

# 4th Annual Friendfactor Challenge



## Highlights, Takeaways, and Winner

June 13, 2016



# Agenda

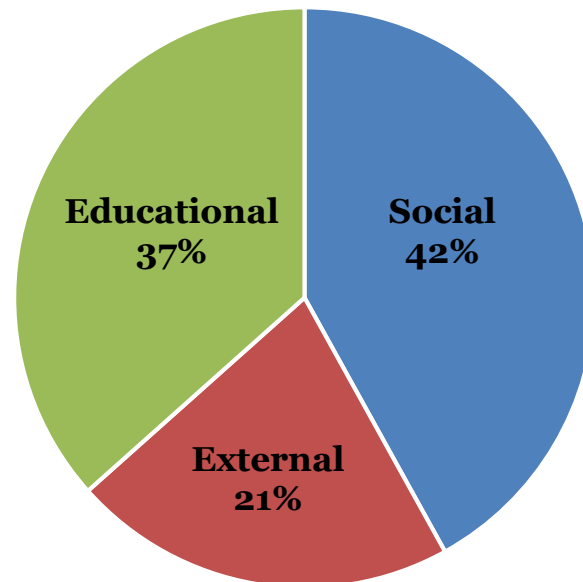


- Highlights
- Takeaways
- Winner

# General Highlights



- 238 events across 13 clubs representing schools from all 4 major regions of the U.S.
  - Not included in calculation: Ff surveys, ROMBA Conference, Club Leadership Summit
- Events by type across all schools:



# High Overall Score



- High overall score: 75 (out of 100)
- **Takeaway:** Even the highest scoring club has room to grow in every area of Friendfactor

# High Scores by Category



Category	Score	School(s)
Social (20)	14	Darden, Kellogg, McCombs, Ross (tied)
External (20)	17.5	Columbia
Educational (30)	26.25	Columbia
Policy (20)	17	Columbia, Kellogg, Stern, Tepper (tied)

# Educational/Awareness Engagement



- Several clubs' highest engagement events were educational
  - Anderson: “Ally Rally”
  - Kelley: “State of OUT@Kelley Survey”
  - Stern: “Ally Week: Ally Pledge”
  - Ross: “National Coming Out Week Photobooth”

# Spotlight on Community Impact Events



Columbia: Collected clothing for Ali Forney Center



Foster: Cooked dinner monthly for youth at Lambert House



Harvard: Construction Day for Y2Y Harvard Square



Kellogg: Visited, fundraised for Center on Halsted



McCombs: Fundraised, then walked in Austin AIDS Walk



Ross: Drag show benefit for Jim Toy Center

# Agenda



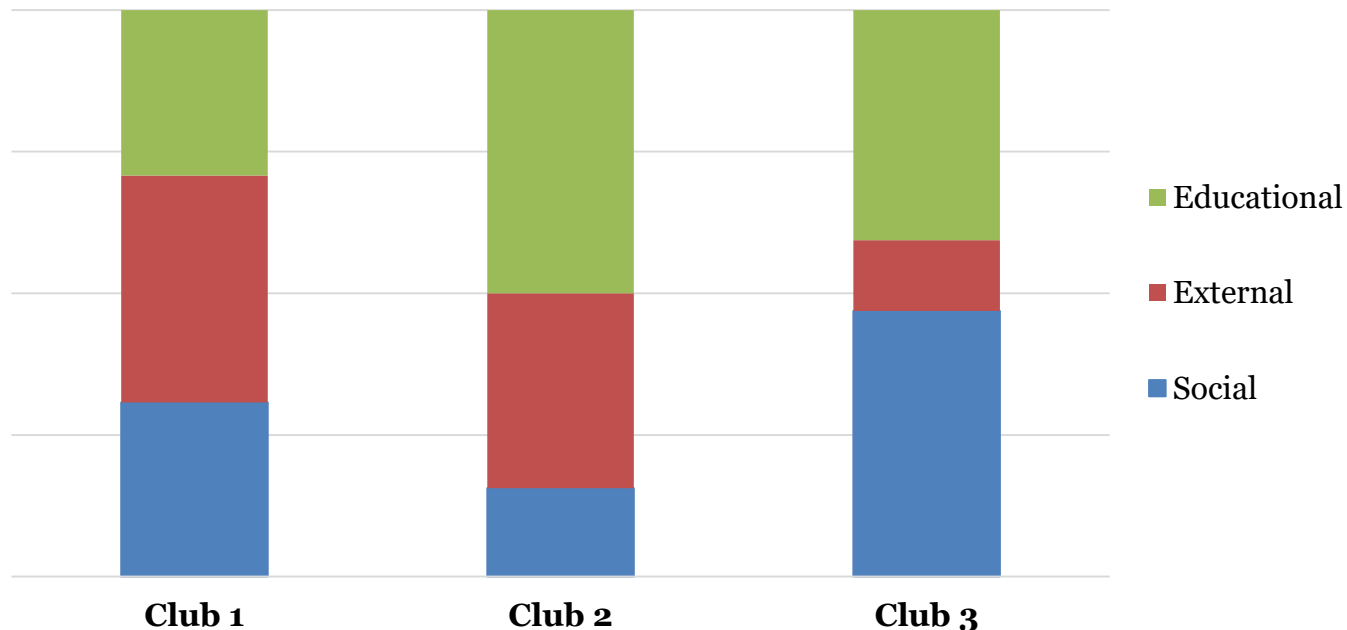
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# Takeaways from 2015-2016



- No silver bullet for winning
  - High-performing clubs did well differently



# Common Factors of Success



- Engagement with full school community (not just events for your club)
- Strong focus on educational events
- Community impact is key!
  - Volunteering (one-time or repeated) or fundraising
- Pro-LGBT policies/curriculum/admissions
- Providing **all** requested data for tabulation

# Agenda



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Congratulations to...



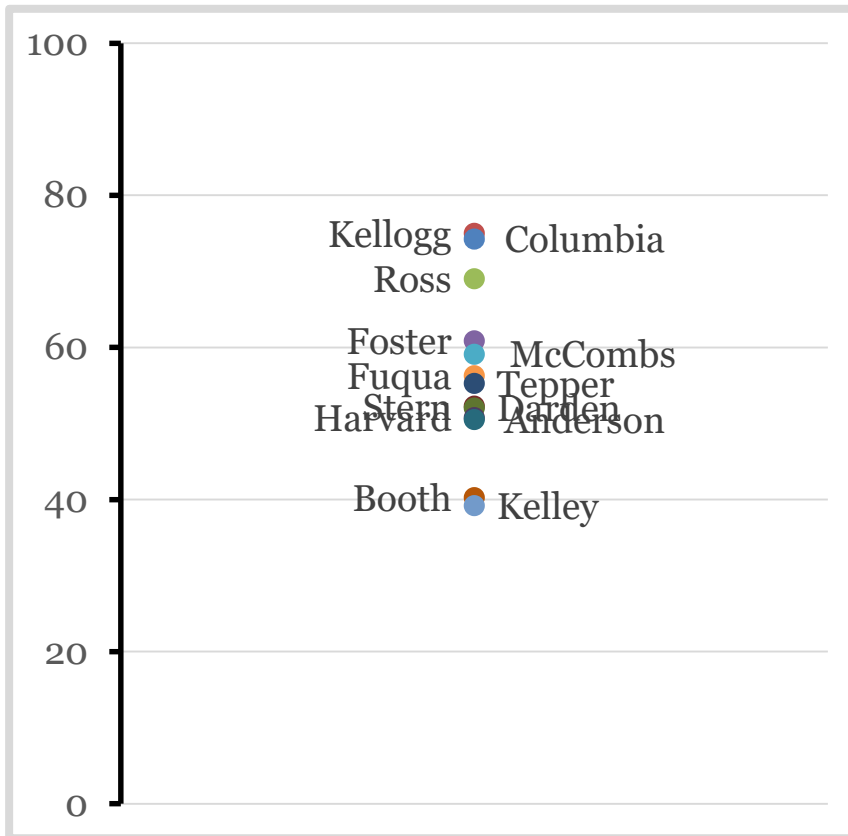
**P@K**  
PRIDE AT KELLOGG

Public Acknowledgement will be during lunch at  
the 2016 ROMBA Conference on Saturday, October 8

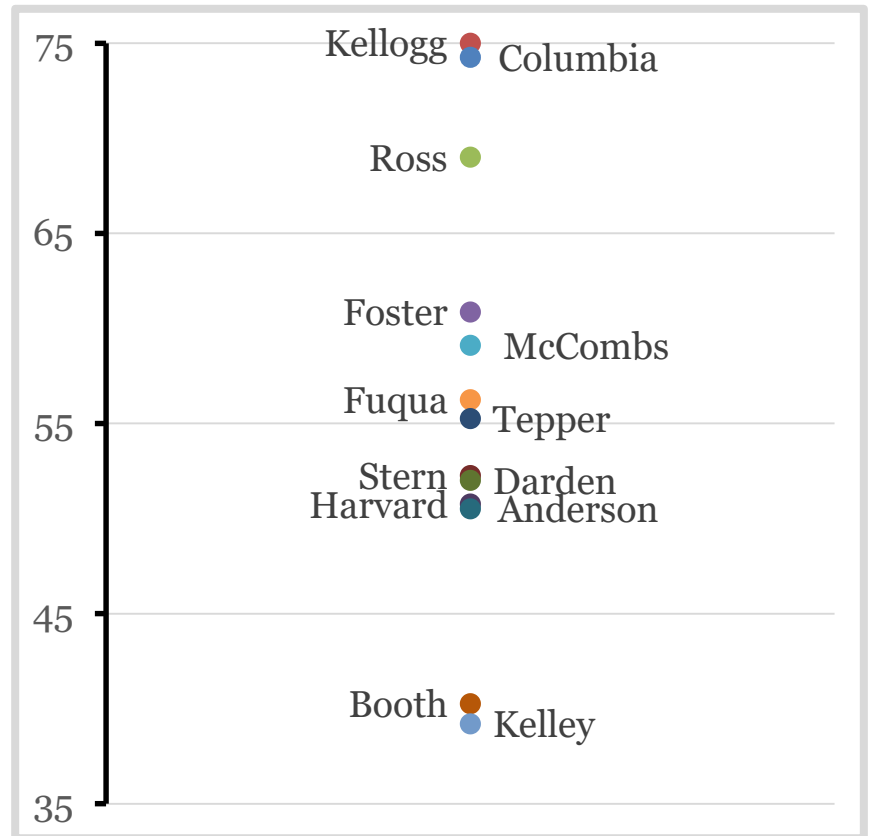
# Final Scores



## Full Score Range



## Close-Up View



# Thank You!



- Thanks to all of the clubs for participating in Friendfactor 2015-2016
- Send us your feedback about Friendfactor!
- Stay tuned over the summer for announcements about Friendfactor including:
  - Restructuring for 2016-2017
  - Dates/instructions on how to compete in the upcoming year