



## 3<sup>rd</sup> Annual Net Impact Consulting Challenge

Real Case. Real Client. Real Impact.

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February 20 – March 1, 2008

### Case competition and consulting engagement

**Real Case:** Cases are current strategic challenges in marketing, operations, finance, and leadership for Los Angeles-based nonprofit organizations.

- Marketing: *new technology, brand audits, marketing material assessment, client segmentation*
- Finance: *internal program accounting, analyzing revenue streams, financial viability and metrics*
- Operations: *fundraising messages, program growth/diversification, program evaluation*

**Real Client:** Clients are nonprofit organizations who apply for this event through a competitive application process. 2008 nonprofit applicant profile:

- Annual budgets range from \$100,000 to \$19 million.
- Programmatic initiatives include education, environment, housing, and social services.
- Applicant pool includes household names in entertainment and foundation fields.

**Real Impact:** Nonprofits receive valuable strategic recommendations to strengthen their services.

Comments from nonprofit executives about the 2007 Challenge include:

- *“The student team provided us with valuable research and made excellent recommendations. I took away one suggestion and put it to work right away!”*
- *“We found your students’ guidance last year incredibly helpful. Our (service level) has increased significantly since our project together. We are thrilled to participate.”*

**Student Benefits:** Consulting and strategy experience, resume and interview material, networking (with judges, sponsors, community, and administration), real-time feedback, and REAL impact.

#### Applications Process:

- Apply as a team of 4-6 people or as an individual. The committee will facilitate team formation for individual applicants. Teams are encouraged to have some diversity of experience.
- Supply a short statement of interest and rank preferences of type of project/organization.
- Applications will be available Friday (1/18) and are due via email on Friday, January 25.
- The committee will match teams with projects. Unfortunately, we cannot guarantee all preferences. The order of application receipt will be a factor for matching to competitive projects and interest areas. **All matches are final.**

#### Timeline:

- Students will be notified of projects and organizations no later than Friday, February 15.
- At least two team members of each team must attend a Kickoff event on Wednesday, February 20. This is the initial scoping meeting with the nonprofit.
- All team members must participate in an all day event on Saturday, March 1. This day will provide working time in the morning, and semifinal and final rounds of judging in the afternoon.