

Make Good Decisions Annual Report 2016

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Education and Empowerment

This year, Make Good Decisions and Indiana Youth Services Association staff have worked hard to be strategic and increase the reach and the outcomes of all efforts, outcomes, income and budgets.

We use a three-pronged approach, as described by the Harvard Family Research Project, that includes credible, honest and emotional messages, both in-person presentations, social media messaging and our developing web-based toolkit.

The Millennial and 'iGeneration' both require a methodology that centers on three aspects:

Credibility – This is the individual youth's assessment of the communication.

Relevance – This relates to credibility. It is important to establish relevance in the youth's perceived world, rather than the actual world.

"Inescapable Truths" – This is best described as short, impactful statements, often facts or statistics, which the audience cannot rationally dismiss out of hand.

A SUMMARY OF 2016 SUCCESSES:

- 7 Calls to 911 directly attributed to The Lifeline Law, 33 since 2012.
- 25 presentations to high schools, colleges and community groups or groups
- 10 Videos produced, including a fundraising video and ongoing series of public awareness videos



- 66 news reports and/or articles in IN, KY and MI
- 8,700,000 online viewers engaged
- \$24,000+ value earned in media coverage and donated PSA's with primetime placement (*Source: Trendkite PR Analytics*)
- 33,680 direct shares on social media pages
- 65,000+ (approx) students and adults have heard the Make Good Decisions since 2012
- Relationships with statewide TV stations established and growing: [Fort Wayne's WANE-TV](#)



Pack the House Night

The largest crowd to date turned out for Carmel High School's Pack the House Night! An estimated 1,000+ students, parents and community members bought and sold t-shirts and wristbands to raise

money to support the outreach efforts of Make Good Decisions. The event was created by a soccer teammate of Brett Finbloom's as a tribute to Brett. It has grown into an annual event, largely organized by the

students and soccer team. Team captains, Sen. Jim Merritt, and other leaders speak during half-time and before the game. Students use the event to increase awareness about alcohol and the Make Good Decisions message.



Brett's Story Makes a Difference

On November 8, 2016, what should have been Brett Finbloom's 23rd Birthday, Dawn and Norm Finbloom received a meaningful phone call from a young woman who had previously arranged for a Make Good Decisions presentation at her college campus.

She told the Finblooms that one of her friends was

alive today because her sorority sisters had learned Brett's Story last spring. The college student said her sorority sisters learned the signs of alcohol poisoning during the MGD presentation and could see one night that their friend was in trouble from over-consumption. So, the sorority president **made the call to 911**. Paramedics transported

the friend to the hospital.

The next day, the friend thanked her sorority sisters for saving her life. We thank the caller for sharing her story, organizing the MGD presentation for her sorority, and we commend the sorority for making good decisions and saving a life!

MGD Presentations =
Lives Saved!

"Your Make Good Decisions Campaigns are working. Joel's friend went by ambulance to the hospital the other night when he was unresponsive at IU. Joel says they don't know who called it in, but everyone is glad someone did."

Annual College Campaign Nearly Triples

TXT911Lifeline.com is a strategic partnership that is more than doubling the MGD annual College Campus 'Digital Dome' Campaign, putting domes over ALL 63 Indiana College Campuses!

The partnership includes author of Indiana Lifeline Law Senator Jim Merritt, Indiana's Treasurer of State and Chair of Indiana 911 Statewide Board Kelly

Mitchell, Indiana's Text-to-911 program and IYSA.

The multi-media campaign targets Indiana high schools and ALL college campuses using GPS digital technology, mobile video messaging and social networking.

Indiana's "**Text-to-911**" capabilities enable any cell phone in the state to text to 911 and receive help. Our mobile messages *include video* and are delivered

directly to students' mobile phones. They focus on signs of alcohol poisoning, reporting sexual assault and the ability to text-to-911 under the Lifeline Law.

The partnership more than doubled the campaign's annual budget, more than 2.1 million messages have been delivered in November, and video messages are achieving **3x the average national success rate!**

Community Change-Agent

The high school students to the right, *Cameron Puno and Grant Schuetz*, just happened to walk into a neighborhood Starbucks after school one day, sporting a "Make Good Decisions T-shirt. As community educators, it is

very gratifying to see our message being embraced in the communities we serve.

We hope we continue to grow and to raise awareness for the Make Good Decisions campaign.



Blind Pig Speakeasy Shindig

In our third year for this not-to-be-missed event, held at the historical Columbia Club, we attracted more than 300 people and raised more than \$130,000! We couldn't have done it without the generous contributions of time, talent and funding from our sponsors and committee. We look forward to another year of

fundraisers to benefit this wonderful cause!

Thank you to our emcee, Chris Denari of Indiana Pacers, and VIP guests, including: Sports Analyst WTHR's Bob Kravitz who auctioned himself off as celebrity host for a round of golf at our MGD Golf Outing, Senator Jim Merritt, FOX59's Russ McQuaid, WIBC's Abdul

Hakeem-Shabazz and Former Zionsville Mayor and Chief of Staff for Indiana Senate Republicans Jeff Papa.

Our Blind Pig event never disappoints, and always is a tremendous help in sharing our message across Indiana. All of our speakers are advocates for our cause and are greatly appreciated!



MGD Golf Outing

This year's annual golf outing was a huge success! Thank you to our Title Sponsor Simon Property Group, The Friends of Finbloom, our other valued sponsors and more than 150 guests, who all helped to raise more than \$30,000!

Thank you again to our Celebrity Host, WTHR's Bob Kravitz, for being

such a good sport and dedicating his time and talents - on and off the course.

We hope for another successful year full of such wonderful people. Our Make Good Decisions fundraisers would not be a success without the generosity and commitment of our supporters from which we benefit on a daily basis.



Presentations in the Community

In 2016, an estimated 10,000 school students have listened to the MGD presentations in grades sixth through 12.

More than 1,000 students, parents, teachers and community members have

attended presentations at colleges, fraternities, sororities, civic organizations, churches.

Some schools have sent nominal checks to help cover the cost of the materials and manpower

necessary to provide such valuable educational workshops and resources.

To date: Make Good Decisions estimates (conservatively) that we have spoken to more than 65,000 students since 2012.

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**We're on the Web!**

www.MakeGoodDecisions.info

www.TXT911Lifeline

Follow Us!**Twitter:**

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[@MKGDDecisions](https://twitter.com/MKGDDecisions)

Instagram:

[@INYouthServicesAssociation](https://www.instagram.com/INYouthServicesAssociation)

Like and Watch Us!**Facebook Pages:**

[INYouthServicesAssociation](https://www.facebook.com/INYouthServicesAssociation)

[Make-Good-Decisions](https://www.facebook.com/Make-Good-Decisions)

YouTube:

[Indiana Youth Services Association](https://www.youtube.com/IndianaYouthServicesAssociation)

Indiana Youth Services Association is a non-profit 501(c)3 that advocates for children and families of Indiana by enhancing the abilities of its local chapters to implement the Association's four core roles of: youth advocacy, delinquency prevention, information and referral and community education. Through the generous contributions of all our partners, sponsors and supporters, we are able to reach more youth and families with our Make Good Decisions Initiative, education teenagers and young adults about the dangers of underage drinking, drugs and other destructive behaviors.

Make Good Decisions is a program of Indiana Youth Services Association. We are fiscally prudent and work hard to increase community education and public awareness so youth can identify dangerous situations and know how to make good decisions and call 911 when someone is in need of emergency help.

Budget and Funding

Social Media Digital**Campaign for Indiana****College Campuses:** Ads,

graphics development and video production necessary

continue as year-round campaign and expand with our traditional media

partners, i.e. TV markets statewide. This increase would allow us to offer matching funds to IN-911 to double its funding.

□ Increase from \$40,000 to \$100,000

PSAs Broadcast on Major Networks in Indianapolis and Newspaper Links:

Because of the strategic approach, we do not have to purchase ad time, but being embraced by media outlets who want to support good community outreach campaigns that "make it easy for traditional media outlets to support", i.e. professionally produced

videos and educational materials.

□ 30,000 twice a year - \$60,000

Make Good**Decisions/Indiana Lifeline**

Law Educational Kit: We plan to expand educational programs with a "Train the Trainers" curriculum and an educational digital toolkit for use by teachers or counselors inside the classroom. The program must meet DOE Core Requirements for Health and Character Education.

Research and**Development plans**

include: partnership with a College of Education (identified) to conduct student pre/post-tests, surveys, evidence-based lesson plans and an educational toolkit accessible via a new

website.

□ Approximately \$150,000

Speaking Engagements

□ \$15,000 at \$215 each 70 per year

Make Good Decisions Wrist Bands

□ \$28,750 for 100k wristbands

Make Good Decisions Phone Cases

□ \$10,000

Brochures, Posters and Printing (colleges have called to ask for posters to hang in commons areas and dorm entries)

□ \$15,000

□ \$15,000

Administrative and Staff Expenses

□ \$75,000