

# SATURDAY HOOPS

## Insights and Recommendations

University of Cincinnati SCNO Fall 2019

DECEMBER 4, 2019

Cam Carlin, Jake Knapke, Kiley Gawronski, Megan Werner,  
Michael Brown, Sean Malone, Sydney Grill

# Table of Contents

## **I. Project Overview**

1. About SCNO
2. About Saturday Hoops
3. Team Member Bios
4. Project Challenge

## **II. An Analysis of Saturday Hoops**

1. Logo
2. Website
3. Social Media Presence

## **III. Volunteer Retention**

## **IV. Moving Forward: Brand Application**

## **V. Summary and Closing**

# I. Project Overview

## 1. About SCNO

**Mission:** Students Consulting for Nonprofit Organizations (SCNO) seeks to accelerate nonprofit success by empowering talented students with knowledge, training, and hands-on consulting experience.

SCNO exists to enable nonprofit organizations to reach new heights. Nonprofits play a vital and often undervalued role in the community. While not only serving as a major source of jobs in local economies, the nonprofit sector provides services and programs that constituents rely on each and every day. The purpose of SCNO is to provide organizations in need with the skill sets to overcome obstacles and continue serving their essential role in the lives of so many.

Our two-pronged mission, focused on community development through student growth and interaction, positions us to become a preeminent social sector resource by fostering mutual learning across intertwined nonprofit and campus communities.

Students Consulting for Nonprofit Organizations at the University of Cincinnati is a student run organization that provides pro bono consulting for nonprofits in the Cincinnati area. SCNO provides clients with meaningful strategic consulting to achieve significant results in the community, while simultaneously fostering opportunities for students to develop professional skills and gain practical consulting experience. Through ten weeks of intensive research and development, student teams work with nonprofits to develop action-items that aim to achieve the development goals of the nonprofit client.

In order to meet the highest standards of results, SCNO draws its talent from a diverse background of students, ranging from finance, to engineering, to medical sciences. This cross-collaboration of expertise allows our consultants to not only develop a wide breadth of solutions across fields, but also delve deeply into each specific sub-solution, drawing upon individual strengths.

SCNO is a national organization founded in 2000 at the University of Arizona. As of 2017, there are over 30 chapters around the country at schools such as Ohio State, Northwestern, Johns Hopkins, and Vanderbilt. SCNO was founded at the University of Cincinnati in 2016.

In 2017, SCNO was named Best Student Organization of the Year at the University of Cincinnati by the Student Activities Board.

## 2. About Saturday Hoops

Saturday Hoops is a year-round program that is held at the Over the Rhine Cincinnati Recreation Center for children in the greater Cincinnati area. It has a variety of activities such as basketball, art, yoga, reading, mentorship and more that aim to empower participants, both kids and volunteers. It provides personal development through speakers, mentorship, and yearly themes such as being cheerful givers, hard workers, and overcomers. The goal is to connect one on one with the kids that come into Hoops each Saturday and make a positive impact on the Cincinnati community kids. Saturday Hoops is currently working to expand into more locations as they recently went from just having a spring session to having Spring, Summer, and Fall sessions. The organization is growing exponentially in an effort to create a positive impact that participants at the Over the Rhine Saturday Hoops have been seeing for over 15 years.

### 3. Team Member Bios

Cam is a 3rd year in the college of business studying Finance and Economics. This is Cam's 5th semester in SCNO, and this semester he helped the Saturday Hoops team by focusing on how to improve the volunteer experience, and ultimately volunteer retention, within the organization through outreach and the creation of organizational structure.

Jake is a 3rd year in the college of business studying Accounting, Information Systems, and Marketing. This is Jake's 2nd semester in SCNO, and this semester he helped the Saturday Hoops team come up with Social Media tips and tricks that they can use to improve their brand.

Kiley is a 2nd year in the College of Design, Architecture, Art and Planning studying Graphic Communication Design. This is Kiley's first semester in SCNO and she helped to ideate and create a new logo for Saturday Hoops, as well as focus on how the new logo can help to better support the direction for the brand that the team has formulated.

Megan is a 4th year in the College of Design, Architecture, Art, and Planning studying Graphic Communication Design. This is Megan's first semester in SCNO and she supported logo and brand development as well as the conception and design of the new website layout.

Michael is a 2nd year in the Lindner College of Business studying Finance and Business Analytics. This is Michael's third semester in SCNO, focusing his time on helping Saturday Hoops create their own personal website at a minimal cost.

Sean is a 4th year in the college of business studying Accounting and Mathematics. This is his 4th semester in SCNO, and this semester he helped the Saturday Hoops team with volunteer retention, organization, and experience.

Sydney is a 2nd year in the Lindner College of Business studying Marketing with a DAAP minor in Fashion Studies. This is her second semester in SCNO, and this semester she helped by analyzing the social media presence Saturday Hoops currently has and identified ways that this presence can be made more effective.

## 4. The Project Challenge

Our team was tasked with supplying Saturday Hoops with an updated logo and branding strategy surrounding the idea that Saturday Hoops is more than just basketball and has much more to offer to the Cincinnati community.

The first task of our team was to create multiple alternatives to the current logo, with the hopes to better incorporate the name, “Saturday Hoops” in the logo. The Saturday Hoops Board likes the idea of a basketball with the Cincinnati skyline in the logo, so our team made some logos that incorporate both of these features. As a team, we took the liberty of also providing an alternative logo that we felt provides stronger branding and better captures the idea of Saturday Hoops. This alternative logo has the ability to be flexible, adaptive to showcase the different segments of Saturday Hoops such as reading, yoga, mentorship, etc.

Another task of our team was to improve the Saturday Hoops website. We spent weeks compiling user testing information and gathering feedback on how to improve the current site. After combining our findings, our team used this data to create a new mock-up website for Saturday Hoops. Our team did not have the resources to actually build and code the website, so we instead connected Saturday Hoops with a third-party resource that they can use to make our mock-up functional and running.

For the final part of our project, our team worked to provide Saturday hoops with some social media advice, as well as ideas for volunteer retention. After diving heavily into all current Saturday Hoops social media platforms and looking at similar non-profit accounts as a benchmark, we provided suggestions that we feel will bring Saturday Hoops social media engagement to the next level. During the course of our project, our team had the opportunity to spend a Saturday morning as Saturday Hoops volunteers. This experience gave us insight as to how Saturday Hoops can better communicate with their participants and better retain their volunteers.

## II. An Analysis of Saturday Hoops

### 1. Logo

As a team, we were tasked with creating a solution to the disjointed, somewhat outdated logo that Saturday Hoops currently employs. Through user testing, we discovered that most people had no idea what Saturday Hoops stood for, entailed or meant. Some even thought it was a recreational basketball league for adult men in the city. People didn't think there was representation of a welcoming environment where kids and volunteers can come together on a Saturday and experience growth and fun together. We noticed an issue with the logo was a lack of a brand mark. We felt Saturday Hoops didn't have a voice that truly represented all the good things the people of Saturday Hoops do for the community. While we took the time to ideate traditional logos that more closely align with a continuation of the old logo, we spent most of our time focusing on what we really think Saturday Hoops is in a visual sense; a non-profit organization that teaches children every Saturday that they are cheerful givers, hard workers and overcomers through a foundation that was built on basketball, but has become so much more.

We want to give Saturday Hoops a visual identity that can be respected and recognized in the Cincinnati area that clearly speaks to who they are and what they do. We want the new logo to tell children and volunteers that Saturday Hoops is a welcoming environment and that you don't have to play basketball for it to be a place for you. By pulling our colors from the new mural that adorns the Hub, we attached Hoops' physical outward appearance of its building to its new visual identity. We've created a logo that's versatile and can communicate more than just basketball. Hoops is a church, a community and a place to grow and learn. Using circles speaks as much to the root of basketball as it does to the greater purpose of a sense of belonging and community.

The logo uses the typeface Montserrat and is a free google font that can be activated here: <https://fonts.google.com/specimen/Montserrat>  
To further establish the brand voice and recognition, we recommend that this typeface be used across all platforms when available.

## Primary Logo in Color



## Primary Logo All Black / All White



Our primary logo in color evokes a connection to basketball through the color choice, as well as the roundness, but provides more opportunity for dynamic set of brand marks that will be shown in the following pages. It can be set up in a vertical stack, as shown above, as well as a horizontal line that will be shown later. Saturday Hoops lacked a professional and respected appearance in comparison to other well-known and supported nonprofits in Cincinnati and we know that this option provides a more polished look that still brings in elements of fun for an organization built on Saturday morning fun. All black and white options are shown to visualize what the logo might look like if printed on various collateral without color to reduce costs, as well as to show that the message of community and fun still shine without the addition of color.



## Secondary Logos



These secondary logos were created with the knowledge that Saturday Hoops is more than basketball. Our additional logos help to communicate the various other programs that Saturday Hoops offers. By giving each activity a purposeful set of color, as well as including an icon, while staying true to the primary logo we've created, Saturday Hoops has a consistent but dynamic identity that we feel better captures what they do.

## Dynamic Icon Set



This icon set can be developed further to hit every corner of what Saturday Hoops provides, but we feel this set begins to communicate what Saturday Hoops is beyond basketball and allows for a visual divide between specific parts of the program. This leads to quicker and easier differentiation for volunteers and participants. These icons can be used on the website, as well as on signage and in other applications, such as volunteer badges.

Horizontal Logos - Color Change Only

SATURDAY HoOPS

SATURDAY HoOPS

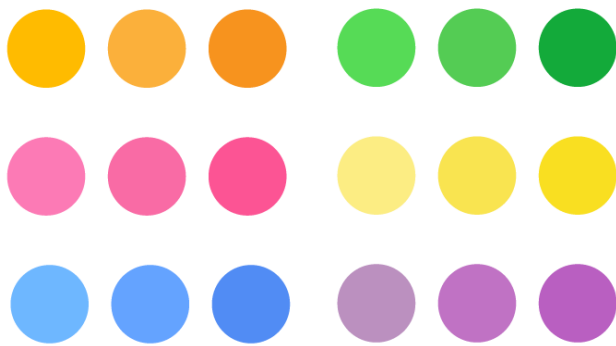
SATURDAY HoOPS

SATURDAY HoOPS

SATURDAY HoOPS

SATURDAY HoOPS

Color Palette



## 2. Website

A Website can function as the homebase for a company. It should be instantly recognizable to the brand as well as easy to navigate, with all of the necessary information easily accessible while not being overwhelming to the user. It is truly a place for an organization's personality to shine through. We originally found this to not be the case with the Saturday Hoops website; navigation titles were confusing and users were met with walls of text, and often got lost amongst the Cincinnati Youth Collaborative's information. It was often believed to be something more serious if not for the pictures. User-testers believed it was primarily focused on basketball and that volunteering there wouldn't be a good fit for them.

With a revamped and refreshed look, we believe that many of these issues will be alleviated. With simple navigation and a clean look that supports the new brand colors and logos, the fun, lively energy of Saturday Hoops and its participants is able to shine. The timer-based intro slides highlight many of the facets of Saturday Hoops, disarming the belief that you must have an interest in basketball to participate. With a long, easy to navigate style, the user is able to get a quick overview of all things hoops and decide what information they want to access. This can be navigated either through buttons associated with the information as one scrolls, or at any time through the pop-out menu.

A demo of the website can be accessed here:

<https://projects.invisionapp.com/prototype/ck2tyl1alq0015s301ewjwbmg8/play>

After creating the interface for the website, our team was tasked with finding a financially feasible option to create the website for Saturday Hoops. We weighed many different options including creating the website ourselves through an easily accessible online website builder; however, we found that finding Saturday Hoops a professional to build the site was most valuable. We were able to connect Saturday Hoops with a professional for no cost and reserve them the domain [www.saturdayhoops.org](http://www.saturdayhoops.org) for their new website. In order to pay for the hosting fee each month, we recommend that Saturday Hoops finds one or two Cincinnati businesses who can sponsor their website from year to year.

### 3. Social Media Presence

Social media is a great way to engage with audiences of any age, create awareness for events, recruit volunteers, and fundraise. We suggest that Saturday Hoops modify their use of their current platforms in order to be more effective.

Below we have outlined our social media suggestions for both Facebook and Instagram. Saturday Hoops is already very active on both of these platforms, and the overall content of these channels is great! Our tips and tricks listed here are just additional suggestions to take Saturday Hoops social media to the next level.

#### Facebook

Facebook is a great way to engage with an older crowd. Whether it's past volunteers, potential volunteers, potential donors or sponsors, it is perfect for keeping the Saturday Hoops community updated and engaged.

Ways to improve Saturday Hoops Facebook:

- Change the profile picture to the new logo
- Change name to just @saturdayhoops
- Regularly update header to coincide with upcoming events
- Utilize “promoted post” feature to get info about events out beyond your followers:
  - Promoted posts allow you to advertise on the feeds of people that don't already follow you; it is low cost and it can be centralized to people in a particular area or of a certain demographic. It even shows you who, and how often people interacted with the ad.
- Utilize Facebook analytics:
  - Facebook analytics allows you to see who and how often people engage with Saturday Hoops facebook. It also shows what kind of posts get the most attention, giving insight on what and when to post.
- Utilize Facebook Fundraising:
  - Facebook fundraising allows you to put a “donate” button right on your page, and allows your followers to post to their page and show their friends that they support you. Below are the steps to add a donate button to the Saturday Hoops page:

In order to add a donate button to your Page, you'll first need to be a page admin for your organization's Facebook Page.

- 1) Go to organization's page
- 2) Click **Add a button.**
- 3) Select **Shop with you or make a donation > Donate > Next.**
- 4) Select **Donate Through Facebook**
- 5) Click **Finish**

Note: Saturday Hoops must be enrolled in Facebook Payments before people can donate through Facebook. You can learn how to sign up for Facebook payments by clicking [here](#).

## Instagram

Instagram serves as a platform in which organizations can engage with a younger crowd and generate awareness. The pictures and updates posted regularly on the Saturday Hoops page are effective, and there is a serious opportunity for this page to grow by interacting more with the followers. With the alignment of Instagram's core user age and Saturday Hoops target volunteer age, there is an opportunity to form digital relationships with volunteers that can strengthen involvement. Here are some suggestions on how to improve the Saturday Hoops Instagram page:

- Change profile picture to new logo
- Change name to just @saturdayhoops
- Update Bio - something like the first sentence in the FaceBook "About" section
  - "We lead our inner-city kids in healthy, faith-based fun through basketball, a little art, food and positive role modeling via our volunteers and weekly speakers. We are an inclusive, collaborative and growing group of old and new friends who see the potential in each of our kids."
- Note page a "Business Profile"
  - When selecting a "type of business category" - pick "nonprofit organization"
  - A business profile gives more insight to engagement and reach on each post and story.
- Add story highlights
  - Each week follow around a kid and let them do a recap of the event. Save it to "Saved Stories" and it will always show on the homepage of the instagram page
- More engagement = More growth
  - Have volunteers post promotional graphics
  - Follow volunteers
  - Implement a "Volunteer of the Month" Award based on commitment and presence on Social Media (possible volunteer point system)
- Fix date in link in bio - makes the page look outdated

## 4. Volunteer Retention

Volunteer retention is a great way to grow your organization, and to follow through on your organization's goals. To increase retention we recommend 3 things: continually thanking your volunteers, an effective newsletter, and a loose organization structure that rewards volunteers that continue to come back and want to be more involved with Saturday Hoops.

### **Thanking Your Volunteers**

Volunteers are more likely to come back and volunteer again if they feel appreciated for the work they're doing. It also improves the overall experience of the volunteer which could lead them to bring people with them next time they come back. In order to accomplish this we recommend key leaders in Saturday Hoops are thanking volunteers when they show up, during activities, and after they are done volunteering. As volunteers keep coming back they may want to have the opportunity to be more involved with Saturday Hoops.

### **Newsletter**

We recommend a revised format of the weekly newsletter that is sent out to volunteers and other interested parties. The newsletter objective remains the same, with a new format that is intended to increase efficiency by providing the important information in a streamlined fashion. Currently the average newsletter takes 4-6 scroll lengths to get to the bottom, the new format is intended to be only 2-3 creating a more direct newsletter that can easily be read by volunteers. The revamped newsletter consists of an increased count of pictures, a week in review section, a call to actions, and lastly a section thanking the various volunteers and organizations that played a key role in that week's Saturday. The pictures, which are placed throughout the newsletter, are intended to showcase the ideals of hoops as well as the various activities that are being done that week. The first section of text is a week in review, which highlights important information that is being used currently such as the number of kids and volunteers, awarding winning campers, and more. This allows any person who has no affiliation with Saturday Hoops to easily pick up the newsletter and quickly gain an understanding of what takes place from week to week. Next is the call to action where the next Hoops date is largely displayed, and it invites people to join and bring others to volunteer as well. This section also has a link that will allow volunteers to sign up to be a CYC mentor. Lastly is the thank you section that shows gratitude to the many volunteers that came to Saturday Hoops on any given week. This section specifically recognizes volunteers who led the various activities as well as any organizations, etc. that helped with Hoops the prior week. We believe this redesigned newsletter will allow volunteers to easily have access to the needed information in a format that is easy to understand and respectful of their time.

## **Organization Structure**

We recommend you add an organizational structure to reward repeat volunteers that want to be more involved with Saturday Hoops. The structure would allow newer volunteers specific people to go to at each activity if they ever get confused, or if they want to connect more with the kids. The leaders at each activity would be responsible for making sure the activity is running smoothly, but more importantly they are there to help connect volunteers with each other and the kids. This would allow for more and better connections to develop at Saturday Hoops. The better connections will help volunteers to keep coming back. Also it will help fulfill the mentorship part of Saturday Hoops mission.

## **III. Moving Forward: Brand Application**

The new logos that our team worked hard to create will do so much more than just give Saturday Hoops new profile pictures on social media. Using this new logo will ultimately create a stronger brand for Saturday Hoops. The logos that we created will show the community that Saturday Hoops is more than just a place to play basketball. Instead, it is an organization that fosters mentorship through a variety of different activities such as reading, yoga, art, and motivational speakers. If Saturday Hoops implements our new logos, we are confident that the community will respond positively to the branding change. When the community sees the new logos, people will look at them and be able to see all the different “hoops” that Saturday Hoops has to offer. This will ultimately lead to a better understanding of Saturday Hoops in the community. By getting their message out in the community through the use of this new logo, Saturday Hoops will likely see an increase in participants and a growth in the program.

## **IV. Summary and Closing**

It has been a pleasure to work with the passionate, hardworking, and amiable team at Saturday Hoops this semester. The recommendations and proposals laid out within this deliverable are committed to upholding the values, mission, and vision of Saturday Hoops, while supporting the growth and development of the organization. We hope that Saturday Hoops’ driven leadership will consider our recommendations and proposals to ultimately provide even more children in the Cincinnati area with a community that fosters growth and leadership. We wish you future success in all of your endeavors and foresee you doing incredible things.