

# Success in Style: Mobile Service

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Phi Chi Theta | Spring 2023 Pledge Class | Group 2

# Our Team



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Freshman

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Management



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Sophomore

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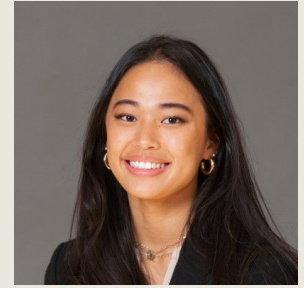
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Introduction





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Providing clients with free fashion consultations, professional clothing, and basic interview skills for interviews and new jobs

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# SiS's Asks

PARTNERSHIP  
+ FUNDRAISING



VEHICLE



BUDGET



LOCATION  
+ TIMING

ADVERTISING

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## Recommendations



SIS  
SUCCESS IN STYLE

The logo features the letters 'SIS' in a large, bold, black sans-serif font. A bright pink five-pointed star is positioned between the 'i' and the second 'S'. Below the 'SIS' text, the words 'SUCCESS IN STYLE' are written in a smaller, black, all-caps sans-serif font.

**PARTNERSHIP**

**FUNDRAISING**

# Partnership: The Maryland Food Bank

## Connections

1,200 distribution centers, 40 million meals served annually

## Creating Pathways Out of Hunger

Holistically combating food insecurity, job training, job opportunities

## Pantry on the Go

Reduces transportation barrier

## To Gain from the MFB

Existing infrastructure and experience regarding moving services mobile

## Mutually Beneficial

Shared goals and communities served, formal partnerships invite more official collaboration

# Fundraising

## The Maryland Food Bank | Partner

Borrow **Pantry on the Go** truck

FY22, **\$36.3** million in non-food contributions and grants

Use part of **MFB's donations** to fund the resources needed for the mobile service

## Give Butter | Crowdfunding

Risk mitigation if MFB doesn't fund enough

**No service fees**, no transactions fees

Access to **exponentially more donors**

Prepare a **business proposal-esque pitch** to comprehensively provide data

**LOCATION**

**TIMING**

# Location and Timing

## Location: Howard County Area

### Timing:

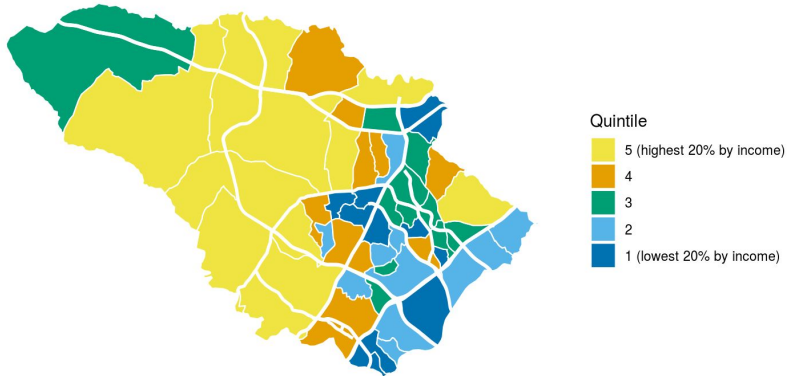
- Tuesday, Saturday, Sunday
- 2 locations per day
- Split by 3 hours per location

### Criteria:

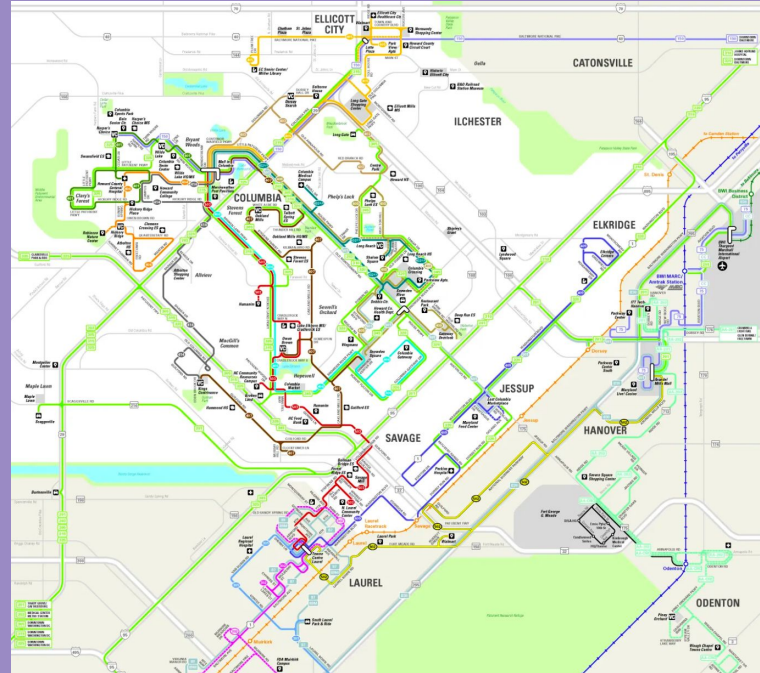
- High concentration of lower median household income
- Near existing infrastructure
- Near public transportation

# Location and Timing

2017 Howard County Median Household Income Quintiles  
Based on 2017 5-Year Estimates for Census Tracts



Data sources:  
U.S. Census Bureau, American Community Survey, Table B25077  
U.S. Census Bureau, Cartographic boundaries  
Created using the tidyverse and tidycensus R packages



# Location and Timing

## Locations:

- Linden Hall Village Center
- Jessup Correctional Institution
- Columbia East Marketplace
- Towne Center at Laurel
- Lyndwood Square
- Waterloo Park



**VEHICLE**


**PROPOSALS**

# The Vehicle

- Vehicle of Choice: Used van
  - Cheaper than buying a new van
  - No special license required
  - Adequate space for clothing racks
- Used van price range: \$12,500 - \$30,995
- SIS can select a van based on funds generated

Available Vans Within  
50 Miles:

**Sponsored**




**Viewed**

**2013 Chevrolet Express Cargo 1500 ...**  
**\$12,500** · ~~\$289/mo est.\*~~  
181,968 mi  
Chantilly, VA (36 mi)  
Capital Auto Sales  
[\(754\) 203-5303](tel:7542035303) [Request Info](#)

**NATIONWIDE SHIPPING**  
WWW.CAPAUTOVA.COM 703-445-2277

**GOOD DEAL**  
\$1,183 below market


**New Arrival** **Sponsored**



**2013 Ford E-Series E-350 Super Duty ...**  
**\$15,995** · ~~\$369/mo est.\*~~  
147,492 mi  
Arlington, VA (19 mi)  
[\(703\) 382-5687](tel:7033825687) [Request Info](#)

**GOOD DEAL**  
\$1,983 below market


**Sponsored**



**2013 Ford E-Series E-350 XLT Super ...**  
**\$20,000** · ~~\$462/mo est.\*~~  
101,731 mi  
Vienna, VA (24 mi)  
[\(703\) 782-3468](tel:7037823468) [Request Info](#)

**GOOD DEAL**  
\$2,674 below market

**START YOUR PURCHASE** **Sponsored**



**2017 Mercedes-Benz Metris Worker ...**  
**\$30,995** · ~~\$715/mo est.\*~~  
51,192 mi  
Clarksville, MD (9 mi)  
[\(410\) 936-5922](tel:4109365922) [Request Info](#)

**FAIR DEAL**  
\$831 above market

# **ADVERTISING PROPOSALS**

# Advertising

## Social Media Advertising

- SIS website, Twitter, and Instagram
- Launch a TikTok with Interactive content

## Physical Advertising

- Fliers/posters in high foot traffic areas

## MOBILE FASHION CONSULTATIONS

### Tuesday:

LINDEN HALL VILLAGE CENTER  
JESSUP CORRECTIONAL INSTITUTION

### Saturday:

COLUMBIA EAST MARKETPLACE  
TOWNE CENTER AT LAUREL

### Sunday:

LYNDWOOD SQUARE  
WATERLOO PARK

**FREE FOR THOSE IN NEED**

**MAKE APPOINTMENTS ONLINE:**

[HTTPS://SUCCESSINSTYLE.ORG/](https://successinstyle.org/)

**MOBILE SERVICE:**

-Show up to the location at appointment time  
-A fashion consultation will be provided with business clothing

**SPONSORS**

Maryland Food Bank

**BENEFITING**

Those in need of professional business attire.

**Calendar:**

[Https://Cal.com](https://cal.com)

03

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Budget



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# Sample Budget (One year)

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Used Van	\$30,000
Gas (Assuming bi-weekly filling of \$75)	\$1,950
Insurance (12 months)	\$1,476
Maintenance	\$1,100
<b>Total Costs</b>	<b>\$34,526</b>

04

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Long-term Goals



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# Long-term Goals



## EXPAND PARTNER NETWORK

Get more nonprofit partnerships and find corporate partners



## MORE LOCATIONS

Increase to 10 - 12 locations



## INCREASE FLEET

Purchase another truck to increase mobile capabilities



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**THANK YOU**  
Questions?

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