Do Something, Inc.

GuideStar Nonprofit Profile Charting Impact Report * Last Updated on 02.17.2015

This report represents Do Something, Inc.'s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

Do Something, Inc.
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Mission:
DoSomething.org makes the world suck less. One of the largest orgs for young people and social change, our 3.4 million members tackle campaigns that impact every cause, from poverty to violence to the environment to literally everything else. Any cause, anytime, anywhere. *mic drop

The content of this Charting Impact Report is the sole product and responsibility of Do Something, Inc.. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
We want to make it as easy as possible for young people to take action on causes they care about. Said another way, we want the greatest quantity of young people doing the greatest amount of good.

2. What are our strategies for making this happen?
To make this happen, we focus on 1. creating cause campaigns that are tailored to young people, 2. offering a wide variety of cause campaigns so that they will appeal to young people of different demographics with different cause passions and 3. ensuring that each and every campaign we put out in the marketplace is proven (through research, experts or strategic partners) to make a positive impact in the world.

3. What are our organization's capabilities for doing this?
DoSomething.org are the experts in young people and how to motivate them to take action. We have an excellent track record of launching large-scale campaigns that engage a large number of young people to make a large impact. Examples of this include our Teens for Jeans campaign which clothes half of all homeless kids each year, our Love Letters campaign which sends over 200,000 Valentines Day Cards to senior citizens battling isolation in their homes and our Thumb Wars & Backseat Advisor campaigns that engage over 200,000 young people to combat texting & driving.

4. How will we know if we're making progress?
This year we have set out aggressive goals. We have organization-wide goals such as hitting 5 million members as well as individual goals for each of our 15+ staff pick (large-scale) campaigns that we will be executing in 2015.

5. What have and haven't we accomplished so far?
Every year we set new goals and (luckily!) every year we accomplish them or come close to accomplishing them! In 2014, we were slightly short in our goal of having 3.5million members but know that we can make up for that in 2015 with several improvements to our website, youth outreach tactics, and new partnerships. We’re not there yet but every year we make progress towards our goals!