TAKE FLIGHT
COMMUNICATIONS

Research Report
Jordan Institute for Families
MEJO 634.1
October 8th, 2019

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EXECUTIVE SUMMARY

The Jordan Institute for Families (JIF), founded in 1996, is focused on cultivating safe, stable and nurturing families in North Carolina and beyond. To maximize local resources and opportunities, JIF regularly partners with the UNC School of Social Work's Communications, Development and Business teams.

JIF's growing team is looking to start a new chapter for the organization, with a heavy focus on increasing visibility and strengthening the JIF brand. To best serve this mission, our team established a central goal of discovering how the Jordan Institute for Families could become a better informational resource and support system for families in North Carolina. Within this goal, there were three research objectives: establish which platforms and information target audiences prefer, determine what programming would most interest the parents of North Carolina and their children, and understand UNC-Chapel Hill students' level of interest and motivating factors in volunteering.

To fulfill these objectives, we elected to pursue three methods of research. The first method our team chose was to survey parents located in North Carolina. The objective of this method was determining what programming North Carolina parents and their children were interested in. Our second method of research was conducting one-on-one interviews. We chose to interview UNC-Chapel Hill students to find the best methods of communicating to them. Our final method of research was a focus group of UNC-Chapel Hill students, in which we focused on gauging interest-levels in volunteering and determining what motivated students to volunteer.

Through these methods of research our team was able to obtain the following findings:
- Social media should reflect the impact a non-profit has in the community both visually through photography and factually through statistics.
- Students become much more interested in volunteering on their own when it is framed as an internship or serves a cause they care about deeply.
- A non-profit is perceived as more credible when it has: evidence of the work it's done, transparency with financial donations and the backing of a reputable person
- Many UNC-Chapel Hill students are unfamiliar with JIF, its mission and its association with Michael Jordan.

After reflecting on these findings, we recommend that JIF establish accounts representing the organization on Facebook, Twitter, and Instagram to gain visibility. The content on these platforms should demonstrate the organization's impact. Furthermore, we recommend creating an on-campus "JIF" club, comprised of students interested in volunteering time to JIF projects. In addition, JIF would offer a handful of students unpaid internships if they are willing to invest more routine time to JIF, and take a leadership role in the club.

BACKGROUND

Opportunity Statement

The Jordan Institute for Families took a 10-year hiatus while the $1 million donation from Michael Jordan came to the foundation. After the hiatus and the hiring of a new director, JIF's new challenge is gaining more exposure, expanding its program offerings, and learning to effectively leverage the Jordan brand.

The Jordan Institute for Families is a part of the UNC-Chapel Hill School of Social Work. JIF aims to help mothers and families in North Carolina and provide them with information and help in many different ways, such as with the 4th Trimester Project. Their mission is to strengthen families by giving them the knowledge of social and health programs in North Carolina and across the nation. The organization is most associated with its 4th Trimester Project, which helps new Moms by providing them with tools and resources to navigate postpartum. Although people are familiar with the 4th Trimester Project, JIF needs to increase brand awareness for the Institute in order to reach their audience and garner more interest. Continually, JIF needs to find ways to leverage the Jordan brand in a way that brings in more exposure, partnerships, and donations.

S.W.O.T Analysis

The Jordan Institute for Families' strengths include the brand and name of Michael Jordan, being housed under and associated with the large research university of UNC and a functioning website. The initial connection to Jordan provides for a level of credibility for the organization, allowing themselves to be connected to a well-known celebrity that establishes an initial level of recognition. Additionally, JIF's strong connection to the UNC system provides for community connections and benefits such as the resources of the School of Social Work and the student base of UNC. While the website might not be organizationally ideal, it provides a large amount of information while acting as a functioning platform that individuals are able to visit.

Weaknesses of the Jordan Institute for Families include their lack of visible impact through tangible materials, no social media presence, an overwhelming range of projects, and an overcrowded website. Currently, JIF's mission and impact are difficult to find because of the large amount of information on their website, without any physical projects that can be identified. Individuals may be interested in the organization, however, they may not be able to clearly find the work that it does and where the money, including donations, is going toward. This may also hinder individuals from donating. Additionally, a strong social media presence is necessary to promote events and overall publicize the organization, particularly to the demographics of students that would be targeted for volunteering. A study by Guo & Saxton, described how "nonprofits should seek to join conversations, speak often, and grow their follower base" in order to draw attention to their cause and organization, particularly using the hashtag feature of Twitter (Guo & Saxton).

The Jordan Institute for Families opportunities include the involvement of UNC-Chapel Hill students as capitalizing on the "Jordan brand, instituting volunteer programs, implementation of a work-study program, and the integration of smaller programming events into their calendars. Capitalizing on the "Jordan" brand can be beneficial to promote the organization by potentially opening more opportunities for the organization while allowing for increased publicity through Jordan's personal brand. Smaller-scale, localized events within the community (such as art classes, yoga classes, etc.) will provide for more community involvement while creating opportunities for individuals to interact with the organization with a smaller time commitment as well as on a more frequent basis.

Threats of the Jordan Institute for Families include their basis on an individual's reputation, as well as larger organizations competing for the same money, for the same cause. Michael Jordan's name being on the institution can be worrisome in that the organization rests on a single individual's reputation, however, the organization can work to differentiate themselves through promoting their work and the visible impact of their services. Additionally, larger-scale organizations that are able to provide more resources such as financial aid, may cause for competition within participants who are seeking help. These larger organizations may have a wider network of connections, in addition to a wider range of ways in which they can help individuals and their needs.

Target Audiences

Our aim is to have our target audience focused mostly toward students at UNC-Chapel Hill, as the university itself provides for a large group of students who are interested in volunteer work and participating in resources throughout the community. In addition, we wanted our second main target public to be mothers. For the survey, we targeted mothers, ranging in ages from 18 years old to 65+, as our respondents in order to gain insights into current community resources, as well as areas for improvement. We used our personal interviews to target current undergraduate students at UNC-Chapel Hill between the ages of 18-21, as well as using the same demographic of students for our focus group.

Other Relevant Research

With one of JIF's core goals being increased visibility, our group naturally gravitated towards researching advantageous social media practices for non-profit organizations. Due to social media's accessibility and broad potential reach, we understood that this tool could be extremely valuable for non-profit organizations such as JIF. However, our group hoped to fill in our knowledge gap of how a non-profit's social media objectives should differ from that of a typical commercial brand's page.

The most significant finding our group had was that social media platforms should help nonprofits illustrate the impact that is difficult to quantify in a way that is inexpensive and effective (Parker, Wachter, Sloan, & Ghomi 2016). JIF does a lot of project-based work that, while impactful, may be difficult to quantify. The best way to illustrate this impact is through the use of images and videos on social media channels (Parker, Wachter, Sloan, & Ghomi 2016). We

can see the profound impact these videos can have through a case study of the non-profit: Love Your Brain.

Love Your Brain (LYB) is a non-profit with the mission of improving the quality of life for those affected by traumatic brain injury through various programs. LYB's programming focuses on building community and fostering resilience, which are two goals that are difficult to quantify. In a video, the organization produced called, "LYB Yoga FC" participants in LYB's yoga program speak to how attending these yoga sessions has helped them personally. While there is little quantifiable impact included, the emotional impact on viewers is extremely strong and successfully illustrates the impact LYB has made in helping individuals with traumatic brain injuries. This video has over 10,000 views on YouTube, which can likely be attributed to its heavy emphasis on emotion, as emotion is a key predictor as to why content is shared (Pressgrove, 2011). Through our study of the LYB case example, our group more fully understands how to approach illustrating JIF's impact in non-quantifiable areas using social media.

Ideas to be Pretested

Despite their ultra-busy schedules, passionate college students still find the time for extracurricular involvement and volunteer work. Though most seek out volunteer opportunities as part of a participation requirement for other organizations, many have an intrinsic desire to give back to their communities or to those in need. However, with so many pressing commitments fighting for attention and time, nonprofits seeking free help must develop opportunities that are worth the extra effort for college-aged volunteers. According to an article from Human Resource Development International, volunteers aspire to do tangible work and be able to see its impact, all while not get caught up in managerial complexities such as paperwork and office politics (Stirling). Most young volunteers do not wish to be treated as if they are permanent staff when they are donating their time and energy, so it is crucial for nonprofits to clearly outline the expectations and capabilities of their volunteer base, making sure to simplify and limit the bureaucracies as well as give people the opportunity to actually do good work.

Therefore, we want to further research and develop the concept of a student volunteer program for the Jordan Institute and how it could be effectively marketed to the large population of young adults in the Chapel Hill area. With a focus on students in the UNC School of Social Work, we want to look into what current opportunities are available to them for leadership and work experience, and how those existing programs could either collaborate with the Jordan Institute and/or compete with them. We firmly believe that in order for the Jordan Institute to actually reach their goals of large scale collaborations, program expansion, and increased donations, there is a need for a more permanent, yet cost-efficient, workforce to assist in those areas. Social Work majors may be great future assets as a volunteer pool, and we are very excited to develop this concept further.

Research Goals

The overarching research goal is to figure out how the Jordan Institute for Families can become a better informational resource and support system for families in North Carolina. From this, the first subset goal is to find out what platforms and information the target audiences respond best to. Continually, the second subset goal is to figure out what content or programming would most interest parents and children in North Carolina. The last subset goal is to see if there is an interest for UNC-Chapel Hill students to volunteer at non-profit organizations and find out what motivates them to volunteer at organizations like JIF.

METHODS

Survey

The survey consisted of 17 questions and was distributed mainly to parents in North Carolina. After demographic inquiries, the questions focused on parents and children, where parents receive their childcare information, and what programming would be most effective for them. The survey opened on October 5, 2019, and closed on October 7, 2019. It was distributed via Facebook, email, and text message. There were a total of 104 respondents, with 35.4 percent belonging to the age range of 45 to 54-years-old. Of the total respondents, 87.8 percent were female, 12.1 percent were male, and 45.3 percent resided in the Mountain region of North Carolina. Refer to the appendix to review the list of survey questions.

Individual Interviews

Interviews were conducted from September 26, 2019 to October 5, 2019. Participants included male and female UNC-Chapel Hill students, a consultant who minored in family studies, and an entrepreneur who started a non-profit that runs on volunteer efforts. The ages of the participants ranged from 19 to 23-years-old. Questions for the interviews were tailored depending on the skills and knowledge of the participant. For UNC-Chapel Hill students, questions focused on effective messaging, what content appeals to them on the different social media, and what content they would like to see from non-profit organizations. For the consultant and entrepreneur, questions focused on non-profit structures, sourcing volunteers, and their experiences working in the non-profit sector.

Focus Group

The focus group was conducted on October 4, 2019, in Chapel Hill, North Carolina. The participants consisted of five female participants, all students at UNC-Chapel Hill, ranging from the ages of 20 to 21-years-old. One of our target audiences is people who would most likely volunteer at the Jordan Institute for Families, so we chose student participants because of their proximity to campus and JIF. The focus group started with questions focusing on volunteer work, how the participants find information about local non-profit organizations and what would encourage them to volunteer at said non-profits.

RESULTS

Survey

The main goal of our survey was to identify where parents and caregivers get their information regarding childcare as well as what programming areas/public issues they are most passionate about.

As shown in Graph 1 [see appendix], over 50 percent of respondents indicated that Family and/or Friends is their primary source for childcare information. Less than 10 percent of those surveyed indicated social media as a primary source for childcare information. Despite low usage overall, Facebook and Pinterest were the top platforms amongst the respondents, as Graphs 2 and 3 [see appendix] show the breakdown of uses of Facebook and Pinterest; 14 percent of respondents use both platforms often for information. In regards to what makes a resource trustworthy, many cited in the free-response form that experience, professional or peer reviews, reputation, and verification are the main characteristics they look for in a source.

In regards to programming, we asked participants what types of activities they enjoy doing with their child(ren). Approximately 34 percent of families enjoy Recreational activities such as sports or visiting parks, 28 percent enjoy Entertainment based activities such as going to the movies, or visiting arcades or theme parks, and just over 20 percent partake in Arts related activities such as music lessons or studio art classes [see appendix for Graph 4].

Inspired by the Jordan Institute's focus on social justice, we asked our participants what public issues mattered most to them. As seen in Graph 5 [see appendix], the top issue for parents and caregivers is Education at 23 percent, followed by Medical Care at 18 percent, with Public Safety and Mental Health Advocacy closely trailing at 16 percent.

Individual Interviews

During our nine individual interviews with primarily UNC-Chapel Hill students, there were three areas we wanted to focus on: social media, non-profit credibility and community awareness of JIF. Our team was able to identify several underlying commonalities in thought.

In regards to social media, one sentiment was echoed in nearly all of the interviews conducted: nonprofits should use social media to provide evidence of the work they're doing and the impact they're making. Many interviewees expressed that this is the main reason they follow nonprofits on social media. Each platform had different expectations for how this concept should be executed. Instagram and Twitter were described as platforms that should have minimal text, while Facebook was expected to have text-heavy posts. The frequency with which each platform should be used to prove impact also varied. "Twitter and Facebook are for frequent updates, but Instagram should be less often and more meaningful," one interviewee said.

In the crowded non-profit sector, perceived credibility can help one organization stand out from the rest when recruiting volunteers or donors. Within our group's interviews, we found three consistent ingredients for building a non-profit's perceived credibility: evidence of the work it's

doing, financial transparency and support from a reputable person or organization. Without these ingredients establishing credibility for an organization, our interviewees expressed that they are much less likely to donate time or money to it. "If a non-profit is super open about what they do and how they use money, I feel like I can trust them a lot more and want to help their cause," one interviewee expressed.

Finally, our interviewees expressed significant interest in an unpaid internship role with a non-profit organization. "When I was a freshman or sophomore looking for experience on my résumé, yeah absolutely that opportunity would have been so great," one interviewee said. Several of the students we interviewed said that if an organization expected a large or routine time commitment from students, an internship title was a way for students to reap personal benefits for this time investment.

Focus Group
The focus group participants gave insightful information on what motivates UNC-Chapel Hill students to volunteer at non-profit organizations on-campus, where students look to find non-profit organizations to volunteer for, and how aware students are about the Jordan Institute for Families.

The first theme we identified was that students volunteer at non-profits primarily due to a requirement, whether it is for a class or a sorority. When they have to choose the non-profit themselves, participants stated they look for organizations with causes they are passionate about where they can see a direct impact being made. One of the participants expressed, "I have a passion for helping children, mainly through providing educational resources such as reading to them or helping them learn new skills."

We also identified where students search to find non-profits with causes they are passionate about. Participants stated they find organizations on social media, ask non-profit teachers in the M-J School, and search UNC-Chapel Hill's Heel Life website. "I always use the Heel Life website to find organizations on campus to get involved with," stated one of the participants. Within social media, the participants stated they mostly look for non-profit information on Instagram and LinkedIn, but the content presented should be factual and informative, rather than solely images.

Lastly, we identified a lack of awareness of the Jordan Institute for Families within the UNC-Chapel Hill student population. At the end of the focus group, participants expressed that they have never heard of the Jordan Institute for Families. They had a general sense that Michael Jordan had philanthropic causes, but they did not know anything specific about these causes. The group's initial impressions were that JIF helps low-income families and is somehow associated with Michael Jordan. Participants stated they did not think Michael Jordan would start an organization like JIF from what they know about him from the media. One of the participants stated, "From hearing the name, I thought Deloris Jordan started the organization and not Michael. I don't typically associate him with family."

DISCUSSION

With our primary goal of figuring out how the Jordan Institute for Families can become a better informational resource and support system for families in North Carolina, our survey helped us to narrow down what kind of content and programming could be developed, what social media platforms could be used to spread information and promotion, as well as what the needs and desires are in local communities that the Jordan Institute could potentially fulfill. Our focus groups and interviews helped us to gauge what interest there is in volunteer opportunities for a non-profit organization on campus, as well as what characteristics are attractive to potential volunteers when developing and maintaining a strong program.

Although we gathered key takeaways from our research, there were some limitations. With more time, we would have hoped to gather even more responses to our survey with the hope of getting the thoughts and opinions of male caregivers in North Carolina. Additionally, we would have liked to interview students within the UNC School of Social Work to gather insights from their experiences and aspirations, and how the Jordan Institute could potentially act as a stepping stone for students to find their individual passions within the field of social work. Furthermore, if we had access, it would have been beneficial to interview or conduct a focus group with parents and caregivers; however, we did not have ready access to parents on-campus.
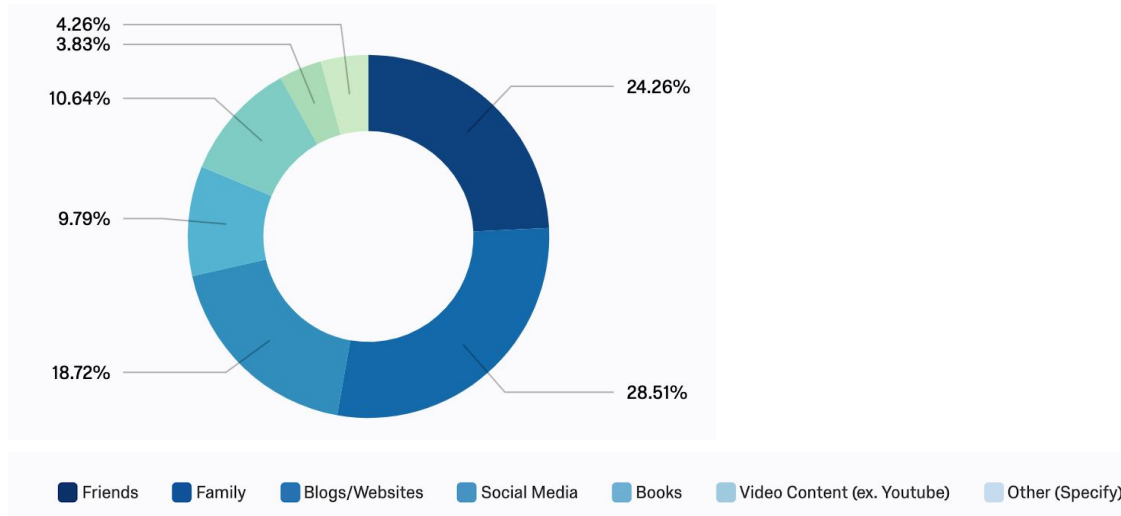
Our key insights have led us to a better understanding of how the Jordan Institute can serve the campus and the local community, as well as what internal resources will be required to make such an impact. Our first key insight is that social media should reflect the impact a non-profit has in the community through compelling images and videos as well as through quantifiable facts and statistics. Our second key insight is that students volunteer primarily to fulfill requirements, but become much more interested in voluntarily offering their time when the cause is something they are passionate about, or the volunteer opportunity is framed as an internship. Our third insight is that a non-profit is perceived as more credible when it has: evidence of the work it's done, transparency with financial donations and the backing of a reputable person. Credibility is essential to recruiting volunteers and donations, and our research shows it is possible to build an organization's credibility by focusing on those three elements. Our final insight is that many UNC- Chapel Hill students are unfamiliar with JIF, as well as its mission and its association with Michael Jordan.

Thinking long-term, it is our hope to not simply promote, but to empower the Jordan Institute to develop unique and necessary community programs, reach a broader audience all across North Carolina, and cultivate an internal volunteer base that will sustain the institute for years to come. We are excited to pursue these insights in our upcoming campaign.
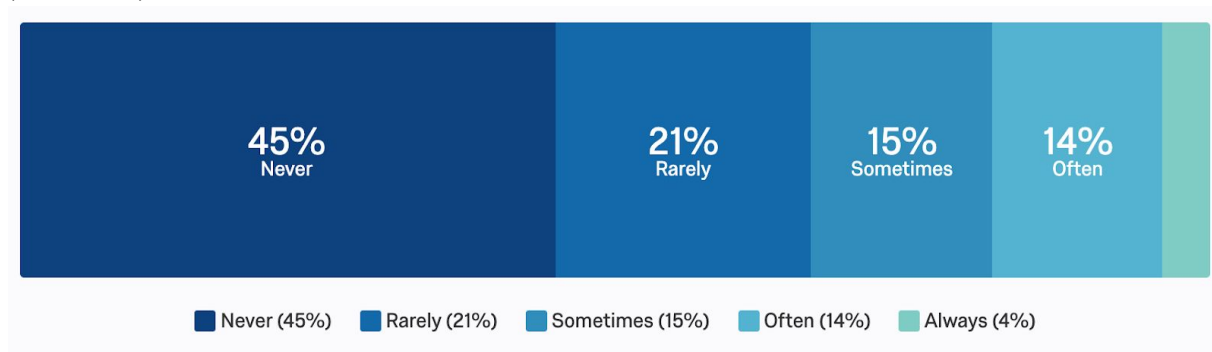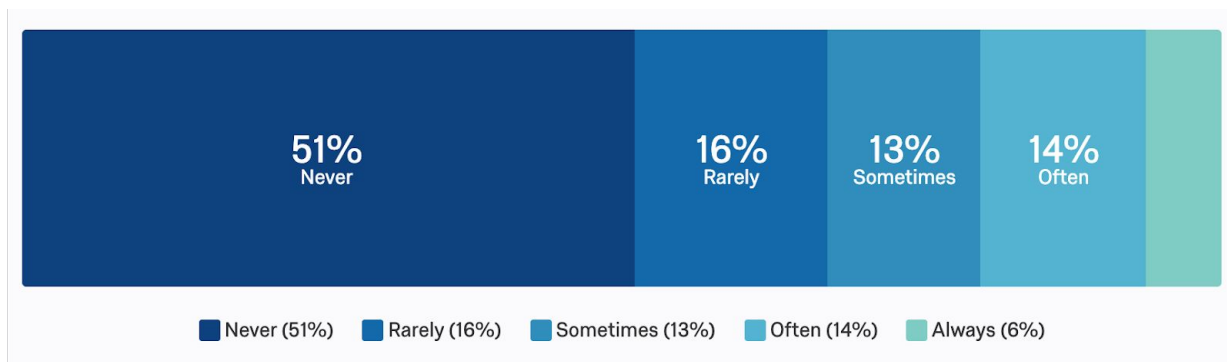
APPENDIX

Tables and Graphs

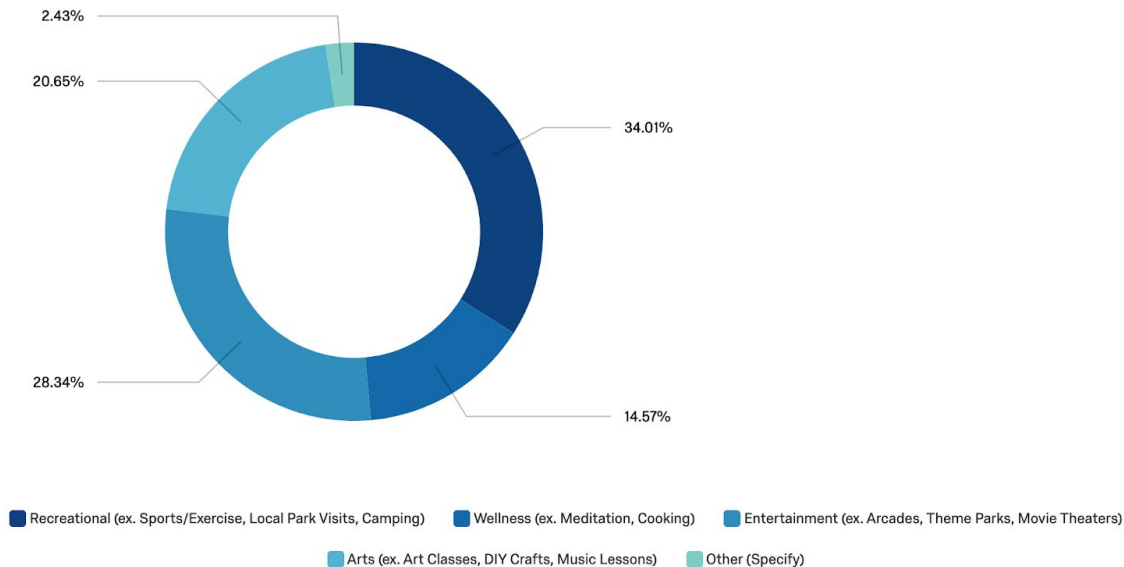Graph 1 - What are your primary sources for childcare information? (Check all that apply)

4.26%
3.83%
10.64%
9.79%
18.72%
24.26%
28.51%

■ Friends   ■ Family   ■ Blogs/Websites   ■ Social Media   ■ Books   ■ Video Content (ex. Youtube)   ■ Other (Specify)

Graph 2 - How often do you use the following social media platforms for childcare information? (Facebook)

45% Never   21% Rarely   15% Sometimes   14% Often
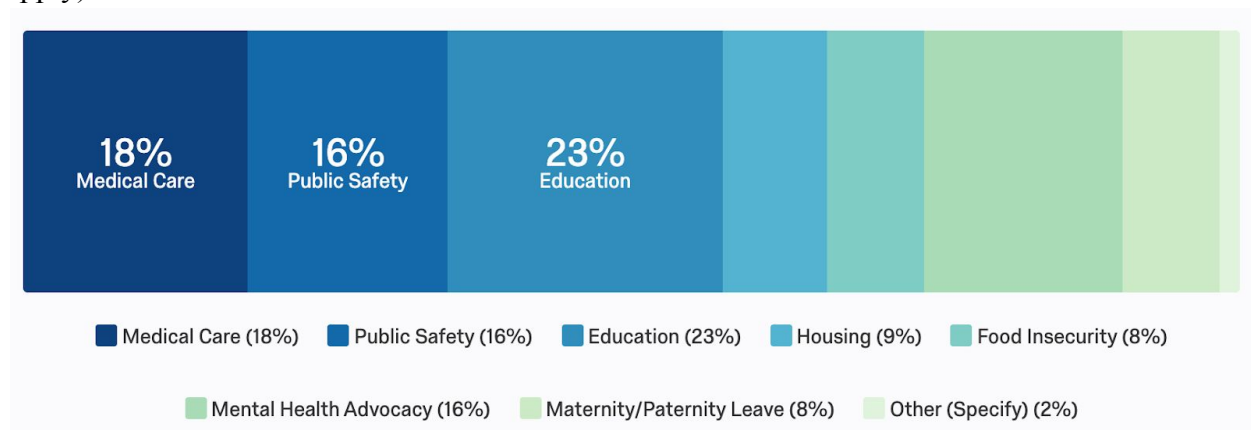
■ Never (45%)   ■ Rarely (21%)   ■ Sometimes (15%)   ■ Often (14%)   ■ Always (4%)

Graph 3 - How often do you use the following social media platforms for childcare information? (Pinterest)

51% Never   16% Rarely   13% Sometimes   14% Often

■ Never (51%)   ■ Rarely (16%)   ■ Sometimes (13%)   ■ Often (14%)   ■ Always (6%)

Graph 4 - What kind of activities do you and/or your child(ren) enjoy? (Check all that apply)

2.43%

20.65%

34.01%

28.34%

14.57%

■ Recreational (ex. Sports/Exercise, Local Park Visits, Camping)   ■ Wellness (ex. Meditation, Cooking)   ■ Entertainment (ex. Arcades, Theme Parks, Movie Theaters)

■ Arts (ex. Art Classes, DIY Crafts, Music Lessons)   ■ Other (Specify)

Graph 5 - Which of the following public issues are you most concerned with? (Check all that apply)

18% Medical Care   16% Public Safety   23% Education

■ Medical Care (18%)   ■ Public Safety (16%)   ■ Education (23%)   ■ Housing (9%)   ■ Food Insecurity (8%)

■ Mental Health Advocacy (16%)   ■ Maternity/Paternity Leave (8%)   ■ Other (Specify) (2%)

Survey Questionnaire

Our survey was mainly distributed to parents, grandparents, caregivers, and guardians in North Carolina. They were asked questions about the children they care for, where they receive their childcare information, what activities they enjoy doing with their children, and what programming they'd like to see in their community.

Survey Questions:

Thank you for participating in our research study. Participation is voluntary and your responses are completely anonymous. The survey asks questions about your experience with being a

parent/guardian/caregiver and the resources that are available to you. Please answer all questions honestly and openly. Thank you!

1. Please select your age range:
   a. Under 18
   b. 18-24
   c. 25-34
   d. 35-44
   e. 45-54
   f. 55-64
   g. 65+

2. Please select your gender identity:
   a. Male
   b. Female
   c. Prefer not to say
   d. Other (Specify) _____

3. Please select the region of North Carolina in which you permanently/primarily live:
   a. Mountains
   b. Piedmont
   c. Inner Coastal Plain
   d. Tidewater

4. What is the highest degree or level of school you have completed?
   a. Less than a high school diploma
   b. High school diploma or GED
   c. Some college
   d. Associates Degree
   e. Bachelor's Degree
   f. Master's Degree
   g. Professional Degree
   h. Doctorate
   i. Other (Specify) _____

5. How would you classify yourself? (Check all that apply)
   a. Biological Parent
   b. Adoptive Parent
   c. Grandparent
   d. Legal Guardian
   e. Caregiver (ex. Nanny)
   f. Other (specify) _____

6. How many children do you care for?

    a. 1
    b. 2
    c. 3
    d. 4
    e. 5+

7. Please select the age range(s) of the children you care for (Check all that apply)
    a. Infant (0-2)
    b. Toddler (3-4)
    c. Child (5-10)
    d. Tween (11-13)
    e. Teen (14-18)
    f. Young Adult (18+)

8. Please select the gender identity(ies) of the child(ren) you care for.
    a. Male
    b. Female
    c. Male and Female
    d. Prefer not to say
    e. Other (Specify) _____

The following questions pertain to how you access childcare information. Some examples of childcare information include Medical advice, educational and extracurricular resources, at-home activity ideas, mental health improvement, and parent networking.

9. What are your primary sources for childcare information? (Check all that apply)
    a. Friends
    b. Family
    c. Blogs/Websites
    d. Social Media
    e. Books
    f. Video Content (ex. YouTube)
    g. Other (Specify) _____

10. In your opinion, what makes an informational survey trustworthy?
    a. Write in your answer: _____

How often do you use the following social media platforms for child care information?

	Never	Rarely	Sometimes	Often	Always
Facebook	○	○	○	○	○
Instagram	○	○	○	○	○
Twitter	○	○	○	○	○
Pinterest	○	○	○	○	○
Youtube	○	○	○	○	○
Other (Specify)	○	○	○	○	○

11.

12. What kind of activities do you and/or your child(ren) enjoy? (Check all that apply)
    a. Recreational (ex. Sports/Exercise, Local Park Visits, Camping)
    b. Wellness (ex. Meditation, Cooking)
    c. Entertainment (ex. Arcades, Theme Parks, Movie Theaters)
    d. Arts (ex. Art Classes, DIY Crafts, Music Lessons)
    e. Other (Specify) _____

13. What local resources do you use for family-related services? (ex. Child Care Facilities, Family Counseling, Parks and Recreation Programming, Community Resource Centers)
    a. Write in your answer: _____

14. What kind of programming or resources do you see an immediate need for in your community?
    a. Write in your answer: _____

15. Which of the following public issues are you most concerned with? (Check all that apply)
    a. Medical Care
    b. Public Safety
    c. Education
    d. Housing
    e. Food Insecurity
    f. Mental Health Advocacy
    g. Maternity/Paternity Leave
    h. Other (Specify) _____

Individual Interviews

Our individual interviews were majoritively conducted by interviewing current UNC students. They were asked questions regarding their volunteer work, methods of which information is obtained for nonprofits, and familiarity with the Jordan Institute for Families.

Individual Interview Questions:

- Have you heard of the Jordan Institute for Families before? (if the interviewee responds with yes, ask what they know about it)
- What do you think of when you hear the name "Jordan Institute for Families"?
- What comes to mind when you think of Michael Jordan? Is there anything outside of basketball?
- What content appeals to you when you are on Instagram?
- What content appeals to you when you are on Twitter?
- What content appeals to you when you are on Facebook?
- Do you use different social media outlets for different purposes? If so, what do you use each platform specifically?
- Do you follow any nonprofits on social media? If so, which social media platforms?
- What content do you like to see, or would like to see, from nonprofits on social media?
- Do you think the content should differ based on the platform?
- What makes a non-profit seem more credible?
- Would you be more interested in volunteering regularly for a non-profit if it were framed as an unpaid internship?

Focus Group

Our focus group consisted of four current UNC students, that were asked questions regarding their volunteer work, methods of which information is obtained for nonprofits, and familiarity with the Jordan Institute for Families.

Focus Group Questions:

1. Do any of you volunteer for organizations on campus? If so, what kind of organizations?
2. If you volunteer, why do you choose to do so? (I.e., Is it for a cause that you are passionate about? Are you volunteering to earn volunteer hours for an organization or to add experience to your resume?)
3. What do you look for in an organization before you decide to volunteer there?
4. If given the choice, would you rather volunteer or act as a work-study student at a charitable organization?
5. Where do you find information about local non-profit organizations? (Online, In-Person, Fall Fest, Word of Mouth, Social Media, Fliers)
6. Do you, or have you ever, looked for information about volunteer opportunities or more generally nonprofits on social media? If so, which platforms do you utilize the most to find that information?
7. What do you look for on nonprofit websites, particularly those you might be interested in volunteering with?

8. Do you find yourself seeking out organizations to volunteer and work with, or rather becoming involved after hearing about them through promotion?
9. Do you volunteer mostly to fulfill an unrelated requirement (i.e., sorority, volunteer hours) or just by personal choice/for fun?
10. What is important to you when deciding how to spend your time? (Offered Options: learning, gaining career experience, health improvement, time with friends, relaxation, fun, helping the community, helping a cause you believe in, any other reasons)
11. What areas would you feel compelled to volunteer in? (Examples include: project-based work similar to what JIF does, helping pregnant mothers, research in _____, educating mothers about _____, educating a specific group of people about applicable topics, helping disadvantaged families, immigration issues, children, etc.)
12. How do you feel about celebrities starting foundations or beginning charitable organizations? Are there any strengths or weaknesses that come to mind?
13. What do you know about Michael Jordan outside the scope of basketball? (i.e., personality traits, family, etc)
14. Have you ever heard of the Jordan Institute for Families?
15. What do you think the Jordan Institute for Families does?

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