

PASSBACK GROWTH STRATEGY

BY 201CONSULTANTS

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Google Drive Access:

https://drive.google.com/drive/folders/1GYoEFM_KKt8Q9KfPKPzvA-Ma8klfmN02?usp=drive_link





MEET OUR TEAM



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PICTURE THIS

Purposeful and Independent

- George and Lauren: 54 and Ladue residents
- Community oriented and civically engaged
- Explore avenues of youth empowerment + environmental sustainability
- Son: Tommy, a junior in high school who's a former soccer athlete



Altruistic and Structure Driven

- Paul and Gina: 62 and residents of Town and Country
- Philanthropically willing, but rarely donate
- Lack alignment with the right cause-based initiative
- Persuaded by measurable change, routine updates, and social trends



Comparable Sustainability/Recycling Efforts

- Monthly average of > 625 lbs worth of textiles goods
- Certain schools donated > 1,000 lbs of articles including sporting gear
- Driving influence: accessible and imposing bins which drew attention and gave a physical object to associate

Source: Planet Aid, 2023



Comparable Social Media Initiative

- Facebook: Over 440 million views for ALS ice-bucket challenge videos in the first 8 weeks
- YoY basis: ALS Association reported > \$10M in fundraising/contributions
- Driving influence: tagging, reposting, or hash-tagging messages, creating a network effect

Sources: Meta, 2014 and ALS Association, 2024



THE POWER OF DIGITAL ENGAGEMENT

Social platforms are now one of the most influential drivers of nonprofit awareness and giving – especially for youth-focused organizations like Passback.



Sources: (Miller 2025; NP Source 2019; Weigner 2020)

Supporters increasingly give through the platforms where they discover missions

21% OF DONATIONS COME DIRECTLY FROM SOCIAL MEDIA

Meaningful content directly drives motivation

32% OF ONLINE DONORS SAY SOCIAL PLATFORMS INSPIRE THEM TO GIVE

Engagement → Pipeline shows the value of visibility

55% OF PEOPLE WHO ENGAGE WITH NON-PROFITS ONLINE, TAKE ACTION

A strong instagram precense translates into real impact

75% OF INSTAGRAM USERS VISIT A WEBSITE OR DONATE AFTER SEEING A POST



THE ENGAGEMENT GAP

Some donors simply benefit from a little more direction and connection.

With stronger digital engagement, Passback can support them better and invite even more people into the mission.



SOCCER WITHOUT BORDERS

- 7.8K Instagram followers
- ~10K Facebook followers
- Their strong social presence helps amplify youth stories and drive donation support
- demonstrates the visibility and community connection that can come from an active, mission-driven social presence



LEVELING THE PLAYING FIELD

- 3.36K Instagram
- 3K Facebook
- These numbers highlight the scale that youth-sports nonprofits can achieve through consistent digital engagement





WHY THIS MATTERS

The barrier isn't interest — it's connection.

Greater Visibility → More First-Time Donors

- People give when they clearly see the impact
- Highlighting deliveries makes the mission tangible
- Visibility turns interest into action



Clear Impact Journey → Stronger Donor Retention

- Donors stay when they can see where their gear goes.
- Showing results builds trust and loyalty
- Transparency encourages repeat giving



Partner Amplification → Exponential Audience Growth

- Partners introduce Passback to massive new audiences
- When STL Soccer Club (174K followers) shares, reach skyrockets
- Each repost multiplies awareness across communities



HOW PASSBACK CAN GROW ENGAGEMENT



Growing Connection & Community

Passback already creates meaningful impact on the field.

The opportunity now is to make that impact easier to see, share, and engage with — giving supporters more ways to stay involved and helping partners amplify the mission to larger audiences.



Showcase Real Moments

- Short videos, photos, and real impact moments featuring kids, families, and teams
- Visual storytelling that sparks emotion and engagement

Share Updates Consistently

- Quick, repostable snapshots every few days to keep donors and partners connected from donation → delivery
- Easy-to-amplify updates that help partners share and boost content

Elevate Community Voices

- Elevate voices from athletes, coaches, families, partners, and local leaders to share firsthand impact
- Use their stories and testimonials to build a more personal, relatable mission narrative



THE FINANCIAL ENGAGEMENT GAP AND OPPORTUNITY

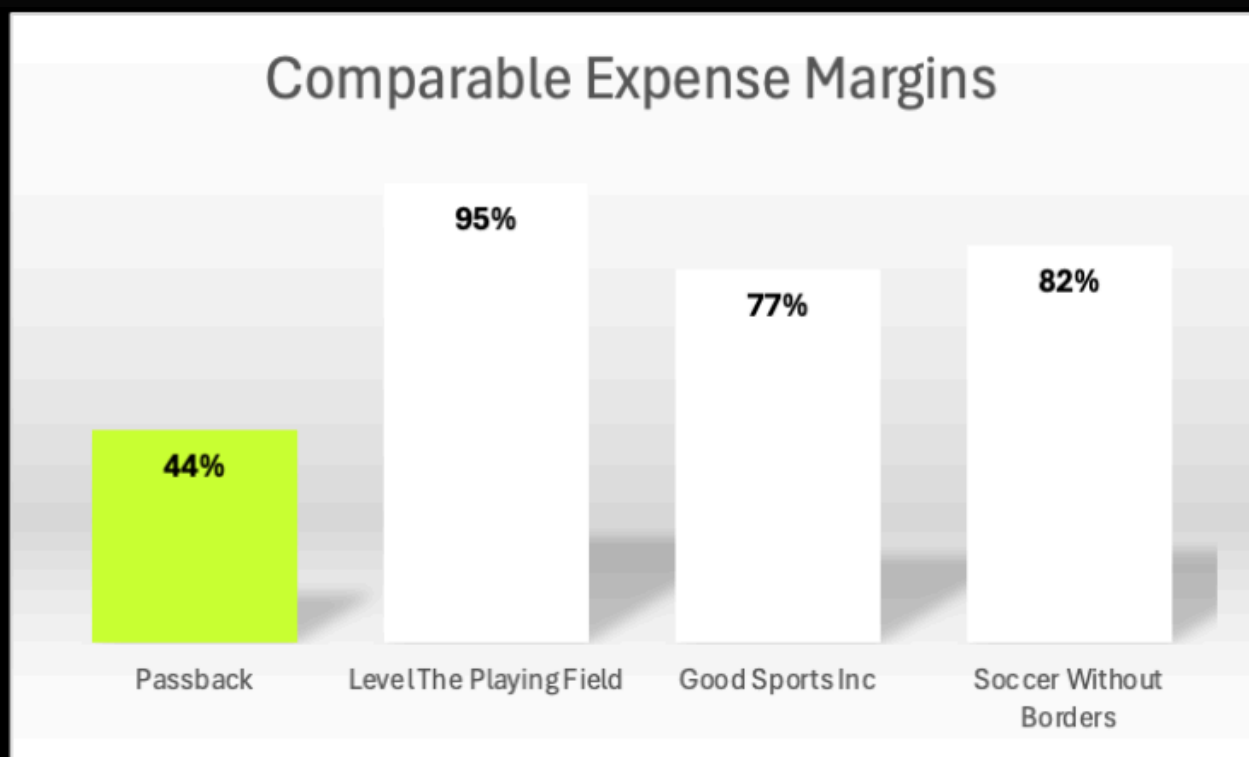
Passback Marketing Ratios

	2024
Revenue	\$ 129,278.00
Total Marketing Expense	\$ 1,334.00
Marketing Margin	1%
Estimated Current "Outreach" Expense	\$ 1,970.00
Margin	2%
Total Margin	3%

Main takeaway:

Non-profits are recommended to run at 5-15% Marketing Margins (Vermillion, 2025); however Passback only runs at 3%. Considering Passback spent a lot less than they had budgeted, **Passback is in the perfect financial position to invest into our social-media based strategy**

Comparable Expense Margins



Main takeaway:

Passback's efficiency is a strength, and our strategy **complements and even grows this efficiency for Passback by utilizing a perfect mix of low-cost physical and digital reach**



STRATEGY SUMMARY: PASSBACK CHALLENGE

The Passback Challenge is a **gamified, social-media-based campaign** where donors earn points for donating, sharing their donation experience online, tagging friends, and engaging with Passback and partner content.

Point System

- Following Passback on Instagram and Facebook(+20)
- Reposting recent Passback updates (+20)
- Donating equipment or cleats (+100)
- Referring 2 other families (+50)
- Record a short, warm video of themselves dropping off gear and tag #Passback on social media (+20)



304 likes

tommy.jr4 Today was one of those days that reminds you why community matters. ❤️💪

My parents (yep, that's my mom & dad smiling like they just won the World Cup 🥳) and I volunteered at our local Passback drive-up—and it was insane seeing how much gear people brought out.

MVP STATUS

- Early access to St. Louis CITY SC events
- Invitations to private donor experiences
- Donor names listed on website



3-FUNNEL STRATEGY:

STEP 1:

Increase Physical Presence, and begin the Passback Challenge

STEP 2:

Repetitive Status Updates → realizing the Network Effect

STEP 3 :

Securing the deal, closing the feedback loop, and cementing legacy donors



PHASE 1: START THE CHALLENGE!

To implement the Passback Challenge, it starts at the Partner Donation drives, but the primary goal here is to make these drives **Passback Branded**:

- 1 Passback Donation Bins (at least 5 bins distributed at key Partner locations)
- 2 A Passback Challenge Introduction that a donor is given as soon as they arrive (QR will also be on the Bin)

Why?

We want to turn Partner foot traffic into **Passback foot traffic**

1: Physical Bins



2: QR CODE/Form



PHASE 1: INSIDE THE FORM

PAGE 1

Welcome Passback Players!

What:

Page one one of the form is a fast, high-impact introduction that welcomes donors into a new challenge and community

Why:

The initial dopamine boost drives a new incentivization and identity creation

PAGE 2

Passback Challenge

What:

Page two outlines the challenge and how Players earn points and the associated rewards

Why:

The engine that motivates people to participate for its exclusivity, promise for visibility, and rewards

PAGE 3

Contact and Donation

What:

Page three asks for contact information and drive-in donation

Why:

Feeds Passback necessary data to track participation, repeat donations, and ongoing involvement



INSIDE THE FORM: PAGE 1

Welcome to Passback Playmakers! Thank you for joining the Passback family,
being an active player in youth betterment in your community and helping build a
circular sports economy.

You just earned 10 points towards the Passback "Pass it Forward" Challenge!

See a quick video about how Passback changes lives: [Video Field]

Watch a short story from a child who received donated gear: [Video Field]

Next page >

Notes:

- 1 First line immediately establishes a form of Passback identity (think Peloton riders, discord members, etc.)
- 2 Purpose driven language
- 3 Instant positive reinforcement and rewards sparks dopamine boost and reduces drop off as people feel engaged from the start
- 4 Storytelling gives people the chance to see tangible impact of their work



INSIDE THE FORM: PAGE 2

Welcome to the Passback "Pass it Forward" Challenge! You are now a Passback Player, and we would like to reward you with your first 10-points for completing this survey. Exclusive rewards with Passback are detailed below, as well as the next steps in how your family can earn future points with Passback.

Points Required Passback Status Exclusive Rewards

100 points: Passback Player!

- Name featured on Passback's "Community Wall"

250 points: Passback Determined!

- Family spotlight on Passback Instagram
- Shoutout in our annual report
- Chance to be featured by partners

500 points: Passback Expert!

- First access to partner events and ticket opportunities (St. Louis SC, Cardinals, community partners)

1500 points: Passback MVP!

- Exclusive sessions with STL SC players
- Brand-new sports gear
- Passback Legacy merchandise
- VIP Passback experiences

Notes:

- 1 Reinforce "Passback Player" identity
- 2 Invites curiosity and motivates donor to learn more given target audience
- 3 Milestones are achievable but gamified, "leveling" up seems doable but also the changes in **status** per level make donors feel as if they are skilled at something
- 4 MVP is the jewel of the challenge, it completes this gamified ladder that turns one donor's single donation at a drive-up event into a full social-media driven journey.

Transforming giving into an active experience



INSIDE THE FORM: PAGE 2 CONTINUED

Earn Passback Points Today!

- 20 points: Repost of Passback posts on Instagram
- 20 points: Follow Passback on Instagram or Facebook
- 50 points: For either a monetary (50 points per \$10 donation) or equipment donation
- 50 points: Refer a family member or friend to donate
- 100 points: Post your donation or donation-drive experience with your family on Instagram or Facebook with the hashtag #Passback
- 100 points: Donations over \$15

Notes:

- 1 Part of becoming a Passback Player is completely in-line with growing the brand's awareness on social media
- 2 Point-collection is directly tied to the network effect, one person connects one, who connects another, etc etc

Most important: every action is REPEATABLE AND MEASURABLE!



INSIDE THE FORM: PAGE 3

With your survey input, we can provide you with consistent updates on the points your family has accrued, monetary value of your contributions towards a circular economy, and exclusive Passback rewards!

What did you donate today?

How much did you donate today?

Please provide the following information to join Passback Playmakers:

5. Facebook Handle

Notes:

- 1 Updates inform donors of an ongoing relationship, with opportunities for desirable rewards and outcomes
- 2 Helps Passback collect the minimum data to not only complete their impact reports and record inventory from community, but to begin turning people into repeat donators as they know donations are rewarded



PHASE 2: THE NETWORK EFFECT AND AUTOMATED FOLLOW-UPS: SUMMARY

EMAIL

- St. Louis partners repost Passback players
- We send emails and follow-ups of how much points donors have accumulated
- Send follow-ups such as how their points have:
 - **Helped 13 kids this week**
 - **Led to X dollars of circulation in our economy**
 - **Support has expanded our reach into reaching more fortunate families**
- **Every email check-in should include:**
 - A check-in
 - A small ask like to keep donating or share with facebook groups
 - An update on Passback Mission
- **Equivalent to Peloton or Discord**



INSIDE EMAIL

Passback Player Check-In + Newsletter

Summarize

Dear [Donor name],

Welcome back to the Passback Playmakers' community. We are checking in to share the incredible impact you have created this week as a valued Passback Player. Thank you for supporting our overarching goal of establishing a circular economy.

Your Impact Update

We are thrilled to update you on the Passback Mission and how your support is making a difference:

- You currently have [insert total points] points and your current status is [insert their ranked status].
- Your gear and efforts helped [insert numerical amount] of kids this week get the sports and equipment they needed.
- Your support has contributed to [insert numerical amount] dollars of circulation in our economy.
- Your efforts have expanded our reach not only in St. Louis, but globally.

To see Passback's recipients using the donated gear in action, visit: <https://www.passback-official.org/>.

"Pass it Forward" Challenge: Next Steps

In your goal of getting closer to 250 points this week, here are some next steps your family could take in the "Pass it Forward" Challenge:

- 20 points: Repost of Passback posts on Instagram
- 20 points: Follow Passback on Instagram or Facebook
- 50 points: For either a monetary (50 points per \$10 donation) or equipment donation
- 50 points: Refer a family member or friend to donate
- 100 points: Post your donation or donation-drive experience with your family on Instagram or Facebook with the hashtag #Passback
- 100 points: Donations over \$15

[Remove already completed actions]

Upcoming Events and News

Score Big for Local Kids! Join the Passback "Pass it Forward Challenge" at [insert school or community partner's name]!

Date: ____
Time: ____
Location: ____
Main Parking and Drop-off Area: ____

Details: We are excited to partner with [community partner name] to host a donation drive-in event, supporting our critical goal of a circular economy and distributing sports gear to every active, sports-loving child in St. Louis. Your donated equipment is key to helping us achieve our mission!

Passback is pleased to announce the debut of the Passback Pod, a spacious, branded storage container for donations. When you arrive at the donation drive, our staff or volunteers will welcome you and ask you to take the very first step towards becoming a Passback Player. Before distributing your gear, you will be asked to fill out a quick survey form on your phone, that can be accessed via a QR link on our Passback Pods or volunteer hand-outs.

Completing this form guarantees 10-points towards your Passback Player membership, and future newsletters such as this one.

Thank you for helping us at Passback make these events positively impactful for the whole of St. Louis' youth athletic scene. We can't wait for you to see the impact you have created.

All the best,

The Passback Team



PHASE 3: SURVEY

Post survey

- “How has your Passback Player experience been?”
- Schedule of our next donation drive events
- We appreciate all of their support, and additionally we send photos of kids in need who have been using their donations and support (videos, etc)
- Show these videos in both the very first form, we will also show it in the follow-up emails, and also in this **follow up survey**
- **Primary Goal: Secure the deal, do not let people follow the Passback Challenge and then suddenly just STOP; make them pause, actually realize the effort they have put in over a few months, and resonate with what it means to be a passback player. This makes it a lot easier to request a small call-to-action.**
 - Donors who receive followup communication are 3x more likely to stay involved (NextAfter, 2018)
- Opportunity to reach MVP Status once 1500 points accumulated



This survey is to check in on your experience with Passback, as your participation is vital for our continued success. To learn more about Passback: <https://www.passback-official.org/>.

We are thrilled to update you on the Passback Mission and how your support is making a difference: You currently have [insert total points] points and your current status is [insert their ranked status]. Your gear and efforts helped [insert numerical amount] of kids this week get the sports and equipment they needed. Your support has contributed to [insert numerical amount] dollars of circulation in our economy. Your efforts have expanded our reach not only in St. Louis, but globally.

How has your Passback Player experience been?

- ☐ Terrible
- ☐ Poor
- ☐ Average
- ☐ Good
- ☐ Excellent

Are you interested in receiving a schedule of our next donation drive events?

- ☐ Yes
- ☐ No

How likely are you to share the Passback mission or a small ask (like to keep donating) with your family or social media groups?

- ☐ Extremely unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Extremely likely

Do you currently have any comments, questions, or concerns about Passback's "Pass it Forward" Challenge or as a Passback Player?



SEE THE FUTURE: THE FORM SPARKING EXCITEMENT

Emotional buy-in before Paul and Gina even touch the donation bins.

PAUL AND GINA

- Attend a community event, they've previously attended many hosted by St. Louis CITY SC, a Passback partner
- Asked to scan a QR code
- The form instantly gives them 10 points
- Appeals to their altruism and love for youth empowerment



EXCITEMENT BUILDS: NETWORK EFFECT & EMAIL FOLLOW-UPS

PAUL AND GINA

- Begin receiving Passback emails showing
- Small dopamine rush: “Let’s see how many kids we reached!”
- Excited to track their growing impact
- Start sharing Passback with online media
- Goal: reach MVP status



FOLLOW-UP SURVEY: EMOTIONAL REINFORCEMENT

PASSBACK PLAYER



PASSBACK MVP

FOLLOW UP SURVERYYS

- Real faces and stories creates deep emotional satisfaction
- Upcoming drive schedules make them eager to keep building points
- Excitement grows as they have reached MVP status
- Commit to continuing the challenge, knowing their impact is visible and meaningful



FINANCIALS SUMMARY

Overall, we expect over **\$18,000 to \$40,000** in incremental **Net Profit** over the next three years as a result of this project. This corresponds to a **~250-400% ROI**

Our proposed budget plan, specifically showing you: where expenses are coming from, where the initial investment would go, and where the incremental revenue would come from.

IN-KIND AND DIRECT

New revenue will come from an increase in In-Kind and Direct Donations as a result of social media network effect, and increased engagement with the new and improved kits - the **Passback Pods**

NEW EXPENSES

Major expenses for this project will come from:

- Paying for the creation and renovation of improved donation bins
- Instillation of (5-8 of them),
- Marketing, staffing, and partner rewards



REVENUE ASSUMPTIONS

ASSUMPTIONS & HIGHLIGHTS

- Conservative stance (assume only 5-8 installed bins)
- Expected gear of 200 lbs/ month
- Assume a rate of \$3/ lbs of clothing

Passback Assumptions

New Bins:	5 to 8
Lbs per bin per month	200
Dollars per pound	\$3
Revenue Drivers:	Engagement boost from QR Code Improved Passback-branded Bins Passback Challenge movement

REVENUE PROJECTIONS

- Using past assumptions : Projected revenue for **5 vs. 8 bins**:
- **3 Year projection forecasting**

Incremental Revenue from New Donation Bins

Year	1	2	3
Annual pounds (5 bins)	12000	12000	12000
Annual pounds (8 bins)	19200	19200	19200
Incremental In-Kind Revenue (5bins)	\$36,000	\$36,000	\$36,000
Incremental In-Kind Revenue (8bins)	\$57,600	\$57,600	\$57,600



NEW MONETARY REVENUE + TOTAL

Incremental Revenue from New Direct Donations

We are assuming a moderate 25% Uplift of donations from:
QR Scan Funnel
Engagement driven by #Passback
Repeat Donors
Referrals
We start with a preliminary assumption of 400 families being involved
and an average of \$10 donated

Year 1 Incremental Donation Revenue:	\$ 4,000.00
Year 2 Revenue (Assuming 25%)	\$ 5,000.00
Year 3 Revenue (Assuming 25%)	\$ 6,250.00

We are assuming for Direct Donations we get 25% growth YoY (which is in-line with current projections).

We assume 400 pilot families as a base assumption (which is conservative), and we see this driven from a circular social media engagement

Incremental Revenue from New Direct Donations

Year		1	2	3
5 Bins + Incremental Donations	\$	40,000.00	\$ 41,000.00	\$ 42,250.00
8 Bins + Incremental Donations	\$	61,600.00	\$ 62,600.00	\$ 63,850.00
Total Revenue 5 Bins:	\$	123,250.00		
Total Revenue 8 Bins:	\$	188,050.00		



EXPENSES - BINS

Bin Expenses (One time)

Metal Bins (per bin)	\$1,200
Vinyl Wrap Branding (per bin)	\$200
QR and Installation (per bin)	\$200
Total Expenses: 5 Bins	\$8,000
Total Expenses: 8 Bins	\$12,800



ANNUAL TOTAL EXPENSES

Annual Expenses			
Year	1	2	3
Bin Expense	\$8,000	0	0
QR, Flyers, Events Materials	\$650	\$650	\$650
Software / CRM / Email Automation	\$3,000	\$3,000	\$3,000
Rewards cost (assuming 20-80 split for MVP rewards)	\$2,000	\$2,000	\$2,000
Content Creation	\$2,400	\$2,400	\$2,400
Staffing	\$5,000	\$5,000	\$5,000
Total Expenses	\$21,050	\$13,050	\$13,050

Assumptions Background:

Flyers/Events: Assume \$650 total from 1000 QR codes, drive-up flyers, and poster partners

Software CRM: \$3000 expense for marketing, automation

Rewards Cost: We assumed that Passback pays 20% of “Passback MVP” Rewards with 50-100 families reaching it annually

Content Creation: ST Louis SC videos, impact videos, family highlights, etc

Staffing: 5 hours per week around \$20



NET PROFIT AND ROI

Net Profit				
Year		1	2	3
Revenue 5 Bins	\$	40,000.00	\$ 41,000.00	\$ 42,250.00
Revenue 8 Bins	\$	61,600.00	\$ 62,600.00	\$ 63,850.00
Total Expenses		\$21,050	\$13,050	\$13,050
Net Profit: 5 Bins	\$	18,950.00	\$ 27,950.00	\$ 29,200.00
Profit Margin		47%	68%	69%
Net Profit: 8 Bins	\$	40,550.00	\$ 49,550.00	\$ 50,800.00
Profit Margin		66%	79%	80%
ROI: 5 Bins		261%		
ROI: 8 Bins		399%		

In line with average of 300-400% ROI for most nonprofits, for a start-up this is especially good. Source: Non Profit Connect, 2019



Thank You.

Any Questions?

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Appendices



Emails

Passback Player Check-In + Newsletter



Summarize

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Score Big for Local Kids! Join the Passback "Pass it Forward Challenge" at [insert school or community partner's name]!

Date: ____

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Thank you for helping us at Passback make these events positively impactful for the whole of St. Louis' youth athletic scene. We can't wait for you to see the impact you have created.

All the best,

The Passback Team



QR Code for Initial Survey.



Instagram Post



304 likes

tommy.jr4 Today was one of those days that reminds you why community matters. ❤️💪

My parents (yep, that's my mom & dad smiling like they just won the World Cup 🏆) and I volunteered at our local Passback drive-up—and it was insane seeing how much gear people brought out.



Donation Bin



Excel

Projections (Revenue / Expenses)

https://docs.google.com/spreadsheets/d/1X0_ZxBHoe5hfifJ2osexUFkCb6vYJK8Q/edit?usp=drive_link&oid=117659539798713980453&rtpof=true&sd=true

Follow Up Survey

https://drive.google.com/file/d/1Ek7jM1aj3HoEiUg_zZoyoZ4y4ynjpPfG/view?usp=drive_link



Executive Summary

EXECUTIVE SUMMARY

Introduction

In St. Louis, tens of thousands of youth athletes contend with an issue that proceeds their recreational participation with a sports league: they do not have ample sporting clothes and gear. Recognizing these demands, Passback was founded in 2023 to help young athletes achieve their dreams by providing recycled sporting goods and equipment. Additionally, much of Passback’s work is rationalized by their commitment to sustainability where their upcycled philosophy promotes their awareness and initiative.

The 201Consultants Passback Strategy is designed to establish secure grounds for donation bins/initial drives. The primary purpose of this strategy is to turn existing partner brands' clients into Passback donors, ultimately promoting the growth of donations as well as sustainability in the long term of the brand’s image. The audience targeted includes parents within the community with children in sports. The strategy appeals to the emotional factors of sustainability, a chance to play, and cheap alternatives. The following three-phase plan outlines the steps for establishing partnerships, driving online engagement, and ensuring donor retention.

Phase 1 – Begin Passback Challenge

The initial phase seeks to use partner brands to establish secure grounds for the new kit which introduces a QR code for future engagement through a point-based system of status and rewards. This phase establishes a connection between donors and Passback Challenge and their first steps in becoming a Passback Player.

This setup involves two components: first, a QR Code attached to the Passback Pods and included within the kit sent to brand partners. Simply opening the QR survey awards participants 10 points, a taste of the commitment vested in points accrual. Further points can be merited through a variety of branding and media-oriented tasks. A brief video and short story will be included within the survey to evoke emotional appeal in becoming Passback Playmakers. Considering that these QR codes will be on the side of Passback Pods, a mixture of the two personal brand identities focuses on the single goal of promoting donation growth and long-term sustainability.

A gamified system where participants earn points for promotional behavior and reposting is directed towards further engagement in Passback’s partnered donation drive and future Passback Pod drop-offs. The spotlight of this phase is the rewards Passback Playmakers can merit if they accrue enough points. For instance, 500 points earns donors the “Passback Expert!” status which sees exclusive ticket opportunities to partnered events. At the end of this survey, participants’ contact information will be gathered.

Phase 2 – Network Effect and Repetitive Follow-Ups

The following phase is geared towards the creation of a consistent line of communication through weekly emails, with the donors (Passback Playmakers) who have joined the initiative. Through the

aforementioned personal information that Passback Playmakers provide through the initial survey, Passback will track the week-to-week points gathered by the challenge. Efforts through means of monetary donations, social media interactions, and more will contribute to the upgraded status of donors, which will be disclosed in the email. At this point, the network effect tied to Passback’s social media presence and campaign (through #Passback) will be in full swing.

Below, a weekly newsletter will be attached to the email after the participants’ immediate information. This will ensure that Passback donors are not to miss an upcoming civic event that could be near their homes, former schools, and other establishments of community congregation. Finally, we will highlight reward-based events as they are to occur for eligible participants of the Passback Challenge (this is subject to change based on the status of the donor).

Phase 3 – Survey Follow-Up and Secure The Deal

The final phase is where Passback will truly differentiate from other gamified fundraisers, or challenges. Instead of just letting the momentum continue and wait for it to die out, Passback will reach out to its active players and effectively close the deal, asking them to reflect on their experience, appealing to the emotional factor of someone who has become a Passback Player as their asked to now pause and truly see the progress they have climbed and the impact they have made.

In this survey, not only will people be updated on their point status and potentially be the recipients of the MVP crown or the most exclusive tier, but there will also be a mini call to action by attaching the rest of the donation-drive schedule for the season, which closes the feedback loop. People who have truly immersed themselves in their impact are not just one-and-done donators, but Passback Players who have dedicated their time and effort to this community, with strong buy-in. Once that buy-in is achieved, it makes it a lot easier and smoother to provide call-to-action and ask them to consider checking out other events.

Conclusion

The three-part 201Consultants Passback Strategy provides a structured approach to donor engagement, moving from physical brand partnerships to digital campaigns and sustained communication. By connecting initial donation events with QR codes and digital incentivization, the strategy creates a funnel that leverages social media awareness through the Passback Challenge. Ultimately, the strategy secures long-term engagement by providing follow-up and valuing participants through feedback surveys and winner announcements, ensuring the continued outreach effort remains strong.