

# THE YOUNG WOMEN'S RESOURCE CENTER



*"AN ORGANIZATION ON FIRE"*





# Executive Summary

Dear Ms. Griffith and the YWRC Team,

First of all, thank you. Thank you for opening yourselves and your organization up to the questions, creativity and first-time jitters of this group of college seniors. Thank you for teaching us about dedicating oneself to a cause; a value we aim to mirror in our future endeavors, whatever they may be.

Enclosed in this book we have what we're calling our three in three by three plan: three objectives, in three sections brought to life by three strategies in each. Enkindle, Fuel, Ignite – our three sections to give you what we believe you deserve: a chance to shine bright. To ensure the success of this campaign we have done what we can to keep our plan as cost effective, timely and fit to your needs as possible. This plan is something we are incredibly proud of. We've adopted the idea throughout this semester that you are the Young Women's Resource Center and we are the young women. To say we've bought into everything you are doing is an understatement. We want to push you forward because of our belief in the organization and the good we see you doing, as well as what we see you doing in advocacy and resource provision as the world continues to change.

We recognize the importance of simplicity, and hope that you will see the strength in our plan as it outlines practical strategies, partnerships and expansions to produce the most impactful results. Our campaign, "An Organization on Fire," capitalizes on your existing programs, jump-starts new ones and brings the YWRC into the larger community of Des Moines. The objectives you will see throughout create a sustainable path for current and future generations of YWRC clients, staff, volunteers and donors making sure that the YWRC will always shine.

Thank you again for the opportunity to get to know you, to understand your goals and to put our creativity to use for you. Your openness and excitement for opportunities has shown through in the conversations we've had throughout the semester. We're thrilled to present you with 'An Organization on Fire' and sPaRk Communications' ideas for you. If you have any questions regarding our plan, please do not hesitate to contact us.

Thank you sincerely,

Madison McConnell



Account Executive  
madison.mcconnell@drake.edu

# SPARK

## PUBLIC RELATIONS



Madison McConnell | [madison.mcconnell@drake.edu](mailto:madison.mcconnell@drake.edu)

Account Executive

*Coffee, Disney and empowering my fellow [wo]man fires me up.*

Jessica Campbell | [jessica.k.campbell@drake.edu](mailto:jessica.k.campbell@drake.edu)

Presentation Coordinator

*Pushing myself to new limits, and exploring my abilities, by fueling my love for running fires me up*



Kelly Leatherman | [kelly.leatherman@drake.edu](mailto:kelly.leatherman@drake.edu)

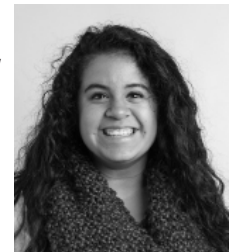
Collaterals Coordinator

*A really great car jam session fires me up.*

Thalia Anguiano | [thalia.anguiano@drake.edu](mailto:thalia.anguiano@drake.edu)

Secretary

*Social justice, donut holes and inspiring women fires me up.*



Ana Nikabadze | [ana.nikabadze@drake.edu](mailto:ana.nikabadze@drake.edu)

Research Director

*Kindness, love and fashion fires me up.*

Consuelo Valdes | [consuelo.valdes@drake.edu](mailto:consuelo.valdes@drake.edu)

Designer

*Yoga, acceptance and positive energy fires me up.*



Sarah Lewis | [sarah.lewis@drake.edu](mailto:sarah.lewis@drake.edu)

Editor

*Pizza, cats and fighting for what I believe in fires me up.*



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# Situation Analysis

## Introduction

Research shows that inner beauty, confidence, strength, acceptance and empowerment are all words the Des Moines community associates with the Young Women's Resource Center. As a local non-profit in Des Moines, The YWRC has been finding ways to provide girls and young moms the opportunity to meet their needs- whatever those might be. The YWRC is staffed by a small, yet powerful, team that is cultivating innovation. For decades, the YWRC has been finding new ways to create a safe space for girls, high schoolers and young moms to turn their goals into a reality, because every girl deserves a life of possibilities.

## History

Louise Noun, a woman who took significant local, state and national political action to fix the flawed society that women lived in, founded the YWRC in 1978. She sought opportunities to give back, with the YWRC being one example of her constant efforts to change society through her own actions. Louise was never satisfied with anything less than equality, which is why the YWRC will be celebrating 40 years of service in 2018. The organization has always been committed to offering services and programs that promote equal opportunities for women, differentiating themselves from any other non-profit in Des Moines.

# Public Relations Efforts to Date

The Young Women's Resource Center has extended their positive reputation into the community through their ongoing public relations efforts. The YWRC has established a strong social media presence, with Facebook being their main platform for outreach. With 1,877 likes, there are constant efforts to increase engagement, with the recent social media campaign #everygirl deserves. The branding efforts are supported by an informative, user-friendly website with access to information about staff and programming.

Developing and maintaining relationships with donors and volunteers is another constant commitment to the YWRC's public relations efforts. The 18th Annual "Sit On It" gala event, which improves relationships with the community, extends the mission and reputation of the YWRC, and provides additional funding for programming. The YWRC focuses their PR efforts on providing a safe environment for young women, which allows for the establishment of strong relationships between staff and clients, serving as another avenue for their public relations efforts.

# Current State/Structure

The Young Women's Resource Center is based in downtown Des Moines. The staff consists of an Executive Director, Fund Development Coordinator, Finance Manager, Marketing and Events Coordinator, Office and Volunteer Coordinator, Childcare Supervisor, and eight other employees who specialize in a program or therapy service. The Board of Directors is comprised of seventeen members. With this, the Executive Director leads the daily operations of the organization and the board oversees the strategic direction. Additionally, the YWRC has a variety of volunteers who help maintain their facilities and provide the physical resources the women use.

Moving beyond the office and into Des Moines, the Young Women's Resource Center has relationships with strategic partners in the community, such as the non-profits Chrysalis, United Way, the DSM Girl Gang, and the Des Moines Public School. By having a wide variety of relationships and partners in the community, the YWRC also has a variety of clientele, spanning a wide age group and servicing young women from several different schools and locations in Des Moines. The programs the YWRC offers also reflects this diversity. The Center provides programs for girls in elementary school, middle school, high school, and young mothers, offering several unique programs and opportunities for women.

# SWOT Analysis

## Strengths

The Young Women's Resource Center has a plethora of strengths that has allowed them to be strongly established thus far. A major strength is the well-established base that is currently set in place with the community. Our research has identified that the center has already done an excellent job of establishing themselves and what they stand for: supporting young girls and women.

Given the strong establishment that they have laid out for themselves, they also have established relationships with other community partners that are vital to their development as a center. Another true strength of the YWRC is their initiative in showing a willingness to improve different areas of their organization as well as use excellent resources to help young women throughout their development as clientele.

# Weaknesses

While there are plenty of strengths within the organization, there have been some identified weaknesses within the organization such as a lack of engagement online. The organization has expressed interest in wanting to improve their digital marketing strategy to avoid a lack of interest in programming and increase their clientele base. Additionally, with increased marketing, they hope to address volunteer and donor fatigue. This fatigue has resulted in low engagement with volunteers and board members, further resulting in a disconnect between clientele and volunteers.

Furthermore, there is to be an unclear understanding and clarification of what resources the YWRC provides. YWRC offers excellent programs; however, these programs and mission could be explicitly stated on their marketing materials.



# Opportunities

The Young Women's Resource Center has many qualities that make them unique, but they still have many opportunities within the organization that they could pursue. These opportunities are expanding cultural diversity, increasing partnerships with local organizations, improving social media outreach, and advocating trauma-informed care.

The first opportunity for the YWRC is to expand cultural and racial diversity within the organization, where there is always room for growth. Continuing to pursue greater diversity will provide the Center with a more unique, culturally aware perspective and experience. At the same time, it will benefit the YWRC by continuing to expand their reach to women of different demographics including age, experience, knowledge, views, etc. Focusing on expanding their cultural diversity will help increase public interest and awareness of the organization. Another opportunity for the Young Women's Resource Center is to better maintain their communication amongst other non-profits and organizations in the area. The YWRC should work to make their partnerships with other organizations, like Planned Parenthood and House of Mercy, even stronger in order to deliver better services to the community. There is also an opportunity in expanding and creating new partnerships with other organizations in the area, like Drake University, DMACC, Simpson College and Iowa State University.

The third opportunity is to increase social media presence and branding efforts. Today, the world is more connected than ever, which is a great benefit for organizations with a strong online presence. The YWRC should focus on building up their social media accounts like Facebook, Twitter and Instagram, to better develop their brand and promote themselves in a more effective way. The final opportunity is to become an advocate for Trauma Informed Care (TIC). This means actively taking steps to become the best non-profit organization in Iowa when it comes to taking care of young women who suffer, or have suffered, from any kind of trauma. Trauma Informed Care is a crucial service for young women that is not well understood by the public and therefore not focused on in other organizations. Expanding the YWRC's care and treatment options for trauma survivors would be a huge benefit to the community and would allow the organization to help an even greater number of women.

# Threats

In every organization there are always possible threats that need to be considered. One of the most common threats is the existence of other organizations that provide the same types of services. Des Moines is a city that is known for having a variety of non-profit organizations, and these can be very competitive - especially when there are some that have the same target audience and goals in mind. Though organizations like Planned Parenthood can be beneficial in some ways, they are also technically competition. This is a big reason why communication amongst other non-profits in the community is key for the success of the Young Women's Resource Center. Better communicating with other organizations can help ensure a mutually beneficial partnership.

Another threat that the YWRC could face is the growing number of clients. Though there are a number of nonprofits in the greater Des Moines area that help women, there is a rapidly ever-growing client base. This phenomenon has the potential to overwhelm the staff members if they are unable to keep up with the demand, the organization then runs the risk of hindering the quality of the services they provide. It is important to keep track of what their client capacity is, and to have good communication internally among staff members to avoid over-working and to prevent the potential loss of employees. Organizational effectiveness is essential for the YWRC, it is important to keep employees informed and updated so that everyone can be ready when possible threats are presented.

# Risks/Challenges

A PR challenge that the Young Women's Resource Center faces is the lack of awareness about the different curriculum offered for each program. Also, in an increasingly volatile political climate their existing partnership with controversial programs, like Planned Parenthood, could be cause for concern. While these partnerships make perfect sense with the mission of the YWRC and the strategic goals they have set for themselves, it is imperative to note that Planned Parenthood in particular lacks the support by some elected officials and may be in danger of losing funding which in turn jeopardizes the YWRC's partnership.

Particularly due to the mercurial climate in politics and society, being an organization based around women's health, education and empowerment could be frightening, and could be a fragile area to have an organization built around, this could become a challenge. This is also an opportunity to delve deeper into advocacy and activism as well as growing programming in each age group to better suit their needs and develop more of an integrated role in the day to day lives of their clients. Also, as their diverse client base is not well represented in the administrators and leaders within the YWRC, this poses another risk, at least in optics of the organization as this demonstrates many negative societal trends that their programs could be working to alleviate.

# Conclusion

The Young Women's Resource Center has a long and vibrant history in the Des Moines area. In its four decades of existence, the YWRC has offered unique programs and services for women, providing girls with a life of possibilities and opportunities to succeed in ways that previously seemed impossible. These unique characteristics set the YWRC apart from other organizations in Des Moines, making the YWRC's current situation unlike any others. By understanding and defending themselves against their weaknesses and threats, as well as capitalizing on its strengths and opportunities, the YWRC can become even more effective at promoting the inner beauty, confidence, strength, acceptance and empowerment of young women in the Des Moines area.



# Target Publics

## Schools

There is a great opportunity to expand the reach of the YWRC to local colleges and universities, resulting in another partnership within the community, and encouraging girls and young women to strive toward attending college. Developing relationships with local colleges/universities, including Drake University, Grandview University and Des Moines Area Community College, gives YWRC the opportunity to organize college admission visits. There is a great benefit from exposing young women to the college atmosphere, by showing the value of higher education in the job market. Engaging with schools would give girls the opportunity to meet with different multicultural and mentorship organizations on campus, exposing them to various involvement and support systems that could replace the YWRC once they have aged out of programs.

## Alumni

Since our first meetings with the YWRC their desire to better their system of staying in contact with alumni was a prominent goal. We see this as an incredibly important audience for a variety of reasons. Among these, we see this audience as a way to reach the future clients of the YWRC. We've already seen success in this from Sierah who runs the childcare center after participating in the YWRC young mom's program. Creating a cycle of client to alumni to volunteer, employee or donor builds the idea that the YWRC is a life-long support system for these girls and young women. This audience can also be seen as a key demographic to target because they can act as the first line of ambassadors to the program and we want the YWRC to be able to stay in touch with the girls and young women whose lives they have touched.

## Volunteers/Donors

The YWRC should embrace its diverse clientele base, and utilize these clients as volunteers and donors. By maintaining and improving relationships with existing and past clientele, the Center can draw from within to recruit volunteers and grow upon their existing volunteer base. This will help diversify the volunteers and also ensure that the volunteers are reflective of the YWRC itself.

In addition, this plan will build upon the existing donor base by connecting and inspiring past clientele and volunteers to also donate to the organization. This plan aims to foster more connection between the donors and the organization, hoping to inspire alumni to both volunteer and support the organization that supported them once.



# Key Messages

## KEY MESSAGE 1

When facing life's challenges girls and young women can turn to the Young Women's Resource Center for lifelong support and relationships.

100% of alumnae interviewed indicated they felt comfortable turning to the YWRC for support while facing challenges.

Alumnae interviews suggested that the YWRC has a warm, welcoming, friendly, and safe environment for everyone.

## KEY MESSAGE 2

Volunteers and donors to the Young Women's Resource Center shape the lives of girls and young women in the Des Moines area and create empowered citizens.

According to interviews, alumnae who chose to continue their involvement with the YWRC did so because they felt the resources provided were vital across generations

According to alumnae Kourtney Knapp and Sierrah Bougher, "the support and knowledge from employees made them want to be there and learn more not only about the program, but also about motherhood."

## KEY MESSAGE 3

The Young Women's Resource Center will equip clients, volunteers and donors with tools to be advocates of the YWRC mission to the public.

Research showed that volunteers and donors who participated in the focus group had a good grasp on the organization's mission. Many focused on the group's role as a safe space for women.

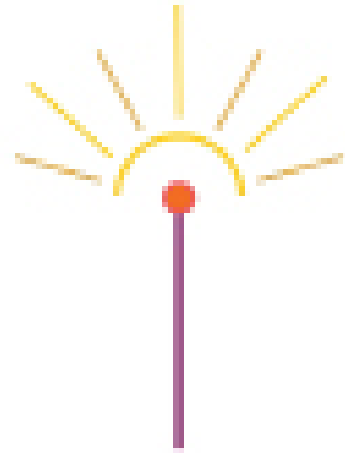
All focus group participants touched on the organization's goal of helping women be successful and confident, indicating that the mission is communicated well to volunteers and donors – even those who have only been with the organization for a short time.



## ENKINDLE

### OBJECTIVE 1

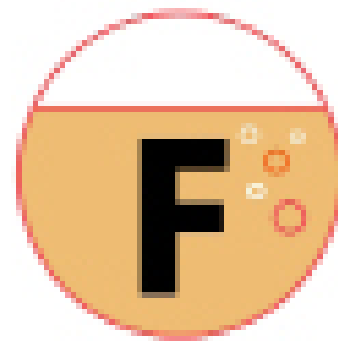
Increase retention of YWRC alumnae, through implementation of a database and encouragement of continued involvement in the YWRC, by 5% in one fiscal year.



## FUEL

### OBJECTIVE 2

Establish new volunteer base through partnerships with Drake University, DMACC and Grandview University by 100 volunteers in one semester.



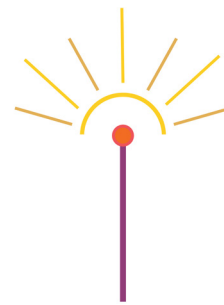
## IGNITE

### OBJECTIVE 3

Encourage advocacy among clients, volunteers and donors by introducing three programs in one school year.



# Enkindle en•kin•dle



Verb - set on fire. - arouse or inspire (an emotion).

## Objective 1

Increase retention of YWRC alumnae, through implementation of a database and encouragement of continued involvement in the YWRC, by 5% in one fiscal year.

### Rationale:

The YWRC excels in providing their current clientele with resources and programs to participate in. However, a clear need to develop stronger connections to alumni emerged in our preliminary research. One threat we identified is a potential growth in clientele, without a surge in volunteers or employees. We aim to tackle this concern by targeting alumnae and forming new partnerships with other local nonprofits. Engaged alumnae are more likely to volunteer, donate, and serve as inspiration for current clientele to continue with the YWRC. Another threat is the rapid turnover of staff. By creating a continuing education scholarship we hope to incentivize ongoing personal growth in order to retain talented staff members.

### Strategy 1.

Create a system for YWRC clients to provide YWRC with contact information as they prepare to leave the center.

#### Tactic 1a.

Invest in a database system to compile alumni information. (Appendix 1-2)

#### Tactic 1b.

Keep alumni engaged through quarterly organization newsletter. (Appendix 3)

## Strategy 2.

Encourage continued involvement via annual Evening of Appreciation event.

### Tactic 2a.

Leverage Board of Directors and their professional networks to establish funding for a scholarship program for a staff member to continue their education. (Appendix 4 - 5)

### Tactic 2b.

Raise money for the scholarship program by celebrating the talents of clients and community members by participating in an auction of their works. (Appendix 6 - 15)

### Tactic 2c.

Encourage alumni to participate or volunteer by organizing reunions at the YWRC prior to event. (Appendix 16)

### Tactic 2d.

Create Facebook event and push RSVP link on all social media platforms. (Appendix 17)

## Strategy 3.

Host open house for alumni to attend and act as ambassadors where they can share their experience with new/potential clients from CFUM, Chrysalis, Child Guidance Center/Orchard Place other children-and-family focused organization.

### Tactic 3a.

Incentivize ambassadorship by hosting monthly networking events and partnering with other Des Moines organizations including Young Professional Connection (YPC), Des Moines Social Club, Dress for Success and other organizations with similar missions. (Appendix 18 - 20)

### Tactic 3b.

Promote open house in schools to attract new clientele. (Appendix 21 - 23)

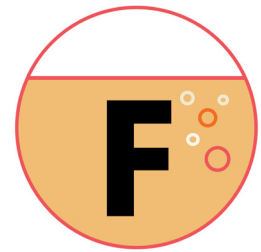
### Tactic 3c.

Send out mailing to alumni inviting them to attend. (Appendix 23)

### Tactic 3d.

Create a Facebook event and share details on social media platforms.

# Fuel fyoo - uh l



Noun 4. something that sustains or encourages; stimulant

## Objective 2

Establish new volunteer base through partnerships with Drake University, DMACC and Grandview University by 100 volunteers in one semester.

### Rationale:

The YWRC functions on the donations of time and money by members of the community; however there is a clear need to develop a larger pool of volunteers and to find volunteers who represent the girls and young women in the programs. By targeting college students who are often times in search of volunteer opportunities, particularly those already involved in multicultural organizations on their campuses, the YWRC will be able to find new strategic partners and further empower their clients by providing mentors and role models who they can identify with. We want to encourage continued volunteerism from the organizations we target by sharing our appreciation for them on social media.

### Strategy 1.

Increase volunteers who represent clients by reaching out to multicultural organizations on different college campuses

#### Tactic 1a.

Connect with multicultural affairs departments to target organizations on various campuses including  
At Drake: La Fuerza Latina, UNITY Roundtable, Coalition of Black Students, MEPPA.

At Grandview: Diversity Alliance, Multicultural Ambassadors.

At ISU: African Student Association, Womyn of colour network, Latinx Student Initiatives, and many more to be found at <https://www.stuorg.iastate.edu/orgtype/15>

At Simpson: Latinos Unidos, Women's Resource Center, Simpson Multi-Cultural Women's Association, International Student Organizations. (Appendix 24)

#### Tactic 1b.

Share photos/videos of organizational volunteers on social media and tag college/organization to boost engagement and views. (Appendix 25)

## Strategy 2.

Bring college students into the YWRC to inform older clients about college options in the area.

### Tactic 2a:

Utilize social media and personal contacts in student life departments at colleges and universities to promote the YWRC and call in volunteers. (Appendix 26 - 28)

## Strategy 3

Establish a college resources library on site for current clients and alumni.

### Tactic 3a:

Provide information on local, state and federal funds available for college including grants and scholarships.

### Tactic 3b:

Update resources at least every January, by adding new information and taking away outdated materials.

### Tactic 3c:

Hire a paid intern to serve as college program liaison. (Appendix 29 - 31)

# Ig•nite ig'nīt/

Verb - arouse or inflame (an emotion or situation).



## Objective 3

Encourage advocacy among clients, volunteers and donors by introducing three programs in one school year.

### Rationale:

Research showed that the young women and girls involved with the YWRC have built important relationships within the organization but do not necessarily understand women's issues in general. By empowering clients, volunteers and donors to become advocates for the organizational mission and for women's issues they will be creating ambassadors in Des Moines who can spread the mission of the organization and make public policy changes for the betterment of the community as a whole. We encourage the YWRC to advocate for its own mission by engaging with the Des Moines community through social media.

### Strategy 1.

Create a "HeForShe" program in schools to promote advocacy to boys and young men.

#### Tactic 1a.

Hire part-time, male program specialist, using the same format as Empowerment Groups, to establish HeForShe group one day a week at different schools. (Appendix 32 - 35)

#### Tactic 1b.

Add information about HeForShe to other programming announcements as shared on social media.

### Strategy 2.

Host 'Day on the Hill' for volunteers and clients and board members to tour the Capitol, meet with legislators and explore advocacy in the political setting.

#### Tactic 2a.

Involve clients, alumni, board and volunteers by hosting a meal on the hill open to legislators. (Appendix 36 - 37)

#### Tactic 2b.

Request recognition by State Representatives and Senate.

#### Tactic 2c.

Follow up on social media with photos, videos and other content regarding 'Day on the Hill.'

### Strategy 3.

Implement a volunteer and donor training to empower these individuals to be advocates for clients and mission.

#### Tactic 3a.

Host bi-annual training led by Tamra Jugenmeyer (Appendix 38 - 39)

#### Tactic 3b.

Hold a supplemental webinar for those constrained by time or joining mid-year. (Appendix 40)

# Evaluation Methods

## Evaluation Method 1:

- Exit survey of “graduating” clients for initial collection of data
- Create database using Google Sheets or a formal system
- Import of information into database
- Collect data from number of attendees and alumni at events, number of invitations sent and meetings attended.
- Keep records and import to database or other spreadsheet to maintain contact with appropriate individuals
- Use Facebook and Twitter analytics to measure growth of online engagement

## Evaluation Method 2:

- Gather and keep information regarding contacts at local colleges in multicultural organizations/ departments.
- Integrate into database
- Monitor increases in new volunteer numbers after reaching out to organizations/colleges.
- Monitoring grants applied for and awarded.

## Evaluation Method 3:

- Measure creation and efficacy of programs via attendance at:
  - In-school programs
  - Day on the Hill
  - Training/webinar
- Measure number of new clients/volunteers/donors after one year of advocacy programs.
- Increase number of relationships established with legislators to serve as allies to the YWRC.
- Monitor positive legislative outcomes surrounding women’s issues.

# Timeline

## APRIL 2017

- \* Set up account for database
- \* Set up MailChimp account
- \* Send out reminder/invite for Sit on it Event, using MailChimp
- \* At Board Meeting: suggest leveraging company ties for scholarships
- \* Partnering event with Des Moines Social Club
- \* Volunteer and donor training- Tamra Jugenmeyer
- \* Begin to reach out to various college campuses
- \* Set up initial introduction meetings by end of the month
- \* Start researching what other scholarship programs look like (continue through Aug)
- \* Research additional forms of funding as well (Continue through August)
- \* Establish scholarship committee

## MAY 2017

- \* Quartlery Newsletter
- \* Meet with each board member's company to establish a funding plan
- \* Hold Amuni Open House
- \* Partnering with Dress for Success
- \* Meet with campus organization representatives for introductions and talk about vision for what campus partnership looks like

## JUNE 2017

- \* Partnering event with YPC
- \* Further develop what campus partnerships look like

## JULY 2017

- \* Webinar training
- \* Construct press release calling for college volunteers

## AUGUST 2017

- \* Host Back to School Bash
- \* Invite Alumni to come practice being ambassadors
- \* Host Alumni event after- cooking and movie night in the YWRC
- \* Hire program specialist intern (HeForShe)
- \* Reconnect with campus representatives
- \* Present volunteer opportunities to college students interested in helping
- \* Publish press release to various colleges around the area
- \* Continue to work towards establishing scholarship funds
- \* Produce timeline for scholarship

## SEPTEMBER 2017

- \* Host Alumni Open House Event
- \* Program specialist intern starts
- \* Begin volunteer outreach events with clients and students
- \* Advertise scholarship amongst donors-ask for donations
- \* Strategize means of application and selection process

## OCTOBER 2017

- \* Host Night Of Talents Celebration
- \* Volunteer and donor training
- \* Continue outreach
- \* Advertise scholarship amongst donors-ask for donations

## NOVEMBER 2017

- \* Begin assessment to see increase in diverse volunteers
- \* Establish funding for scholarships

## DECEMBER 2017

- \* Quartley Newsletter
- \* Finalize assessment and evaluate
- \* Application goes live (due March 15th)

## JANUARY 2018

- \* Webinar training
- \* Begin outreach again
- \* Continue advertising scholarship

## FEBRUARY 2018

- \* Continue advertising scholarship

## MARCH 2018

- \* Day on the hill
- \* Close link
- \* Committee meets to go through applications

## APRIL 2018

- \* Assess second semester outreach
- \* Establish a recipient by beginning of month
- \* Notify recipient

## MAY 2018

- \* Distribute funds

# Budget

|                                                                               |                |
|-------------------------------------------------------------------------------|----------------|
| <b>Communication and organizational tools</b>                                 | <b>\$0</b>     |
| MailChimp                                                                     | \$0            |
| Zoho Database                                                                 | \$0            |
| <b>Evening of Appreciation</b>                                                | <b>\$150</b>   |
| Printing and mailing costs                                                    | \$150          |
| Refreshments for sale                                                         | \$0            |
| <b>Partnership Events</b>                                                     | <b>\$200</b>   |
| Des Moines Social Club Event                                                  | \$200          |
| YPC Event                                                                     | \$0            |
| <b>Open House Events</b>                                                      | <b>\$400</b>   |
| May Open House Event (printing, refreshments and giveaways)                   | \$200          |
| August Open House Event (printing and refreshments)                           | \$100          |
| September Open House Event (printing and refreshments)                        | \$100          |
| <b>College Partnership and Research Programs</b>                              | <b>\$2,800</b> |
| Initial college outreach initiative                                           | \$0            |
| College Resource Program Intern (\$9/hour, 10 hours/week)                     | \$2,800        |
| <b>HeForShe</b>                                                               | <b>\$2,260</b> |
| Part-time Empowerment Group Specialist (\$10/hour, 6 hours/week for 9 months) | \$2,160        |
| HeForShe printing costs                                                       | \$100          |
| <b>Day on the Hill</b>                                                        | <b>\$561</b>   |
| Gateway Market Large Italian Meat & Cheese Platter                            | \$105          |
| Gateway Market Small Italian Meat & Cheese Platter                            | \$53           |
| Gateway Market Large Fruit Platter                                            | \$68           |
| Gateway Market Small Fruit Platter                                            | \$35           |
| Two Gateway Market Cookie Platters                                            | \$50           |
| Day on the Hill printing costs                                                | \$250          |
| <b>Donor and volunteer training</b>                                           | <b>\$850</b>   |
| Estimated employment cost for training sessions                               | \$600          |
| Training materials and printing costs                                         | \$50           |
| Webinar                                                                       | \$200          |
| <b>Total</b>                                                                  | <b>\$7,221</b> |

# Appendix

|             |    |             |    |
|-------------|----|-------------|----|
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## THE BEST DATABASES FOR YOUR NEEDS

1

Zoho

**0 - \$47/ month**  
Cloud Deployment

Collaborative Functions  
Social Media Functions  
Surveying Functions



| Function Category                           | Percentage |
|---------------------------------------------|------------|
| Collaborative Functions                     | 20%        |
| Social Media Functions, Surveying Functions | 80%        |

2

SUMAC

**\$0 - \$400.00/Month**  
On-Site Deployment

Volunteer Management Functions  
Membership Management Functions  
Marketing Functions



| Function Category               | Percentage |
|---------------------------------|------------|
| Volunteer Management Functions  | 33%        |
| Membership Management Functions | 33%        |
| Marketing Functions             | 33%        |

3

SMARTSHEET

**\$25/month for a business.**  
Cloud Deployment

Human Resource Functions  
Marketing Functions  
Project Management Functions



| Function Category            | Percentage |
|------------------------------|------------|
| Human Resource Functions     | 33%        |
| Marketing Functions          | 33%        |
| Project Management Functions | 33%        |



SPARK

PUBLIC RELATIONS

**Option 1: Smartsheet**

Smartsheet is an online work management platform with several functions that will benefit the Young Women's Resource Center. These include:

- Human Resources functions: Smartsheet offers premade templates for tracking of employees, volunteers, clientele and alumni. The sheets are easy to navigate, edit or update.
- Marketing functions: Smartsheet provides a content calendar to proactively plan social media and digital marketing efforts. In addition, you can manage and track the success of any public relations campaigns or marketing efforts.
- Project management functions: Follow along with company tasks with a task tracking function. You can also manage long term planning efforts with a strategic planning chart, tracking your progress over time.

*Cost: \$25/month for a business.*

*Deployment: Cloud*

**Option 2: Zoho**

Zoho is a general operating system for businesses with a cloud software suite. The system offers several different options for the Young Women's Resource Center to utilize:

- Collaborative functions: Make strategic planning easier with task management tools. Plan projects with several different stakeholders while also getting in-depth insights about the execution of the plan, tracking what succeeded and what did not.
- Social media functions: Schedule posts beforehand and keep track of who is paying attention to your campaigns and posts.
- Surveying functions: Create surveys and questionnaires that can be sent through email software - such as MailChimp.

*Cost: \$0 - \$41/month. Recommended plan is Premium, which is \$24/month.*

*Deployment: Cloud*

**Option 3: Sumac**

Sumac is a membership management software made for non-profits. What differentiates Sumac from the other two options is the deployment. Sumac is based on-site, so it will not be on the cloud. Functions of Sumac include:

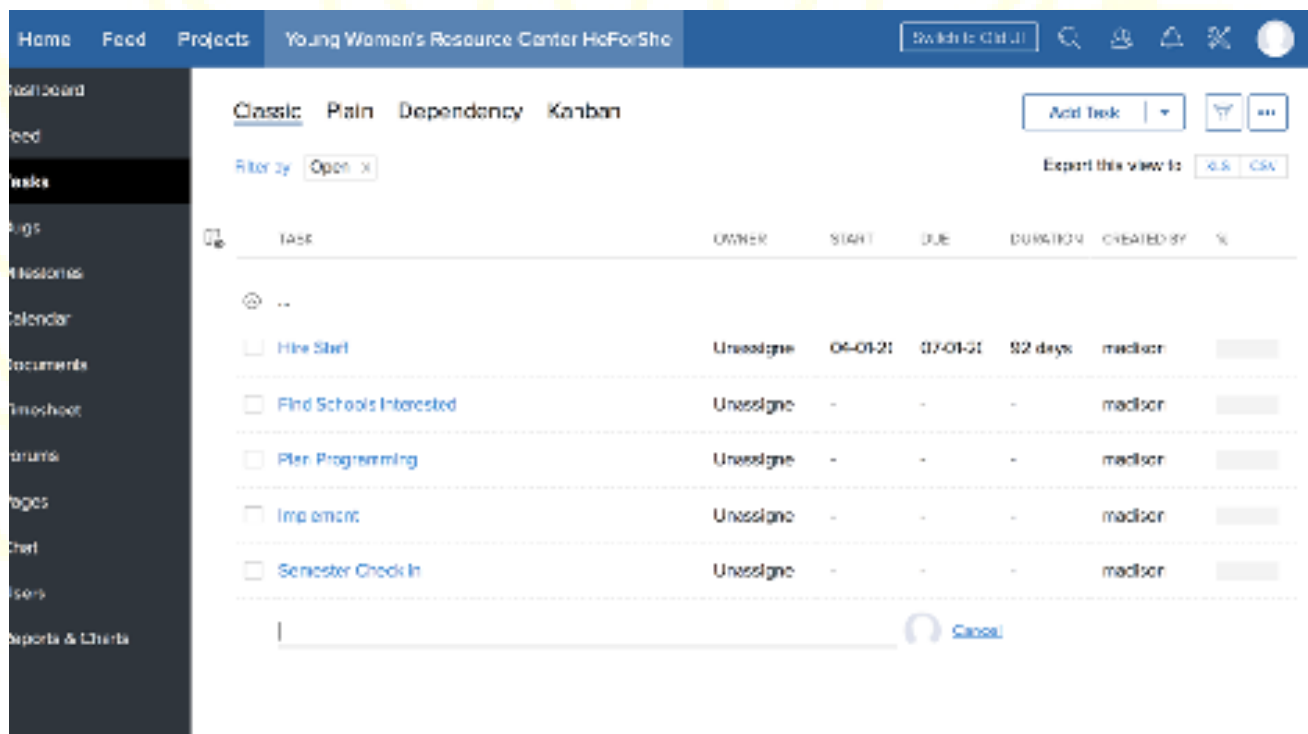
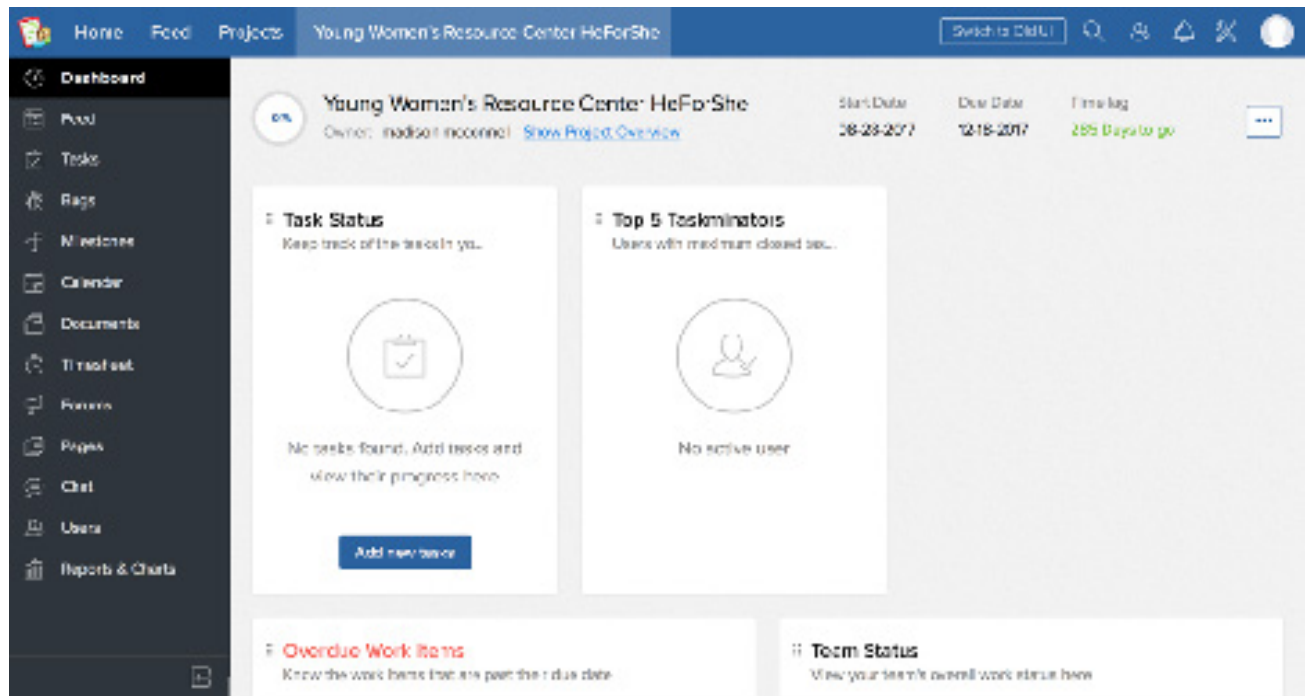
- Membership management functions: Automate membership payments, renewals and member communication.
- Volunteer management functions: Keep track of your volunteers while also automating outreach efforts through targeted email campaigns.
- Marketing functions: Create your own unique email campaigns and have them made through custom forms.

*Cost: \$0 - \$400/month. Recommended plan is Silver plan, \$20/month.*

*Deployment: On-site*

**Recommendation:**

We recommend the use of Zoho because not only will it track your alumni and clientele's contact information effectively, but it also has a variety of social media and marketing functionalities that will be very beneficial to your efforts.



Create New Page

New Page

Import Page

Import Google Document

Page Name:

Page Type:

☒ Web Page (Create a HTML page using a WYSIWYG Editor)
 ☐ Site Dashboard (Build powerful dashboards with available widgets)
 ☐ File Cabinet (Documents storage to upload and download files)

Location:

☒ Put page in Root Level
 ☐ Put page under another Page Choose Parent Page
 

Site Home / Your New Page

Create

Cancel

Note: Please avoid applet, embed, frame, iframe, form, script, style, object tags in your page.

Home / ZOHO

Edit

Page options

ZOHO

Tags

Name

Involvement

Email

Phone

Jane Doe

Evening of Appreciation

jane.j.doe@gmail.com

(515)111-2345

Margret Mae Young Noss

n/a

515-440-2220

radison.mconnellvolunteer

radmcc4@gmail.com

219-260-0234

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March 2017  
Issue 1 / Vol 1

# YWRC



## "STILL I RISE"

The YWRC take on the Des Moines Women's March

## EDITOR'S TAKE

A message from Kristin, YWRC Executive Director

## WWLD?

What Would Louise Do?

## STILL I RISE

When I first heard about plans for a march on Washington, driven by people who wanted to speak up about women's rights, some of my hope for our country was renewed.

Just hours after the inauguration, I started my 15 hour bus ride. I was finishing the sign I planned to triumphantly carry as I marched along the thousands of women I heard were to be there, possessing the same amount of determination and hope as I did. I sat next to my best friend who was sticking pins that featured the Venus symbol and read "my body, my rules" into her pink cat-eared hat.

in their own way, there was one common theme: **'Together we can empower and protect each other, and together we will overcome any hate and bigotry thrown at us.'**

The Women's March on Washington made me truly realize that no trump-card could be placed over us as long as we stand together. If we have the same courage as any of the individuals that marched alongside me. I have no fear of

## WWLD

Louise was drawn to feminism in 1959 and began researching the women's suffrage movement in Iowa. This movement was a 50 year battle, culminating in the right to vote for women in Iowa. Louise fought for women's and civil rights until her death in 2002. Now, [in a volatile political climate] I can't help but imagine what Louise's reaction would be. She felt strongly that women should empower other women, including in the political arena. I believe her advice to us today would be: *"We have a lot of work ahead of us before we reach this utopia [equality]. The going will be rough, but we have no choice but to keep on struggling. Like our foremothers who fought so long and hard for the right to vote, we won't stop until the job is done."*

## EDITORS TAKE

I continue to be amazed by the sheer passion and commitment our community has for the girls and young women of the YWRC. Our clients never fail to move and humble me with their desire to succeed and ability to thrive in situations where many of us would falter. As I reflect on 2016, I am both thankful for the progress we gained and motivated to work even harder. Moving into 2017, we recognize there are many challenges ahead. It is clear girls and women will continue to be subjected to sexism. It will be up to all of us to continue the fight for progress and equality so the next generation can have the bright future

**#everygirl deserves.**  
We exist because of you. My sincere thanks for all you do to support the Young Women's Resource Center. On behalf of the girls and young women we serve, the Board of Directors and our staff, I wish you a healthy and happy 2017!

Sincerely,  
Kristin

## Evening of Appreciation and Continued Ed. Scholarship



### What we'd do:

Host an 'Evening of Appreciation' Auction Show and Auction to do two things:

- Bring together clients with the people impacting their lives through volunteerism or donations
- Raise funds to sponsor a scholarship for a staff member looking to continue their education (i.e their master's degree)

## How we'll do it:

- Partner with DSM Girl Gang
- Partner with Dress for Success Des Moines (for girls to get clothes for event)
- Host event at YWRC
- Desserts for sale
- Bar (?)
- Auction client work
- Auction DSM Girl Gang Work

## Why we'd do it:

- Retain talented staff
- Support staff goals
- Empower all involved in the YWRC to live a life of possibilities
- Establish role models for clients to pursue higher education

## The Event

- Date
- Time
- Location
- RSVP Link

## Questions?

Subject: Fundraising for Continuing Education Staff Member Scholarship

Hello (individual board member),

Thank you for attending the board meeting last night. It was an impactful meeting and I think we accomplished a lot. I am excited about our plans to make positive changes for the Young Women's Resource Center. One of these changes improvements having the board members more involved with clients. We will accomplish this is by raising money for the Evening of Appreciation event and staff scholarship.

In order to make these changes a reality, we need your help. As mentioned, we have agreed to work with (insert name of company) to raise money and utilize community connections. This is one of the best ways to increase the awareness for the YWRC, as well as raise the money needed to expand our client base and staff. With more resources, and more employees, we will be able to help more young women in the community and extend the mission of YWRC further.

Please reply to this email with your availability to meet with members of your organization to talk about this event and our staff scholarship and how promoting the YWRC is beneficial to our organization, but also to yours.

I am sincerely appreciative of your efforts on the board and embarking on this new task. It will be a great success if we fully utilize the connections of our board, because you all play an extremely important part in our organization. We are also committed to increased participation between the girls and board members, which is another topic to discuss at our individual meeting.

Looking forward to hearing from you.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901



FOR IMMEDIATE RELEASE

**CONTACT:** Kristin Griffith  
Executive Director  
[kgiffith@ywrc.org](mailto:kgiffith@ywrc.org)  
515.244.4901

## The Young Women's Resource Center To Host 'Evening of Appreciation.'

DES MOINES, IOWA – **DATE** – The Young Women's Resource Center announced today that it would host its first annual Evening of Appreciation art auction and bake sale. The nonprofit organization aims to strengthen relationships between the Board of Directors and volunteers and the girls and young women they serve in the community.

The event will be held at the center on [date] at [time]. The auction of client and community member art will begin at [time]. Refreshments, hors d'oeuvres and desserts will be available for purchase throughout the event.

The Young Women's Resource Center aims to raise funds at this event to establish a scholarship for one member of their staff to continue their education. Staff members with increased knowledge and experience will significantly benefit YWRC clients, furthering their mission to embrace and inspire girls and young women to become strong, self-confident and successful, while helping them to reach their fullest potential.

"At the Young Women's Resource Center, we believe it is imperative that our girls have strong, independent and successful individuals that they can look up to working with them," said Executive Director Kristin Griffith. "Having employees who are experienced experts in their fields, gives the young women we serve the confidence necessary to live the life full of possibilities every girl deserves. We hope that we can utilize these relationships to help our young women into the next chapter of their lives."

The Young Women's Resource Center is a non-profit organization that supports, educates and advocates for young women ages 10-21. The YWRC serves a diverse group of clients, providing programming to energetic, unique individuals.

For more information about The Young Women's Resource Center, go to [www.ywrc.org](http://www.ywrc.org).

###

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful. The YWRC helps young women realize their full potential by providing

· Young Women's Resource Center · 818 5<sup>th</sup> Avenue, Des Moines, IA 50309 · 515.244.4901 · [www.ywrc.org](http://www.ywrc.org) ·



## YOUNG WOMEN'S RESOURCE CENTER

FOR IMMEDIATE RELEASE

**CONTACT:** Kristin Griffith  
Executive Director  
[kggriffith@ywrc.org](mailto:kggriffith@ywrc.org)  
515.244.4901

### The Young Women's Resource Center Announces Continuing Education Scholarship for Staff Members

DES MOINES, IOWA – **DATE** – The Young Women's Resource Center announced today the creation of the Louise Noun Scholarship for Empowering Young Women. The scholarship will assist Young Women's Resource Center staff in continuing their education.

Every girl deserves a life of possibilities, and the YWRC recognizes the immense impact its staff members have on its clientele. The education of YWRC staff increases their abilities to provide care and opportunities to clientele. Each recipient will receive a **\$XXXX** scholarship. Up to **NUMBER** staff members will receive the Louise Noun Scholarship.

"This scholarship does not only extend the opportunities available to our staff, and in turn, our clientele, through the Young Women's Resource Center, but also honors an incredibly brave and generous woman," said Kristin Griffith, executive director. "The Louise Noun Scholarship for Empowering Young Women will ensure that girls and young women can be even more strong, self-confident and successful."

The Louise Noun Scholarship for Empowered Young Women will be awarded to its first recipients during the year of the YWRC's 40<sup>th</sup> anniversary – a fitting way to celebrate this milestone and honor the organization's courageous founder.

For more information about The Young Women's Resource Center, go to [www.ywrc.org](http://www.ywrc.org).

###

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful. The YWRC helps young women realize their full potential by providing programming to girls and young women ages 10-21 in central Iowa. It is a safe place that reinforces the beauty, resiliency and strength that these girls and young women already possess. The Young Women's Resource Center is a place girls and young women can find the things they need, whatever those things may be.

· Young Women's Resource Center · 818 5<sup>th</sup> Avenue, Des Moines, IA 50309 · 515.244.4901 · [www.ywrc.org](http://www.ywrc.org) ·

Subject: Join the YWRC for an Evening of Appreciation!

Friends,

Please mark your calendars for our first annual Evening of Appreciation event on [date] at the Young Women's Resource Center, 818 5th Ave. Des Moines, IA. This event will feature art by YWRC clients and community members up for auction, as well as refreshments, hors d'oeuvres and desserts for sale. The funds raised at this event will go to building a scholarship for one YWRC staff member to continue their education and better serve our clients.

Our hope, at the core, is to bring our clients together with the volunteers, donors and Board of Directors who impact the Center in, sometimes, unseen ways. Please RSVP by [date] via this link <http://tinyurl.com/hhq8hfj>. The doors will open at [time] with the auction set to begin at [time]. Appetizers and desserts will be for sale throughout the event.

Join us for this Evening of Appreciation to instill the belief in our clients that they truly can reach their fullest potential – because every girl deserves a lifetime of possibilities.

Please reach out to [kgriffith@ywrc.org](mailto:kgriffith@ywrc.org) with questions or concerns.

Thank you,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
[kgriffith@ywrc.org](mailto:kgriffith@ywrc.org)  
515-244-4901

YOU'RE CORDIALLY INVITED TO

# THE YOUNG WOMEN'S RESOURCE CENTER

*Annual Evening of Appreciation*

---

DAY

---



---

5:00PM

---

*Name*

815 5TH AVENUE, DES MOINES, IA 50909  
PLEASE RSVP BY [DATE] TO [CONTACT]

*You're Invited to:*  
**AN EVENING OF**  
*Appreciation*

Celebrate the talent of YWRC Clients and local artists.

**DATE • 5:00 PM**

The Young Women's Resource Center  
818 5th Avenue  
Des Moines, IA



*looking forward to a*

# BRIGHTER FUTURE

DATE  
LOCATION  
TIME

Embracing and inspiring  
girls and young women  
to become strong,  
self-confident and  
successful.

CELEBRATE YWRC CLIENT TALENTS  
WITH AN ART AUCTION AND BAKE  
SALE

(515) 244-4901  
ywrc@ywrc.org  
www.ywrc.org



*An Evening of Appreciation*

While we are recommending a bake sale with items produced at the YWRC by clients, we understand that sometimes not everything goes as planned. If a bake sale is not feasible for the event, below are multiple catering options. Additionally, many companies may be willing to donate the food or provide the YWRC with a discount for the event if you inquire about one.

### **Hy-Vee Catering Menu**

<https://www.hy-vee.com/webres/File/DSMCateringGuideJune2015.pdf>

### **Gateway Market Catering Menu**

<https://gatewaymarket.com/content/uploads/2017/02/2017-GWM-catering-menu.pdf>

### **Food with Flair**

<http://www.foodwithflair.com/documents/resources/1.pdf>

### **Occasions**

<http://www.occasionscatering.net/pdf/CateringMenu.pdf>

Contact person: Meanz Chan or contact from the partnership used for the Well-Read Woman

Subject: Potential for DSM Girl Gang Art Feature

Hello Ms. Chan,

I hope this email finds you well. I appreciate all the support and collaboration that we had for 'The Well-Read Woman' event. The event wouldn't have been possible without the help of your dedicated staff and commitment to helping young women everywhere. Based on the great success of our last event, the Young Women's Resource Center staff has an idea for another event to encourage growth for our young women.

The Evening of Appreciation will be an event showing our gratitude for those who make the Young Women's Resource Center such an incredible place, as the name suggests. This is an opportunity for us to show appreciation for the talents of our young women, as well as show the appreciation for our donors.

The young women will be working all year to create art pieces to showcase their talents, and give our donors the chance to see what we do at the Center. We think it would be great to feature art pieces from the DSM Girl Gang as well. The professional pieces that your organization creates, in addition to the dedication to your mission, makes you an ideal partner.

This event will be held at the Young Women's Resource Center in October 2017. This is an opportunity to showcase your organization to our donors, volunteers, alumni and young women, giving increased exposure to the DSM Girls Gang. If you are interested, let's discuss how we can go forward with planning and organizing this event. Please let me know at your earliest convenience.

If you have additional questions, please reach out at anytime.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

To: [info@desmoinessocialclub.org](mailto:info@desmoinessocialclub.org)

Subject: Potential Partnership Opportunity

Hello,

I hope this email finds you well. My name is Kristin Griffith and I am the Executive Director at the Young Women's Resource Center. We are a non-profit organization that offers services and programs for girls and young women in Des Moines, ranging from after school programs, to Girls on the Run and young mom's programs. We are constantly striving for new ways to expand our mission and services, which is why I am reaching out to you.

The Evening of Appreciation will be a night of appreciation, as the title suggests. This is an opportunity for us to show appreciation for the talents of our young women, as well as show the appreciation for the fine art in our community. The young women will be working all year to create art pieces to showcase their talents, and give our donors the chance to see what we do at the Center, as well as showcase the works of local artists. We think it would be great for our girls to attend a figure drawing class, held at the Des Moines Social Club, during the month of April, to help them practice drawing and get instructions from an art expert, such as your staff members.

We believe some of the pieces these girls work on will be featured at the Evening of Appreciation event, which would be great exposure for the Des Moines Social Club and everything your organization offers the community. We would happily promote the DSM Social Club at our event, and encourage our donors and attendees to attend classes offered.

Please let me know at your earliest convenience if this is something you would be interested in doing and we can move forward with specific details.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
[kgriffith@ywrc.org](mailto:kgriffith@ywrc.org)  
515-244-4901

To: desmoines@dressforsuccess.org

Subject: Potential Partnership Opportunity

Hello,

I hope this email finds you well. My name is Kristin Griffith and I am the Executive Director at the Young Women's Resource Center. We are a non-profit organization that offers services and programs for girls and young women in Des Moines, ranging from after school programs, to Girls on the Run and young moms programs. We are constantly striving for new ways to expand our mission and services, which is why I am reaching out to you.

One idea we recently had is encouraging our high school girls and alumni to seek college and job opportunities, which is something that hasn't been explored by many of our girls. We want to teach these young women the importance of college education, jobs, and becoming a professional. We think it would be excellent to partner with Dress for Success to give our girls the opportunity to hear, and see, what it means to dress professionally, and give them the chance to pick something out that they could wear to a job interview or presentation.

We are looking to host this open house event in May. We are inviting Emily Abbas, Chief Marketing Officer at Bankers Trust, to speak about her professional experience and what it means to a woman role model in the community, and then allow your staff to speak and give the girls time to shop.

Please let me know at your earliest convenience if this is something you would be interested in doing and we can move forward with specific details.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kggriffith@ywrc.org  
515-244-4901



Submit your art for

## An Evening of Appreciation

DATE | Friday | 4:00 PM

Location

[www.ywrc.org](http://www.ywrc.org) | (515) 244-4901







**The Young Women's Resource Center**

Calling all YWRC program participants! Submit your art for our Evening of Appreciation by Friday at 5:00pm to [info@ywrc.org](mailto:info@ywrc.org)

Like · Comment · 9 minutes ago · 🌐

👍 45 people like this.



Write a comment ...

List of potential community partners:

- Des Moines Social Club
- Young Professionals Connection
- Chrysalis Foundation
- CFUM
- DSM Girl Gang

Plan:

1. Identify which community partners would be most strategic to work with
2. List out partners whom we would be interested in working with
3. Reach out to these partners and share with them the vision set in place for the open houses and gauge interest
  - a. Share with them that they too, benefit from this initiative (marketing, branding, positive perception amongst women empowerment, more exposure to their businesses)
4. Solidify at least five starting locations with these partners to establish dates and times for events
5. Follow up with each partner a month prior to event to ensure that details are solidified and good to go

To: eabbas@bankerstrust.com

Subject: Potential Partnership Opportunity

Dear Ms. Abbas,

I hope this email finds you well. My name is Kristin Griffith and I am the Executive Director at the Young Women's Resource. I have heard many great things about Bankers Trust from Jessica Campbell, a current PR student and previous intern, Christina Jarak, a previous staff member, and K'Lyn Uhl, a marketing committee member. The positive reputation of the Bankers Trust in this community, as well as your leadership, is the reasons I am reaching out today.

The Young Women's Resource Center is a non-profit organization that offers services and programs for girls and young women in Des Moines, ranging from after school programs, to Girls on the Run and young mom's programs. We are constantly striving for new ways to expand our mission and services and we recently saw an opportunity to encourage our graduating participates and alumni to seek college and job opportunities.

We want to teach these young women the importance of college education, jobs, and becoming a professional. We think it would be excellent to partner with Dress for Success to give our girls the opportunity to hear, and see, what it means to dress professionally, and give them the chance to pick something out that they could wear to a job interview or presentation. In addition to this partnership, we think it would be extremely impactful for them to hear you speak about your education, business success, and strong female leadership in the community. We would also embrace the opportunity for girls to ask you questions, if this would be okay.

We are looking to host this open house event in May. Please let me know if this is something you would be interested in doing and we can move forward with planning and specific details.

I look forward to hearing from you soon.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

To: charitable@ypcdsm.com- Emily van Oosbree; profdev@ypcdsm.com- Alex Duong;  
student@ypcdsm.com- Jessica Campbell

Subject: Potential Partnership Opportunity

Hi Emily, Alex, and Jessica,

I hope this email finds you well. My name is Kristin Griffith and I am the Executive Director at the Young Women's Resource Center. We are a non-profit organization that offers services and programs for girls and young women in Des Moines, ranging from after school programs, to Girls on the Run and young mom's programs. We are constantly striving for new ways to expand our mission and services, which is why I am reaching out to you.

One idea we recently had is encouraging our high school girls and alumni to seek college and job opportunities, which is something we feel hasn't been explored by many of our girls. We want to teach these young women the importance of college education, jobs, and becoming a professional. We think it would be excellent to partner with YPC for an open house event to give our girls the opportunity to interact with other young professionals and immerse themselves in a professional environment.

We are hoping to host this event in June. We would be happy to partner with an event you already have planned or create an event together. Please let me know if this is something you would be interested in doing and we can move forward with specific planning.

I look forward to hearing from you, and I know this event will be impactful for both organizations, as it will give YPC a new, more diverse population for increased membership. It will also allow our clients to grow in ways that wouldn't be possible without this partnership event.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

Location: Des Moines Social Club  
 Time: 5:00PM to 7:30PM  
 When: May 15th, 2017

Welcome to the Young Women’s Resource Center Open House! We are so excited to have you here this evening and hope that you all have the opportunity to connect with other women alike and build meaningful relationships. Below, you will find an agenda for the evening as well as our contact information:

|                     |                        |
|---------------------|------------------------|
| 5:00PM-5:30PM ..... | Check-In and Reception |
| 5:30PM-6:00PM ..... | Ambassador Panel       |
| 6:00PM-6:30PM ..... | Empowerment Activity   |
| 6:30PM-7:00PM ..... | Networking Event       |
| 7:00PM-7:15PM ..... | Conclusion             |

Follow us on social media:

Facebook: [www.facebook.com/YoungWomenDSM/](http://www.facebook.com/YoungWomenDSM/)

Twitter: @YWRC\_DSM

Instagram: @YWRC\_DSM

Website: [www.ywrc.org](http://www.ywrc.org)

OUR GOAL IS TO HELP GIRLS AND  
YOUNG WOMEN BECOME STRONG,  
SELF-CONFIDENT AND SUCCESSFUL.  
THE YOUNG WOMEN'S RESOURCE  
CENTER UTILIZES EDUCATION AND  
SUPPORT TO CREATE A SAFE  
ENVIRONMENT FOR GIRLS AND  
YOUNG WOMEN WHERE THEY  
EXPERIENCE ACCEPTANCE,  
COMPASSION, KNOWLEDGE AND  
COMMITMENT.

OPEN  
HOUSE



THE YOUNG WOMEN'S  
RESOURCE CENTER

#### LOCATION

Des Moines Social Club  
900 Mulberry St, Des Moines, IA  
50309

#### RSVP

[CONTACT INFO]

5PM  
05.15.17

OUR CORE VALUES:  
ACCEPTANCE,  
COMPASSION,  
COMMITMENT AND  
KNOWLEDGE

**AGENDA**

5:00PM-5:30PM  
CHECK-IN AND RECEPTION

5:30PM-6:00PM  
AMBASSADOR PANEL

6:00PM-6:30PM  
EMPOWERMENT ACTIVITY

6:30PM-7:00PM  
NETWORKING EVENT

7:00PM-7:15PM  
CONCLUSION

**PURPOSE**

**We are so excited to have you participating on this evening and hope that you all have the opportunity to connect with other women alike and build meaningful relationships.**



# THE YOUNG WOMEN'S RESOURCE CENTER

## Visit Us

818 5th Avenue  
Des Moines, IA 50309  
(515) 244 - 4901

OUR MISSION IS  
"TO EMBRACE AND INSPIRE  
GIRLS AND YOUNG WOMEN TO  
BECOME STRONG, SELF-  
CONFIDENT AND SUCCESSFUL".



SUBJECT: Opportunity for Strategic Partnership

Dear [NAME],

I am reaching out on behalf of the Young Women's Resource Center, a Des Moines non-profit dedicated to support young women. We are hoping to establish a partnership with [ORGANIZATION NAME] at [COLLEGE/UNIVERSITY], since your organization is focused on diversity and multicultural issues.

The Young Women's Resource Center is a non-profit organization that supports, educates and advocates for young women ages 10-21. The YWRC serves a diverse group of clients, providing programming to energetic, unique individuals.

We hope to forge a partnership with [ORGANIZATION NAME] to further empower our clients by providing mentors and role models who they can identify with. By building relationships with the YWRC, [ORGANIZATION NAME] can not only benefit the girls and young women enrolled in YWRC programs, but further your own goals and objectives [INCLUDE ORGANIZATIONAL GOALS/MISSION].

At the Young Women's Resource Center, we believe it is imperative that our girls work with strong, independent and successful women that they can look up to. Having a volunteer and employee base that is representative of these young women gives them the confidence necessary to live the life full of possibilities every girl deserves.

It is my hope that together, [ORGANIZATION NAME] and the Young Women's Resource Center can give these girls the opportunities to have meaningful interactions with a diverse group of strong, self-confident and successful women.

Please let me know if you, [ORGANIZATION NAME], or any of its members are interested in partnering with the Young Women's Resource Center.

Thank you,  
Kristin Griffith

**Recommended multicultural organizations to contact and partner with:**

Drake University: *La Fuerza Latina, UNITY Roundtable, Coalition of Black Students, MEPPA*

Grandview University: *Diversity Alliance, Multicultural Ambassadors*

Iowa State University: *African Student Association, Womyn of colour network, Latinx Student Initiatives*

Simpson College: *Latinos Unidos, Women's Resource Center, Simpson Multi-Cultural, Women's Association, International Student Organizations*



#### Young Women's Resource Center

The YWRC is excited to announce that we have created strategic, intentional relationships with the following colleges across the state of Iowa such as:

- Drake University
- Grandview University
- Iowa State University

We are looking forward to building connections and expanding our network!

Like · Comment · 9 minutes ago · 🌐

👍 50 like this.





#### Young Women's Resource Center

Interested in empowering women and motivating them into the higher education route at your institution? Good news! Our young women want to hear from you! Please contact Mary Gordon at [mgordon@ywrc.org](mailto:mgordon@ywrc.org) to schedule a tour or visit.

Like · Comment · 13 minutes ago · 🌐

👍 36 like this.





#### Young Women's Resource Center

Today, 12 of our young women visited Iowa State and had the opportunity to hear from amazing women students, staff, faculty and administrators about life on a college campus! We are so appreciative of Iowa State's hospitality and are looking forward to continue our partnership with you all and other institutions in the future to empower young women.

Like · Comment · 29 minutes ago · 🌐

👍 42 like this.



**Drake University**

To: deneen.dygert@drake.edu

Subject: Strategic Partnership Opportunity

Dear Mrs. Dygert,

I am reaching out on behalf of the Young Women's Resource Center, a Des Moines non-profit dedicated to supporting young women. We are hoping to establish a partnership with Drake University, since Drake is a leading private institution in Iowa.

A resource our Center provides is after school programs for our clientele, and we have a high school aged group of young women who meet once a week to discuss a variety of issues pertinent to young women. One of those issues is education! Our clientele are interested in learning more about higher education, and I believe a partnership with Drake will be the perfect connection to teach our clientele about educational opportunities.

How will Drake benefit from this partnership?

- Attracting a diverse student body provides a more enriched learning environment to prepare your students to be the best students and citizens they can be.
- Partnering with a non-profit establishes a greater connection to the Des Moines community.
- Inspiring young women to continue to fight the educational and professional barriers they face in achieving equality in the workplace.
- I look forward to forming a relationship and thank you in advance for your time. I am excited to form this mutually beneficial relationship!

Thank you,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriiffith@ywrc.org  
515-244-4901

**Grandview University**

To: tmiranda@grandview.edu

Subject: Strategic Partnership Opportunity

Dear Mrs. Miranda,

I am reaching out on behalf of the Young Women's Resource Center, a Des Moines non-profit dedicated to supporting young women. We are hoping to establish a partnership with Grandview, since Grandview is a leading private institution in Iowa.

A resource our Center provides is after school programs for our clientele, and we have a high school aged group of young women who meet once a week to discuss a variety of issues pertinent to young women. One of those issues is education! Our clientele are interested in learning more about higher education, and I believe a partnership with Grandview will be the perfect connection to teach our clientele about educational opportunities.

How will Grandview benefit from this partnership?

- Attracting a diverse student body provides a more enriched learning environment to prepare your students to be the best students and citizens they can be.
- Partnering with a non-profit establishes a greater connection to the Des Moines community.
- Inspiring young women to continue to fight the educational and professional barriers they face in achieving equality in the workplace.
- I look forward to forming a relationship and thank you in advance for your time. I am excited to form this mutually beneficial relationship!

Thank you,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

**Iowa State University**

To: ksuski@iastate.edu

Subject: Strategic Partnership Opportunity

Dear Mrs. Suski,

I am reaching out on behalf of the Young Women's Resource Center, a Des Moines non-profit dedicated to supporting young women. We are hoping to establish a partnership with Iowa State University, since Iowa State is a leading university in Iowa.

A resource our Center provides is after school programs for our clientele, and we have a high school aged group of young women who meet once a week to discuss a variety of issues pertinent to young women. One of those issues is education! Our clientele are interested in learning more about higher education, and I believe a partnership with Iowa State will be the perfect connection to teach our clientele about educational opportunities.

How will Iowa State benefit from this partnership?

- Attracting a diverse student body provides a more enriched learning environment to prepare your students to be the best students and citizens they can be.
- Partnering with a non-profit establishes a greater connection to the Des Moines community.
- Inspiring young women to continue to fight the educational and professional barriers they face in achieving equality in the workplace.
- I look forward to forming a relationship and thank you in advance for your time. I am excited to form this mutually beneficial relationship!

Thank you,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriiffith@ywrc.org  
515-244-4901

**Simpson College**

To: tim.tesar@simpson.edu

Subject: Strategic Partnership Opportunity

Dear Mr. Tesar,

I am reaching out on behalf of the Young Women's Resource Center, a Des Moines non-profit dedicated to supporting young women. We are hoping to establish a partnership with Simpson College, since Simpson College is a leading higher education institution in Iowa.

A resource our Center provides is after school programs for our clientele, and we have a high school aged group of young women who meet once a week to discuss a variety of issues pertinent to young women. One of those issues is education! Our clientele are interested in learning more about higher education, and I believe a partnership with Simpson will be the perfect connection to teach our clientele about educational opportunities.

How will Simpson benefit from this partnership?

- Attracting a diverse student body provides a more enriched learning environment to prepare your students to be the best students and citizens they can be.
- Partnering with a non-profit establishes a greater connection to the Des Moines community.
- Inspiring young women to continue to fight the educational and professional barriers they face in achieving equality in the workplace.
- I look forward to forming a relationship and thank you in advance for your time. I am excited to form this mutually beneficial relationship!

Thank you,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

Did you know...

- **38%** of females aged 25 - 32 earn a four-year degree from college, compared to **31%** of males aged 25 - 32.
- **57%** of women participate in the labor force.
- However, men's average wage for 2014 was **\$50,383**, whereas a woman's average wage was **\$39,621**.

What can you do to help address this pay gap?

**Young women must be empowered to achieve all they can.** Attaining a college education is a great first step. As a public university or private institution, you can be the perfect gateway to a successful career. Our young women want to meet you and learn what you have to offer. By establishing a partnership with the Young Women's Resource Center, we can work together to address today's gender disparities.

How can we establish a partnership?

Our young women want to visit! Visiting a program, scheduling a tour, or having a question and answer session with our students would be the perfect exposure to your university or institution.

**If you are interested in scheduling a visit, please contact Mary Gordon at [mgordon@ywrc.org](mailto:mgordon@ywrc.org).**

Where can I learn more about the Young Women's Resource Center?

**Visit our website:**

<https://ywrc.org>.

**Like our social media:**

Facebook: Young Women's Resource Center

Twitter: @YWRC

Instagram: @ywrcgirls

Sources: The Federal Labor Bureau, Pew Research Center

**Young Women's Resource Center**

Yesterday at 2:20pm · 🌐

Thank you to the Coalition of Black Students at Drake University for presenting to our students about college life. We are so thankful for your insight and advice!

[Like](#) · [Comment](#) · [Share](#)

10 people like this.

30 shares



Write a comment ...





## YOUNG WOMEN'S RESOURCE CENTER

FOR IMMEDIATE RELEASE

**CONTACT:** Kristin Griffith  
Executive Director  
[kgriffith@ywrc.org](mailto:kgriffith@ywrc.org)  
515.244.4901

### The Young Women's Resource Center Establishes College Resource Library

DES MOINES, IOWA – **DATE** – The Young Women's Resource Center announced today the opening of the Spark College Resources Library on site. The program was created to encourage girls and young women at the Center to pursue their higher education goals and to provide them with easy access to information about how to make those goals possible.

The Young Women's Resource Center is a non-profit organization that supports, educates and advocates for young women ages 10-21. The YWRC serves a diverse group of clients, providing programming to energetic, unique individuals.

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful while helping them to reach their fullest potential. The Center has expanded its reach to incorporate volunteers from many colleges in the area. "At the Young Women's Resource Center, we believe it is imperative that our girls have strong, independent and successful individuals that they can look up to working with them," said Executive Director Kristin Griffith.

The Young Women's Resource Center has hired a college programs liaison to help the young women through the process of both applying for college and for grants and scholarships. Griffith hopes this program will take the Young Women's Resource Center programs to the next level.

"We see this as a way to truly build a lifelong support system for these girls and young women, said Griffith. "We want to help them through this intimidating, challenging process because we believe in them and we believe in their potential."

For more information about The Young Women's Resource Center, go to [www.ywrc.org](http://www.ywrc.org).

###

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful. The YWRC helps young women realize their full potential by providing programming to girls and young women ages 10-21 in central Iowa. It is a safe place that reinforces the beauty,

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## **Part-Time College Programs Intern**

### **Organization:**

At the Young Women's Resource Center, we believe that every girl deserves a life of possibilities. We help young women realize their full potential by providing programming to girls ages 10-21 in central Iowa. Our unique structure features two branches of services Empowerment and Young Moms to better serve our clients throughout various stages of life. Our goal is to help young women become strong, self-confident and successful. The YWRC utilizes education and support to create a safe environment for girls where they experience acceptance, compassion, knowledge and commitment.

### **Description:**

The College Programs Intern will serve as an integral member of the YWRC Team. They will take ownership of the Spark College Resources Library and the collegiate volunteer and speaker programs.

### **Compensation:**

9.00/hour

### **Hours:**

10 hours week. Flexible schedule



**Summary of Position:** The College Programs Intern will be involved in and exposed to various aspects of event planning, event facilitation, research and guidance.

**Essential Functions:**

- Develop positive relationships with clients
- Effectively communicate with staff and collaborators
- Build and maintain awareness of YWRC and community resources
- Participate in trainings as offered
- Actively participate in YWRC staff meetings
- Research current trends impacting gender inequality in ages 10-21
- Research local, state and federal grants and scholarships available to YW clients
- Aid clients in application process for scholarship/grants and college programs
- Local travel required

**Knowledge, Skills and Abilities:**

- Proficient computer skills
- Strong interpersonal, communication and relationship building skills
- Organized
- Flexible
- Creative and energetic
- Accepting of all clients
- Valid driver's license and automobile insurance
- Access to reliable transportation.
- Ability to obtain mandatory reporter certification within two weeks of orientation
- Ability to obtain CPR/First Aid certification within 30 days of orientation

**Qualifications:**

Undergraduate studying: Social Work, Human Services, Child, Adult, and Family studies, Sociology, Psychology, Women's/Gender Studies, Education, or other related helping fields

**Impact on Agency:**

Your participation in this program will provide much-needed assistance and programming to clients looking to reach their fullest potential through college education.

**To Apply:**

Interested candidates should submit a general application form, resume and cover letter to Tara Ray. Applications can be found at [ywrc.org](http://ywrc.org) or email [tray@ywrc.org](mailto:tray@ywrc.org) or call the Center at 244-4901.

\* As a finalist, applicants must be free from communicable disease and are required to complete necessary background checks.

Staff,

I am writing about an exciting development for the Young Women's Resource Center! In order to grow our relationships with colleges and higher education opportunities in the community, the Center has formed a new position for a college programs liaison. This position will work to grow and strengthen our relationships with surrounding colleges through increased programming, outreach, and the expansion of a database for high-school students to apply for college scholarships.

This will be a part-time, paid internship position for an undergraduate student. Attached is the job description. Please share and spread the word! This liaison will continue to grow our ability to service our clientele, providing resources and tools for them to pursue their dreams.

It is because of your hard work that we have the ability to grow this position. I am excited to see what this new position will bring to this group of talented, inspiring employees.

If you have any questions, please let me know. I thank you in advance for helping share the message and supporting our decision for the Young Women's Resource Center!

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

\*Attached is job description

Hello YWRC staff,

As suggested by the sPaRk Public Relations group from this semester, we are going to move forward with the HeForShe program idea. While we are the Young Women's Resource Center, it is important for us to understand and identify that males are just as effected by gender stereotypes as our clients. As we strive to create a safer environment for our young women, implanting HeForShe programming will ensure that we are not neglecting the issues that surround males as well.

This will also provide a new population to target for volunteers, clients, and donors. By getting more people involved, including males, we are creating new opportunities to grow in our mission and develop a larger presence in the community. This will allow us to grow our staff by hiring an intern, and could allow us to find more professionals to sit on the Board of Directors who better represent our clientele.

To gain more insight on this movement, please visit their website at <http://www.heforshe.org/en>.

With advocacy work being one of our 2017 goals, it is imperative that we begin with this programming immediately. This is just one of the many ways we will grow in our mission, develop as an organization and reach our internal goals.

If you have any questions, please feel free to reach out at anytime. We will further discuss what this programming will entail at our staff meeting this week.

Best,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
[kgriffith@ywrc.org](mailto:kgriffith@ywrc.org)  
515-244-4901



FOR IMMEDIATE RELEASE

**CONTACT:** Kristin Griffith  
Executive Director  
[kgiffith@ywrc.org](mailto:kgiffith@ywrc.org)  
515.244.4901

## The Young Women's Resource Center Launch HeForShe Programming in Des Moines

DES MOINES, IOWA – **DATE** – The Young Women's Resource Center announced today the launch of HeForShe programming to coincide with their Empowerment Programs in the Des Moines Public Schools. The program has been created to, as the HeForShe mission states, "invite people around the world to stand together to create a bold, visible force for gender equality. And it starts by taking action right now to create a gender equal world."

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful, while helping them to reach their fullest potential," said Executive Director Kristin Griffith. The Center sees this expansion as appropriate as the world of gender equality and advocacy is shifting.

The Young Women's Resource Center aims to educate and arm as many people as possible with the skills and knowledge to best represent those in minority groups; particularly women. "We know gender equality is not just a women's issue, it's a human rights issue – just as HeForShe frames it," said Griffith. "We want to be a part of the fight for equality, and we want to be inclusive in that fight."

The Young Women's Resource Center has hired an empowerment program specialist to work specifically with HeForShe programming to include those who do not identify as female or within the binary in the fight for gender equality. These programs meet **INFORMATION ON PROGRAM.**

The Young Women's Resource Center is a non-profit organization that supports, educates and advocates for young women ages 10-21. The YWRC serves a diverse group of clients, providing programming to energetic, unique individuals.

For more information about The Young Women's Resource Center, go to [www.ywrc.org](http://www.ywrc.org).

###

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful. The YWRC helps young women realize their full potential by providing

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## **Part-Time Empowerment Group Specialist**

### **Organization:**

At the Young Women's Resource Center, we believe that every girl deserves a life of possibilities. We help young women realize their full potential by providing programming to girls ages 10-21 in central Iowa. Our unique structure features two branches of services - Empowerment and Young Moms - to better serve our clients throughout various stages of life. Our goal is to help young women become strong, self-confident and successful. The YWRC utilizes education and support to create a safe environment for girls where they experience acceptance, compassion, knowledge and commitment. Now we'd like to include those individuals who identify as male or outside of the binary, with the goal of teaching advocacy toward gender equality.

### **Description:**

This Empowerment Program Specialist will serve as an integral member of the Empowerment Team, actively contributing to implementing small group programs for boys and young men within the schools. This individual will take charge of the He For She program being implemented by the YWRC.

### **Compensation:**

10.00/hour

### **Hours:**

Typical hours for the part-time Specialist: After school, between 2:30 and 4:30 Monday, Wednesday, Friday.



**Summary of Position:** The Empowerment Program will be involved in and exposed to various aspects of school based programming and agency operations, including the following:

**Essential Functions:**

- Develop positive relationships with clients
- Effectively communicate with staff and collaborators
- Build and maintain awareness of YWRC and community resources
- Participate in trainings as offered
- Actively participate in Empowerment Team and YWRC staff meetings
- Observe and assist with facilitation of Empowerment Groups in the schools (5th – 8th)
- Gain an in-depth understanding of HeForShe, evaluation tools and processes; administer evaluations
- Research current trends impacting gender inequality in ages 10-21
- Local travel required

**Knowledge, Skills and Abilities:**

- Proficient computer skills
- Strong interpersonal, communication and relationship building skills
- Organized
- Flexible
- Creative and energetic
- Accepting of all clients
- Valid driver's license and automobile insurance
- Access to reliable transportation.
- Ability to obtain mandatory reporter certification within two weeks of orientation
- Ability to obtain CPR/First Aid certification within 30 days of orientation



**Qualifications:**

Undergraduate studying: Social Work, Human Services, Child, Adult, and Family studies, Sociology, Psychology, Women's/Gender Studies, Education, or other related helping fields

**Impact on Agency:**

Your participation in this empowerment program will provide much-needed assistance and programming to this new, untapped client base.

**To Apply:**

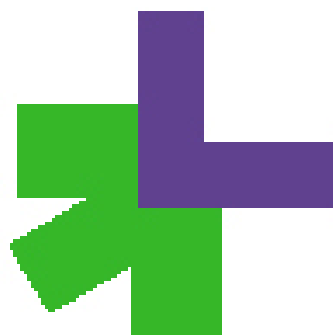
Interested candidates should submit a general application form, resume and cover letter to Tara Ray. Applications can be found at [ywrc.org](http://ywrc.org) or email [tray@ywrc.org](mailto:tray@ywrc.org) or call the Center at 244-4901.

\* As a finalist, applicants must be free from communicable disease and are required to complete necessary background checks.

H E F O R S H E

## A YOUNG WOMEN'S RESOURCE CENTER PROGRAM

- **Goal:** encourage men and boys to take action against negative inequalities faced by women and girls.
- Emma Watson acts as the UN Goodwill Ambassador and serves as a role model to those involved in the campaign
- HeForShe is a solidarity campaign for the advancement of women
- The campaign has been supported in the media, by many college President's and Chancellors and companies like JP Morgan Chase & Co.



HEFORSHE

# OUR PROGRAM

- **Goal:** Have a part time staff member facilitating programs with students of a range of ages to educate those who identify as boys and young men (or outside of the binary) about how feminism can be for them. And how to take action against gender inequality
- **Utilize HeForShe 10x10x10 and Action Kits for education and program content, seen on following pages**



# ÉL PARA ELLA

## PROGRAMA DE CENTRO DE RECURSOS DE MUJERES JÓVENES

- **Objetivo:** animar a los hombres y a los niños a actuar contra las desigualdades negativas que enfrentan las niñas y mujeres.
- Emma Watson actúa como Embajadora de Buena Voluntad de la ONU y sirve como modelo a los involucrados en la campaña
- **Él para ella** es una campaña solidaria para fortalecer a la mujer
- La campaña ha sido apoyado en los medios de comunicación por muchos presidentes universitarios y cancilleres y empresas como JP Morgan Chase & Co.



# NUESTRO PROGRAMA

- **Objetivo:** Tener un miembro del personal a tiempo parcial que facilite programas con estudiantes de diferentes edades. Con el objetivo de educar a aquellos que se identifican como niños y jóvenes (o fuera del binario) sobre cómo el feminismo puede ser para ellos. Y cómo actuar contra la desigualdad de género.
- **Utilice ÉlParaElla 10x10x10 y kits de acción para contenido educativo y de programas, visto en las páginas siguientes**



1. See Gateway Market catering menu for ideas of food. Recommendations:
  - Large Italian Meat & Cheese Platter
  - Small Italian Meat & Cheese Platter
  - Large Fruit Platter
  - Small Fruit Platter
  - Two Cookie Platters
2. Reserve Room 116
  - Contact Megan or Camryn in the House of Representatives
  - Contact Maureen Taylor in the Senate
  - Must contact both chambers
  - Reservation form and contact information found at: <https://www.legis.iowa.gov/law>
3. In order to stay within the rules of the gift laws–
  - Make the event invite only
  - Place the invites on the legislators' desk, unless it is during the first week, then place in mailbox
  - Access the Senate distribution form here:
  - Access the House of Representatives distribution form here: <https://www.legis.iowa.gov/law>
4. Two days prior to the event, have legislators make an announcement about the event to encourage and remind others to attend
5. Upon the event day, send a note into the individual legislators you'd like to speak with
  - Do this by finding the stack of notes outside the chambers
  - Give the completed note to the doorman
  - The requested legislator will come out, upon their availability
6. Things to note:
  - Day on the Hill is free, aside from the food costs
  - Legislators from both chambers must confirm the room reservation, meaning the request form needs to be filled out far in advanced
  - Find the opportunity to speak with Senator Lofgren, Mathis, Anderson, Kraaynbrink, Hart and Dotzler; have already expressed interest in sponsorship
  - All contact information can be found here: <https://www.legis.iowa.gov/legislators>



FOR IMMEDIATE RELEASE

**CONTACT:** Kristin Griffith  
Executive Director  
[kgriffith@ywrc.org](mailto:kgriffith@ywrc.org)  
515.244.4901

## The Young Women's Resource Center Announces Day on The Hill

DES MOINES, IOWA – **DATE** – The Young Women's Resource Center announced today that it will be at the Iowa Capitol advocating for the girls and young women it serves on **DATE**.

The Young Women's Resource Center Day on the Hill gives attendees the opportunity to meet with Iowa legislators to discuss legislative issues impacting girls and young women. By advocating at the Capitol, the YWRC hopes to draw public attention to these issues and make a significant legal impact on them.

"While the Young Women's Resource Center is proud to provide impactful programming to our clients, we recognize our ability and duty to extend our impact to aid in the empowerment of women everywhere," said Executive Director Kristin Griffith. "Advocacy for women's issues has been and continues to be a staple of the Young Women's Resource Center's mission since our founding in 1978 by activist and feminist Louise Noun."

### EVENT DETAILS

The Young Women's Resource Center is a non-profit organization that supports, educates and advocates for young women ages 10-21. The YWRC serves a diverse group of clients, providing programming to energetic, unique individuals.

For more information about The Young Women's Resource Center, go to [www.ywrc.org](http://www.ywrc.org).

###

The Young Women's Resource Center's mission is to embrace and inspire girls and young women to become strong, self-confident and successful. The YWRC helps young women realize their full potential by providing programming to girls and young women ages 10-21 in central Iowa. It is a safe place that reinforces the beauty, resiliency and strength that these girls and young women already possess. The Young Women's Resource Center is a place girls and young women can find the things they need, whatever those things may be.

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YOUNG  
WOMEN'S  
RESOURCE  
CENTER

# ADVOCACY TRAINING

## Some Tips to Build a Training Around

Know your topic and your audience. Be honest with the people you're dealing with.

Recognize that advocacy is changing

Enjoy the journey

Be creative in your campaigns and partnerships

Even though you may be opposing someone one day, they may end up helping you later. Never think that a member won't support you because of one position they've taken

Understand the needs of the people you're advocating for

Teach people how to tell their stories

Have confidence in yourself and your decision-making

Have confidence in yourself and your decision-making

Surround yourself with a strong team

Give your story the time it deserves

"Politics will mess with common sense. I don't take things so personally now."

Dear [DONOR/VOLUNTEER]

Thank you for being valued members of our team here at Young Women's Resource Center. In order to continue to empower you to be advocates for clients and our mission volunteer and donor training has been scheduled. This session will provide you tools on how to advocate for our mission to make a difference. The training session is available at [DATE AND TIME] at [LOCATION]. Tamra Jugenmeyer will hold the [LENGTH OF TIME] training session.

I hope that you be able to attend the training session as it will be extremely beneficial to both you and our clients. In the meantime, thank you again for all you do on behalf of the Young Women's Resource Center.

Sincerely,

Kristin Griffith  
Executive Director  
Young Women's Resource Center  
kgriffith@ywrc.org  
515-244-4901

