



Project Background - WHO

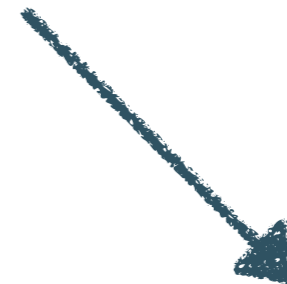
Alive Naperville



Drop-In Hours



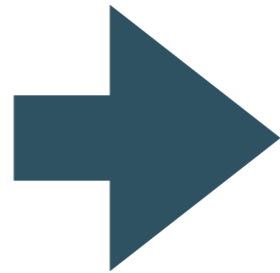
**Teen-Led Tutoring
& Mentoring**



**Health, Cooking
Stress Management**

Project Background - WHAT

Non-Profit



**Stable & Sustainable
Donation Resource**

Project Background - WHY

**Children from Single Mothers &
Low-Income Families**

Activities at Cost or Free

Project Background - HOW

The Alive Project Portfolio



Donor Membership System

Email Templates

Flyer & Poster

Target Donor

Individual

Company/ Organization

Individual - Research

**Demographic and Income
Level Analysis**

**Charitable Donation Behavior
Discoveries**

Special Donors Analysis

Individual - Membership System

Membership Plan	Monthly Donation	Incentives
Membership Level I	\$10 - \$25	Exclusive member event, T-shirt and Coupon 1, 2
Membership Level II	\$25 - \$80	ALL + Participate in 3 Alive events for free
Membership Level III	>\$80	ALL + Participate in 5 Alive events for free

Individual - Emotional Appeal

Your Help Means A Lot!

Interested in joining us?

Call us at: 530.778.6993
 Web Website:
<http://www.alivenaperville.com>
 5100 West 5th St
 Naperville, IL 60563 (United States)

About Us

Alive is Naperville's teen center. Centrally located, we provide teens a unique place to connect, discover and create future.

Our mission is to be a **teen-led, teen-driven (TLTD) center** focused on empowering the youth of today to become the impassioned, resilient leaders of tomorrow. As a **nonprofit organization** we offer **FREE** drop-in hours after school and over the summer as well as a myriad of programs, classes and events, designed to build confident and resilient teens.

On any given day at Alive one will find teen-led tutoring, mentoring and clubs, as well as life skill classes such as construction, art and dance, nutrition and healthy cooking, stress management, open music venues, creative writing and just plain fun! We are a place to belong and learn important life skills. We are about new experiences and expanding minds!

Alive Membership

Join Alive's monthly occasion plan and gain coupons and special gifts from Alive. Let us together make Alive a better place for local teens!



SMALL DONATION BIG CHANGE

Follow us:

-  <https://www.facebook.com/alivenaperville>
-  <https://twitter.com/alivenaperville>
-  <http://www.instagram.com/alivenaperville/>



Membership Program

The membership program is a monthly donation program. It consists of three levels of monthly donations:

Level 1	Level 2	Level 3
<p>\$30-\$25</p> <ul style="list-style-type: none"> - Exclusive Member Event - Coupon 1, 2 - T-shirt 	<p>\$25-\$50</p> <ul style="list-style-type: none"> - Exclusive Member Event - Coupon 1, 2 - T-shirt, Gift - Gift Bag - T-shirt or 5 - T-shirt or 10 	<p>\$50+</p> <ul style="list-style-type: none"> - Exclusive Member Event - Coupon 1, 2, 3 - T-shirt, Gift - Gift Bag - T-shirt or 5 - T-shirt or 10

Coupons will be granted on a monthly basis!
 You will be able to cancel your membership and we charge for unused coupons! (cancel at any time you wish)

We cannot do what we do without your support. Please help support us so that we can continue to support our community!

SMALL DONATION
BIG CHANGE

YOU DELIVER * SMILES * HAPPINESS * FRIENDSHIP
 * KINDNESS * PEACE OF MIND

ALIVE

ALIVE DONATION MEMBERSHIP

[HTTP://ALIVENAPERVILLE.COM/](http://www.alivenaperville.com/)



Individual - Email Template

Dear _____,

We have a new opportunity for you. If you already donate regularly or wish to, please consider joining our membership program and allow us to give thanks to your commitment to us through special gifts and coupons!

The membership program is a monthly donation program. It consists of three levels of monthly donations:

Level 1 \$10-\$25	Exclusive member event T-shirt Coupon 1, Coupon 2
Level 2 \$25-\$50	Exclusive member event T-shirt, Coffee Cup, Bag Coupon 1, Coupon 2 Participate in 3 Alive events for free
Level 3 \$50+	Exclusive member event T-shirt, Coffee Cup, Bag Coupon 1, Coupon 2, Coupon 3 Participate in 5 Alive events for free

Together we can make a difference! Join today at <http://alivenaperville.com/> and help support our local teens!



Testimonial to engage in an emotional connection with your potential donors:

Meet _____!

She is a _____ at _____ High School. She started coming to Alive _____. Her favorite memory at Alive is _____. Being a part of the Alive family has helped her _____, _____, and _____.



Photo + Testimonial

Company - Mission & Goal

Community + Environment + Youth development

Company - Sponsor List

	Company/Organization Name	Description	Potential Incentives
1	Colonial Café	A café, but they care about fundraising, and helped raise money for local communities.	Coupon
2	COSTCO Wholesale	A wholesale company.	Coupon
3	DeEtta's Bakery	A bakery store, but believe in helping to support local communities and charitable organizations.	Coupon
4	The Driskill Foundation	An organization caring about children's education, especially innovative learning.	Better reputation and awareness
5	Edgewood Clinical Services	A counseling organization caring about mental health.	Better reputation and awareness
6	Fusion Academy	A private middle and high school focusing on tutoring and growth in kids.	Better reputation and awareness
7	Giving DuPage	A non-profit organization focusing on volunteering.	Better reputation and awareness
8	Kids Matter	An organization aiming to empower kids and communities, and give an influence in young people's lives.	Better reputation and awareness
9	Loaves & Fishes Community Services	A food pantry, but love to provide community services and care about children	Coupon
10	Lou Malustri's Pizzeria	A restaurant, and they often serve pizza at community events, sponsorships, and donations.	Coupon
11	Naperville Community Television-NCTV17	They care about non profit organizations in community.	Better reputation and awareness
12	Naperville Park District	They provide recreation and park experiences, and they care about health.	Better reputation and awareness
13	Olive Garden Restaurant	A restaurant caring about local communities and willing to help	Coupon
14	XILIN Association	An Asian community center caring about children's education, community health, and volunteering.	Better reputation and awareness
15	YMCA of Metropolitan Chicago	An organization caring about youth development, social responsibility, and health living	Better reputation and awareness

Company - Email Template

Dear Company/Organization Name

We're Alive, a nonprofit organization in Naperville. The Alive Center is supported by organizations, individuals, and businesses in the area that share a commitment to empower our teens with a safe, fun place to belong, create, learn, and connect with what makes them come alive. Our mission is to be a teen led, teen driven center focused on empowering the youth to become the impassioned, resilient leaders of tomorrow.

Our goal for this year is to raise Amount of Money that will be used for Purpose or Accomplishments. In order to meet this goal, we are looking for local sponsors such as yourself. We provide you various sponsorship opportunities to make a difference in the lives of our teens through high profile sponsorships of our Teen Initiate programs, our annual fundraising events, partnerships, and in kind donations. Please check this website <http://www.alivenaperville.com/sponsorships> for further and detailed information.

We would be grateful if you would consider a sponsorship donation. Your generosity will be recognized in several ways. As a sponsor, you will Incentives. We are counting on your support to help us build more resilient and innovative teens. Please check the video link in attachment and get to know us!

Expecting a positive reply from you. Thanks in advance for your consideration.

Yours sincerely,

Name

Title

Attachment: <https://www.amolink.com/view/1bcb9d1263a91218a6e747b1536b600e6672>



Company - Donation Tracker

Alive Membership System Donation Tracker							
Teens in System	Percentage expected to fundraise	Expected number of teens who will fundraise		Fundraisers per year	Annual number of teens fundraising	Average number of households teens get donation from	Total number of households who donate annually
1967	20%	393.4		2	786.8	10	7868
	Level 1	Level 2	Level 3	Total average annual one-time donations	Total average annual donations on a monthly basis		
Donation Amounts	\$10 - \$25	\$25 - \$80	\$80+				
Percentage of households in each level	75%	22%	3%				
Households per level	6901	1730.96	236.04				
Average donation amount	\$20.00	\$50.00	\$100.00				
Average annual one-time donation per level	\$118,020.00	\$86,548.00	\$23,604.00	\$228,172.00			
Average annual monthly donations per level	\$354,080.00	\$259,644.00	\$70,812.00		\$684,516.00		

Q & A