

Impact Young Adults Revives its Membership And Increases Long-term Sustainability Using Brand Leadership Model

ABOUT IMPACT YOUNG ADULTS: (Nonprofit in San Diego, CA) Impact Young Adults was formed in 2004 by a few young adults that had been diagnosed with mental illness who felt they needed more in their lives than trips to the therapist or psychiatrist. After a round of brainstorming they realized that what they were missing most was a feeling of belonging that one gets from a peer group. They are all volunteer/member run and the only organization of its kind in the area. Their mission is to enrich the lives of young adults with mental illness, ages 18 – 35, with experiences of acceptance, personal growth, and accomplishment. They use a peer-run model to create a supportive community with social activities, mentoring, and leadership opportunities

Challenges:

- It has great potential however may have been hindered by its lack of resources which affect awareness, member engagement and limited number of board personnel.
- Before seeking outside counsel, the active membership was too small to be comfortably sustainable for a future projection of 5, 7 or more successful years.
- The Board Leadership was passionate yet stretched thin and had no official succession plan in place to continue building the organization from the inside out.

Solution:

To create a platform for sustainable growth by assessing the organization's brand leadership effectiveness through the BLI (Brand Leadership Inventory) as well as subsequent consulting services and strategic facilitations.

Overview of solution tactics:

- Group facilitations around results of BLI
- Executive Team Coaching
- Facilitation and Training around Leadership Development, Conflict Resolution/Crisis Management and Event Planning
- Marketing Plan development
- Brand Development (new mission statement, revised logo and new web site)
- Succession Plan Development
- Strategic Plan Development and Implementation

Results: (within an approximate 8 month window.)

- **Membership grew by 21%**
- **Active members grew by 73%**
- **IYA Launched its first leadership orientation (yielding increase of board members)**
- **Board Leadership doubled in the same time frame**
- **Heightened involvement at all levels during events**



"We were overwhelmed about what to do and how to do it. We lacked resources, strategy and logistics. *We lacked hope. Hope is real now.* Our dreams are being realized. We know our vision is possible and it all feels like a reality. We couldn't have gotten here without your support and direction."

Ellen Frudakis, Co-President,
Impact Young Adults
San Diego, CA

ABOUT BRS: BlueRio Strategies is a coaching, consulting and development firm. Its main focus is to help others develop and implement systems and strategies to that move visions forward. The Brand Leadership Inventory™ is a proprietary tool that can analyze the brand culture capacity - the current strength and effectiveness of an organization's employees, board members, volunteers and other close stakeholders to *lead through the brand*. Leading through the brand is about successfully connecting people, actions, behaviors and goals with the core purpose - the mission of the company or organization.

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