

Do Good Institute  
**NEW STUDENT GUIDE**  
**2020**



# WELCOME TO THE NATION'S FIRST DO GOOD CAMPUS

We have tons of opportunities to inspire you to take action and empower you to make an impact that tackle today's social issues. Check out all the ways you can learn, act, and grow at UMD.



Hi there!

## **First things first, welcome to the University of Maryland!**

We are so excited for you to experience everything this great campus has to offer. We know that beginning college can be nerve-racking and exciting all at the same time, and navigating a new campus can be overwhelming; so, we have created this program guide that introduces you to some of the Do Good Institute's programs. Flip through to learn more about how you can get involved in doing good here on campus. Included in this guide are ways to:

### **LEARN** Learn more

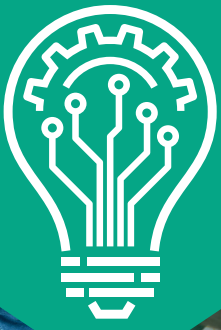
- Tune up Tuesdays: One-on-one coaching sessions and support with experts to help grow and power your impact
- Do Good Courses: Hands-on classes across campus to deepen your understanding of philanthropy and social issues

### **ACT** Take Action

- Do Good Mini-Grant: Seed funding up to \$500 to start, support, or scale-up your social impact initiatives
- Do Good Ambassadors: Leadership and community-building program that engages passionate students in our Do Good Campus
- Do Good Challenge: A campus-wide, pitch-style competition for Terps making a difference to win a share of more than \$20,000

### **GROW** Grow your impact

- Accelerator Membership: Collaborative community space and resources to support and advance innovative ideas
- Accelerator Fellows: Eight week, paid project development
- program to learn, grow, and accelerate Terp initiatives
- Scale Your Impact: Personalized support, coaching and resources up to \$30,000 to take your organization further



# TUNE-UP TUESDAYS



## Get Feedback on Your Latest Idea, Project, or Venture

Have an idea that aims to create positive societal change? Working on an impact project? Need help with your model, marketing, or fundraising? Join us at a Tune-Up Tuesday hosted every Tuesday during the semester from 10 a.m. to 3 p.m. at the Do Good Accelerator to take your work to the next level.

The Do Good Accelerator (behind The Hotel at UMD) offers coaching and advising to current UMD students to inspire action and power impact. Current students engaged in classes, teams, organizations, and projects that place emphasis on social impact or innovation are eligible to receive support via Tune-Up Tuesdays.

### Why Participate?

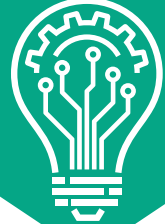
Deepen your understanding of an issue you are passionate about

Develop a project proposal or strengthen an existing one

Perfect the art of storytelling and craft impactful pitches

Learn about investments, grants, gifts, and other funding

Prepare a strategic marketing plan...and more!



# TUNE-UP TUESDAYS

One-on-one coaching sessions and support to help grow your idea and power your impact

## You're a Great Fit for Coaching If you Are

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### Curious and Want to Learn More

Join us if you are passionate about a social issue or cause and want to gain a better understanding of the situation and how you can make a positive impact.



### Just Starting Out

If you are in the beginning stages of developing a proposal for a project, program, or venture to address a specific cause or issue, sign up!



### Starting to Do the Work

Have you begun implementing your idea and are looking for feedback on your activities and plans? We can help.



### Growing Your Idea

If you are actively implementing your idea and are looking to scale-up the impact of your organization or venture, come stop by.

## Get Started Today

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Complete the Coaching Intake Questionnaire located at [go.umd.edu/dgcoaching](https://go.umd.edu/dgcoaching).

After you complete the intake questionnaire, you can schedule your Tune-Up Tuesday coaching session by visiting [go.umd.edu/dgcoachingappt](https://go.umd.edu/dgcoachingappt).

*\*Note, you must be a current UMD student to participate in coaching at this time.*

## Questions about coaching?

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Email Kisha Logan,  
Do Good Accelerator  
Manager at  
[kvlogan@umd.edu](mailto:kvlogan@umd.edu)



# DO GOOD IN THE CLASSROOM



## Learn, Explore, Do Good, and Earn Credits

Be a dreamer. A creator. A leader. A changemaker. As you plan out your first semester at UMD, we thought you may be interested in some of the courses that explore and engage in nonprofit leadership, philanthropy, social innovation, and doing good at UMD. Courses are offered across campus, available to any major.

### Fall Courses to Consider

#### PLCY213

An introduction to the nonprofit sector, social innovation, and the leadership skills needed to achieve social impact.

#### PLCY310

Further your understanding of leadership, social innovation, community mobilization, and the role of policy making in changemaking.

#### COMM107D

Designed for students committed to community engagement and social change...and it fills your public speaking requirement!

#### PLCY388D

A team-based, interactive and dynamic course, where you generate solutions to societal issues that are important to you.

#### PLCY 388G

A class that goes through a challenging and exciting process of granting up to \$7,500 to an international organization.

#### AND SO MANY MORE!

Check out more courses on our website at [go.umd.edu/dogooded](http://go.umd.edu/dogooded)



# DO GOOD MINI-GRANTS



## Up to \$500 to Start, Support, or Scale Your Social Impact Initiative

Do Good Mini-Grants provide funding to support the development, implementation, and growth of student-led, student-run proposals that create a positive social or environmental impact.

Receive up to \$500 to support your project or venture! Along with funding, all teams receive coaching and project support, as well as membership to the Do Good Accelerator, a collaborative space on campus that offers workspace and a number of training, development, and networking opportunities.

### We're Looking for Students Who Are

#### Passionate

about creative positive change for a social or environmental issue

#### Involved

in a student-led team, organization, or business making a social impact

#### Eager

to join a community of social advocates, innovators, and changemakers

#### Interested

in bolstering your efforts to participate in the annual Do Good Challenge



# DO GOOD MINI-GRANTS

Funding for student-led proposals that create positive outcomes to address social or environmental issues

## What We Fund



### NEW IDEAS

Are you a new club, business, or community group with a plan to address a social issue? We can help you get things rolling.



### PROGRAM SUPPORT

Need funds to maintain your amazing work? We can support your existing model and help you improve.



### SCALING UP

Expanding a program, project or venture? Get Funds and support for amplifying and scaling your existing work.

## Past Grantees



Provides crucial resources to students who are raising guide dogs

**Pawsible**



Hosted a Women's Empowerment event, encouraging girls to self advocate

**GirlUp at UMD**



Packaged 195,000 meals and raised \$54,000 in just eight weeks

**Terps Against Hunger**

## Get Started Today

Do Good Mini-Grants are awarded once in the Fall semester and once in the Spring semester. Visit [go.umd.edu/minigrant](http://go.umd.edu/minigrant) to see the next application due date, learn more, and apply!

If you have any questions on the application, or want to find out more email us at [dogoodchallenge@umd.edu](mailto:dogoodchallenge@umd.edu).

Keep up to date with all things Do Good by following us on social media [@DoGoodatUMD](https://twitter.com/DoGoodatUMD).





# DO GOOD AMBASSADORS



## Learn New Skills, Earn Money, and Inspire Fellow Terps to Do Good

Interested in getting more involved with the nation's first Do Good Campus? Join a new professional development and community-building program that engages passionate, inspired, and innovative Terps to Do Good in their communities, careers, and the world.

Undergraduate students from any college or school selected as Ambassadors will have the unique opportunity to expand their knowledge and participation in Do Good campus activities, while developing leadership skills and joining a community of changemakers

### Why Participate?

#### Semester Stipend

Each semester, receive a stipend of \$400 for all of your hard work! You will also receive exclusive Do Good branded swag

#### Exclusive Events

Access to professional development, project support, and other Do Good workshops as well as Ambassador only events will be offered

#### Grow & Develop Skills

Develop crucial leadership, business, and nonprofit skills and get coaching and professional development support from staff

#### Join a Community

Come together with other advocates and changemakers at UMD and beyond! You will join a powerful network of Do Good alums



# DO GOOD AMBASSADORS

Inspire fellow students, join the Do Good Campus team, and grow with your community

## Projects May Include

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### MEDIA CREATION

Capture and create media content, including web stories, social media posts, graphics, videos, and photos that will be featured by Do Good.



### FOCUS GROUPS

Provide feedback on current 'Do Good' classes, programs, and events to help create more value for Terps across UMD's campus.



### CLASS PRESENTATIONS

Visit classes throughout campus to present about Do Good programs and share how students can make a positive social impact now.



### SOCIAL MEDIA TAKEOVER

Participate in a takeover of one of Do Good's social media channels. Get creative and highlight a day in the life of a Do Good Ambassador.



### PUBLISH STORIES

Write feature stories about the nonprofit and social impact sector as well as highlight happenings on UMD's Do Good Campus for [dogood.umd.edu](http://dogood.umd.edu).



### EVENT SUPPORT

Provide support at events like the Do Good Challenge Finals, Maryland Day, and more by tabling, talking to prospective students, or managing logistics.

## Get Started Today

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Visit [go.umd.edu/ambassadors](http://go.umd.edu/ambassadors) to learn more and apply!

The first class of Ambassadors launched in Spring of 2020 with 14 students. Students must be able to commit to monthly meetings and to various events and projects throughout the semester (approximately 10 hours per month)

If you have any questions about the application or want to learn more about the program, please email Megan Masterson, Program and Communications Coordinator, at [meganjm@umd.edu](mailto:meganjm@umd.edu).

Keep up to date with all things Do Good by following us on social media [@DoGoodatUMD](https://twitter.com/DoGoodatUMD).

**Questions  
about the  
program or  
applying?**

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Email Megan  
Masterson at  
[meganjm@umd.edu](mailto:meganjm@umd.edu)



# DO GOOD CHALLENGE



## Be Recognized and Win Prize Money for Your Project or Venture

The Do Good Challenge is a campus-wide social impact competition for University of Maryland students to create, develop, and expand projects and ventures throughout the academic year. Students spend the year advocating, fundraising, volunteering, and developing solutions for pressing social issues.

The Challenge culminates in a Finals event with the top six teams pitching their project or venture and the positive impact they've made for the chance to win a share of more than \$20,000.

### Why Participate?

#### Compete and Showcase

Share your impact with a large audience & gain exposure while competing for the chance to win a share of \$20,000+

#### Get Resources

Get connected to opportunities and networks that can deepen and expand your ability to do more good

#### Develop Your Idea

Start something new or improve and expand on your existing work, and test your model in the real world

#### Join a Community

Join an exciting and impressive group of advocates, innovators, and changemakers at UMD and beyond



# DO GOOD CHALLENGE

A campus-wide competition for Terps making a difference for the causes they care about

## How it Works



### Create Team Profile

Join 100s of teams from across the University of Maryland as they Do Good. Teams can register at any time.



### Get Support

Apply for a Mini-Grant, get coaching at Tune-up Tuesdays, or join other opportunities to kickstart your project.



### Take Action

Make a difference in your community through service, fundraising, advocacy, events discussions, and more.



### Submit Application

How did you Do Good? In late spring, submit an application sharing your activities and impact.



### Present at Semi-Finals

A select number of teams will advance to Semi-Finals, to present a brief pitch to a panel of judges.



### Pitch at Finals

Six teams pitch their impact at the Do Good Challenge Finals for a chance to win a share of \$20,000 and additional support.

## Past Winners



Saving millions of gallons of water by innovating automatic flushing toilets

Hydraze, 2019



Supported Children's National Health System by raising over \$4 million in 5 years

Terp Thon, 2018



Has become the largest student movement fighting food waste and hunger in America

Food Recovery Network, 2012

## Get Started Today

Visit [go.umd.edu/dogoodchallenge](http://go.umd.edu/dogoodchallenge) to learn more about the Do Good Challenge or to schedule an information session with a coach. Stay up to date with all things Do Good Challenge by following us on social media @DoGoodatUMD. Email [dogoodchallenge@umd.edu](mailto:dogoodchallenge@umd.edu) with any questions.



# ACCELERATOR MEMBERSHIP



## The Space You Need to Grow Your Impact

The Do Good Accelerator is a collaborative space on campus managed by the Do Good Institute to support students who are scaling up innovative projects that address today's most pressing challenges. The Accelerator acts as a hub for classes, workshops, programs, and panel discussions, and provides students a community-focused space where they can dedicate time to making an impact.

All current UMD students and alums working on a social-impact idea, project, venture, and/or organization are eligible to apply for membership. Membership is offered based on program participation, project feasibility, and space availability. If offered membership, is active for one academic year.

### Location

7878 Diamondback Drive,  
Suite B, College Park  
(Located behind  
The Hotel at UMD)

### Hours

Monday through Friday  
9am-5pm (after hours  
considered on case  
to case basis)

### Who

Open to all current UMD  
students and alums working  
on social impact projects



# ACCELERATOR MEMBERSHIP

Collaborative community space and resources to support and help advance innovative ideas

## Membership Benefits

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Open collaborative workspace and meeting space

1:1 coaching and advising sessions, specifically geared toward your needs

Connections to campus and external resources and experts

Exclusive events, professional development, and training opportunities

Features in Do Good Institute newsletters, website, social media, and more

Event Space (available by request)

## Resources and Equipment

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- Open work, classroom or event space (seats 30 for classes, 50 standing)
- Conference room (seats 8)
- Two lounge areas, with couches
- 24 foldable, rolling tables, which seat two per table
- 50 stackable chairs
- 4 rolling whiteboards, and 1 wall mounted dry erase board
- 2 wall mounted TV screens (connection via HDMI)
- Ceiling mounted projector (connection via HDMI)
- 36 lockers, equipped with locks

## How to Apply

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To apply, visit [go.umd.edu/dgmembership](https://go.umd.edu/dgmembership). Applications are reviewed on a rolling basis, and membership term begins once selected for participation.

For more information about membership or the Do Good Accelerator, contact Kisha Logan, Do Good Accelerator Manager. Or stop by to see us at 7878 Diamondback Drive, Suite B, College Park, MD 20742

**Questions about applying?**

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Email Kisha Logan,  
Do Good Accelerator  
Manager at  
[kvlogan@umd.edu](mailto:kvlogan@umd.edu)



# ACCELERATOR FELLOWS



## Learn, Grow and Accelerate Your Social Impact Initiative

Do you have an idea that could change someone's life? Are you working on a project or social venture that could benefit from mentorship, programming, and financial support?

Spend a semester (or two!) exploring, testing, and scaling up your social impact idea, project, or venture at the Do Good Accelerator.

The Do Good Institute offers paid 9-week Fellowship programs during the Fall and Spring semesters to support students in transforming their ideas into impact.

### Why Participate?

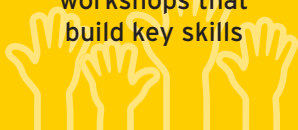
#### Coaching

One-on-one coaching sessions with experts



#### Workshops

Engaging workshops that build key skills



#### Community

Group activities with like-minded peers



#### Resources

Workspace, funding and dedicated time to advance your idea





# ACCELERATOR FELLOWS

Learn, grow, and accelerate your social impact initiative and get paid to do it

## Accelerator Fellow Alumni



**Equalizing Opportunity**



**Shivani Shah**  
**Peer to Peer**

Shivani is creating important partnerships to provide after school programming and tutoring for local refugee students.



**Empowering Communities**



**Faith Wilkins**  
**BitView**

Faith is supporting Baltimore high school students interested in computer science with coding classes, mentorship, and life skills.



**Transforming Healthcare**



**Veeraj Shah**  
**Chat Health**

Veeraj is creating an app that helps students improve their health by providing answers to important health questions.

## How to Apply

Applications for the Spring and Fall Fellows program are open!

Apply online at [go.umd.edu/fellowsapp](http://go.umd.edu/fellowsapp). To learn more about the Fellows program as well as other programs offered at the Do Good Accelerator, visit [go.umd.edu/accelerator](http://go.umd.edu/accelerator).

Note: If you are interested in a more intensive experience where you can dedicate more time to your project, visit our website to learn more about our Summer Accelerator Fellows.

**Questions about applying?**

Email Kisha Logan,  
Do Good Accelerator  
Manager at  
[kvlogan@umd.edu](mailto:kvlogan@umd.edu)





# SCALE YOUR IMPACT



## Personalized Support and Funding to Grow Your Reach and Impact

Are you a UMD student or alum working with a project, student organization, nonprofit or social impact business focused on doing good? If so, Scale Your Impact is for you!

The Do Good Institute is seeking organizations that have already begun implementation, have had success to date, and are ready to scale.

The individuals and organizations demonstrating the most significant social impact and innovation could be awarded up to \$30,000 to support the advancement of their project or venture as well as a suite of other valuable resources.

### Available Resources

- Collaborative Work, Meeting and Event Space
- Coaching and Mentoring
- Financial Assistance
- Legal Support and Advice
- Issue/Sector Expertise
- Corporate, Nonprofit, and Government Connections
- Fundraising Support
- Board Development
- Communications and Marketing Support
- Course Offerings



# SCALE YOUR IMPACT

Take your organization to the next level with personalized support and up to \$30,000 in funding

## Scale Your Impact Members



**The Giving Square**



**Amy Neugebauer**

Recognizing children as leaders for a new model of philanthropy.



**Roots Africa**



**Cedric Nwafor**

Innovating agriculture and connecting students from Maryland to Liberia.



**Vikara Village**



**Hannah Davis**

Influencing character, coping, and connections through yoga.

*The Do Good Institute has a long history of supporting individuals and the advancement of innovative and impactful projects and ventures, including organizations that: helped rescue imprisoned journalists from abroad (Press Uncuffed); raised more than \$100,000 and built multiple schools for students in Honduras (Students Helping Honduras); and recycled and supplied medications to more than 40,000 people from low-income backgrounds in South America (James Hollister Wellness Foundation).*

## How to Apply

**Create a one page proposal that describes:**

- Your project, venture or organization
- Your results to-date
- Your future plans
- Which resources you are most interested in receiving

Proposals are accepted on a rolling basis and should be emailed to Kisha Logan at [kvlogan@umd.edu](mailto:kvlogan@umd.edu).

**Questions about applying?**

Email Kisha Logan,  
Do Good Accelerator  
Manager at  
[kvlogan@umd.edu](mailto:kvlogan@umd.edu)



**We can't wait to meet you!**

**If you have any questions about  
how to get involved, want to  
learn more, or just want to chat,  
email us at [dogood@umd.edu](mailto:dogood@umd.edu) or  
connect with us online  
[@DoGoodatUMD](#).**

