



# **F.Y. EYE VOLUNTEER OPPORTUNITIES**

**LEVERAGING VOLUNTEER TALENT  
TO CONNECT NEW YORKERS IN NEED  
TO THE SERVICES THEY DESERVE**

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F.Y. EYE

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## ABOUT

F.Y. Eye is a full-service 501(c)(3) advertising group that works exclusively with other nonprofits and government agencies to build public awareness about the wealth of social, civic, educational, legal, financial and health-related resources available to New Yorkers in need. F.Y. Eye achieves its mission by developing and disseminating PSAs (public service announcements) that generate attention and action on issues of public concern. Unlike other media companies, every dollar in revenue generated goes back into subsidized advertising solutions for New York's social impact sector.

# OUR STORY

In 2005, a group of philanthropists investing in community organizations realized that many great nonprofits could better engage New Yorkers in need.

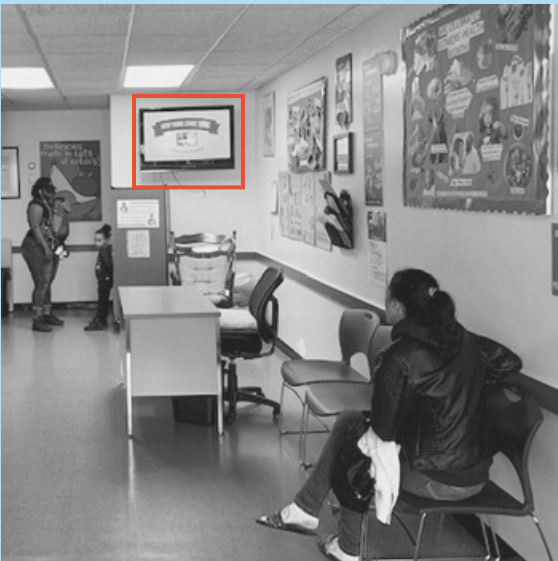
The group recognized that the challenge was not a lack of demand, but a lack of awareness. While nonprofits were great at service delivery and supporting clients in their network, they lacked the capacity, expertise or budget to advertise their value to the greater public.

To address this challenge, F.Y. Eye was created as a resource for nonprofit and governmental organizations in need of affordable and strategic outreach solutions.

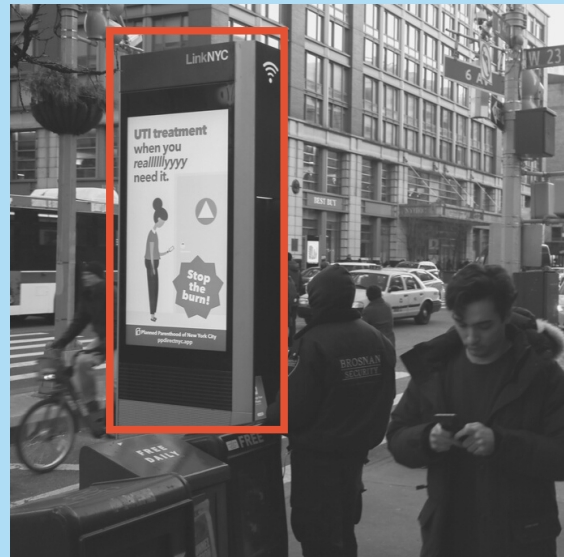


# OUR SERVICES

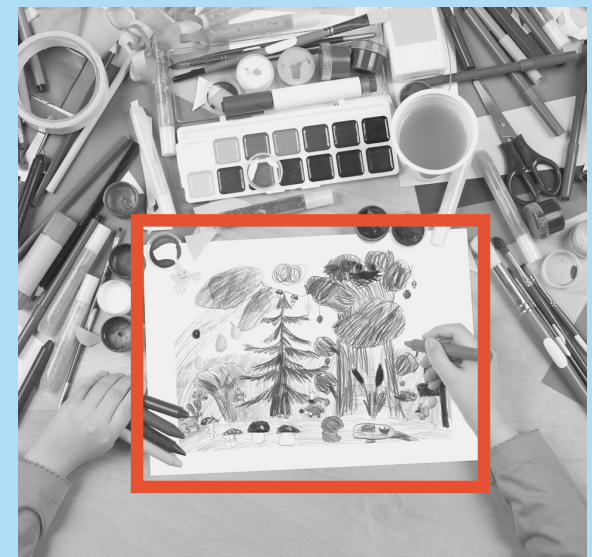
F.Y. Eye helps clients build stronger brand awareness, implement free and low-cost outreach campaigns, and facilitate effective engagement with their constituents. We offer strategic message distribution and affordable content development to ensure that no good community program, service or announcement is lost in the shadows .



**Community PSA  
Distribution**



**Media Planning  
& Buying**



**Creative  
Services**



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# TRACK RECORD

## 120 CLIENTS SERVED

F.Y. Eye serves nonprofits of all shapes and sizes including community-based organizations engaged in direct service, advocacy for vulnerable populations, civic engagement, racial justice, environmental justice, and more.

## 198 CAMPAIGNS DISTRIBUTED

F.Y. Eye has provided strategic support on communications campaigns that educate New Yorkers on important civic issues, raise visibility for the great nonprofits supporting our city, and encourage positive behavior change for individuals to better themselves and the environment they live in.

## 9 MILLION DOLLARS SAVED

In New York City, ad placement can cost anywhere from 5 thousand to 5 million dollars. F.Y. Eye's free media distribution platform, the digital PSA Network™, and for-profit media donations has saved the nonprofit community upwards of \$9 million in media distribution costs.



# ISSUE AREAS

F.Y. Eye promotes social impact messages that aim to defend or empower a vulnerable population, a community-driven effort, an environmental resource and/or our democracy. Our goal is to improve quality of life for all New Yorkers.

Voting

The  
Census

Senior  
Services

Food  
Security

Public  
Health

Green  
Living

Racial  
Justice

Social  
Justice

Economic  
Justice

Immigrant  
Justice

Climate  
Justice

Gender  
Justice

Disability  
Rights

Domestic  
Violence

Employment  
Services

Nutrition

Tenants  
Rights

Arts and  
Culture

# DIGITAL PSA NETWORK™

The cornerstone service of F.Y. Eye is free message distribution for nonprofits through our digital PSA Network™. With the support of grant funding, F.Y. Eye has installed 100+ indoor and outdoor digital billboards in high-traffic community spaces across New York. Our digital footprint stretches across all five boroughs and Westchester and includes healthcare clinics, recreational facilities, community centers, community colleges and more.



# VOLUNTEER OPPORTUNITIES

F.Y. Eye welcomes people from all walks of life to join us in our effort to connect New Yorkers in need to the knowledge and services they deserve.

We have a variety of different volunteer opportunities for individuals and organizations interested in helping us achieve our mission.



**Challenge and expand your skills**



**Learn about issues New Yorkers face**



**Connect with new organizations**



**Increase professional visibility**



**Get involved in your community**



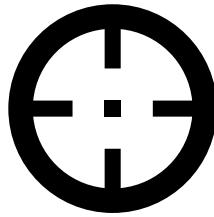
**Take actions to support your values**





# VOLUNTEER ENGAGEMENT PROCESS

F.Y. Eye will carefully and strategically match you to an opportunity based on your skills, interests and availability. We have opportunities to support F.Y. Eye-driven initiatives as well as the work of our nonprofit clients.



## **Volunteer Application**

Fill out a brief volunteer application so F.Y. Eye can better understand your skills, background, availability, passions, and what you would like to gain from your F.Y. Eye volunteer experience.

## **Project Scoping**

F.Y. Eye matches you to an opportunity based on your application. Together, we will develop a scope of work to ensure common understanding of responsibilities, timelines and commitment.

## **Volunteer Check In**

Together, we will set up a check-in schedule to discuss progress, questions, concerns, next steps, your experience, opportunities for improvement, and how F.Y. Eye will promote your work.

# IN-DEMAND VOLUNTEER SUPPORT

F.Y. Eye is actively looking for volunteers to help our organization and the nonprofit community we serve in the following ways:

Media Planners & Buyers	Brand & Campaign Strategists	Public Relations Specialists	Word Press Wizards	Social Media Mavens
Media Plans	Nonprofit Campaign Concepts	Press Kits	SEO Support	Channel Management
Donated Media Opportunities	Brand Analysis & Strategy	Media Placement Support	Website Analysis	Audience Growth Support

Fundraising	Corporate Partnerships	Researchers	Artists	Writers
Grant Writing	Corporations Introductions	Engaging Vulnerable Populations	Pro Bono PSA Design	Case Studies
Donor Appeals	Corporate Giving Strategy	PSA Network Evaluation	Pro Bono PSA Resizing	Proposals

# CURRENT F.Y. EYE NEEDS

F.Y. Eye is actively looking for volunteers to help our nonprofit media group raise visibility of our own brand, build our following, improve our SEO, fundraise, and build strategic partnerships.

F.Y. Eye Brand  
Awareness  
Campaign

F.Y. Eye 15th  
Anniversary  
Fundraising  
Campaign

Website Analysis  
and Improved SEO

Corporate  
Partnership  
Development

Social Media  
Growth

Public Relations

# CURRENT NONPROFIT CLIENTS NEEDS

F.Y. Eye works with trusted community-based nonprofits to help them better communicate their mission, their story, and their value. Over seventy percent of our nonprofit clients do not have the budget to implement paid media campaigns.

Media Plans

Donated  
Media Access

Nonprofit  
Campaign  
Messaging

Brand Strategy

Social Media  
Growth

PSA Design &  
PSA Resizing

# VOLUNTEER EXPECTATIONS

F.Y. Eye volunteers are offered the opportunity to connect with trusted nonprofits working on critical challenges New Yorkers face. We expect that volunteers offered opportunities to work with us and our clients maintain a high level of professionalism and integrity.



**Complete committed projects**



**Be punctual for meetings**



**Communicate any issues**



**Understand the role of the paid staff**



**Be reliable and responsible**



**Keep sensitive information confidential**



## SELECTED CLIENTS





# THANK YOU

WE APPRECIATE YOUR INTEREST AND  
COMMITMENT TO THE NONPROFIT COMMUNITY

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## CONTACT

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[www.fyeye.org](http://www.fyeye.org)