



BEST BUDDIES

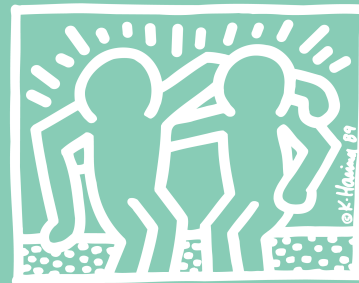
California New Buddy
Initiative

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SITUATIONAL ANALYSIS



Best Buddies is a non-profit organization that operates globally to end the social, physical, and economic isolation of the 200 million individuals with intellectual and developmental disorders (IDD). By addressing four main pillars - One-to-One Friendships, Integrated Employment, Leadership Development, and Inclusive Living- Best Buddies is able to positively affect the lives of over 1.25 million people, both with and without IDD.



Best Buddies was founded by Anthony Shriver, the son of Special Olympics founder Eunice Shriver, at Georgetown University in 1987. Throughout the past 30 years, Best Buddies has been credited as being “America’s first national, unified, social, and recreational program for people with intellectual disabilities.” Its community ties have become widespread, creating partnerships with companies such as Pepsi Cola and Audi, having high-profile NFL player Tom Brady serve as the Global Ambassador, and even partnering with A&E Network to produce a docu-series, *Born This Way*. Globally, Best Buddies has over 2,400 chapters and 120,000 participants.

Although Best Buddies spreads across all 50 states and through 54 countries, there is a heavier influence and impact on the East Coast of the United States, neglecting the abundant population on the West Coast. Tom Brady is well known as a spokesperson for the organization, prompting greater impact within his home territory. States like Massachusetts and New York, although lower in college-age population, have much higher participation in various Best Buddies programs than California participation. Specifically, California college chapters are comparatively less prominent, likely due to California’s shortage of programs and support for their IDD population. Through the California New Buddy Initiative campaign, our goal is to educate college-age students about IDD within their community and push to establish more college representation within California.



RESEARCH



SECONDARY RESEARCH

IDD Population in California

21.9% of adults in California have a disability, ranging from both physical to developmental. In 2015, the employment rate for general Californians was 75.7%, whereas for people with physical disabilities it was 33.9%, and for people with developmental disabilities it was a mere 13.6%. Although there is a clear population of people with IDD in California, there aren't many services or organizations to help them within society. In fact, California ranked in the bottom rung of states in the academic achievement of disabled students, according to a 2014 federal study. Clearly there is a need for services catered towards assisting adults and teens with IDD in California.

RESEARCH (cont.)



East Coast vs. West Coast Best Buddies Participation

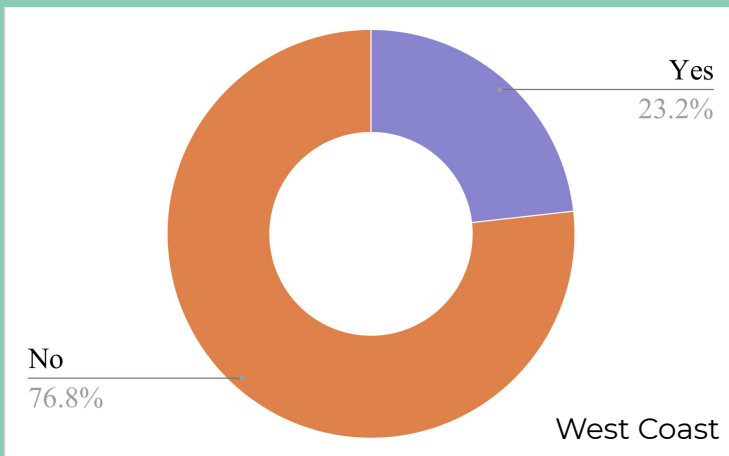
California is most similar in terms of population to New York, so we felt these were best for comparison. Best Buddies is also very popular in Massachusetts and we included that to show the potential for participation within California.

	College student population	# College chapters	# College participants	# College buddy pairs	# Promoter Chapters	# Promoter Participants
CA	2,515,551	16	720	219	12	105
NY	1,092,559	23	1036	215	8	445
MA	444,670	24	1169	263	14	337

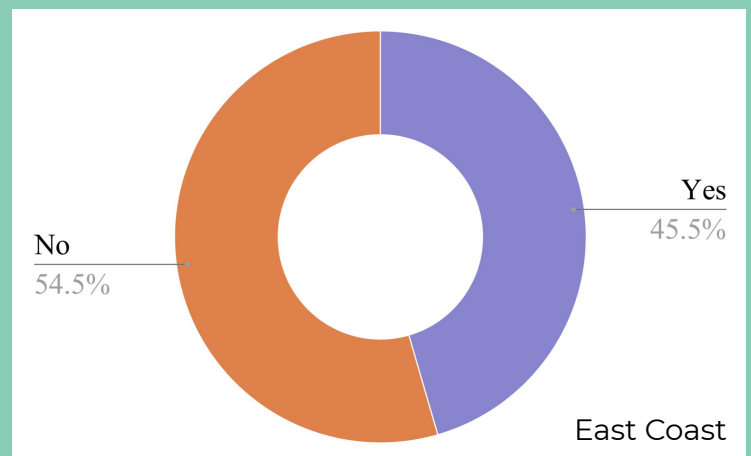
PRIMARY RESEARCH

We created a 10 question survey and sent it out to college-aged friends and peers on both the East and West Coast. Here are the notable responses and data we collected:

“Have you heard of Best Buddies?”

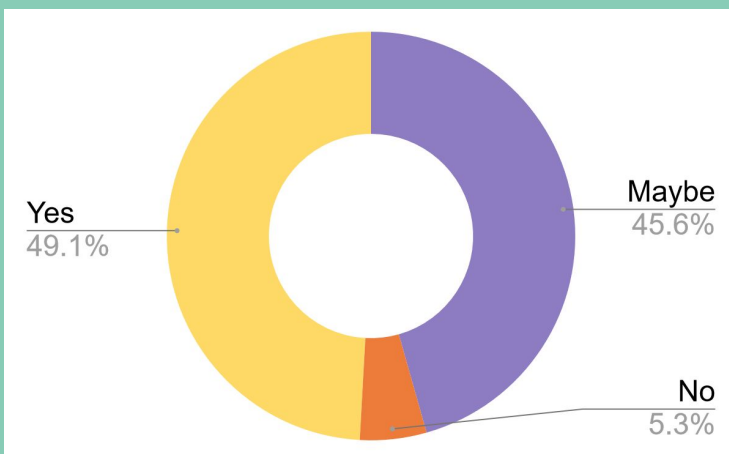


West Coast states include CA, OR, CO, & WA



East Coast states include MA, NY, NJ, CT, PA, & VT

“Would you join Best Buddies?”



“Why or Why not?”

- “It seems like a great way to meet new people”
- “Love to help out the community”
- “I want to be a special education teacher and have a passion for helping those with disabilities
- “Yes because I had a program similar at my high school”
- “Doesn’t seem like it’s that needed near here.”

RESEARCH (cont.)



CHAPTER LOCATIONS:

In order to target the appropriate audience for our campaign, we need to make sure that the schools that have the potential for establishing a new Best Buddies College chapter are in the surrounding area of an already-established, potential Promoter chapter. We broke up our target colleges by region as shown below, and confirmed that they both don't have an established Best Buddies Chapter as well as were nearby a school that have an successful established chapter.



Bay area

- UC Davis
- Stanford
- Santa Clara
- San Francisco State

LA/OC

- UCLA
- Chapman
- Cal State Long Beach
- Occidental
- Pepperdine
- Redlands

San Diego

- San Diego State University
- University of California, San Diego
- University of San Diego

KEY

- Established Chapter
- No Chapter

KEY MESSAGE



Walk away from your university with much more than a degree.

Our goal will be to target undergraduate students to help them to see the importance of not only Best Buddies, but serving the greater community as well. This opportunity will make students feel much better about themselves and after they see what Best Buddies has to offer, then they will be motivated to spread the word and get others involved.

A friendship can change a life.

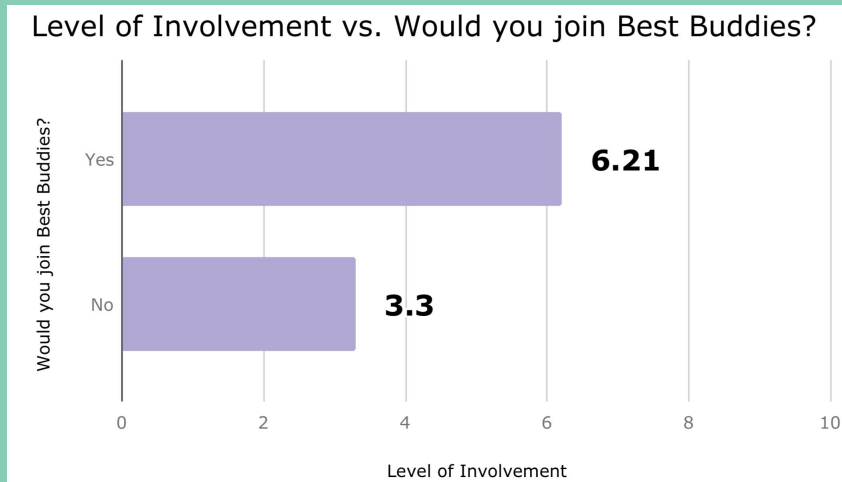
Through participating in the One-To-One Friendship program, students form meaningful connections to their IDD peers. For the IDD individuals, however, this can have an unanticipated impact on their lives - many gain self-confidence and self-esteem, discover interests, and even improve mental and developmental abilities. Best Buddies Friendships bridge societal gaps and have a remarkable and lasting impact on the individuals involved and will likely change the IDD individual's life.

KEY PUBLICS



Primary Audience: Undergraduate college students in California who participate in school clubs/organizations, ages 18-22.

Approximately 62% of college students nationwide reported participating in school clubs and organizations. By the time college students reach senior year, a reported 79% have participated in some sort of community service or volunteer work. Students who are actively engaged in extracurricular activities throughout school are more likely to develop lasting friendships and networking opportunities. This is our key public because these are the students who are the most likely to participate and take initiative with getting the new chapter started. As shown by our survey results, those who are more involved on campus are more likely to join Best Buddies. By targeting students with a community focused mindset, finding the right students to adopt leadership positions in the California New Buddy Initiative will promote positive change for the organization.



Secondary Audience: Undergraduate college students in California, ages 18-22.

Since our primary audience is undergraduate students who are already involved in organizations, we can use them as peer influence agents to persuade our secondary audience - uninvolved college students - to spread the word about the campaign as well as participating in lower commitment roles. According to the social comparison theory, students' attitudes are strongly influenced by their peers during their college years. As a result, establishing peer influence surrounding CANBI will increase community participation. Through the California New Buddy Initiative Campaign, targeting the general first year college students is imperative to establishing a foundation for future success in spreading the Best Buddies message.

GOAL: Increase Best Buddies awareness and participation in California colleges through the California New Buddy Initiative.



OBJECTIVES

Objective I: Explain the Best Buddies program to 12,000 California college students

Rationale: In our research, we found 10 potential colleges in California that do not have established Best Buddies chapters and together their undergraduate enrollment exceeds 120,000 students. We can estimate that at least 10-20% (Chapman, for example, is over %50) of these students are involved in some sort of greek life, student clubs, sports teams, or other organizations, which is primarily how we will target our key publics.

Strategy I: Create 30 second educational videos showing college classrooms and club meetings to establish an understanding and spark dialogue surrounding the IDD population within California

Rationale: An infographic presented by Digital Information World states that “the average human attention span has fallen from 12 seconds in 2000 (or around the time of smartphones) to eight seconds today.” Studies completed by the World Advertising Research Center have shown 30 second commercials are the ideal length. Therefore, producing 30 second videos are necessary to invoke a memorable, creative, and engaging emotional response in our audience, resulting in positive brand recall.

→ **Tactic I:** Organize featured members of the Best Buddies community to talk about IDD, personal stories, and the importance of Best Buddies friendships within the videos.

Rationale: Using actual program members to communicate our message is most effective because they improve the validity of the information.



→ **Tactic II:** Send videos to professors and department chairs in Disability Studies, Social Sciences, and other relevant subjects to have them shown in class.

Rationale: Professors and department members have easy access to student class lists and emails, so by using the professors as middlemen, the information is spread directly to our key publics. Also, by encouraging professors to discuss the videos with their classes, we're providing a topic to further discourse on the IDD issue. Moreover, 7 out of 10 of our target colleges have Disability studies programs, while all 10 have programs in Social Sciences and Psychology, demonstrating a clear link to Best Buddies' mission.

→ **Tactic III:** Present videos at greek life, student organization, and sports team meetings to target our primary audience.

OBJECTIVES (cont.)



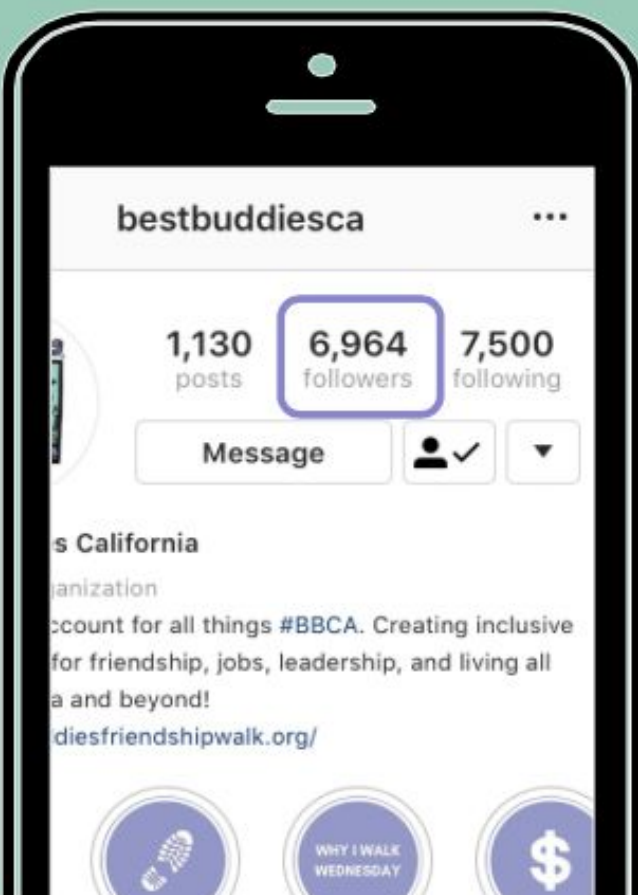
Strategy II: Incentivize California College students to conduct research projects about IDD.

Rationale: By providing resources - both scholarly and financially - California college students are motivated to conduct their own research. Because of a large peer-to-peer influence among our demographic, this will be a beneficial method of spreading awareness of the California IDD community among our key publics.

- **Tactic I:** Provide grants and sponsorship for research projects with applications on <https://www.bestbuddies.org/california/>
- **Tactic II:** Create website hyperlinks on California Best Buddies page with fact sheets, primary, and secondary research about Best Buddies California and the IDD community. Providing accessible information will make it easier for students to perform research and respond accordingly to the findings.
- **Tactic III:** Publish research project final results on Best Buddies California website (<https://www.bestbuddies.org/california/>)

Rationale: By posting the results on the Best Buddies official website, it affirms credibility to the winning groups. This works towards our goal because it incentivizes the groups to share their results, which increases awareness for IDD and CANBI.

About Best Buddies California	>
Get Involved	>
News & Stories	>
Events	>
Local Supporters	>
Sign Up for Updates	>
Donate Locally	>
Shop	>
Contact Us	>
Student Resources and Grants	>



Strategy III: Increase Instagram (@bestbuddiesca) following by 15%.

Rationale: Our key publics - undergraduate college students - are highly involved in social media and various other online platforms. In fact, 88% of American 18- to 29-year-olds use social media. By increasing our presence on online accounts, specifically Instagram, we will increase interactions with our key publics. Designating a specific platform for communicating with current and future Best Buddies participants will help channel our interactions to be more streamlined. 15% of the total follower equates to over 1,000 followers, and we can estimate that at least 8% of our 12,000 students reached will follow us on Instagram

- **Tactic I:** Sponsor published content through @bestbuddiesca to increase the number of impressions and accounts reached.

OBJECTIVES (cont.)



- **Tactic II:** Use the established common theme and color scheme in order to create a more recognizable campaign.
- **Tactic III:** Implement hashtag (#handiCapable) on Instagram where people can post photos and videos of IDD members and Best Buddies in their community.
- **Tactic IV:** Feature chapter takeovers of the Instagram story showing what the chapter does and highlighting some of their buddy pairs.



Strategy III: Increase visibility of IDD individuals in surrounding communities of targeted colleges.

Rationale: By recognizing the need for Best Buddies in the surrounding community, potential members are more likely to join in order to participate in the greater impact that Best Buddies has.

- **Tactic I:** Implement online forum on Twitter and Instagram through a hashtag (#handiCapable) where people can ask questions and post personalized stories about their experiences with IDD in their hometown.



- **Tactic II:** Create and hand out stickers to employers who work with the Best Buddies Jobs program to display on their storefront showcasing that there are members of the IDD community who work there.



OBJECTIVES (cont.)



Objective II: Increase college Best Buddies chapters by 50% across California.

Strategy I: Introduce LeBron James as West Coast spokesperson

Rationale: LeBron has millions of followers on social media, and his content caters well towards our key audiences. Also, LeBron James has a demonstrated history investing in community programs and volunteerism. For example, delivered customized sneakers to disabled athletes in their hospital, showing a clear connection to the IDD community.

- **Tactic I:** Social media post by LeBron announcing his partnership with Best Buddies to followers.
- **Tactic II:** Social media campaign by Best Buddies with announcement of the new LeBron James partnership.
- **Tactic III:** Press release about new partnership sent out to college run-publications (The Panther, The Daily Bruin, The Occidental Weekly, etc.).

Strategy II: Create contest where a new Best Buddies college chapter, if established between certain dates, can win a visit from LeBron James.

- **Tactic I:** Promote contest and details on LeBron's and Best Buddies' social media.
- **Tactic II:** Host a press conference before one of LeBron's games announcing details of the contest.
- **Tactic III:** Send press release to college-run newspapers outlining specifications of the contest.

Strategy III: Endorse 3 established Best Buddies Chapters to "Promoter" level chapters.

Rationale: According to the Best Buddies official website, promotor chapters "host exciting activities and events that promote inclusion, provide opportunities for interaction with people with intellectual and developmental disabilities, and raise awareness about Best Buddies at their school and in their community." By establishing a promotor chapter in each of the three major subsections of California (San Diego, LA, & the Bay Area), this allows each promotor chapter to geo-target their neighboring schools and makes it easier to spread information and awareness.

- **Tactic I:** Send top 3 chapters certificates designating their Promoter status to display in posts and on campus.
- **Tactic II:** Supply Best Buddies pins, so that students can represent their involvement on a daily basis, which will increase word of mouth promotion for Best Buddies.
- **Tactic III:** Provide training and promotional materials to executive members of Promoter chapters so they can reach out to other colleges in the surrounding area to help start their new chapters.

CALENDAR



JUNE 2019

- Implement online #handiCApable forum on Twitter and Instagram
- Create and hand out stickers to employers who work with the Best Buddies Jobs program to display on their storefront showcasing that there are members of the IDD community who work there.

JULY 2019

- Establish college research project grants and scholarships on website.
- Begin producing short videos

AUGUST 2019

- Announce Lebron as spokesperson
- Send out press release about new partnership to California-based news sites
- Begin recognizable social media brand (common theme and color scheme) on @bestbuddiesca instagram

SEPTEMBER 2019

- Social media campaign by Best Buddies with announcement of the new Lebron James partnership.
- Review applications and provide funding and sponsorships to selected student-run research proposals
- Endorse already established chapters to “promoter” status and send certificates and pins

OCTOBER 2019

- Host a press conference before one of Lebron’s games announcing contest details
- Send videos to professors and department chairs and present videos at greek life, student organization, and sports team meetings to target our key audience.
- Launch Lebron contest on social media (Lebron’s and Best Buddies)
- Launch new website feature sharing primary sources, etc. as resources for student research projects

NOVEMBER 2019

- Continue sending videos to professors and department chairs and presenting videos at greek life, student organization, and sports team meetings.
- Sponsor published content through @bestbuddiesca to increase the number of impressions and accounts reached.

DECEMBER 2019

- Post results of student research projects on Best Buddies California website.
- Provide training and promotional materials to executive members of Promoter chapters so they can reach out to other colleges in the surrounding area to help start their new chapters.
- Continue sending videos to professors and department chairs and presenting videos at greek life, student organization, and sports team meetings.

JANUARY 2020

- Begin implementing Instagram story takeovers
- Promote results of student research projects on Best Buddies California website.

FEBRUARY 2020

- Continue showcasing California Best Buddies chapters on social media through hashtag and Instagram takeovers
- Promote contest and details on Lebron’s and Best Buddies’ social media.

MARCH 2020

- Continue showcasing California Best Buddies chapters on social media through hashtag and Instagram takeovers

APRIL 2020

- Lebron James visits contest winners
- Livestream of the event on @bestbuddiesca

MAY 2020

- Evaluation
- Continue consistent social media promotion

EVALUATION



Objective I: Introduce the Best Buddies program to 12,000 Californian college students.

Successful If: Attendance to presentations, video views, and #handiCapable tweets equate to over 10k by May 2020.

Objective II: Increase college Best Buddies chapters by 50% across California.

Successful If: An addition of at least 8 college Best Buddies chapters are established by May 2020.

