



The Big Payback Manual

By

Shawn Agyeman

[shawn@sponsorchange.org](mailto:shawn@sponsorchange.org)

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## I. Introduction

Daily SponsorChange.org receives correspondence from people interested in serving at nonprofit organizations nationwide. A majority of the correspondence focuses on the same question, “When is SponsorChange.org coming to my city?” There is no concrete answer to date. *Currently, SponsorChange.org is undertaking a capital campaign to raise \$300,000 in startup capital. A majority of the revenue generated from this campaign will be allotted to developing a fully functioning web platform. This web platform will be able to facilitate the process of matching donors with nonprofit organizations and college graduates to complete service projects and disburse student loan pay.*

Realizing that our members-both current and future will always be our greatest resource, we constantly seek methods of engagement. One such way is through our social media networks. Our intention is to provide relevant information in the categories of higher education policy, personal finance and student lending, and nonprofit organizations. Our primary social media outlets are our Facebook fan page, YouTube Channel and Twitter account (@sponsorchange). Content is posted is not only captivating, but useful to our members. An additional social media outlet we employ is our blog the Philanthroter. The Philanthroter is SponsorChange.org’s portal to share service opportunities, give SponsorChange.org staff and affiliates an opportunity to express their opinions, and a source of recognition for outstanding contributions from members nationally. Unfortunately, these outlets do not fully engage our members to their fullest potential.

SponsorChange.org has decided to share with our members the challenge of spreading our mission of service and financial equality by launching a grass roots marketing campaign- The Big Payback. The Big Payback is a national awareness campaign initiated by SponsorChange.org’s marketing department with the specific objectives of:

- Increase awareness of SponsorChange.org’s mission of civic engagement amongst professionals nationwide
- Brand SponsorChange.org as a national resource for community service opportunities for professionals in addition to being a medium for student debt relief
- Engage our member base in SponsorChange.org’s national outreach efforts
- Grow our member base to 1,000,000 change agents by December 2011

The Big Payback is a four month long campaign starting in October 2010 culminating January 31, 2011. During each of these four months participants are encouraged to participate in any one of three defined roles. These roles vary with respect to time commitment and one’s personal level of comfort in regards to their respective role(s).

## **II. Code of Conduct**

SponsorChange.org is an organization that is dedicated to civic engagement, professional development through volunteer management, and economic equity for college graduates nationwide.

**Be Truthful.** We want to maintain the highest level of integrity with our members, donors, and volunteer organizations. SponsorChange.org. If you are ever unsure of how to manage a project, feel that an issue needs to be addressed, or have any concerns regarding the Big Payback, and contact our staff so we can create a solution.

**Be Respectful.** SponsorChange.org is a nondenominational, apolitical, culturally inclusive service that extends its hand to people from every walk of life. We encourage our Big Payback members to celebrate diversity and be mindful of those that you work with during service project. When in doubt, do what is “politically correct”.

Please remember that during the Big Payback Campaign you are now an extension of SponsorChange.org in your city.

**Act with Integrity.** Please provide complete detailed and accurate information for all service projects, social media additions, and content creation. Statistics are at the core of the Big Payback campaign- without accurate statistics, we will not be able measure how effective our efforts are. We also use these statistics when applying for funding.

## **III. Logistics**

The Big Payback does **NOT** include:

### **A Fundraiser**

SponsorChange.org will not ask you to raise or solicit any money on its behalf for the Big Payback Campaign. If however, you are presented with any fundraising opportunities please contact [info@sponsorchange.org](mailto:info@sponsorchange.org) and provide detailed information. We are not liable for any funds raised without the prior written approval and consent of our executive staff.

### **A Paid Position**

Although we welcome volunteers, SponsorChange.org does not have the capacity to hire any paid staff.

### **An opportunity for loan repayment**

The Big Payback is specifically focused on mobilizing those that wish to make SponsorChange.org a reality for millions of college graduates and nonprofit organizations nationwide. We are asking for participants who are willing to roll up their sleeves on a *volunteer only* basis.

For the purposes of the Big Payback, SponsorChange.org has divided its membership into four regions- The South, Midwest, West, and East. The states allocated to each region are as follows:

Midwest:

Illinois, Indiana, Iowa, Kansas, Michigan, Oklahoma, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Ohio and Wisconsin

South:

Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia, Delaware, Alabama, Kentucky, Mississippi, Tennessee, Texas

West:

California, Oregon, Colorado Washington, Nevada, Alaska, and Hawaii, New Mexico, Arizona, Utah, Montana, Idaho, Wyoming, Colorado

East:

Pennsylvania, New York, Massachusetts, Rhode Island, Maine, Delaware, Maryland, Washington, D.C., New Jersey, Connecticut, New Hampshire, Vermont

#### **IV. The Roles**

We have designed the following roles with knowledge that there are many people within our base that have other obligations. Those participating in the Big Payback Campaign can contribute as much as they wish. We suggest **4 hours at most per week**.

The roles are **team leader, regional team leader, and ambassador**. Each of these roles has their own unique duties and responsibilities.

**SponsorChange.org will recognize the top performers in each role on a monthly basis.** Performance will be measured by certain role specific criteria. Our top three performers will receive a SponsorChange.org t-shirt, as well as be featured on our blog The Philanthroter. The top overall monthly performer will be promoted to a role of "Philanthroter".

You are encouraged to select the role that best fits your strengths and core competencies. For example, if you are an avid social media user then you may select "Team Leader" as your role. If you are not a top performer at the end of a given month, you can always switch roles i.e. from Regional Team Leader to Team Leader at the beginning of next the new month. Please be aware that you must indicate this on the sign-up sheet located online.

There will be an Excel Spreadsheet sent to each team leader which highlights other team leaders in your state should you want to collaborate for service projects, SponsorChange.org meet ups, or other group activities related to service.

### **Team Leader**

The team leader role is designed to engage participants who are social butterflies, by allowing them to help raise online support. If you enjoy the digital mediums of Facebook, Twitter or FourSquare and feel that you can influence people to join SponsorChange.org online, then this may be the role for you. Your duties include:

- Adding at least 50-100 friends to SponsorChange.org's Social Media Sites (Facebook/Twitter/SponsorChange.org YouTube Channel)
- Encourage and promote change agent signups at [www.sponsorchange.org](http://www.sponsorchange.org)

We understand that is difficult to match signups at [www.sponsorchange.org](http://www.sponsorchange.org) and attribute them to any particular participant in the Big Payback Campaign.

[How team leaders will be measured]

Team leaders will be evaluated on the number of additional members added to our respective social networks.

The top 3 team leaders will receive SponsorChange.org t-shirts and thank you cards. You will also be recognized on our blog – The Philanthroter. The top team leader will be promoted to Philanthroter status.

To ensure the accurate tallying of Facebook/Twitter friends, one can take snapshots of their screen.

#### *How to take snapshots of your screen:*

For PC's: Hold the "Function" button (FN) and press "PRINT SCREEN" button on your keyboard. Paste the picture in a Word document.

For Macs:

There is a program you have called "grab" that allows you to take snapshots of your screen at any given time.



## Regional Team Leader

Regional Team leaders are connectors. You possess the ability to express yourself well in addition to being a great listener. You also know how to engage across all mediums (text, video, or through art). Regional team leaders should also possess a passion for writing. Your duties include:

- Interview Team Leaders about service, their personal story, or any other creative relevant content (will be featured on SponsorChange.org’s blog The Philanthroter)
- Contribute content for our blog, the Philanthroter
- Develop viral videos/infomercials for SponsorChange.org (if you have the capability)

The top three performers in the regional team leader role will receive a SponsorChange.org t-shirt, monthly and recognition on our blog. The top individual performing regional team leader will be promoted to the Philanthroter role.

[How regional leaders will be measured]

As a regional team leader you will be evaluated on the amount of written feedback (comments/responses to your posts). The bloggers with the highest amount of feedback in the regional team leader role will be given SponsorChange.org T-shirts. You will also be recognized on our blog – The Philanthroter. The regional leader with the most feedback will be promoted to the Philanthroter role.

## **Ambassador**

If you like meeting new people, have a passion for outreach, or can write compelling copy this may be the role for you. The position of ambassador is designed for people who want to serve in a public relations capacity. Whether reaching out to the media (local or national) on behalf of SponsorChange.org or organizing a small service project at a nonprofit organization you can be the ambassador of SponsorChange.org in your respective region. Your duties include:

- Plan service projects using websites such as Volunteer Match, Serve.gov, Handsonnetwork.org, SponsorChange.org email database.
  - Upon completion of your service project, you are encouraged to write a service reflection detailing your experiences at the nonprofit
- Reach out to media – newspapers, radio stations, television, blogs (higher education, community service, personal finance, college, debt management, etc.)

Your evaluation will be twofold for the ambassador role. Service projects will be judged based on media (pictures/video) and service reflections.

Media placements will be judged using Google Analytics. The article/articles with the most online hits will win monthly. Inbound links (links to SponsorChange.org on other websites, blogs, and news articles) will be used as criteria.

## **Philanthroter**

As a Philanthroter you are part of SponsorChange.org's inner circle. As a Philanthroter you will receive:

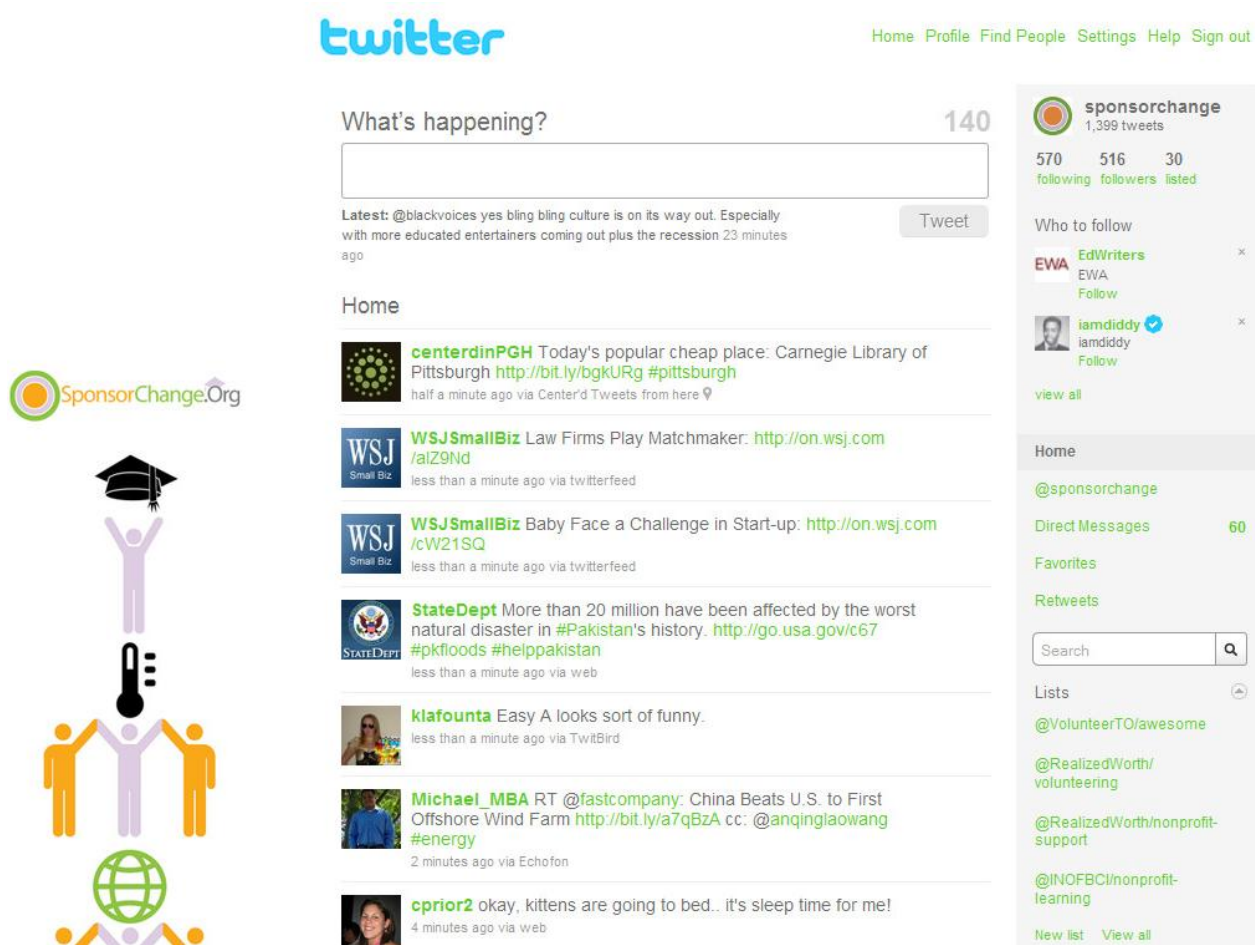
- An official SponsorChange.org email address (name@sponsorchange.org)
- SponsorChange.org recognition in our monthly team meetings
- The ability to guide the direction of SponsorChange.org's marketing and outreach efforts
- The ability to contribute to the decisions that will shape the branding of SponsorChange.org nationally

The role of a Philanthroter is an esteemed position awarded for service during the Big Payback campaign. Philanthroters are expected to act with the utmost integrity, as you will be privileged to much information. Philanthroters will serve on a six month basis starting in March of 2011 and ending September 1, 2011.

## **V. Impact Statistics**

Impact statistics are due by 9pm on the fourth and last Friday of each month. Team leaders, regional team leaders, and ambassadors are responsible for the accurate and timely reporting of information for their respective roles.

Team Leaders – please submit screen shots of your social networking sites for the accurate verification of your efforts. See below for examples.



## VI. Frequently Asked Questions

*Q: How do I track people that I am not friends with that sign up at [www.sponsorchange.org](http://www.sponsorchange.org) or add themselves to your social media fan pages?*

A: Unfortunately, that is a design flaw in the Big Payback Campaign. While we are not able to directly track the email sign ups, we greatly encourage them as we use email to keep people abreast of SponsorChange.org happenings.

*Q: Is there somewhere we will be provided with the SponsorChange.org logo/sign up sheets for service projects?*

A: Yes, please go to [www.sponsorchange.org](http://www.sponsorchange.org) and find all attached documents

*Q: I have contacted the media do you have a press kit available and can I make edits?*

A: Yes, SponsorChange.org has an electronic press kit available that can be edited on our behalf for the purposes of media interviews only. Please note that any exaggerations, embellishments, or truth bending will not be tolerated and may result in termination from The Big Payback, SponsorChange.org, and its services in the future.

*Q: I didn't win in my first attempt in a specified role, can I try another role?*

A: Yes, but only at the beginning of the subsequent month. We encourage all participants in the Big Payback to adhere to their chosen roles for the month long duration.

*Q: When are our impact statistics due (social media sign ups, blog content, interviews, service reflections, etc.)?*

A: All materials are due on the last Friday of every month. Please submit to [info@sponsorchange.org](mailto:info@sponsorchange.org). Submissions are due by 9pm that Friday and must be properly labeled "Team Leader Impact Statistics for 10/29/2010" in the subject line of your emails. Please label all blog posts/interviews in the same fashion.