



Big Brothers Big Sisters
of Massachusetts Bay

V2 Influencer Program: Forging and Strengthening Meaningful Relationships with Key Constituents

SITUATION ANALYSIS

Big Brothers Big Sisters of America is one of the nation's largest and most well known nonprofits, and as a result, it conjures dated perceptions about its services, offerings and reach. Established in 1949, the largest Boston chapter of the agency, **Big Brothers Big Sisters of Massachusetts Bay (BBBSMB)**, had a difficult time escaping the brand's established image. Eager to attract even more volunteers, donors and grant dollars, the organization needed to spotlight on its innovative approach to youth mentoring and underscore its position as a collaborator and connector among various communities Greater Boston.

School-based mentoring programs, a partnership with Uber and unique thought leadership on a host of socioeconomic issues are just a few examples of what **BBBSMB** does to achieve its mission and meet its goals to dramatically increase the number of youth served. However, regional and local awareness among key audiences failed to distinguish and differentiate the organization or its leadership team from other Boston – area mentoring nonprofits.

It was up to Version 2.0 Communications to change all that.

SOLUTION

Version 2.0 identified influencer relations as a key program area to support **BBBSMB's** overarching branding goals. The agency needed to be well-known and emerge as a go-to resource for city and government officials, civic leaders and community activists who are on the front lines working to change the lives of youth and family in Greater Boston and Cape Cod and the Islands. Version 2.0 developed a robust influencer program to explore partnerships and opportunities for collaboration with the influencers themselves and

Through highly-customized, high-touch campaigns targeted at elected officials, community leaders and law enforcement officials, the Version 2.0 team has helped Big Brothers Big Sisters of Massachusetts Bay secure new partnerships, launch new programs, expand awareness and open new funding channels as a direct output of these meetings with influencers.



their organizations. Additionally, the program sought to build strong relationships that result in becoming part of the influencers' inner circles.

Using a weighted scorecard methodology, the team developed a targeted list of influencers across a variety of public and private sector. Once the targets were identified, Version 2.0 developed custom engagement strategies that included introductory meetings, press conferences and news announcements, joint thought leadership engagements, awards and collaboration with traditional and social media.

RESULTS

Meetings with Martin J. Walsh, Mayor, **City of Boston**; William B. Evans, Commissioner, **Boston Police Department**; and Paul MacDonald, Chief of Police, **Barnstable Police Department** have led to formalizing “Bigs in Blue” programs with both police departments. These partnerships are the first two “Bigs in Blue” programs in Massachusetts and are part of a national initiative to pair police officers with in-need youth within their communities in a one-to-one mentoring relationship.

Additionally, a meeting with Tito Jackson, City Councilor, **City of Boston** resulted in his participation in a joint press conference to unveil **Big Brothers Big Sisters of Massachusetts Bay's** innovative partnership with Uber in 2016. The partnership provides free rides for 50 Big Brothers and Big Sisters allowing them to meet with their Little Brothers and Little Sisters in Boston's underserved neighborhoods that lack public transit.

This influencer program has also resulted in introductory meetings with Danielle Crystal, Deputy Chief of Staff, **Boston Public Schools**; Stephanie Burke, Mayor, **City of Medford**; and Aixa Beauchamp, Co-founder, **Latino Legacy Fund**, all further positioning the agency as an innovative, action-oriented agency locally.

