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THE FUTURE FUELING THE
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STRATEGIC PLAN

Fiscal Years 2022 – 2025

THE FUTURE FUELING THE

LETTER FROM LEADERSHIP

Michael Sanchez and Andrew Shue co-founded DoSomething in 1993 with a bold goal to make “volunteering as cool as sports” for young Gen Xers and Millennials who were beginning to come of age. Their call to action was simple, clear and inspiring - no complaining or finger wagging, instead, act to fix the issues impacting you and your community. DoSomething offered a curriculum educators used to bring volunteerism to life.

DoSomething scaled up in the 2000s and 2010s by capitalizing on emerging technology, availability of the internet and a society eager for change in a post-9/11 era to become one of the largest nonprofits exclusively for young people and social change. Since its founding, DoSomething has directly activated over 5 million young people to take action on causes impacting themselves and their community. Through its peer-to-peer approach, it activated millions more to do the same.

In addition to scaling, DoSomething was a visionary in the sector by establishing its social impact consultancy arm, DoSomething Strategic in 2013. We leveraged our insights about young people to advise brands and organizations about how to engage young people with purpose. It allowed us to be the conduit for the voice of young people to many partners in the corporate and social impact sectors, influencing their business operations and engagement strategy.

DoSomething members have and continue to make an impact in a vast array of cause areas important to them and their community: from education and mental health access, to the environment and social justice. We have also registered over 350,000 young people to vote since 2018, helping them get engaged in the democratic process. It has been proven that people that register to vote through DoSomething turn out to vote at a higher rate (67%) than the general population (50%).

DoSomething was at the vanguard in creating an online platform as the primary entry point for volunteerism and activism - defined simply as taking action(s) that effect social change - for young people. Today, members come to our online hub for volunteerism and youth activism, not only to get involved, but also to define cause spaces and lead change-making efforts. As we approach our thirtieth anniversary, DoSomething can confidently say that we achieved our founding goal of making volunteering and activism as cool as playing sports.

Few anticipated the global health crisis resulting from COVID-19 and the movement it accelerated toward equity and justice. This movement, led in large part by young people seeking to claim our democracy and their role in shaping it, created a critical and urgent new reality. DoSomething acknowledged the need to reflect on our past and evolve the organization's approach to meet the present and future needs of young people eager and impatient for systemic social change.

We are evolving our work to engage and fuel new generations of young people pressing for change in the digital age. Against the backdrop of a global pandemic and an intersectional reckoning for equity and justice, we launched this strategic planning process to reexamine our mission and vision; ensure that our goals are bold and clear; that our programming is inspiring and systemic; and that the voices and perspectives of young people remain the catalyzing force centering DoSomething. It is through this lens that we present DoSomething's new strategic plan.

DeNora Getachew

Chief Executive Officer

John Faucher

Board Chair

CHARTING OUR FUTURE

DoSomething seized the opportunity to chart a new direction to build upon three decades of activating millions of young people for social impact. With the backdrop of an intersectional reckoning for equity and justice and new leadership seeking to seize the momentum presented by this transformational societal moment, we embarked on a ten month long strategic planning process. We began by reflecting on our role in activating young people for social change and how to do so in light of major societal and generational shifts. One key priority was to determine how to build upon a strong organizational foundation while adapting our approach and offerings to meet the needs of and stay relevant to new generations of young people. Other priorities throughout this process were to be more intentional about the outcomes DoSomething seeks to achieve, and how to recenter young people, with a particular emphasis on ensuring that we engage young people across the range of intersectional identities in our work.

The strategic planning process, and this plan that results from it, is designed to chart a new direction for DoSomething. This new direction pays homage to our past and positions the organization to center and drive the interests of young people now and in the future. Ultimately, our goal through this new, three year plan is to create a youth-centered hub for activism that is inclusive, reflective and oriented towards deeper engagement and systemic change.

We sought to define answers to key strategic questions:

- 1 Do our vision and mission hold true as we align ourselves to meet the moment?**
- 2 How will we define impact and scale over the coming years?**
- 3 What changes and shifts will be required to authentically place diversity, equity, inclusion and belonging at the center of our mission?**
- 4 How do we evolve our model to achieve the type of impact we want to have in the future?**
- 5 How do we increase public and private sector support for our new direction, mission and programming?**
- 6 How can we create more synergy between DoSomething core programming and its social impact consulting arm, DoSomething Strategic, to improve the experiences of young people?**

Our Strategic Planning Committee, comprised of board and staff members, led the process from inception to conclusion. **The chart below summarizes the process and key milestones at each stage:**

DISCOVERY



Gathered input and data from young people, board, staff, funders, and peers to understand our current position and opportunities for growth and impact

STRATEGIC FRAMEWORK DEVELOPMENT

Made strategic decisions on our vision, mission, and intended impact

Set direction and strategic priorities for the next 3 years

Provided guidance on how to prioritize resources



ROADMAP PLANNING

Designed the objectives, key results, key performance indicators and resources for the strategic priorities

Refined the Theory of Change

Developed an annual implementation plan



STRENGTHS

DoSomething's strengths – our competitive advantages – are what enable us to produce social value to young people and the larger social impact sector. As we developed this Strategic Framework, we leaned into these unique competitive advantages:

1 DoSomething Knows Young People

We meet young people where they are and create call to action campaigns and/or programs connected to the causes that matter most to them and their peers. We have leveraged our tech platform, or youth activism hub, to listen to them, to understand their values, passions, and perceptions, and to iterate our work to respond to these insights.

2 Track Record of Educating and Activating Young People to Make a Difference

We have a nearly thirty year track record of being THE platform where millions of young people have launched their paths to volunteerism and, for many, to becoming the activists who will solve the world's problems.

3 Reach

Our youth activism hub has activated 5 million of young people to create impact online and offline in every U.S. area code and in 131 countries.

4 Commitment to College Access

We have activated young people to take action through a series of incentive-based strategies and tactics, including scholarships and rewards - awarding \$1.8 million in scholarships to young people since 2010.

5 Influence on the Corporate and Social Impact Sectors

DoSomething Strategic has built a credible brand as an expert advisor to the for-profit and nonprofit sectors. Over its ten year history, it has leveraged the insights of DoSomething members and its best in class research capabilities to advise over sixty organizations about their social impact and youth engagement strategies.



OPPORTUNITIES

During the discovery phase of our process, DoSomething conducted a comprehensive listening tour with members, board members, staff, funders and peer organizations in the youth development, activism and democracy sectors. These conversations illuminated several potential opportunities for DoSomething's future direction, which played a large part in shaping this plan.

- 1** Social interconnectivity through technologies and in-person networks has galvanized young people to take action and advocate for their beliefs in powerful ways. By weaving technologies with civic opportunities and learning, we can ladder young people's raw energy into something even more powerful.
- 2** Our engagement model's intended impact has been long-term behavioral change. We can better orient and structure ourselves to achieve that goal, rethinking everything from how we design programming to how we measure our progress.
- 3** Young people seek belonging when they take action through DoSomething, but lack a direct connection to or understanding of the presence of other DoSomething members taking action. When asked what else DoSomething could offer, most young people who shared their feedback through focus groups or surveys asked for in-person activities, training and other opportunities where they can connect with other DoSomething members leading change in their communities.
- 4** DoSomething has historically attracted young people seeking scholarships and/or those predisposed to engage in volunteerism and social change efforts. That demographic is not reflective of the intersectional spectrum of identities of young people. We must evolve our approach to be more intentional in engaging those who live in historically underrepresented and marginalized communities to ensure that we are engaging a diverse and representative group of young people and creating a space where they share a sense of trust and belonging.
- 5** This new strategic direction also creates an opportunity to expand our reach by diversifying how and where we engage with young people. Young people growing up in a digital age are more active on new platforms than they were when we built our online activism hub two decades ago. We need to meet them where they are already engaging, as well as modernize our online activism hub to convene them where they are already taking action. We also need to evaluate the efficacy of incentive-based member engagement tactics and whether such an approach leads to sustained and measurable mindset shifts and behavior changes.
- 6** DoSomething Strategic has been our vehicle to influence the economic, political and social sectors to have a deeper understanding of young people and their power to change the world. There is vast potential for DoSomething Strategic to become a bigger force for powering young people and eliminating blockers that prevent young people from leading and achieving change.

GUIDING PRINCIPLES

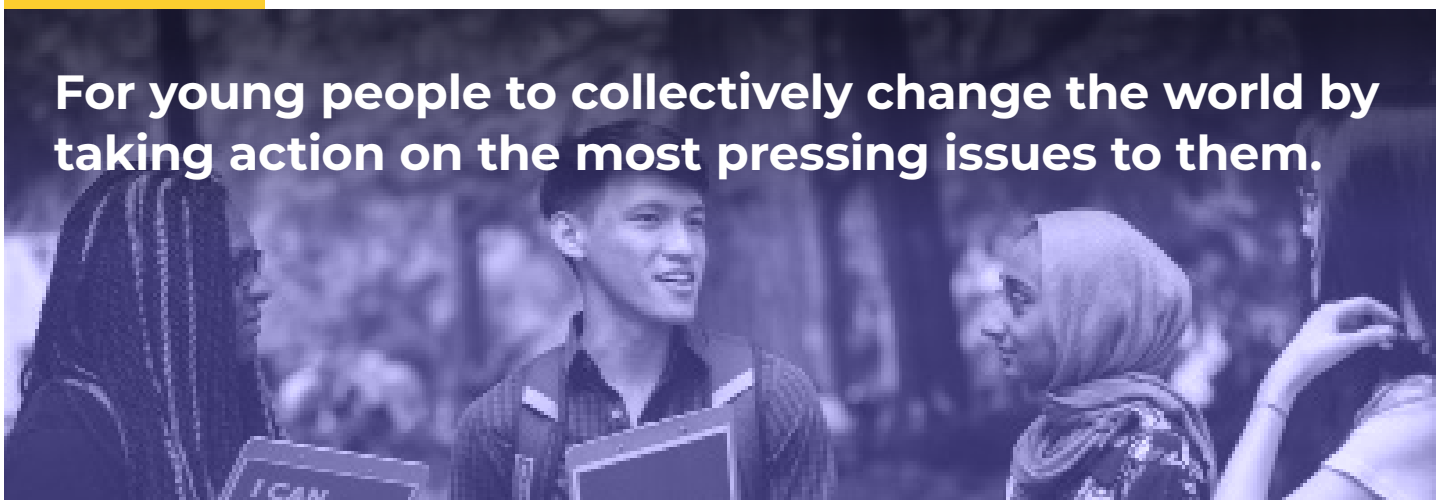
At this pivotal moment in DoSomething's history, the question was asked – Do our mission, vision and values hold true? Conversations with young people, staff, board members and external stakeholders illuminated that while the previous statements remain part of the DoSomething ethos, it was time to refresh the mission and vision to better capture the purpose and ambition of DoSomething's aspirations.

The mission and vision that will guide the organization through this strategic plan and beyond are:

MISSION



VISION



CORE VALUES & COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND BELONGING:



DoSomething underwent deep work in the summer of 2021 to refine our core values and recommit to embedding Diversity, Equity, Inclusion, and Belonging across the organization. These hold true, were affirmed throughout the strategic planning process and will drive each goal achieved and every action taken by DoSomething.

Core Values:

- 1** We Believe in the Power of Young People.
- 2** We Practice Accountability to Achieve Real-World Impact Together.
- 3** We Embrace a Growth Mindset.
- 4** We Are a Team Grounded in 'We,' not 'Me.'
- 5** We Believe our Mission is Best Achieved with Gratitude, Joy, and Resilience.

Commitment to Diversity, Equity, Inclusion, and Belonging:

- 1** We celebrate, and do not hide from our differences, as it relates to the intersectional spectrum of identities.
- 2** We operate under a shared set of beliefs and values in service of our mission and how we treat each person in all aspects of our business, regardless of personal identifiers.
- 3** We believe in creating an accessible, inclusive, equitable and representative democracy and society with young people at the center.
- 4** We are intentional and proactive in our aim not to cause harm. We believe in behavioral change and that our own progress does not come at the expense of others.
- 5** We amplify the voices of others leading and doing this work.

INTENDED IMPACT

DoSomething has always sought to create socially conscious young people that achieve real and sustained impact as measured by clear behavioral change. Historically, DoSomething has pursued both breadth and depth of impact, with our early years deeply embedded in schools and our recent work centered online enabling DoSomething to have a national reach with pockets of international engagement. To be best positioned to support young people coming of age today and future generations of young people, it is imperative that we move clearly and definitively to balance these facets of our work. We developed these impact statements to articulate the ultimate impact the organization seeks to achieve.



Crafted with our strengths and opportunities in mind, each statement serves a distinct purpose in our effort to strike the right balance of breadth and depth of impact:

- 1 Educate and Equip** leans into our core strengths and area of expertise. We will continue to teach young people to take action and volunteer through our youth activism hub - helping them start their civic engagement journeys.
- 2 Build a Collective** responds to the desires of young people to have a sense of belonging and community through their involvement with DoSomething. This statement also expresses our intention to cultivate relationships with and fuel young people from communities historically underrepresented in our membership, and society writ large, to join our collective and take action.
- 3 Cultivate Active Citizens** codifies our commitment to demonstrating behavior and mindset shifts among young people through our programmatic efforts.

This is DoSomething's new north star. DoSomething understands that it will take longer than the three years covered by this plan for the organization to fully orient itself in this new direction. Key to our success will be allowing the time for exploration, testing and evaluation of how we deepen our impact, building the infrastructure, developing the team, and raising the financial resources to achieve these bold, yet achievable goals.

STRATEGIC PRIORITIES

To begin working toward our bold new vision and intended impact, DoSomething is dedicated to achieving the following strategic priorities **over the next three years**.

1 DoSomething will foster a diverse and inclusive collective of young people who use their power to effect change together

DoSomething engages with young people during their most formative years. Each young person joins DoSomething at a different point in their journey to become active citizens. It is important that DoSomething fosters a welcoming and inclusive hub that enables exploration and collaboration in pursuit of the change young people want to cause.

Central to achieving this priority are the following objectives:

1. Transforming how we engage with young people to form a collective of young people
2. Guiding young people to become leaders of change

We will know we have completed these objectives when DoSomething:

1. Has developed a research informed program journey that leads to deepened civic engagement and behavior change
2. Has built a collective of young people who represent their intersectional spectrum of identities and share a sense of belonging and commitment to effecting change on the issues most pressing to them
3. Has begun to demonstrate long-term behavioral change and mindset shifts through an established alumni network



2 DoSomething will change the economic and political conditions that block young people from using their power to change the world

DoSomething acknowledges that young people face a variety of barriers that affect their ability to lead change and become effective citizens. While DoSomething cannot address all these blockers, through DoSomething Strategic, the organization is well-positioned to elevate the perspectives of our members and influence those in positions of power to better respond to their needs. Drawing on our understanding of the impediments to economic autonomy for young people, DoSomething Strategic has advised clients about the impediments to college access, especially for young people who live in historically marginalized communities and/or for first generation college attendees.



STRATEGIC PRIORITIES CONTINUED

Central to achieving this priority are the following objectives:

1. Building pathways that inspire young people to claim our democracy
2. Building pathways to economic mobility that ensure young people's economic autonomy

We will know we have completed these objectives when DoSomething:

1. Is a trusted convener of young people leading movements for economic independence and political change in their communities
2. Is an established and trusted megaphone for young people to voice their political ambitions and needs from our democracy and economy
3. Has pioneered a new way for young people to engage politically that is starting to be adopted by those in power
4. Works with young people to build solutions to further their economic independence

3

DoSomething will foster a culture of belonging and purpose within our organization and our collective

DoSomething understands the power of diversity, equity, inclusion and belonging (DEIB) in building awareness and developing solutions to the myriad of societal problems. Embedding DEIB values in our collective of young people will serve to increase their power and ability to be leaders of change. To do so successfully, DoSomething must also embed these values in all aspects of its work.



Central to achieving this priority are the following objectives:

1. Pursuing constant efforts to include young people who live in historically marginalized communities in DoSomething programs and our collective of members
2. Evolving and shifting organizational culture and policies to ensure staff have a sense of belonging, feel valued and appreciated for their contributions to our mission and work to center young people in all facets of our work

We will know we have completed these objectives when DoSomething:

1. Understands and celebrates the spectrum of intersectional identities and creates a culture where employees feel a sense of belonging and are comfortable bringing their full selves to work each day
2. Convenes young people to better understand how to increase intersectionality and acceptance
3. Has embedded our DEIB principles into the full lifecycle of our employee recruiting, hiring, onboarding and retention processes

4

DoSomething will build a sustainable organization positioned for long-term impact

Central to achieving this priority are the following objectives:

1. Diversifying revenue sources to minimize risks associated with shifting funder interests
2. Grow earned income generated through DoSomething Strategic to deepen the financial resources necessary to weather a volatile economic climate

We will know we have completed these objectives when DoSomething:

1. Balances revenue streams between philanthropic sources (foundations, individuals, corporations) and earned income
2. Has deeply embedded DoSomething Strategic within DoSomething's core programming and DoSomething Strategic has a clearly defined market position
3. Has a thriving culture of philanthropy where all board and staff members understand and appreciate their individual role in generating revenue for organizational health



STEPPING INTO THE FUTURE

DoSomething has had the privilege of helping young people find their civic spark and take action to improve our world for nearly thirty years. While young people are bearing the burden of some of the most pressing issues facing our world today, DoSomething has witnessed their optimism, drive and dedication to being the beneficiaries of the change they seek to achieve in their lifetime.

Young people have always been leaders of change. DoSomething has a very important role to play in supporting these leaders as they grow into effective and engaged citizens. This plan charts the course that will better position DoSomething to help young people discover their purpose, center them in all of our work and, ultimately, fuel young people to claim our democracy and their role in changing the world.

STRATEGIC PLANNING TEAM

DoSomething could not have undertaken this important work without the leadership of our Board of Directors and the members of the Strategic Planning Committee.

BOARD OF DIRECTORS

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