2023-24 Team Kids Strategy

Team Kids is empowering & engaging 20,000 students in 3 states to change the world through service.

We do this in partnership with caring adults representing public safety, education, business, and nonprofits. Together, we are building up young leaders while breaking down barriers and changing perceptions through:

- Leadership development & entrepreneurship
- Philanthropy and community relations
- Awareness building of social issues
- Self-confidence and mental health

**Programs**
- Engage 20,000 students in 34 Team Kids Challenges.
  - CA – 22 schools/CBOs
  - AZ – 9 schools/CBOs
  - NY – 3 schools/CBOs
- Refresh core TKC program design and curriculum.
- Engage 5,000 kids in Team Kids Unite programming (25% of TKC participants).
  - Monthly featured projects
  - Integrated social media campaigns
  - Collaboration with 8 influencers & partners
  - Post-TKC program focus
  - Summer of Service TKU programming with Compton USD

**Operations**
- Hire a chief of staff to lead operations, human resources, and special projects.
- Formalize Team Kids Coaches Model with 6-8 higher education institutions (CSUF, USC, CSDH, UCI, ASU, CUNY, Marymount).
- Create online learning modules for Team Kids coaches, interns, and partners (including management and volunteer leadership)
- Create and manage a CRM
- Facilitate performance reviews with all staff and interns
- Increase representation (demographics, geography, skills) on the TK Board – 4 new board members aligned with strategic priorities

**Marketing**
- Manage a monthly communications calendar, repurposing content across channels
- Publish a monthly e-newsletter + add donors, parents/guardians, partners (5K contacts; 60% open; 20% click rate)
- Reach target metrics (connections + engagement) for prioritized channels
  - Website – +50% in impressions and visitors
  - LinkedIn – +50% in followers
  - Twitter – +50% in followers
  - Facebook – +20% in followers
  - YouTube – launch new channel (migrate Vimeo videos)
- Formalize and facilitate a donor communications plan with at least 7 touch points annually
- Create and implement a Team Kids LemonAID marketing plan

**Development**
- Hire a Development Manager to oversee grants (proposals, tracking, reporting), diversifying revenue, and donor relations
- Complete an annual audit
- Achieve 70% retention rate with existing donors
- Grow revenue by 35%
- Host annual TK golf tournament and raise $400K (including match)
- Develop and pilot LemonAID business plan and generate $50K in revenue
Team Kids FY24 Organization Roster

Senior Leadership
- Founder & CEO – Julie
- Chief of Staff – TBD
- Finance Director – Lauren
- Program Director – Open

Marketing
- Marketing Manager – Angie
- Marketing Coordinator – Lynne
- Marketing Fellow (ANY) - Tammy

Programs
- Team Kids Lead Coaches (4)
  - CA Lead Coach – Jackie
  - CA Lead Coach – Isabelle
  - AZ Lead Coach – Jacob
  - NY Lead Coach (PT) – Lorraine

- Team Kids Coaches (8)
  - CA Coaches (5)
  - AZ Coaches (2)
  - NY Coach (1)

- Team Kids Field Study Interns (26)
  - CA Interns (18)
  - AZ Interns (5)
  - NY Interns (3)

Development
- Development Manager – TBD

Team Kids Communities
Compton, CA | Fullerton, CA | Irvine, CA | NOCPSC City (TBD) | NOCPSC City (TBD) | Orange, CA | Rancho Palos Verdes, CA | RSM/Mission Viejo, CA | Tustin, CA | East Brooklyn, NY | Tempe, AZ | Phoenix, AZ | Arlington, VA