

TO: Chris Moore, Head of Northern California Planned Parenthood's Board of Community Education  
FROM: Tyler Thayer, Campus to Congress CEO  
DATE: November 12, 2017  
SUBJECT: Request for Education Workshop at University of California, Berkeley

The purpose of this memo is to request that Planned Parenthood hold a workshop at Campus to Congress's new University of California (UC) Berkeley office that teaches students how to effectively discuss women's reproductive health topics with government officials. I will first introduce my organization before providing the details of our request.

## **ABOUT US**

Campus to Congress is a United States Nonprofit Organization with headquarters in the following locations:

- Los Angeles, California
- New York, New York
- Washington D.C.

We have 150 representatives based at 50 major universities across the country.

## **What We Do**

The on-campus representatives provide students with information about public policies and other contributors to the political climate. They also instruct students how to discuss these topics with government officials before identifying and connecting them with the appropriate policy maker.

## **Why We Do It**

I founded this company after realizing that many of my peers only shared their political opinions through social media. After conducting some research, I noticed the need for a platform in which people, especially students, could learn about current political issues and voice their opinions in ways that made tangible differences in laws and policies. I created Campus to Congress to fill this need with convenient, on-campus offices.

## **OUR REQUEST**

The purpose of this proposed workshop is to address a political issue that the current presidential administration is threatening while increasing student awareness of Campus to Congress services at our recently opened UC Berkeley office.

## **Event Details**

This workshop would inform students of Planned Parenthood's role in advocating for women's rights to affordable reproductive healthcare before teaching them how to effectively discuss reproductive health rights with policy makers. Planned Parenthood is the perfect organization to include in this event because its representatives have experience discussing these topics with government officials and could provide students with "best practices" on how to do so as well.

## **Collaboration Benefits**

Planned Parenthood can benefit from holding this workshop in three main ways: generating positive publicity, increasing donations, and attracting volunteers.

### *Generating Positive Publicity*

Studies recommend organizations to use local citizens in promotional material to generate positive publicity.<sup>1</sup> So, conducting outreach with a prominent northern California university like UC Berkeley provides the perfect opportunity to utilize this tactic.

### *Increasing Donations*

A 2016 nonprofit fundraising study found that almost  $\frac{2}{3}$  of organizations that reported using special events to raise money saw an increase in funds raised this way from 2015 to 2016.<sup>2</sup> This data suggests that donations during special events have increased in popularity, so Campus to Congress would have a donation station at the workshop to maximize these results.

### *Attracting Volunteers*

Along with the donation station, we would have volunteer sign ups to provide Planned Parenthood with passionate students to strengthen its cause. To increase the number of students who decide to volunteer, I recommend that Planned Parenthood present the stories of people who they have helped, since a study on advertising strategies for charities found that these scenarios increase the likelihood of an individual choosing to donate their time.<sup>3</sup>

## **FURTHER INFORMATION**

I started this organization and hope to hold this event so that students can access the resources they need to fight for the rights they deserve - a goal that Planned Parenthood embraces as well. So, I hope that Planned Parenthood will consider collaborating with Campus to Congress on a workshop to teach UC Berkeley students how to effectively discuss women's reproductive health topics with government officials. If Planned Parenthood decides to move forward with this event, the next steps would be to set up a meeting to discuss potential event dates.

Thank you for taking the time to consider the information I have provided and hopefully together, we can move one step closer to accomplishing our mutual goal. If you have any questions or would like to set up a meeting, please feel free to contact me.

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<sup>1</sup> M. Michelle Bono, "Ten Tips For Great Publicity," *Public Management* (March 2007), 49-50.

<sup>2</sup> Nonprofit Research Collaborative "Winter 2016 Nonprofit Fundraising Study" (March 2016), 21.

<sup>3</sup> Namin Kim, "Advertising strategies for charities: Promoting consumers' donation of time versus money" *International Journal of Advertising* 33 (November 2014), 717.