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# *The* **XYZ** *Factor*

**The DoSomething.org Guide  
to Creating a Culture of Impact**

**Edited by NANCY LUBLIN and ALYSSA RUDERMAN**



*\*Penguin explained in  
Chapter One*

# The Xyz Factor The Dosomethingorg Guide To Creating A Culture Of Impact

**Annalisa Enrile**



## **The Xyz Factor The Dosomethingorg Guide To Creating A Culture Of Impact:**

**The XYZ Factor** DoSomething.org, Nancy Lublin, Alyssa Ruderman, 2014-10-20 Make a bigger impact with a new approach to strategy funding engagement and more The XYZ Factor describes how organizations can build social movements and create change regardless of org type or size Based on the model used by DoSomething.org the book features impact stories engagement models and proven tactics from the field Designed for organizations looking to make a bigger social impact this helpful guide provides a fresh take on organizational culture emphasizing creative thinking and the strategic use of data brand corporate partnerships and strategic partners Readers will find practical advice on zero dollar marketing user engagement and acquisition and candid discussion on program analysis and knowing when to give the green light DoSomething.org spearheads national campaigns so 13 to 25 year olds can make an impact without ever needing money an adult or a car Their 2.6 million members make impact on every cause from bullying violence sex relationships discrimination the environment and everything in between This book provides companies and organizations with the tools techniques and insights they need to create their own impact culture and affect BIG change It covers DoSomething's approach to creative thinking culture interns data brand partnerships fighting for the user and more Create an impact culture that affects big change Discover the secrets to engagement and effective impact strategy Learn the tricks that increase impact while reducing program costs Organizations around the world want to know the secrets to DoSomething's success Is it the people the strategy the causes the marketing or something more ephemeral This book divulges those secrets straight from the source in a practical way that empowers other organizations to follow suit For anyone ready to see real change The XYZ Factor can help make it happen

*The XYZ Factor* Nancy Lublin, Alyssa Ruderman, 2015-02-03 What is the XYZ factor The XYZ Factor isn't a place or a company or an age It's a new kind of culture where innovation accessibility and transparency are the norm It's an environment created on the principles of the Millennial generation to foster intergenerational productivity in a new kind of office culture An XYZ organization's employees are challenged engaged and excited to produce Simply put XYZ companies have an it factor that helps them rise above the competition Any company can become an XYZ company This book is your blueprint Each chapter is written by a DoSomething.org staff member Their firsthand experience with DoSomething.org an organization that helps young people make the world suck less gives them exceptional insights into working magic in the corporate world And with over 3 million members and more than 200 active campaigns such as collecting clothes for teenagers in homeless shelters helping older adults learn to use technology and creating anti bullying comics DoSomething.org is a standout organization not only for its message but for the way it operates When you open The XYZ Factor you're getting the recipe for the awesome sauce that has driven the success of the world's largest organizations for young people and social change This guidebook is your key to answering the questions your company has looming over its cubicles such as How do I create an office environment that fosters collaboration and creativity How do I form the right

partnerships that appeal to our brand and our audience How do I authentically reach the Millennial generation If you want to take your business or organization from okay to amazing you need *The XYZ Factor* *The XYZ Factor* Nancy Lubin, Alyssa Ruderman, DoSomething.org, 2014 Make a bigger impact with a new approach to strategy funding engagement and more The XYZ Factor describes how organizations can build social movements and create change regardless of org type or size Based on the model used by DoSomething.org the book features impact stories engagement models and proven tactics from the field Designed for organizations looking to make a bigger social impact this helpful guide provides a fresh take on organizational culture emphasizing creative thinking and the strategic use of data brand corporate partnerships and strategic partners Readers will find practical advice on zero dollar marketing user engagement and acquisition and candid discussion on program analysis and knowing when to give the green light DoSomething.org spearheads national campaigns to help teens and young adults make an impact without needing money an adult or a car They make it easy for their member base of 2.5 million young people to make change around bullying violence the environment and everything in between The XYZ Factor describes the tools techniques and insights that make DoSomething.org so successful helping nonprofits and for profits alike rethink their impact strategy Create an impact culture that affects big change Discover the secrets to engagement and effective impact strategy Learn the tricks that increase impact while reducing program costs Organizations around the world want to know the secrets to DoSomething.org's success Is it the people the strategy the causes the marketing or something more ephemeral This book divulges those secrets straight from the source in a practical way that empowers other organizations to follow suit For anyone ready to see real change The XYZ Factor can help make it happen **Ending Human Trafficking and Modern-Day Slavery** Annalisa Enrile, 2017-08-31 Bringing together conceptual practice and advocacy knowledge *Ending Human Trafficking and Modern Day Slavery Freedom's Journey* by Annalisa Enrile explores the complexities of human trafficking and modern day slavery through a global perspective This comprehensive multidisciplinary text includes a discussion of the root causes and structural issues that continue to plague society as well as real life case studies and vignettes the words of human trafficking survivors and insights from first responders and anti trafficking advocates Each chapter includes a call to action to inspire readers to implement a range of strategies designed to disrupt eradicate or mitigate human trafficking and modern day slavery **Do Good Well** Nina Vasan, Jennifer Przybylo, 2013-03-25 Written with a fresh voice and a dash of humor *Do Good Well* is an exciting and readily adaptable guide to social innovation that not only captures the entrepreneurial and creative spirit of our time but also harnesses the insights wisdom and down to earth experience of today's most accomplished young leaders *Do Good Well* offers a winning combination of theory anecdote and application giving you the framework you need to make an impact next door or across the world The authors present a 12 step process that empowers readers to act on their passions and concerns This process is organized into three parts *Do What Works Work Together* and *Make It Last* They offer specific guidance for following the process through practical and

prescriptive actions such building organizations joining boards applying for funding creating partnerships with organizations that have similar goals organizing conferences and publicizing events The book incorporates accounts of young people in action and always reinforces the message that social innovation can be a lifestyle made up of efforts small and large It is not an all or nothing proposition and anyone can affect social change

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