

## **MARKETING STRATEGIES DEVELOPED AND IMPLEMENTED**

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### **Hoot Suite Info/Quotes**

Hoot Suite Updated Weekly: Monday – In the know

Wednesday – What’s going on with Opportunities?

Friday – Advocacy

#### **In the Know (Facts/stats about homeless youth)**

1. “More than 1.3 million children are homeless at some time each year”. – My Friends Place
2. “The number of homeless youth diagnosed with learning disabilities is double the rate of other children and 75% of runaway and homeless youth have dropped out or will drop out of school.” – My Friends Place

#### **What’s Going on With Opportunities-PA?**

1. OPPORTUNITIES was founded in 2008 to encourage homeless and other at-risk youth to reach their academic potential and professional goals by offering them supportive services and stable housing.
2. OPPORTUNITIES provides mentoring, life coaching, educational assistance, career counseling and housing support to homeless and at-risk youth ages 18 to 25. Through mentorship, goal setting, and financial literacy training, OPPORTUNITIES residents will be equipped with the skills necessary to become self sufficient adults.

#### **Advocacy**

1. “Support for shelters and transitional living and housing programs is necessary if we are going to change the landscape for homeless boys and girls in America.”  
- Jewel
2. “The primary call to action is to provide the immediate physical needs of the homeless population in terms of food, shelter and counseling. They also run long-term recovery programs designed to break the cycle of poverty and homelessness.” – Tim Campbell

#### **Additional Information**

Hosted two twitter chats and help plan a twitter party. More information at <http://www.aboutone.com/aothanks/>

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<p><b>Frame</b></p> <p><b>Table of Contents</b>  Home  About Us</p> <ul style="list-style-type: none"> <li>• Mission Statement</li> <li>• Creating OPPORTUNITIES-PA</li> <li>• Board of Directors</li> <li>• Partners and Supporting Organizations</li> <li>• Champions for OPPORTUNITIES-PA</li> </ul> <p>What We Do?</p> <ul style="list-style-type: none"> <li>• Project Connection</li> <li>• Self-Sufficiency Program</li> <li>• Program Goals</li> </ul> <p>Success Stories</p> <p>Events</p> <ul style="list-style-type: none"> <li>• Upcoming Events</li> <li>• Photos from Past Events</li> </ul> <p>Support OPPORTUNITIES-PA and our Residents</p> <ul style="list-style-type: none"> <li>• Volunteer OPPORTUNITIES-PA</li> <li>• Adopt-A-Student</li> <li>• Donate</li> </ul> <p>Contact Us</p>	<p>Font: Arial Unicode MS  OPPORTUNITIES-PA™ spelled with all caps</p> <ol style="list-style-type: none"> <li>1. Blue</li> <li>2. Gold</li> <li>3. White</li> </ol>
<p><b><i>[LANDING/HOME PAGE]</i></b></p> <p>[OPPORTUNITIES-PA Logo]</p> <p>[OPPORTUNITIES-PA Tagline]</p> <p>OPPORTUNITIES-PA provides life coaching, mentoring, career counseling, educational support, and housing assistance to homeless and other at-risk youth ages 18-25.</p> <p>Did you know...?</p> <p>Homeless youth are unable to attend school without a legal guardian, residency, records, and transportation. Most end up going from place to place, sleeping on a friend's couch or the floor. The National Runaway Switchboard reports homeless youth have used sex in exchange for food, shelter, or money. In fact...</p> <ul style="list-style-type: none"> <li>- 5-8% or 1-1.6 million experience homelessness each year</li> <li>- 1 out of 4 leave foster care without a job, adult support, and place to live</li> <li>- 1 out of 5 leave foster care without a high school diploma/GED</li> <li>- In 2009, 38% accessing services at an emergency youth shelter have been previously in foster care</li> <li>- 47% of youth are without places to live for at least 6 months after</li> </ul>	<p>add DIGG, Twitter  (<a href="http://www.twitter.com/OPPORTUNITIES-PAPA">www.twitter.com/OPPORTUNITIES-PAPA</a>), Facebook  (<a href="http://apps.facebook.com/causes/190957/13433054?m=91328671">http://apps.facebook.com/causes/190957/13433054?m=91328671</a>)  MySpace  (<a href="http://www.myspace.com/OPPORTUNITIES-PAPA">www.myspace.com/OPPORTUNITIES-PAPA</a>), and LinkedIn to webpage</p> <p>Donate Button link <b>Code for PayPal account</b> &lt;form action="https://www.paypal.com/cgi-bin/webscr" method="post"&gt;  &lt;input type="hidden" name="cmd" value="_donations"&gt;  &lt;input type="hidden" name="business" value="justina@OPPORTUNITIES-PAPA.com"&gt;  &lt;input type="hidden" name="lc" value="US"&gt;  &lt;input type="hidden" name="item_name"</p>

<p>being discharged from foster care</p> <p>Contact OPPORTUNITIES-PA TODAY to learn how you can...</p> <ul style="list-style-type: none"> <li>- Become a friend of the mission</li> <li>- Host a fundraiser</li> <li>- Endorse OPPORTUNITIES-PA</li> <li>- Adopt a Student</li> <li>- Donate</li> </ul>	<pre> value="OPPORTUNITIES-PA"&gt; &lt;input type="hidden" name="currency_code" value="USD"&gt; &lt;input type="hidden" name="bn" value="PP- DonationsBF:btn_donateCC_LG. gif:NonHostedGuest"&gt; &lt;input type="image" src="https://www.paypal.com/en_ US/i/btn/btn_donateCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to pay online!"&gt; &lt;img alt="" border="0" src="https://www.paypal.com/en_ US/i/scr/pixel.gif" width="1" height="1"&gt; &lt;/form&gt;  Add widget from constant contact Add an envelope icon Add Amazon wish list </pre>
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Additional Information

- Social media widgets added to websites and widgets HTML coding added in frame for review