

User Scenario – Millennial Donor and Event Organizer

Gael

24 years old, Research Associate, UBS

1st Generation College Graduate, attended Columbia University

Gael is spending a Sunday afternoon in July with his extended family at their annual neighborhood block party in Queens, NY. There is food, music and old friends. The whole neighborhood is out and everyone is dancing. During the afternoon he runs into Ms. Velez, a counselor from the College Bound Initiative, CBI, at his old high school. They catch up! It has been 6 years!

Gael inquires about CBI. How are things going? (CBI is a pre college program and their guidance was instrumental in Gael's path to college.) Ms. Velez tells him about a new partnership between CBI and a crowd funding platform, ProjectED. This partnership has enabled them to expand their work to another neighborhood school. Wow! That sounds great.

Gael takes out his smartphone and checks out ProjectED's platform and work. He knows the problem first hand – all the obstacles that 1st gen students face when thinking about college, but learns more about the big picture from an animated video on their site, and some info graphics. He learns about the project's mission as well. Inspired he donates on the spot - \$25. He thanks Ms. Velez again for all the support she gave him in high school, and tells her he will spread the word about ProjectED with his network. "I will get the word out, and hopefully grow some more support for CBI's expansion. Without CBI I am not sure I would have made it to college. Now I have a great job!"

He takes a selfie with Ms. Velez and posts it on Instagram.

#CBIalumQueens

"Check out #ProjectED, they support CBI! And look who I ran into!"

Gael decides this is an opportunity to pay it forward. He gets back on the ProjectED website to check out their social media channels. He also checks out the tab labeled, "Connect", and sees that they suggest creating your own events, connecting friends in support of the project. There are some linked videos of folk describing events they have created. He decides to throw an end of summer beach party, and to include a friendly beach volleyball competition, on Governor's Island in August.

"You are invited to a Beach Party and Friendly Beach Volleyball Competition in Support of ProjectED." He sends out emails to colleagues and friends. He shares his story, his connection to CBI, and ProjectED's new partnership with them, in the invite. He adds a link to ProjectED's website.

30 people come to the event. Everyone plays. They win. They lose. They laugh a lot. They take loads of photos. Every lost game costs the player \$5. The "losers" have raised \$200! With corporate matching this becomes \$400. Next stop is at The Beach Grill, about 50 yards away, where they eat, drink, and connect with new people. Gael is happy, as the day is a success in every way!

Inspired by the cause, and in Gael's mastery in planning this "urban beach party" some of the group go online to donate individually, especially the few who were only "winners" as they did not donate to the loser's pot! They also share photos on social media, spreading the word, creating awareness and possibly bringing others to the campaign.

ProjectED notes the images and contacts Gael via twitter. They invite him to share the story of this event on their site. He agrees and he includes his relationship with CBI, and his story and journey as a 1st gen college graduate.