

Hope Connections for Cancer Support: Young Professionals Group

Our Young Professionals group will target professionals in the D.C. area, aged 21-42. Our goal is to create a substantial group who will plan events to network with and attract other young professionals in the area, raise awareness of Hope Connections, and become involved in Hope Connections themselves by volunteering and attending events.

In the future, we hope to create multiple Young Professionals groups tailored to different activities – for instance, a book club group. We also want to partner with the Young Adults with Cancer support group so they can network with our Young Professionals group and give input on what kinds of events will attract young adults.

After talking with Noel Greene on Tuesday, July 18, we came up with the following plan:

July/August

Use social media to build awareness about our Young Professionals group.

- Create a Hope Connections Young Professionals Facebook group and link it to our Hope Connections Facebook page.
- Create a Hope Connections LinkedIn and announce our Young Professionals group.

Contact other charities and young professional organizations in the D.C. area to build awareness and form partnerships. See below for a list of potential organizations.

Add article about our Young Professionals group to Hope Connections website.

Add blurb about Young Professionals group in the Hope Connections newsletter.

Contact members of the previous incarnation of the Hope Connections Young Professionals group to see if they have suggestions of activities/anybody who would be interested.

Set up an online poll to gauge what activities people would like to participate in and what days/time would work best.

Plan a happy hour event for September so we can also advertise that in conjunction with our YP group.

September

Hold a happy hour event.

Plan an October shop-hop, possibly at Bethesda Row.

October

Hold a shop-hop that relates to Breast Cancer awareness month.

November – February

Hold an event once a month. Ideas for events include:

- Happy hour
- Shop Around - http://www.jlw.org/?nd=downtown_part_ret
- Dinner/restaurant events
- Book club
- Movies
- Presidential debate viewing party
- Inauguration-themed event
- Concerts/coffeehouses
- Tastings

- Toast to the Ta-Tas - <http://wgirls.org/chapter/dc/events/wgirls-dc-toast-ta-tas>
- “Date For a Cure”

Plan the Young Professionals after-party for Celebration of Hope Gala.

March

Hold after-party for Celebration of Hope Gala.

Potential Organizations to Contact:

General Event Listings for Young Professionals (*build partnerships*):

- Professionals in the City - <http://www.prosinthecity.com/>
- Things To Do DC - <http://www.thingstododc.com/>
- Brightest Young Things - <http://brightestyoungthings.com/>
- The DCist - <http://dcist.com/>
- Greg’s List DC - <http://gregslistdc.com/>
- DC This Week - <http://dcthisweek.blogspot.com/>
- DC Society of Young Professionals - <http://www.dcyoungpro.com/index.cfm>
- YAP (Young Active Professionals) - <http://www.yapclub.com/dc/>
- HIP (Hospitality Industry Professionals) Network – Lily - <http://hipnetwork.org/>
 - info@hipnetwork.org – 8/1 Sent email; not interested
- Little Black Dress Club - <http://lbdclub.com/>
 - info@lbdclub.com – 8/1 Sent email
- Young Professional Groups with Churches – Holy Trinity (Noel), St. Matthew’s Cathedral
- The Junior League of Washington - <http://www.jlw.org/?nd=home>
 - office@jlw.org
- Added 8/6:
 - International Club of DC – hold several events at various embassies (happy hours, dance lessons, etc.)
 - Single Volunteers of DC – reach people that already have an interest in volunteering
 - Catholic Alumni Group – not particular to any group, comprised of Catholic Young Professionals

Young Professionals and Cancer (*invite to events once we establish our YP group*):

- Abreast in DC – Capital Care Center Young Professionals Advisory Council - <http://www.abreastindc.com/>
- The Pink Agenda - <http://www.thepinkagenda.org/>
- Prevent Cancer Foundation Young Professionals (based in Alexandria) <http://preventcancer.org/donate/young-professionals/>
- Alex’s Lemonade Stand – Lemon Society (based in Pennsylvania) <http://www.alexlemonade.org/campaign/lemon-society-young-professionals>
- Komen Young Women’s National Advisory Council - <http://ww5.komen.org/AboutUs/YoungWomensNationalAdvisoryCouncil.html>

- Komen Gala for DC Young Professionals
<http://www.revamp.com/story.php?StoryID=1338>
- Leukemia and Lymphoma Society's Man and Woman of the Year -
<http://www.mwoy.org/>

Other Resources (*invite to events once we establish our YP group*):

- Local hospitals
- College Alumni Chapters
- Fraternity/Sorority Alumni Chapters
- Young Nonprofit Professionals Network in DC - http://ynpndc.org/s/1369/2_home.aspx
- Capital Alumni Network - <http://www.dcalum.org/>

7/31 To Do:

Research events in September and see if we can partner with events.

Contact general young professional organizations to try and partner up with them.

- Noel can reach out to Junior League of Washington to see if we can partner with them on an event.

Contact people from former Young Professionals group.

Create Young Professionals Facebook group.

Plan the "Hope Connections Young Professionals Launch Party" happy hour event for late September to give us enough time to advertise at the partnered networking events.

Ideas for Building Awareness (*once we establish our YP group*):

- If the budget permits, build up "brand recognition" by advertising with fliers and blurbs in newspapers. Noel is willing to help finance the advertising.
- Different charity events/award shows – buy tickets for certain amount, buy advertising for a bit more – case-by-case basis on what's best for us; September-February about 2-3
- Utilize charityhappenings.org to post our events. Possibly get on their Young Philanthropist Spotlight and submit event photos.
- Emphasize what makes Hope Connections unique. Many cancer organizations raise money for cancer, but we provide a place of support for people with cancer and their loved ones to connect with others.

Interested People:

- Alyssa Adams
 - Phone: 570-267-5893
 - Email: Alyssa.adams17@gmail.com

8/6 To Do (Vicky):

- Contact Maddy's about having a happy hour event sometime mid to late September – possibly Tuesday the 26th?
 - Have a raffle of Hope Connections merchandise with a drawing every hour
 - Hold event from 5-8 and ask for percentage of the profits
- Make a Facebook Page and LinkedIn page for Young Professionals group, send to Noel to spread to her friends and send to Young Adults with Cancer support group

- Once happy hour event is established:
 - Send out event to young professionals event websites
 - Contact organizations with invitations to our event

8/6 To Do (Noel):

- Talk to the shop hop coordinator of Junior League of Washington
 - Get names and contacts of people she's worked with for past shop hop
 - According to coordinator, there's a bar that does a happy hour check-in, where people go to get the savings card to make purchases with throughout the shop hop
→ Happy Hour/Shop Hop event
- Talk to friend who works with Gilda's Club in New York about ideas for our YP group
- Reach out to new organizations added to the list
 - International Club of DC – hold several events at various embassies (happy hours, dance lessons, etc.)
 - Single Volunteers of DC – reach people that already have an interest in volunteering
 - Catholic Alumni Group – not particular to any group, comprised of Catholic Young Professionals
- Once the happy hour event is established:
 - Reach out to friends who've expressed interest
 - Send event to Charity Happenings and Greg's List