USING DATA TO INSPIRE SOCIAL ACTION

ARIA FINGER
CEO + PRESIDENT

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PART 1

WHO WE ARE
DOSOMETHING IS THE LARGEST TECH PLATFORM FOCUSED EXCLUSIVELY ON YOUNG PEOPLE + SOCIAL CHANGE.
5.5 MILLION MEMBERS
TOP 5 CITIES IN THE U.S.

New York City 8,491,079
DoSomething.org 5,533,456
Los Angeles 4,030,904
Chicago 2,720,546
Houston 2,489,558
Philadelphia 1,567,442
LET’S DO THIS
PART 2
MILLENIALS
millenials ruined
millenials ruined the olympics
millenials ruined america

millenials are
millenials are having less sex
millenials are poor
millenials are dumb
millenials are killing
millenials are stupid
millenials are lazy
millenials aren't buying diamonds
millenials are rude
millenials are what age
62% have volunteered in the past 12 months.
1 in 2

volunteer at least once a month.
Young people are diverse in every sense of the word.
Millenials are the most stressed out generation.
DS Talking Point:

Most young people are not hipsters, don't live in cities, haven't graduated from college, etc.
YOU ARE NOT THE AVERAGE MILLENNIAL
OUR GOALS WITH YOUNG PEOPLE

- Drive repeat engagement
- Turn one-time participation into long-term commitment
- Help them feel like part of a bigger community and movement
- Talk about us in a positive way with friends and family
- Recruit people in network to join
PART 3

HOW WE COLLECT DATA
Sincerely, US

Help us send letters of support to every mosque in the United States

Hate crimes against Muslims spiked 67% in 2015, and things haven't gotten much better since then. It's a tough time to be Muslim in America. That's why this summer, we're sending handmade Happy Ramadan cards to every single mosque in the country. Let's show our Muslim American neighbors that we appreciate and support them.

June 10
Deadline to mail cards
2,300+ mosques will receive cards

Share this campaign!
The more people who join, the more cards we'll send. Get your friends involved!

Share on facebook
Hi it’s Freddie! Quick poll:
Do you think students should learn about different religions in school?

Yes or No?
In 2015, hate crimes against Muslims went up 67%, and this year isn’t going well either. That’s why this summer we want to send messages of support to every single mosque in the country. I hope you’ll join us!

What would you like to do?

A) Share a message of support
B) Learn more about Muslims
C) I don’t have time
WHAT WILL YOUR EMPLOYEES TELL YOU?
WHAT ARE YOUR EMPLOYEES DOING WHEN YOU'RE NOT LOOKING?
WHAT ARE PEOPLE SAYING ABOUT YOU OUT IN THE WORLD?
DoSomething.org

Typically replies instantly

2.5M people like this including Samantha Papadakis and 37 friends

Public & Government Services

10:25 AM

Get Started

Send a Message
PART 4
3 WAYS TO PUT DATA INTO ACTION
Give a Spit About Cancer

Fight blood cancer just by swabbing your cheek.

STEP 1: KNOW IT

The Problem
70% of people who need a bone marrow transplant rely on a complete stranger for a donation. Beyond that, black people and other people of color have a much harder time finding a donor match.⁷

The Solution
The most successful transplants come from people ages 18 to 44. Hold on: that’s you! Ready to step up? Let’s give a spit...about cancer.²

By simply swabbing your cheek, you can join the Be The Match bone marrow registry. That means you’ll have the chance to be...
1 SEGMENTATION
I saw this incredible young woman Dana Pelz speak at our National Sales Meeting last year, and I continue to be inspired by her resolve and commitment to make a difference for others in this world. I love that we’re now partnering with DoSomething.org on the Give a Spit About Cancer campaign - way to go, Aria Finger! #mycompany

A Perfect Match: "How a Bone Marrow Transplant Saved My Life"

jnj.com
2

COMPETITIONS
I Heart Dad

Make a card to remind your dad to get his blood pressure checked. Ends June 30

STEP 1: KNOW IT

The Problem
Heart disease is the leading cause of death for men in the United States.¹

The Solution
Checking his blood pressure is a simple first step for your dad — or another important man in your life — to understand his risk for heart disease.

Use the power of love (and persuasion) to keep your dad healthier. Make a simple, thoughtful card encouraging him to visit

FAQs
Learn more about heart health
Give A Spit About Cancer College Competition

Leaderboard

1. Union College: 4021 cheeks swabbed
2. University of Sioux Falls: 3157 cheeks swabbed
3. McNeese State University: 3097 cheeks swabbed

25. Howard University: 33 cheeks swabbed
26. Macaulay Honors College: 30 cheeks swabbed
27. University of Washington: 23 cheeks swabbed
3 delivery
I can't go around without a phone. That's like going around without a brain or shoes.
TMI
The power of young people + purpose
TMI is a strategy consultancy that helps clients drive social change through insights and creative solutions backed by data from millions of young people.
THERE'S MORE WHERE THAT CAME FROM

TEXT TNT TO 38383
I love you, thank you, I love you!
BECAUSE WHY NOT END WITH RYAN GOSLING?
ARIA FINGER
CEO & CHIEF OLD PERSON
aria@dosomething.org
@ariairene
Ideal Superpower: Flight