

YOUTH EMPOWERMENT PROGRAMS THAT WORK!

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UNBOXED TRAINING SOLUTIONS
A New Generation of Training



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Kelly Johnson

Why are you attending today?

- I'm trying to start a youth organization.
- I'm in charge of a youth organization that already exists.
- Neither, I'm just curious about the topic.
- List any other reason(s) in the chat box.

Statistics Needed...Inquire Within...



Junior Achievement Alumni are **143% more likely** to have started a business compared to the general public.



86% of Family, Career, and Community Leaders of America (FCCLA) students **have a GPA of 3.0 to 4.0.**



91% of DECA members report that DECA has **influenced their future plans.**

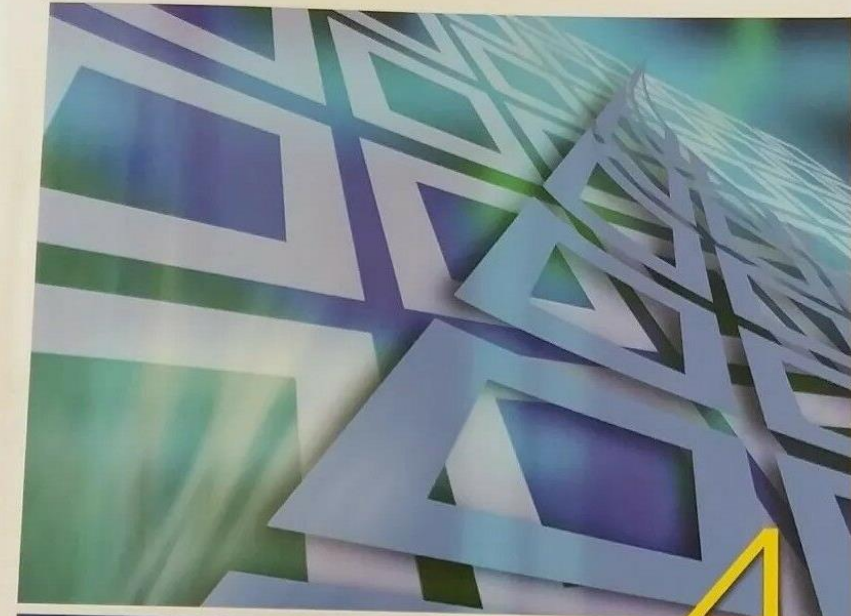


4-H'ers are **two times more likely** to make healthier choices.

How do “*stats*” help?

- Determine Specific Needs
- Driving Membership
- Gaining Sponsors
- Writing Grants
- Mobilizing Community Support
- Obtaining Buy-In
- Informing Stakeholders
- Set benchmarks for where we are
- Assist in setting goals for where we want to be

Statistics for People Who *(Think They)* Hate Statistics



4
EDITION

Neil J. Salkind



Webinar Objectives

- Review best practice models for youth development.
- Discuss strategies to align or develop programs.
- Prioritize next steps.



Youth Programs = apples and oranges

1/2 Program Operations &
Administrative

1/2 Student Engagement



**Do you have any experience working
with a 501(c)(3)?**

POLL

Question to Consider

Is this a **stand-alone**, *new*, not-for-profit, organization that requires a checking account?

– *If yes, then...*

- Create a Name
- File Articles of Incorporation with the State
- Apply for the IRS tax exemption as a 501(c)(3)*
- Apply for State Tax Exemption
- Draft Organization Bylaws
- Appoint or Elect “Directors” or “Governing” Board
- Hold a Meeting of the “Directors” or “Governing” Board
- Obtain any required Licenses and/or Permits from State (if selling any product/service)

**most youth non-profit organizations qualify under 501(c)(3) status.*

Components of a Youth Program

Membership

- Mission, Vision, Purpose
- Campaigns
- Ambassadors

Programs

- Educational
- Outreach
- Civic Engagement
- Community Service
- National Initiatives?

Financial

- Operations
- Budget
- Transparency
- Accountability & Audits

Governance

- Articles of Incorporation & Bylaws
- Who makes decisions
- Who signs the checks
- Robert's Rules of Order

Development

- Fundraising
- Sponsorships
- Capital Campaigns

Officers or Directors of a Youth Program

VP of Membership	VP of Educational Programs	Treasurer	President & Secretary	VP of Development
Membership	Programs	Financial	Governance	Development
<ul style="list-style-type: none">• Mission, Vision, Purpose• Campaigns• Ambassadors	<ul style="list-style-type: none">• Educational• Outreach• Civic Engagement• Community Service• National Initiatives?	<ul style="list-style-type: none">• Operations• Budget• Transparency• Accountability & Audits	<ul style="list-style-type: none">• Articles of Incorporation & Bylaws• Who makes decisions• Who signs the checks• Robert's Rules of Order	<ul style="list-style-type: none">• Fundraising• Sponsorships• Capital Campaigns

Most youth non-profits have an adult serving in an Advisor or Director capacity. Some youth non-profits are governed by a majority adult board, with youth representation also serving in a voting capacity.

What motivates youth today?

Food

Social Media

Purpose

Recognition

POLL



iGen/Gen Z

- Media consumption is different – even from millennials.
- Prefer cool products over cool experiences.
- Entrepreneurial and tech savvy.
- Respond to **edgy** campaigns.
- Short attention spans – 8 seconds!

Social Media Engagement



1. Instagram



2. Snapchat



3. Youtube

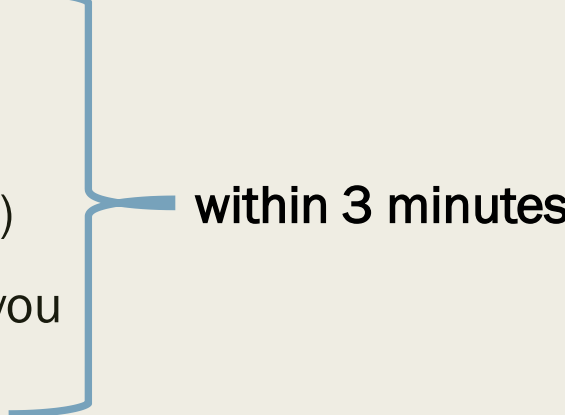


4. Twitter



5. Facebook

When Training, Meeting, or Coaching

1. Room Set-Up: FUN and laid back!
 2. Engagement is **critical** – within 8 seconds!
 3. Offer them responsibility (note-taker, facilitator, time-keeper)
 4. Explain why they are needed – and what they can get from you
 5. Ask someone to read the agenda
- 
- within 3 minutes**

The 80/20 Rule



80% OF TIME SHOULD BE
ENGAGEMENT, ACTIVITY,
FACILITATION



20% OF THE TIME SHOULD BE
INSTRUCTION, LECTURE, SPEAKING

You Will Not Win the Phone Battle. (period). (period).
This is not up for debate!

Either take them

OR

Engage with them (apps,
surveys, encourage use of
social media)





Partner, when possible!

- Not everyone should start from scratch.
- Look at existing programs/models.
- What age groups are you serving?
- How do you serve each different age group?



Junior Achievement[®]

Free Resources!



- www.unboxedok.com
 - *Click on the Resources Tab*
 - *Click on the Native Learning Center Tab*
- www.deca.org
- www.fcclainc.org
- www.juniorachievement.org
- <https://4-h.org/>

Questions?

Thanks for participating!!

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