

# Community Outreach Success

Learn how an **AMA volunteer** helped a local nonprofit, **Community for Youth**, digitize their annual Gala and, in the process, **raise over \$140,000**.



## AMAPS Volunteer Match Program

We at AMA Puget Sound want to be a force for change in Washington state. As a chapter with roots in the Puget Sound for over 76 years, we believe our organization is well positioned to provide support to communities that have been hard hit by recent events from COVID-19, civil unrest, racial injustice, and climate related change disasters.

To do our part AMA Puget Sound (AMAPS) launched **Volunteer Match**, a program to connect AMA members with local nonprofits. Our goal is simple: **mobilize our community so they can provide vital marketing support to nonprofits in need.**

## Featured Nonprofit: Community for Youth

**Community for Youth (CfY)** inspires and supports students to be their best selves through mentoring, learning experiences, and a powerful community. Through activities and conversations that are youth-centric and youth-led, students explore issues that impact them. Caring adults act as trusted advocates and opportunity brokers so youth can set and achieve their goals, explore career options and improve their community through service learning.

## What was the challenge?

**Community for Youth's** 2021 Aspire Gala, a major annual fundraising event for CfY, pivoted to an online format due to the pandemic.

The project included assistance with communications (social media, email, and event website) to drive attendance, provide information, and simplify & elevate messaging.

## How we helped!

Over the years, CfY has hosted the annual Aspire Gala in-person at the Seattle Marriott Waterfront. Due to the COVID pandemic, we had to pivot the 2021 Aspire Gala to a live-streamed virtual event. This was a massive undertaking for our small team. In addition to moving our in-person event online, we needed assistance with strategic communications (social media, email, and event website) to drive attendance, provide information, and simplify & elevate our messaging.

By chance, AMA reached out about their Nonprofit Volunteer Program, which was how we were introduced to Anita. With Anita's assistance, we were able to exceed our attendance and fundraising goal of \$125k for the Gala, raising almost \$145k! Our communications and marketing plan was elevated to a level that conveyed a certain level of savvy for our live-streamed event.





# The Volunteer Match Experience



“Working with Anita was **so amazing**. Community for Youth is a smaller organization with a small staff. Having Anita bring her **expertise in marketing and communications** helped us to create a concrete plan for our Aspire Gala. Through lots of communications and mentorship, Anita helped to boost our messaging helping to make our virtual pivot a **huge success**.”

- Matthew

## Meet Matthew Spahn

Development & Communications Manager, Community for Youth

### What do you do at Community for Youth?

I create and implement communication strategies to promote CfY through a variety of channels and methods. I also work to support a variety of fund development activities including planning and implementing fundraising strategies as well as donor cultivation & stewardship.



“Volunteering with Community for Youth for the Aspire Gala was both **fun and inspiring!** Not only was I able to bring my experience to an event that has a **direct impact to the community**, but I was also able to build lasting relationships with CfY. Plus, working with Matt was and is super fun!”

- Anita

## Meet Anita Lomba

Director of Marketing, App in the Air

### Why have you volunteered?

I was looking for an opportunity to volunteer my skills in marketing and communications to a community-focused nonprofit.