



Empowered U Financial

“We want future and current college students to see saving money and gaining financial literacy as beneficial to not only their possible higher education but also the overall future financial well being of their lives.”

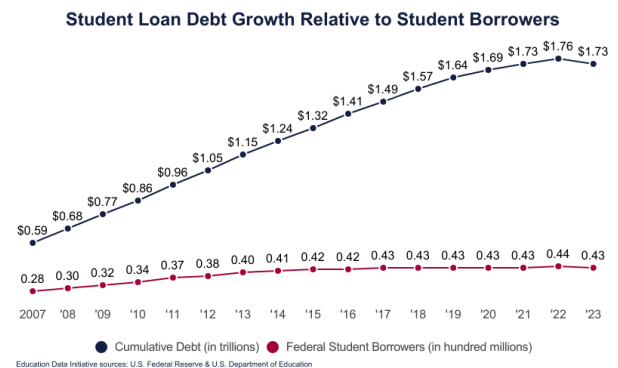
ENT-202: Marketing and Management in Nonprofit and Social Entrepreneurship

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SOCIAL ISSUE

Financial literacy can be defined as the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. Even though this may seem like a fairly self explanatory issue at first glance, when you take a deeper look into the economic well being of individuals in the United States alone, the numbers are astonishing. There is currently \$1.6 trillion in debt to federal loans in the U.S., or over 43 million people in debt to student loans. Outside of just college students or academics there is currently \$17.5 trillion in household debt nationwide and \$1.13 trillion just in credit debt. All of this debt is just piling and piling on top of itself; it's never ending.



With that being said the “Wicked Problem” this organization is addressing financial literacy and economic stability within the community. With financial literacy there will be information on student debt, credit cards, taxes, savings accounts, investment accounts, etc. Economic Stability will help pay off debt people currently have, specifically an estimated 40% of the proceeds will go towards paying off people's debt.

There are other Non-Profit organizations that are currently working on improving the financial well being of individuals such as Operation Hope, Money Think, NEFE, Jump Start, and more. Although none are as encompassing in their efforts as Empowered U Financial.

Empowered U Financial is committed to ensuring your future and helping you with your past. We help younger individuals learn how to save for college, access scholarships, make budgets, and more before they incur any debt. On the other hand we also assist those who are in debt currently and are unsure of how to manage their finances. Empowered U Financial is an all encompassing financial non-profit that cares about creating an impact on the daily lives of individuals. That's what our purpose is all about.

With this Non-Profit we will want to create a more accessible scholarship platform for people to use where they can effectively apply for scholarships they are actually qualified for. It is an added feature that helps college and high school students we work with. Another goal of Empower U Financial is to reach individuals at a much earlier age in order to provide them the best opportunities when saving for college/future endeavors. When you can reach a person at a much younger age habits are not as set in stone, meaning you can change

the way they handle money. This allows for students to have more efficient and effective methods of paying off students loans/debt.

SITUATIONAL ANALYSIS

Strengths & Weaknesses

Strengths for this organization are the things we will try to maximize as best as possible. These strengths include preventative and current debt education, as well as assistance. Another being racial and ethnic inclusion to spread accesibility to all. These strengths will push us to be better than our competitors and help more people overall.

On the other hand, we also found some weaknesses that will need to be minimized as best as possible. The first weakness is the lack of accessibility to the program due to circumstantial factors, such as location of a persons home/aces to internet. Another weakness would be if we failed to partner with other organizations/corporations. Lastly, a big weakness could be lack of promotion.

External Forces

A few external forces we have looked at are the enviornmental opportunities and threats. The opportunities this organization will take advantage of include: Student loan forgiveness provided by the government, and preparation/preventative measures before the debt is acquired. A few threats we will prepare for include: increase in student costs for tuition/food, nation wide inflation, and even increase in attendance to universities making them harder to be accessed by others.

Based off research conducted below are some prior and similar efforts we believe to be noteworthy in regards to the mission we are trying to accomplish.

- Integration and adaptation to modern technology is essential to reaching a younger population
- Location is very important to assess before attempting to provide resources for financial literacy to an area, as these areas could require different resources or approaches.
- Average student loan debt for a bachelor's degree **\$29,100**
- California has the highest amount for student loan debt
- Households with income in the 51st to 75th percentile hold 32% of student loan debt

- Black women owe a disproportionate amount of student debt. They hold 43% more undergraduate debt and nearly 99% more graduate school debt than their white woman counterparts 12 months after graduation, according to an April 2022 study by the nonprofit organization The Education Trust

TARGET AUDIENCES

Students are going to be the primary audience of our foundation. This will be both students that are still in highschool and preparing for college, and students that are already in college. The area of focus will change depending on area, college they wish to attend, and their current financial situation. There is no specification of severity of need, demographics, etc. This is because we want to push for help for all not just specific individuals with our inclusive efforts.

A few Additional audiences we would like to target include parents that have a (student) child of any age. It is important to prepare for potential college debt as early on as possible and within connecting with the parent they are more likely to allow their children to learn from the program.

BEHAVIOR OBJECTIVES & TARGET GOALS

Behavior Objectives

The thing we specifically want to influence our target audience to start doing is gaining financial literacy before it is too late. Along with this we want them to start saving money while they can before the expenses of school show up in their life.

Knowledge Objectives

There isn't anything the consumers need to know necessarily in order to act as that is what we will teach them. Once they have started working with the Non-Profit they need to start to learn about financial literacy and how to budget their money before they start to save and earn more money. They also would need to have a general idea of around how much money they would need for their collegiate goals in order to learn to put together a proper plan. This is something they will learn from Empower U Financials help, so there is no need to know any of this prior.

Belief Objectives

There are a few things the consumers will need to believe in order to act. They need to believe that it is possible to both obtain and pay off student debt. The large numbers can be intimidating, but it is possible to come out debt free. Also the mindset of having to save/budget money to pay off debts can be a difficult concept for some people. They mainly need to believe in themselves!

Goals

The quantifiable measurable goals we are looking for is a decrease in student loan debt across the country. Also an increase in college admittance due to more people being able to afford their own college education without the fear of loan debt. We want individuals to change their mindset from one of poverty to one of financial abundance.

TARGET AUDIENCE BARRIERS, BENEFITS, AND MOTIVATORS

Barriers

Adoption of our plan, however, can face many both psychological and physical barriers posed by the audience. Many young people see money as something to be spent, not saved. People would need to understand that they must put their future goals in front of their current desires and that even though the price of college can seem out of reach, it is possible to save and afford it. Other barriers could include the simple facts that the audience's job availability could be scarce and they could just not have enough free income to save in the first place.

Benefits

Key benefits that the target audience would want to receive from our plan would include: A college education, lack of future debt, increase of personal financial literacy, and investment in their future life and career

Motivators

Realizing both the sheer numbers and data regarding debt and the

benefits after college would allow for the audience to begin saving. Students average around \$29,000 in debt when pursuing a college degree and do not often start reducing their debt until their mid to late 40s. On top of this, people with a college degree on average make about \$20,000 more than counterparts who only have a highschool degree from age 22-27.

COMPETITION AND INFLUENTIAL OTHERS

Competition

Many fundamental alternative behaviors can fight benefiting from our plan. Spending money that could be saved and following current desires as opposed to future needs create situations of future debt. Financial literacy can also not always be an easy concept to approach and learn.

Benefits Associated with Competition

Benefits that the audience could find in not saving money could include: Happiness from buying whatever they want, not having to worry about their future in the moment, and lack of stress from attempting to budget.

Costs Associated with Competition

Costs that the audience could find in not saving money could include: Increased stress, inability to afford higher priced items, and lack of money in the future.

Influential Others

One key speaker used to spread our mission would be Dave Ramsey. Dave Ramsey is an internet personality and financial advisor. He has a very large following and people take his word seriously when regarding their financial decisions.

Dave Ramsey has a very strict and "cutthroat" approach to spending money. He states that money should always be saved regardless of current, non-necessary desires. His philosophy is that: "If you can not eat out and save at the same time, then you shouldn't even consider eating out."

POSITIONING STATEMENT

We want future and current college students to see saving money and gaining financial literacy as beneficial to not only their possible higher education but also the overall future financial well being of their lives.

MARKETING STRATEGIES

Product Platform

Core Products

Our audience will want to perform this new behavior with the future promise of reduced or no debt, and gaining financial literacy and freedom.

Actual Products

The only tangible goods that can be offered are nothing directly from us, but instead people will see a change in their financial situation that will drastically help them.

Augmented Products

The audience could receive a more accessible method and platform in order to apply for and receive college scholarships, to assist in financial literacy, and to help manage their future finances.

Incentives & Disincentives

Will the Audience Pay for Our Services?

The audience is just paying towards their own debts in the end.

Monetary Incentives

The audience would save money within their debts and end up paying less of it back than originally needed.

Monetary Disincentives

The audience could face debt, lack of money, and collections which will lead to wage garnishment if they do not improve their financial literacy.

Nonmonetary Incentives

The audience would have less potential stress regarding their money and have an ability to achieve things in the future without a bad credit or resume.

Nonmonetary Disincentives

The audience could face Bad credit, less likely to get jobs, and extreme stress in the household if they do not improve their financial literacy.

Place Strategy

When Should You Start Saving?

Beginning to save is encouraged from a young age. High School students or younger, all the way to college students, can benefit from the practices for the rest of their lives.

Are There Tangible Goods and Benefits to Following our Plan?

There are always certain milestones when it comes to saving money. Each time you save a certain increment of money, you become one step closer to your end financial goal.

Where Can We Be Found?

We have set up speaking times at various colleges and will create a list of emails for people who are interested. Meetings will then be held and once scanned and verified as a candidate, people will begin acquiring these said services.

What People Do We Primarily Help?

People pursuing a future college or higher education will always remain the primary focus. Then, second people that just want to gain financial literacy.

Promotional Decisions

Key Messages in the Campaign

Saving for big goals is more possible and in reach than people realize. Financial literacy is a necessary tool for anyone in the world. Stressing the fact that it's important to save early on is crucial for things such as college.

Who Would Sponsor and Spread the Message?

The people delivering the message will be us and people of the like age range. The sponsor would be funders.

Our Creative Strategies and Traits

Name: Empowered U Financial

Logo: A gold and light blue graduation cap

Tagline: "A language all deserve to know"

W.E.A.L.T.H: "Wisdom, Equality, Accessibility, Literacy, Trusted, Honest"

Script: "A world where everyone, regardless of their background, has the knowledge and skills to make informed financial decisions. That's the mission of our nonprofit Empowered U Financial. Through interactive workshops, online resources, and community outreach, we empower individuals to understand budgeting, saving, investing, and more. By fostering financial literacy, we're not just changing an individual life, we're building stronger, more resilient communities for generations to come."

Actors: Teenagers, people that have had to battle with student debt themselves

Scenes/scenarios: A person that has piling student debt/isn't financially literate

Where Will Our Message Appear?

Our message can be received through university emails, tiktok, instagram and other forms of social media, high school students and people themselves, and through ads posted in college towns.

MONITORING AND EVALUATION

Monitoring and evaluation is a big aspect of ensuring the Non-Profit is going in the right direction. With this the purpose of this evaluation is to ensure that our program is providing effective help for individuals. We want them to use this in order to gain financial literacy and start to save for their future education. The people the evaluation is being conducted for are for us (internal), so that we know what we are providing works, and this will be shown to people that could benefit from our services and possibly investors in order to promote investing in our non-profit. The information can be presented to those we are marketing to in order to persuade them.

A few inputs, outputs, outcomes, and impacts that will be measured will be given by those who are currently working with the Non-profit, or previously have. We want to measure the possible outcomes of saving and knowledge mixed with what types of effort people are inputting for themselves and the required effort that we as a foundation also have to output. There are a few methods/techniques we might use in order to achieve this. One method would have to be tracking people's progress when saving money with our program. It would also be beneficial for people to participate in surveys about their financial situation or literacy before and after taking part in our organizations services. Measurements are also just as important. There would need to be an initial measurement with each person in order to determine a baseline, then also measurements consistently through their journey of participation with the organization in order

to monitor steady progress or need for further assistance. These measurements would mostly have the capacity to be cost free. People would give their feedback, experiences, and progress straight to the organization from their start to finish. This could be done in multiple ways such as directly talking to them at the start, then from there it could be as simple as sending surveys or tracking their progress through the program they use.

BUDGETS AND FUNDING

There will be various costs associated with running this Non-Profit. Product wise we will have to pay for the creation of the app (specifically scholarship oriented), training for volunteers, and staffing. The prices we have estimated for these are as follows:

- Financial advisor/provider: 5 people at 50k a year per person
- In person marketing visits: 700 for 2 people for 2 days, about 10 a year
- Donations going towards the debts of customers: 40% of the contribution margin of profit

Other costs associated with Empower U Financial include, promotion, and evaluation costs. Place wise we will have to establish a headquarters location where we can have people work. The cost for this would run us about 1,000,000 for the purchase of the building. Keep up/ running it would cost about 12,000 a year. Advertising/promotion costs include social media, advertising across highschools, colleges, and to the general public. Possibly partnering with influencers or getting authority figures to promote our non-profit. The cost for this would run us about 50,000 per year. Lastly, evaluation of the organization can be very easily attained using the services we already offer. As people receive help they can give us feedback in order to further help them. We can use surveys and focus groups. The cost for this would run us about 2,000 per year or less just for incentives for focus groups.

If the costs of this organization exceed the available funds some funding sources that we will explore would include reaching out to investors. We may even colleges could help fund the organization in order for more students to be able to attain a college education or attend their university.

IMPLEMENTATION PLAN

The Plan

The implementation plan is as follows. We will have in person volunteers and staff that will be focused on recruiting people and spreading the word/marketing.

These people can do this at any time, but will most likely do it during the week. This will mostly be volunteers with a few staff so it will be minimum wage based on per hour work.

There will also be background helps; people who work in office/remote. This work will be administrative as well as financial accountants who do the actual work of the organization. They will work an average of 4-5 days a week and schedules may vary. This is where we will spend a good chunk of money because the financial assisted will be mostly salary based.

Target Audience

Our target audiences and their data collected are as follows:

- College students,
 - Size: 50% of students
 - Problem incident: student loans, trouble paying them or bad credit issues, so cant receive loans
 - Readiness to act: very ambitious because most are in debt currently and broke
 - Ability to reach: Fairly easy using college counselors and other resources with incentives
 - Average score for success: 5
- Highschool
 - Size: 39%, since thats how many on average attend college
 - Problem incident: Before acquiring the debt they are not contributing to the problem, however they can help prevent it with our organization.
 - Readiness to act: Some will not start with a readiness to act, however when the problem is brought to light they will be more ready.
 - Ability to reach: With the help of colleges and reaching out to highschools it would be very easy to reach this target audience.
 - Average score for success: 4
- People already in debt
 - Size: 77% of American households have at least some type of debt
 - Problem incident: Once people acquire debt they start to sink into it and acquire more, this is very much so contributing to the problem.
 - Readiness to act: People are always looking for a way to escape their debt, we will be their first resource to go to when trying to take themselves out of debt.
 - Ability to reach: With targeted ads, the internet, and people

searching for a solution such as ours, it will be very easy to start reaching out to this target audience.

- Average score for success: 5
- Areas with lesser financial resources:
 - Size: The midwest of the United States makes the least amount per capita, and Mississippi, Louisiana, West Virginia, New Mexico, Arkansas, Kentucky, Alabama, Oklahoma, Texas, and New York are the poorest states. So realistically all over the U.S. could use financial resources.
 - Problem incident: People in this area often start out worse off and start digging themselves a hole from the very beginning with a lack of income and a lack of financial education or resources
 - Readiness to act: If people start off in the hole of debt or no resources, they often get comfortable and do not seek help so this may make it more difficult to support a change in their life.
 - Ability to reach: It will differ between each region and based on how willing they are to act. For some areas it will be easy to access and they might even reach out first, others might not want the help or accept it. Some people do not like to ask for help when they need it most because they find it embarrassing in a way.
 - Average score for success: 4