

# Elevate Savannah Marketing/Branding Audit



April 12th, 2022

# Marketing/Branding Audit Components:

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- Interviewed Staff/Board Members/Attended Site Visit - February 2022
- Evaluation of Current Elevate Savannah Collateral Materials/Content
- Ideation for Elevate Savannah Video/Scheduling Photography Content
- Ways to Increase Exposure about Elevate Savannah
- Draft Promotional Calendar Created for 2022
- Audit Details for Review

# Evaluation of Current Elevate Savannah Collateral Materials/Content



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# Website Recommendations:

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- Provide bios and job descriptions for team members
- “Elevate Savannah Spotlight” - Showcasing local success case studies (2021 valedictorian is a great example)
- Include separate tab: photos of great board members/volunteers
- Headshots taken April 12th - Advisory Board and Board of Directors
- Use APR video on home page (video to be completed June 2022)
- Recommend using info from (<https://elevatetheusa.org>) and make it Savannah focused - Organization History, Seven Core Beliefs, Need / Impact Tab, Success Stories in Savannah, etc.
- Small note: Bullet points on the “our programs” page don’t match up w/ the bullets
- Add sign-up link for Elevate E-Blast
- Goal: Website improvements/edits to be completed during Summer 2022

# Collateral Materials:

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- Try to make all external materials as Savannah focused as possible
- Update the “Ways to Help” sheet if needed
- APR will create Top Ten Impact facts flyer for Elevate Savannah by April 12th
- APR and Elevate Savannah Team to continue to edit all current collateral materials during June 2022
- Need general site visit packet and fundraising/development packet

# Whiteboard Video - from ELEVATE USA

## Describing the Overall Program:

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- <https://www.youtube.com/watch?v=wFW9oNcVJ9U&authuser>
- Great video! Would add to Elevate Savannah website
- APR could create Savannah focused video in similar style but recommend video be shorter - perhaps no longer than 90 seconds
- If APR can get access to this video b-roll, we can create a Savannah focused ending if desired

# Orlando's Student Story Video:

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- [https://elevateorlando-my.sharepoint.com/:v:/g/personal/jcayo\\_elevateorlando\\_org/EXY6bjsMtWtJvf9LH9tLkXkBrOxle3JudaF8a\\_pPQUqacw?e=4%3a5suhJw&at=9](https://elevateorlando-my.sharepoint.com/:v:/g/personal/jcayo_elevateorlando_org/EXY6bjsMtWtJvf9LH9tLkXkBrOxle3JudaF8a_pPQUqacw?e=4%3a5suhJw&at=9)
- Another great video!
- APR able to create quick videos of students and teacher mentors in Savannah if desired (extra fee for additional videos - TBD) - Additional videos could be added to an “Our Community” tab for more Savannah focused content on local website

# Ideation for Elevate Savannah Video/Photography:

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**Video** - APR will develop a one minute Elevate Savannah brand video to be used for multiple platforms with the goal to have the project completed before June 1, 2022. Video components to consider are interviews with Crystal/Kendall, showcase impact facts, feature one-two students - perhaps use Larry Johnson (basketball player at Beach) , Aniyah Stevenson - Elevate SAV student/BeachHigh School valedictorian, or Kennedy- she is in the school's medical program. Will work with the Crystal/staff/board to finalize storyboard. First video shoot is scheduled for 4/11.

**Photography** - first content day completed for 3/24/22 - APR captured photos of class virtual college visit from Columbus State University/taking students to the Spring Job fair at the EnMarket Arena/Games and Grubs after school event at Frank Callen Boys and Girls Club. Happy to schedule an additional photo content day every other month based on APR availability.



# Design Assistance:

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- APR will assist with social media graphics and future advertising content when needed to further enhance your message. All graphic design tasks need to be scheduled two week in advance.
- APR is also available to provide counsel on social media/digital platforms and/or any future media buys when needed
- APR created draft of Top Ten Impact Facts Flyer for Elevate Savannah - April 12, 2022

# Ways to Increase Exposure for Elevate Savannah:

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- Local Press Story/Coverage Ideas
- Potential Collaborative Partnership Ideas
- Digital Media Strategy - Monthly E-Blast
- External Community Development Ideas

# March 2022

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- Completed Marketing/Branding Audit
- 3/24 - Photo/Video content completed
- Pitched Savannah student/Beach High School Valedictorian Aniyah Stevenson to SMN/WSAV/WTOC Morning Shows
  - Secured WTOC Interview, Date is TBD
- Weekly check-in calls scheduled for 11:30 am every Wednesday

# April 2022

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- 4/6 - Crystal Auguste interviewed by Savannah CEO
- 4/11 - First video shoot with Elevate Savannah team
- 4/12 - Graphic design of Impact Fact Flyer completed
- 4/12 at 4 pm - Take Board headshots/APR to present audit to Elevate Savannah board
- Write/distribute press release about Elevacation Summer Program / pitch to TV Morning Shows
- Pitch Skinnie/Savannah Magazine/South Magazine about potential story about Crystal Auguste/Kendall Walker/Elevate Savannah impact
- 4/20 - Media Advisory created for distribution
- 4/27 - Hemotion Basketball Fundraiser
- Shared SAV Community Foundation immediate needs fund application

# May 2022

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- Write/distribute press about Elevate Savannah student/valedictorian, Aniyah Stevenson
- 1st Savannah CEO video at Elevate Savannah released
- Final video shoot dates secured for Elevate Savannah video
- Interview with Crystal Auguste for Savannah Tribune (Date TBD)
- 5/17 - Crystal Auguste speaks to Rotary South (APR to take photos)
- Reach out to local community organizations about future speaking engagements (Landings, Golden K of Skidaway, Buy Local, Metro Rotary, Downtown Rotary)

# June 2022

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- Schedule photo content day?
- Second Savannah CEO video at Elevate Savannah released
- Elevate Savannah video completed
- Elevacation Programs promoted
- Work on Elevate Savannah website needs
- Discuss Christmas in July for students / Back to school Amazon gift card fundraiser

# July/August 2022

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- Any Back to School announcements?
- Fall cultivation dates determined?
- Create Monthly press release
- Possible announcement of Elevate Evolution Program - Derenne Middle School 8th graders

# Feature Stories Completed for Consideration:

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## Employee Profiles

Crystal Auguste, Executive Director

Kendall Walker, Site Coordinator

## Program Stories

Elevate Savannah Inspires Hope for Future at Beach High School

Elevate Savannah Steps Up to Help Students





**FOR IMMEDIATE RELEASE**

**April 12, 2022**

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## **Crystal Auguste – Executive Director**

**SAVANNAH, Ga.** – Elevate Savannah Executive Director Crystal Auguste knows from personal experience that most students want to succeed but many just don't know how.

As a high school student at a Title I school in Orlando, Fla., Crystal was selected to join a peer mediation/non-violence club. As a part of that club, Crystal visited elementary schools and talked to younger students about how to make better decisions.

“From that experience I learned that I can make a difference,” Crystal said.

Initially, Crystal thought she would focus her altruistic spirit on a career in nursing, but she soon learned she couldn’t watch people suffer. Instead, through a volunteer position with Florida-based Every Kid Outreach she discovered her passion for youth while mentoring middle school students. From there she moved on to Frontline Outreach, another Florida-based youth program, where she facilitated a college access program for high school students.

“I was exposed to all different kinds of students who wanted to succeed, but they just didn’t have the resources,” Crystal said. “Many of them came from families who, unfortunately, couldn’t paint the picture of success to them so they didn’t know what was available.”

Inspired to be a youth role model and to help as many students as possible, Crystal pursued a Non-Profit Management Degree at the University of Central Florida. Upon graduation she began working at Elevate Orlando as a teacher-mentor and worked her way up to program director.

Crystal had worked at Elevate Orlando for eight years when former board member and Savannah native George Oelschig, who had moved back to his hometown to launch Elevate Savannah, suggested bringing her onboard as the new program’s Executive Director.

“When this opportunity came up, I jumped right on it,” Crystal said. “I really enjoy non-profit work. I just enjoy giving back to the community.”

Since its launch in 2019, the Elevate Savannah program has expanded from two small classes at A.E. Beach High School to three classes with 30 students each and the addition of a Little Elevate program for the fifth graders at Hodge Elementary School. Proposals call for an expansion into a program for 8th graders at Derenne Middle School followed by similar programs throughout the city.

“We’re making strides,” Crystal said. “Our goal is to get into as many schools as we can to reach as many students as we can.”

Crystal said she loves her job and she enjoys working with youth so much that even when she retires, she plans to work with youth in some capacity.

“My call in life is to help our students thrive,” Crystal said. “Young people are our future and the time to invest in them is now. Investing in youth today is an investment for our future.”



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### **Kendall Walker – Site Coordinator**

**SAVANNAH, Ga.** – Kendall Walker, site coordinator for the Elevate Savannah program at A.E. Beach High School, didn't plan to make a career in the non-profit field.

Walker graduated with a bachelors in business administration and marketing from Savannah State College in 2017. While in college, he served as student government president for two years, and was an active member of Alpha Phi Alpha Fraternity, Inc. where he participated in mentoring students at local high schools including Beach High School.

After graduation, Walker took a job as a paraprofessional at the Building Bridges Academy alternative school, then soon became the college and career advisor at Jenkins High School. He also worked as a house parent at Park Place Outreach, a local emergency youth shelter.

“Working at Park Place Outreach gave me a lot of exposure to non-profit work and also students with disadvantages,” Walker said. “Our mission was to preserve families. I had to collaborate with the school system and a lot of the problems stemmed from academics or behavior.”

Increasingly, Walker felt himself pulled toward non-profit work and disinterested in the once vivid corporate dream. In the midst of this transition, he ran into his college mentor Dr. Zke Zimmerman, who told him about an upcoming opportunity to join the staff at Elevate Savannah. He interviewed for the job and became the founding teacher-mentor at Beach High School.

Since the program launched in 2019, Elevate Savannah has grown from two small classes to three classes with 30 students each. The program added two new teacher-mentors, allowing Walker to be promoted to site coordinator.

“These Elevate Savannah students inspire me daily to never give up, and remind me that everybody has their own personal challenges, regardless of what the outside looks like,” says Walker.

For more information, visit [www.elevatesavannah.org](http://www.elevatesavannah.org).



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## **Elevate Savannah Inspires Hope for Future at Beach High School**

**SAVANNAH, Ga.** – What if you could change a life?

And that changed life created a chain reaction that could change a community?

And, what if that changed community influenced an entire city?

That is the goal of Elevate Savannah, a new mentorship program that works with underserved youth at A.E. Beach High School. Although Elevate is new to Savannah, the program traces its roots to Colorado UpLift, a summer jobs program for urban youth started by Dr. Kent Hutcheson in Denver, Colo. in 1982.

“Dr. Hutcheson’s passion was to help urban young people find hope in hopeless circumstances,” said Executive Director Crystal Auguste. “Realizing that these students were getting the jobs but not keeping them, Colorado UpLift changed its strategy in 1987 to teach character qualities and life skills needed for long-term success.”

The program’s success led to its replication in a dozen cities around the country starting with Orlando in 2008. Auguste, who is from Orlando, worked for that program for eight years before moving to Savannah to become the executive director of the new initiative at the suggestion of Savannah native and former Orlando board member George Oelschig.

“I started as a teacher-mentor and worked my way up to program director,” Auguste said. “When this opportunity came up, I jumped right on it.”

Elevate is different from other youth programs in several key areas. First, it is privately funded so the program is never in danger of losing public funds to sustain the program. Second, the teacher-mentors who are the heart of the program are paid staff members not volunteers, which enhances the stability of the program. Third, the program runs year-round. It does not end when the school year ends or summer ends. The teacher-mentors are always available. Finally, the program is administered as an elective in the public school system free to the school and to the students.

“Our goal is to make Elevate a safe place for students,” Auguste said. “I’m starting to see hope. When we first started, they seemed like they had just lost hope.”

Elevate began at Beach High School because the Savannah-Chatham County school board identified it as the Title I school with the greatest need.

“Dr Leach, who was the principal at Beach at the time, just loved it,” Auguste said. “She thought it would bring a positive change to the high school.”

Elevate Savannah started in January 2020 with two small classes for 10<sup>th</sup> and 11<sup>th</sup> graders. It has since expanded to one class for 9<sup>th</sup> graders, one for 10<sup>th</sup> and 11<sup>th</sup> and one for seniors. Applying the character qualities and life skills lessons they’ve learned in the program, 10<sup>th</sup> and 11<sup>th</sup> graders mentor 5<sup>th</sup> grade students at Hodge Elementary through the Little Elevate program that started at the beginning of this school year. Eventually, Elevate will begin a similar program at Derenne Middle School for 8<sup>th</sup> grade students to teach them the art of grit and prepare them for a successful transition to high school. Once the elementary, middle school, high school “pipeline” is complete, Elevate plans to start the program in another Title 1 school with the eventual goal of offering the program in all of Savannah’s underprivileged schools.

Although anyone can choose the Elevate elective if it fits their schedule, Auguste said the program seeks those middle of the road students who might be unsure of their place in the world or who might be overlooked in the classroom because they are not the top performers or the low performers.

“The ‘middle of the road’ students or what I sometimes call the ‘moveable middle’ often fall through the cracks and we don’t want them to get lost or left behind,” Auguste said. “Elevate wants to provide that caring adult along with resources to help them be successful.”



The program's teacher-mentors, many of whom are from Savannah and share similar backgrounds, work with students individually to help them develop a plan for their future whether that means college, trade school or joining the military.

"We're making strides," Auguste said. "This is an investment not only to the student but the community at large."

Already Elevate has impacted students at Beach High School. Whereas the average graduation rate is 73 percent school wide, students in the Elevate program have a 90 percent graduation rate. The graduation rate has a direct link to the health and welfare of the city as a whole. High school dropouts have a 47 percent higher rate of unemployment, commit about 75 percent of crimes and cost the government between \$1.7 million to \$2.3 million over the course of their lifetimes because of drug use and criminal activity, according to the Elevate national website.

Beyond classroom instruction, Elevate seeks to expose students to different experiences they may otherwise miss. Recently, through a collaborative effort Elevate took some students to Windy Gap, a Young Life camp in Weaverville, N.C. Auguste said some of the students had never left Savannah before. The after-school Games and Grub program is open to all students.

Elevate started a school wide initiative called "Dress for Success" which encourages students to start thinking about their future as they dress in professional attire. Auguste said even some of the students who are not in the program have joined in. People can donate new or gently worn professional clothes to the Elevater's Closet for students who may not have access to professional attire.

“Students wear uniforms to school so it gives them a chance to dress differently for a day, helps them to think about their future careers and boosts their overall confidence,” Auguste said.

Those looking for other ways to help, can make donations through the website, [www.elevatesavannah.org](http://www.elevatesavannah.org), offer a job shadow, internship or summer job opportunity, sponsor an adventure or offer a community service project opportunity. Those interested in becoming more involved could join the advisory board and help raise funds for program expansion. Elevate also encourages business leaders to become a guest speaker for the career series to share their path to success.

“A lot of times we’re realizing that students just don’t know what’s available right here in their city,” Auguste said. “They don’t have to go to a different state or across the world to make their dreams happen.”



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## **Elevate Savannah Steps Up to Help Students**

**SAVANNAH, Ga.** – Something as small as a pair of shoes can make a major impact in a child’s life.

Kendall Walker, Site Coordinator for the Elevate Savannah program at A.E. Beach High School, was attending a basketball game when he noticed that one of his ninth-grade students, who is usually in high spirits, was looking a little down.

As an Elevate team member, Kendall took it upon himself to approach the student and see if he could help. After engaging in conversation, the student asked if he had any shoes for him.

“Originally, I thought he was trying to pull one over on me,” Kendall said.

But as Kendall investigated the situation, he found out that the student only had one pair of shoes and that other students had been teasing him for wearing the same pair of shoes every day. He was embarrassed and it was starting to affect his confidence. He learned that the student's mom did not work and could not afford to buy him another pair of shoes because she had four other children to support.

Kendall immediately brought the situation to the attention of the Elevate team. Luckily, an angel donor had recently made an anonymous donation to the program. From those funds, the team was able to buy the young man a pair of shoes and a new jacket, as the weather was getting cold.

After shopping for the items, Kendall met the young man's mother who started crying when she saw what the team had done for her son.

"You don't know how much this means," she said. While the Elevate team was there, they also connected the family to additional resources through their community collaborators.

Elevate Savannah primarily teaches students character qualities and life skills, exposes them to various career options, and provides trained mentors to help them navigate their life choices. However, the team always tries to go the extra mile, especially for needy students.

On a separate occasion, another ninth-grade student stayed after school and told Kendall his birthday was coming up, but he didn't expect to get any presents. His dad did not live in Savannah and his mother had dropped him off with his grandparents when he was 5 years old. He never saw her again. His elderly grandmother worked, but she didn't make much. Again, Kendall requested funds to buy the young man a new pair of shoes and a working phone.

"You never know the shoes someone walks in," Kendall said. "He never had a sense of what it would be like to live with parents. He was convinced if he could have a new shot at life, it would help him improve his grades and behavior."

The Elevate Savannah program is currently offered at Beach High School, with a partner program called Little Elevate at Hodge Elementary, and plans to start a similar program soon at Derenne Middle School. Eventually, the program will be offered at schools throughout Savannah to help as many students like those above as possible.

To find out more, visit [www.elevatesavannah.org](http://www.elevatesavannah.org).

# Thank You!



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