the YPC calendar [here](#) to stay up to date on events.

We are open to new membership events that allow our members to network, connect, and have fun. If you have ideas or would like to organize something, please reach out to Social Chair Sarah at halesarahh@gmail.com.

Immediately following tonight's meeting, John Lodge will be escorting everyone to the bar for more socializing!

Follow the YPC on Facebook, Instagram & LinkedIn: [@bbbsnycypc](#)

YPC Calendar of events can be found [HERE](#)

Next YPC meeting: Tuesday, May 7

Information on the BBBS mentorship programs:

- **Community-Based Program:** Bigs support Littles (ages 7-17) in setting and achieving goals that help ignite their full potential. Accepting candidates year-round.
***Required Commitment:** 2 outings per month, 4 hours per outing, 1-year minimum commitment to the match*
- **College & Career Success (CCS) Program:** Bigs support Scholars (ages 17-21) in academic excellence, college persistence, and career readiness. Accepting candidates for the August 2024 school year starting from March 2024.
***Required Commitment:** Meet with your Scholar once a month (zoom or in person) for 1.5 hour, check in with your Program Manager, and 2-year minimum commitment to the match*

Apply here (for both programs): <https://www.bigsny.org/volunteer-sign>

Please note that you cannot be a Big in multiple programs simultaneously, so you have to choose between the Community-based program, Workplace program or the CCS program

