Do Good Institute
STUDENT GUIDE 2021
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 more

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

### Take Action

- **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
- **Do Good Mini-Grants:** Seed funding up to $500 to start, support, or scale-up your social impact initiatives

### Grow your impact

- **Accelerator Fellows:** Eight week, paid project development program to learn, grow, and accelerate Terp initiatives
- **Accelerator Membership:** Collaborative community space and resources to support and advance innovative ideas
- **Impact Interns:** Get paired with a Do Good Institute partner and get experience working in the social impact sector
- **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 an 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!

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**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**

**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**

Complete the Coaching Intake Questionnaire, located at 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. Coaching is available in-person, virtually via Zoom, on the phone, or through email.

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

Questions about coaching?

Email Kisha Logan, Do Good Accelerator Manager at kvlogan@umd.edu
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.

**PLCY388G**
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
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. This year, our priority funding areas are COVID response, racial equity, new or emerging teams, and community-centered initiatives.

We're Looking for Students Who Are

- **Passionate**
  about creating 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

Pawsible
Provides crucial resources to students who are raising guide dogs

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

Terps Against Hunger
Packaged 195,000 meals and raised $54,000 in just eight weeks

Get Started Today

Do Good Mini-Grants are awarded twice in the Fall semester and once in the Spring semester. Visit 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.

Keep up to date with all things Do Good by following us on social media @DoGoodatUMD.

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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.

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

Projects May Include

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 TAKOVER
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.

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
Visit go.umd.edu/ambassadors to learn more and apply!

The first class of Ambassadors launched in Spring 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). A new ambassador application will open in September 2021.

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.

Keep up to date with all things Do Good by following us on social media @DoGoodatUMD.
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

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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 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 with any questions.
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, it 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

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

Membership Benefits

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
Featured in Do Good Institute newsletters, website, social media, and more
Event space (available by request)

Resources and Equipment

- 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

To apply, visit 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?

Email Kisha Logan, Do Good Accelerator Manager at kvlogan@umd.edu

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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

Apply online at go.umd.edu/fellows app. To learn more about the Fellows program as well as other programs offered at the Do Good Accelerator, visit 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
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

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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.

Email Kisha Logan, Do Good Accelerator Manager at kvlogan@umd.edu

Questions about applying?
The Do Good Institute is excited to continue our new internship program, Impact Interns! Internships take place over the summer, with informational sessions being held in early spring and positions typically posted by mid-March.

This professional development and leadership pipeline links students from the University of Maryland to project- and social impact-based internship opportunities with alumni organizations and partners of the Do Good Institute.

The program is designed to provide emerging social sector leaders with meaningful opportunities to gain professional experience, develop skills, build a professional network, and learn more about working in the nonprofit and social impact sphere while providing Do Good alumni and partners with impressive and skilled interns.

**Location**
Across the D.C. Metro Area

**Hours**
20-40 hours a week during the summer

**Who**
UMD students and Do Good Institute partner organizations

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IMPACT INTERNSHIPS
A professional development and leadership pipeline for passionate students and purpose-driven partners

Impact Interns Are

High achieving and motivated students (undergrad or grad)

Looking to expand their networks and skill sets

Passionate and dedicated to social impact work

Curious and eager to learn about social and environmental issues

Interested in a meaningful, paid internship opportunity

Able to work either part-time or full-time for a social impact partner

Previous Interns Have Worked On

- Communications and Marketing
- Evaluation and Impact Measurement
- Fundraising and Development
- Grant Reviews and Due Diligence
- Grants Administration
- Curriculum and Program Development
- Research and Report Writing
- Special Events

Past Host Organizations Include

- AARP Foundation
- Congressional Hunger Center
- Court Appointed Special Advocate (CASA) Prince George's County
- Montgomery County Collaboration Council for Children, Youth & Families
- Montgomery County Public Schools Educational Foundation
- Network for Victim Recovery of DC (NVRDC)
- Washington Area Women's Foundation

Questions about applying?

Email Megan Masterson, Program Coordinator, meganjm@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 or connect with us on social media @DoGoodatUMD.