



MY FAVORITE OUTFIT

A NONPROFIT
COMMUNICATIONS STRATEGY



SAMEERAH AHMAD

VALENCIA SEUELL

RAGEL THYS

MISSION STATEMENT

ORIGINAL:

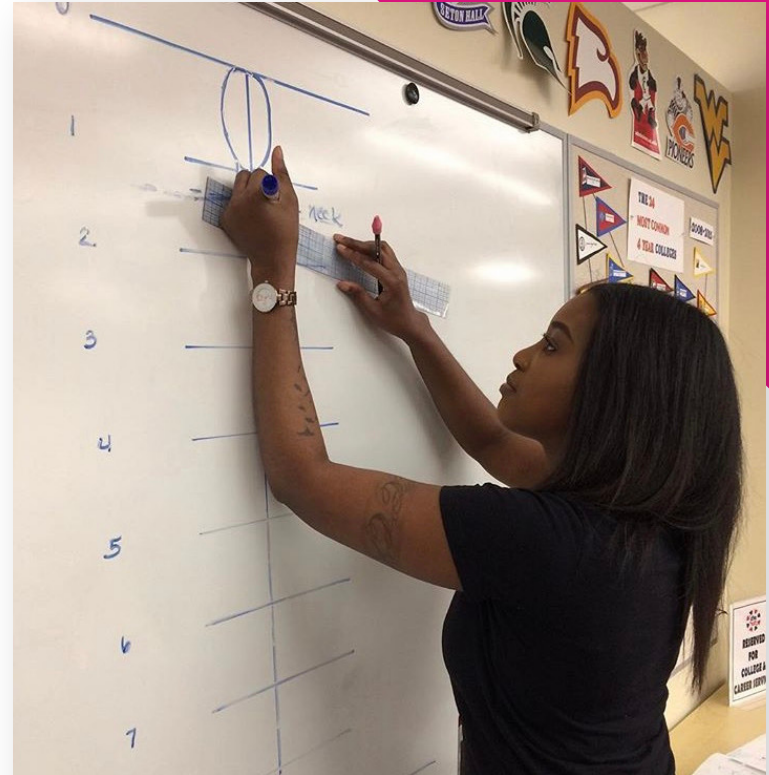
“Our mission is to use fashion to empower at-risk youth to succeed in middle and high school, college, and beyond.”

MODIFIED:

“We use fashion to educate, empower and increase the self-esteem of underserved girls in K-12 schools”



POP UP WORKSHOPS



FASHION 101



ORGANIZATIONAL GOALS

Educate & Empower Underserved Grade-School Girls through
Programs

Maintain Financial Stability

Refine Curriculum Continuously

Build & Sustain a Base of Volunteers, Donors & Schools



COMMUNICATION GOALS

Attract new donors & influencers

Build relationships with relevant schools & admin

Communicate MFO's impact more effectively

Encourage Current Donors to Become Sustaining Donors

Racially Diversify Volunteers for Pop-Up Shops

Black & Hispanic students learn more from teachers of same race

Boost Social Media Engagement

Universal Hashtag / Open a Line of Communication for Students

Establish More Organizational Partnerships

Students May Benefit From Teachers Who Are the Same Race, Study Finds

By [Stephen Sawchuk](#) on March 10, 2015 10:29 AM

[Tweet](#) [Share 31](#)

Students, especially black and low-performing elementary pupils, appear to benefit academically from being taught by a teacher of the same race as they are, according to a new study of Florida test data. (Tip of the hat here to [Real Clear Education](#).)

TARGET AUDIENCES

SCHOOLS

VOLUNTEERS

DONORS

STUDENTS

THE PUBLIC

POTENTIAL PARTNERS



KEY MESSAGES

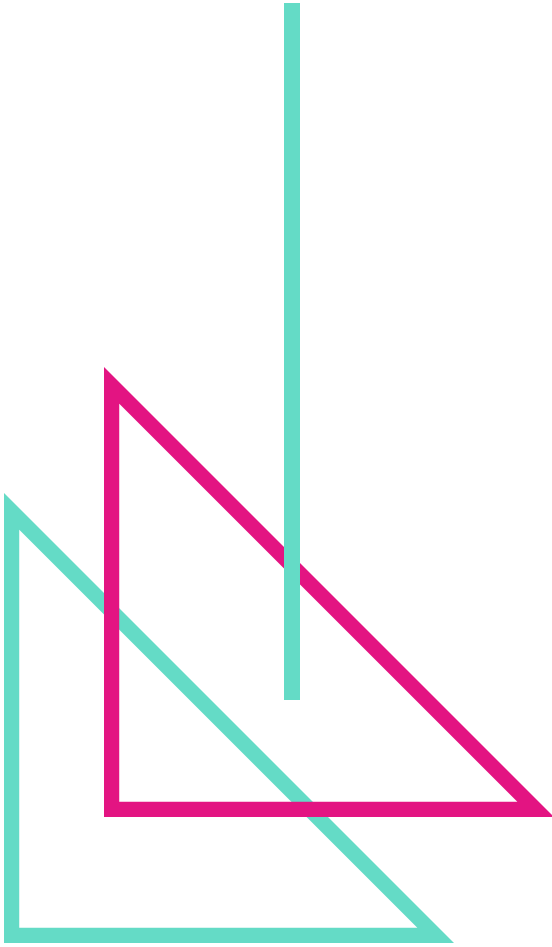
MFO's key message:

"We believe fashion can change lives."

Additional key messages:

"Boosting self esteem, one outfit at a time."

"Building confidence from the outfit in."



SUGGESTED TEXT & VISUALS

Visit Us Online

www.myfavoriteoutfit.org

Give Us A Call

(847) 989-0888

Social Media

Instagram: @myfavoriteoutfit

Twitter: @myfavoutfit

THANK YOU TO OUR AMAZING
SUPPORTERS

amazonsmile
You shop. Amazon gives.

GROUPON


BLUEPRINT


HOLLY & TANAGER

bloomingdale's

 **MissionBox**


CUSP
BY PHILIPPA MARCUS

KIRKLAND & ELLIS
A L&L FIRM SERVING GLOBAL CLIENTS

FOSTERIE

**MOD+
ETHIC**

frankie's
ON THE PARK

ready pretty

MY FAVORITE OUTFIT

NON PROFIT ORGANIZATION



SUGGESTED TEXT & VISUALS

Why We Exist

Middle school is a significant period of transition for girls, during which many lose their sense of individuality to peer pressure. With so many changes occurring, self-esteem is often negatively impacted resulting in poor attendance, grades and ambition levels. Low self-esteem is one of the largest issues that diminishes a student's chances of graduating from high school and enrolling in college. Students need an outlet to reclaim their individuality, and MFO provides this through clothing donations and with an education on how clothing and self-esteem intersect.

Only 8% of Chicago Public School students obtain bachelor's degrees within 10 years of starting high school, and only 49% of college-going CPS students graduate within six years.

Few students are aware that fashion studies are an option for post-secondary education. As a result, there is a huge lack of diversity within the fashion industry. MFO's fashion program will knock down barriers into the fashion world by educating students that a fashion career is not only exciting but achievable. MFO first exposes students to fashion during middle school.



Our Impact



We've Donated 4,038 items to 632 students



We've Visited 29 Chicago Public Schools



We've Enhanced Our Mission By Introducing A New After School Program



We've Increased Both Donor And Volunteer Participation



Pop Up Shops

Pop-up workshops empower students to boost their self-esteem. Students learn about:

- The link between self-esteem and the way we dress
- Self-expression vs. self-objectification
- Reclaiming their individuality by finding their personal style

The program incentivizes students to continue their path towards excellence by giving them access to the MFO pop-up boutique, a temporary store constructed in a school classroom where students can 'shop' for clothing at no cost. Every student chooses an outfit [six or more articles of clothing] that makes her feel confident and represents her individuality.

Fashion 101

My Favorite Outfit's after-school Fashion 101 program engages underserved youth in a guided learning experience. With support from mentors and MFO staff, students are immersed in fashion education that opens pathways to college fashion programs, provides a clear direction for students' futures, and welcomes them into a community that will support them long after high school graduation.

STORIES

“The pop-up was special for me because it was my first time shopping and having a say in what I like. I learned that it’s ok to not fit into a mold and that I’m happier just being me!”

- Amaria (7th Grader)

The background features a white field with two large teal-colored triangles. One triangle is in the top-left corner, and the other is in the bottom-left corner. A horizontal magenta band crosses the middle of the page.

STORIES

BEHIND THE CURTAIN



BEHIND THE CURTAIN

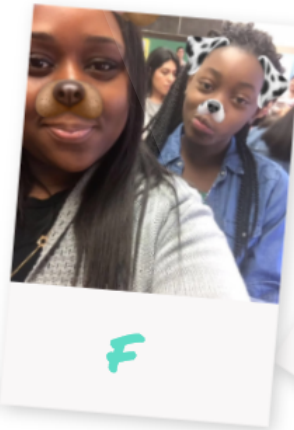
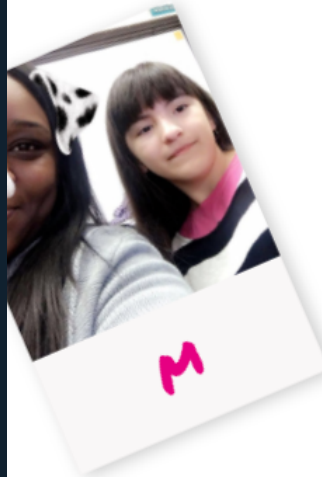


We got a chance to sit down with My Favorite Outfit program manager Rebeca Valencia. Rebeca plays a vital role in our organization and it is such a pleasure to have her on our team. Take a look to find out more about her experiences with My Favorite Outfit.

<3 MFO TEAM



BEHIND THE CURTAIN



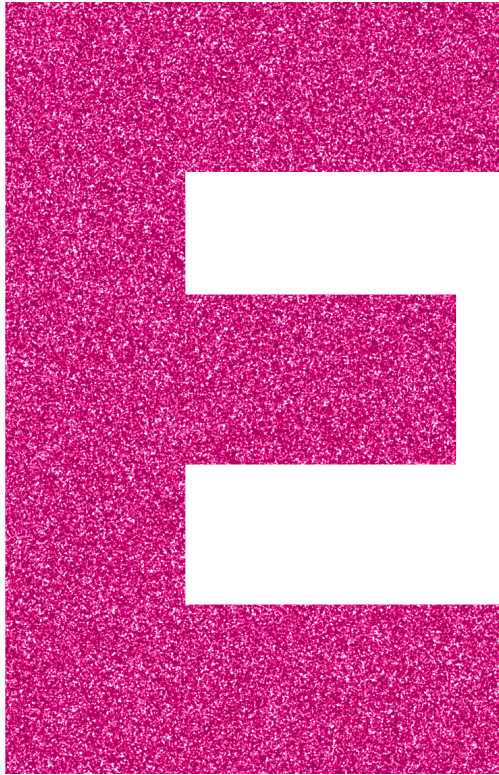
Having the chance to volunteer with My Favorite Outfit was such an awesome experience. Getting to know the girls and helping them determine what makes them special as an individual was very fulfilling.

An organization like MFO is so important because it acknowledges fashion -- a part of young girls' lives that we don't give much credit to -- and its correlation with self esteem.

<3 VALENCIA S. (VOLUNTEER)

STRATEGIC APPROACH

BROUGHT TO YOU BY THE LETTER "E"



ENGAGEMENT



EMPOWERMENT



EXPANSION



EVALUATION

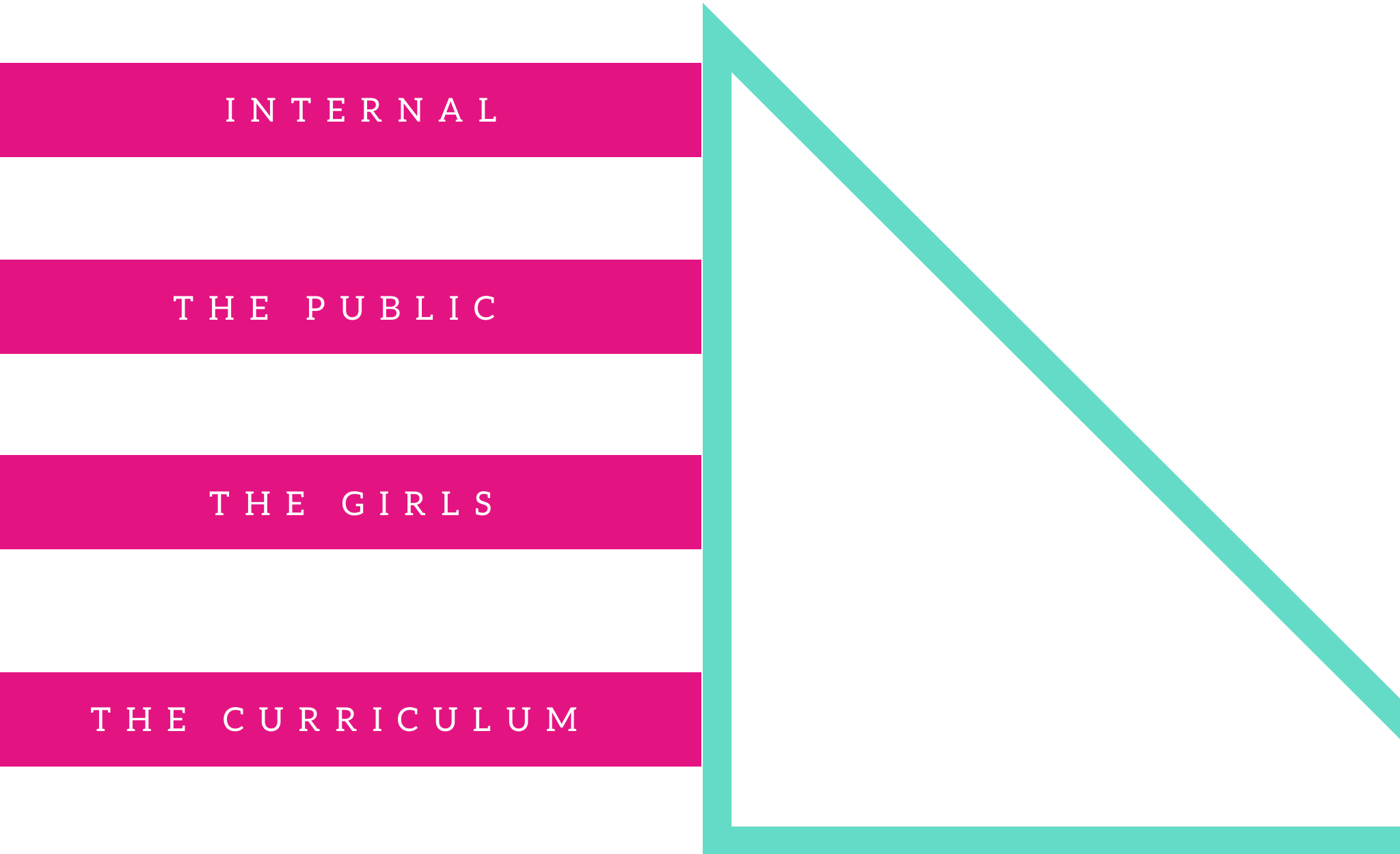
ENGAGEMENT

INTERNAL

THE PUBLIC

THE GIRLS

THE CURRICULUM



ENGAGEMENT



WHATS YOUR STYLE?

PERFECT YOUR PATTERN

FIND YOUR MUSE

LITTLE MISS STYLIST

PUT THE BUCK TO THE BRAND



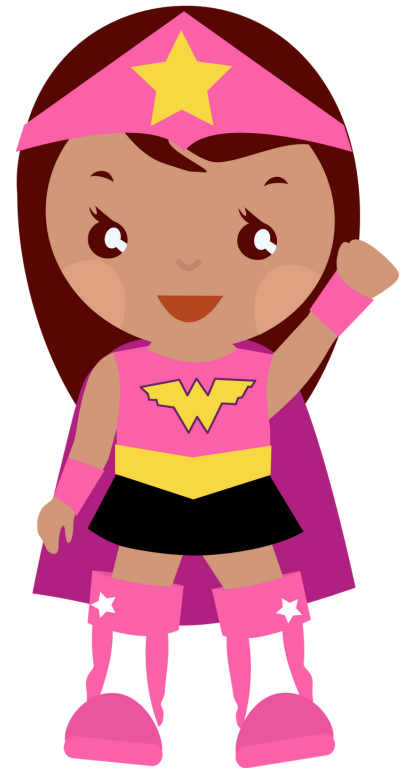
EMPOWERMENT

MFO's mission includes their
aim to empower the girls
they serve

Representation among role
models and volunteers is
important

Language matters

Reaching the target audience
is key



EMPOWERMENT



EMPOWERMENT

“For underrepresented scholars, role models have the power to open up previously unimagined possibilities. For example, when I was an undergraduate student, I knew that I wanted to be a teacher. But it wasn’t until I encountered Professor Geneva Smitherman that the synapses in my brain formed the thought “I could be a professor.” Nobody ever told me I couldn’t be a professor, but I completed four years of college before I encountered an African-American female professor.”

-- Kerry Ann Rockquemore,
PhD

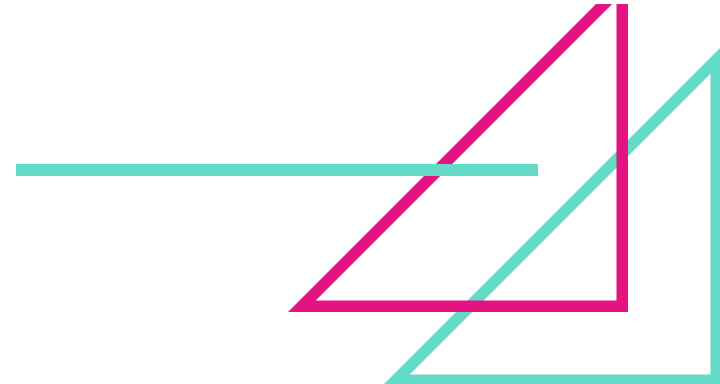
ROLE MODELS



Dr. Rockquemore



Dr. Smitherman



EMPOWERMENT

WOMEN WHO INSPIRE US



WOMEN WHO INSPIRE US:
CAROLYN MADIGAN



WOMEN WHO INSPIRE US:
ALEXIS WOLFER



WOMEN WHO INSPIRE US:
LINDZI SHANKS



WOMEN WHO INSPIRE US:
TRACY SCHMIDT



WOMEN WHO INSPIRE US:
DONNA MONDL



WOMEN WHO INSPIRE US:
ASHLEIGH TIMCHENKO

The majority of
the featured
women aren't
representative of
the girls MFO
serves

EMPOWERMENT

" AT RISK "

"Delinquent. Dropout. At-Risk. When Words
Become Labels"

"... the term has no consistent definition and can be
viewed as stigmatizing certain groups."

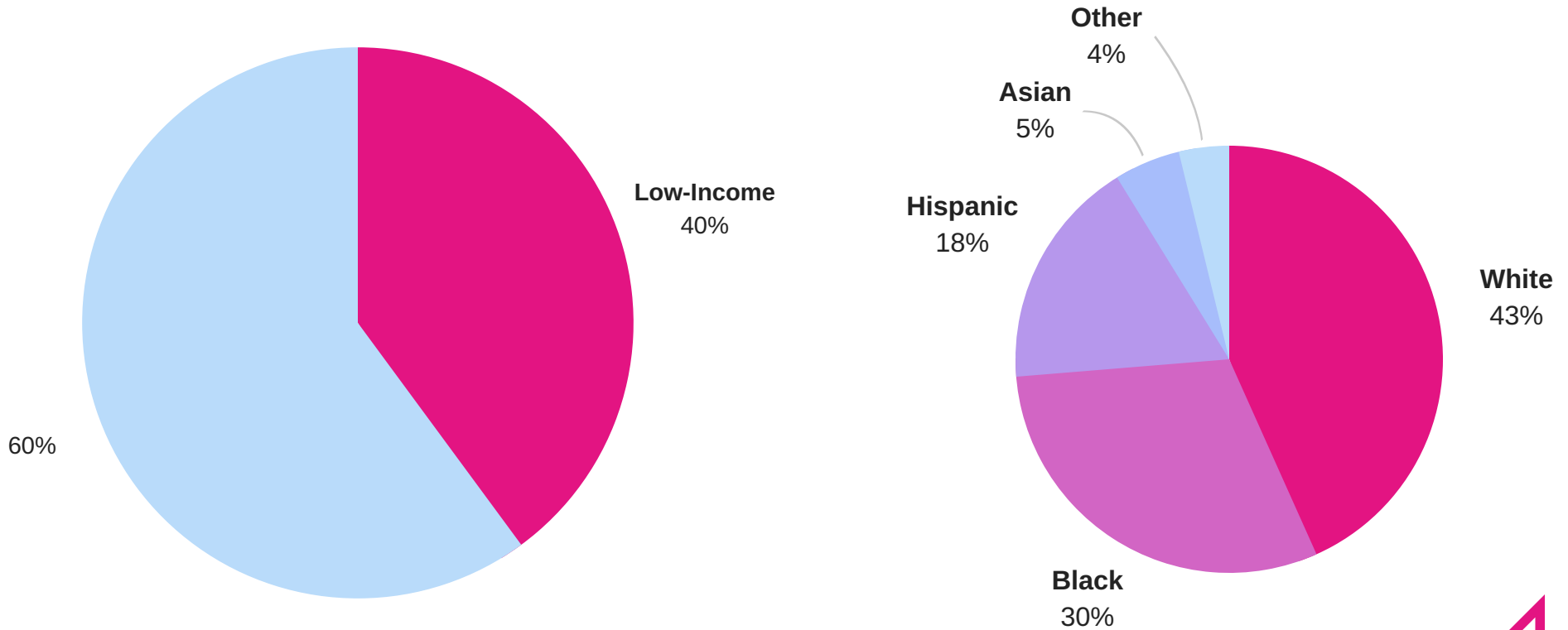


"It's a category that identifies a lot of the people
from Brighton Park, however personally I wouldn't
identify myself as at-risk...those are certain
categories that are placed on certain neighborhoods
on the south side..." (more of a criteria than an
identity).

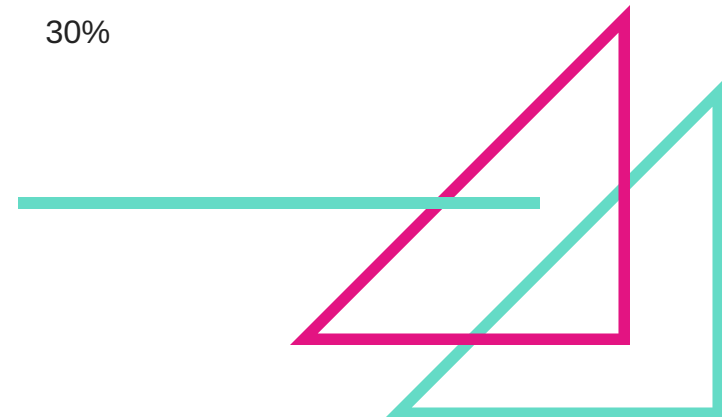
--Rebeca, MFO

EMPOWERMENT

FASHION 101 AT EVANSTON TOWNSHIP HIGH SCHOOL



“Only 8% of Chicago Public School students obtain bachelor's degrees within 10 years of starting high school...This is representative of the alarming college enrollment rate gap between students from low-income and non-low-income schools (MFO WEBSITE).”



EXPANSION

DONOR BASE

ADDITIONAL DONORS NEEDED → STRATEGIC COMMUNICATION
METRICS HELP PROVE THE ORG'S NEED & EFFECTIVENESS

PUBLIC AWARENESS & PRESS

LEVERAGE RELATIONSHIPS IN FASHION & PR (LINDSAY, NEW ED)

ONLINE PRESENCE & SOCIAL MEDIA ENGAGEMENT

CONSISTENT & UNIQUE HASHTAG

CREATE CONTENT USING PAST SUCCESS OF STUDENTS



EVALUATION

DONOR, SCHOOL & VOLUNTEER FEEDBACK (EVALUATING
RELATIONSHIPS)

MEASURE COMMUNICATION / WORK / ENVIRONMENT

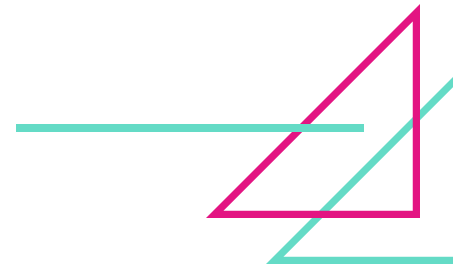
SELF ESTEEM MEASUREMENTS (EVALUATING WORK +
COMMUNICATION)

ASK TEACHERS FOR INPUT/FEEDBACK/OBSERVATIONS

SHARING SUCCESSFUL + PROVEN DATA HELPS BOOST REPUTATION

REFINING CURRICULUM (EVALUATING EDUCATION)

FEEDBACK FROM STUDENTS VIA SELF ESTEEM MEASUREMENTS
(ABOVE)



CHALLENGES

METRICS

PROVING EFFECTIVENESS

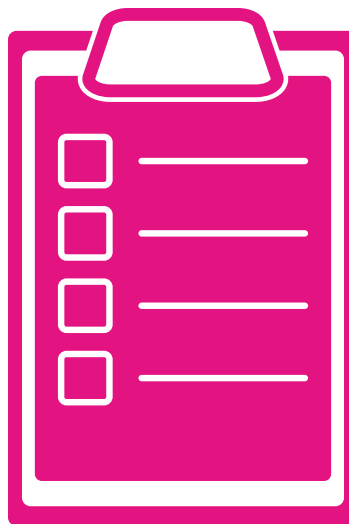
BENEFIT: STUDENTS, MFO,
POTENTIAL
DONORS/VOLUNTEERS

MAINTAINING STUDENT
RELATIONSHIPS

MENTORSHIP

LOS ANGELES EXPANSION

POSSIBLY PREMATURE
COULD EXHAUST RESOURCES



COMMUNICATION TACTICS

REMOVE “AT-RISK” LANGUAGE AND REPLACE WITH PHRASING LIKE “UNDERSERVED STUDENTS” OR “UNDER-RESOURCED SCHOOLS”

PARTNER WITH DIVERSE EMPLOYEE GROUPS AND VOLUNTEERS. REPRESENTATION MATTERS.

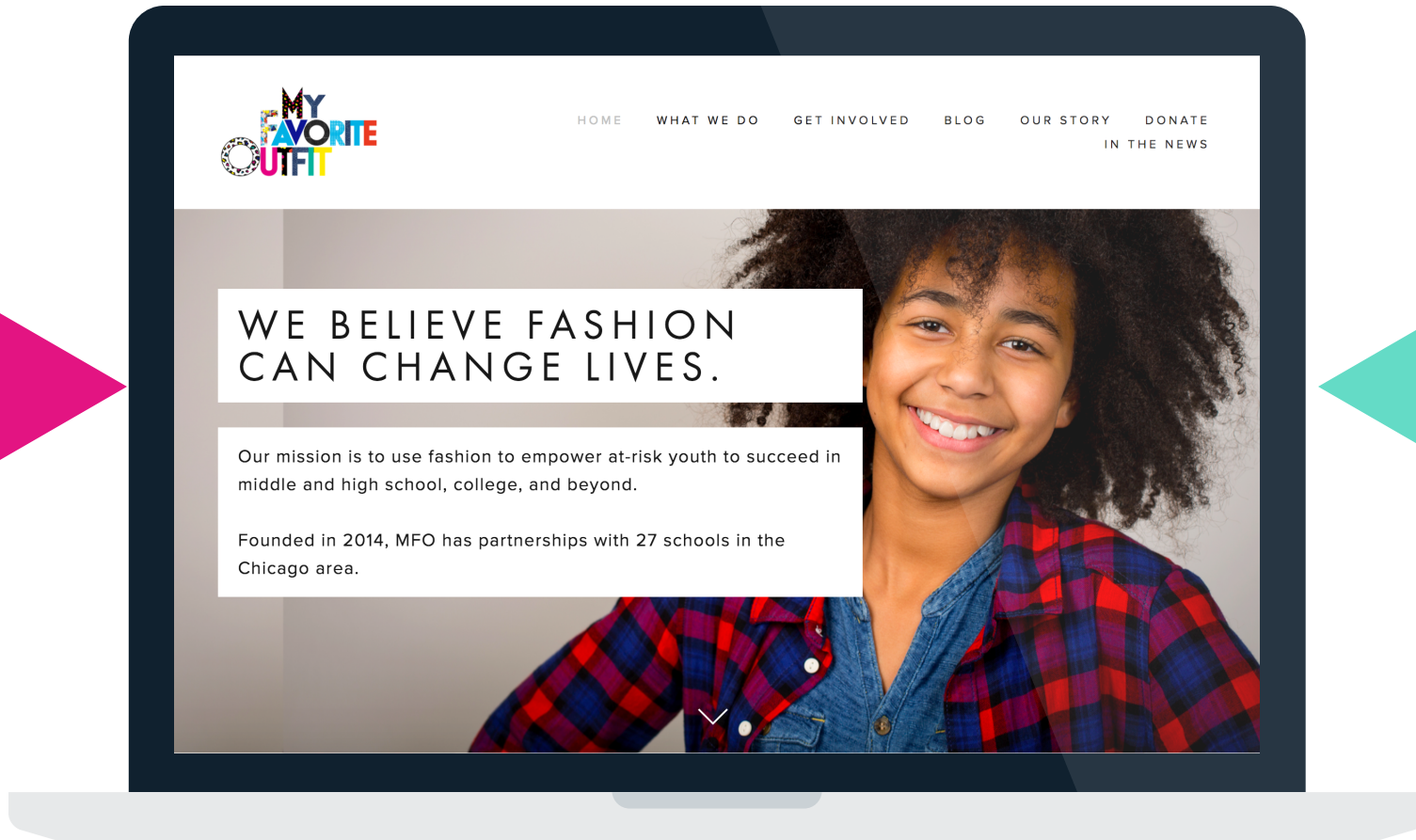
IMPLEMENT PRE & POST EVALUATION PROCESS TO PRODUCE BETTER METRICS OF SELF ESTEEM INCREASES

MEET AND GREET OR SOME OTHER YEARLY EVENT FOR EMPLOYEES TO MEET BOARD MEMBERS AND OTHER ORGANIZATIONAL STAKEHOLDERS

EMPHASIZE MORE WOMEN OF COLOR FOR THE “WOMEN WHO INSPIRE US” BLOG POSTS

PROVIDE CONSISTENCY IN MESSAGING BETWEEN MFO STATEMENTS AND STATISTICS (CPS LOW-INCOME SCHOOLS) WITH FASHION 101 WORKSHOP LOCATIONS. TARGETED PARTNERSHIPS.

WEBSITE AUDIT



W E B S I T E A U D I T

I feel like it helps
unit everyone when we come together regarding any issues or causes. It was a community that
was uplifting and positive, which is was really important to me.

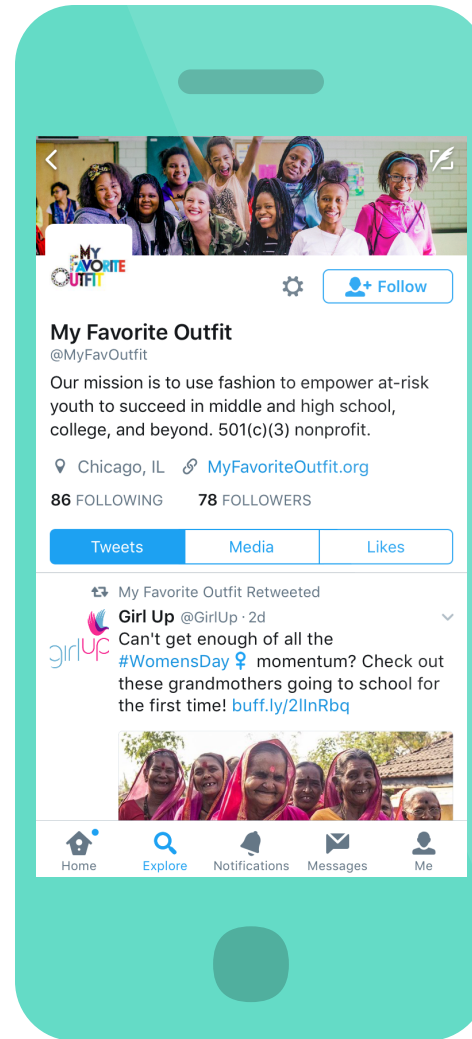
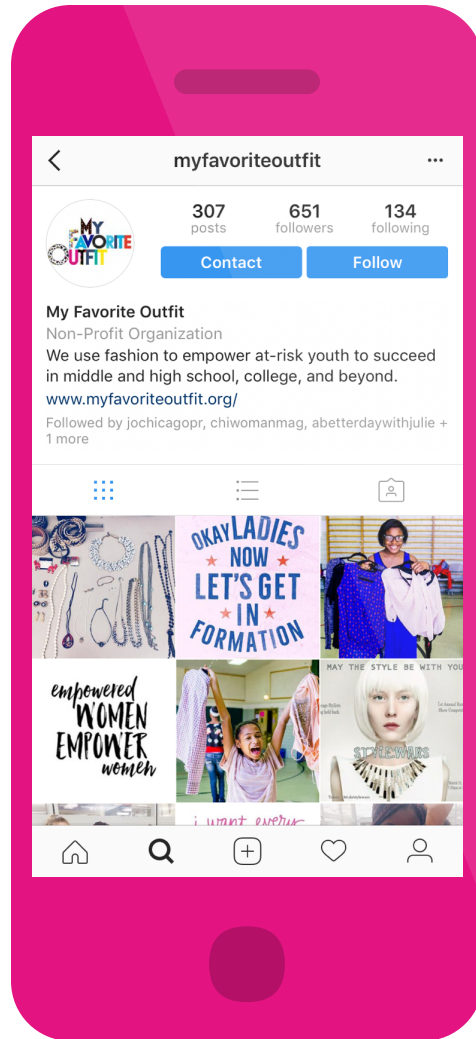
People need to come together and give support, love, and positive energy
to make a change within these areas. It can be as simply as listening what people have to say. People
have many different opinions, but when we listen to one another instead of arguing, it can make a huge
difference.

LINDSAY SIWIEC | Tel: [917-971-7253](tel:917-971-7253)
MyFavoriteOutfit.org | [Facebook](#) | [Instagram](#) | [Twitter](#) | [Pinterest](#)



—
Jasmine Carly Jones
Fashion 101 Instructor
[\(773\) 852-1479](tel:773-852-1479)
<http://www.myfavoriteoutfit.org>

SOCIAL MEDIA AUDIT



THANK YOU!

MY
FAVORITE
OUTFIT