



QUARTERLY PERFORMANCE DASHBOARD

FOURTH QUARTER: 2010 (OCT-DEC)



	2010 Q4 ACTUALS	FY2010 PROJECTED
NUMBER OF DOERS*:	1,229,579	1,200,000
COST PER DOER**:	\$2.26	\$2.74

*A "Doer" is any youth who is inspired by Do Something to take action and reports that action back to us.

**Cost per Doer equals Number of Doers divided by total fiscal quarter/year cash expenses.

SUMMARY:

2010 ended with a very strong December campaign, Tackle Hunger, which helped us exceed our goals for 2010. We published our first book, *Do Something! A Handbook for Activists*, to help tweens change the world. We also released our second study on College Admissions and Community Service. Overall, it was a smashing year.

REACH:

Each quarter, we look at three key elements: (1) Interaction, (2) Media Impressions, and (3) Non-media Impressions.

HIGHLIGHTS:

1. Interaction: Q4

[Avg 445k uniques / month]

Our traffic in Q4 was not what we'd hoped it would be, but we still posted a 12% increase over last year. December numbers were the lowest all year. Why? Two of the three monthly campaigns were unsponsored, which meant we didn't have the oomph of a corporate partner sending us traffic. November was a sponsored campaign, but it pushed to Facebook instead of our site.

Note that this quarter we've re-named this metric "interaction" instead of "online interaction." That's because mobile is becoming increasingly important to us here. In December we tested the power of sms by texting a message about Tackle Hunger to 500 defunct do-ers; 20% of them responded in 9 minutes.

2. Media Impressions: Q4

[Over 455 million]

While our October and November campaigns received average amounts of media coverage with our facebook game, eMission, garnering 60 million impressions, the Top 20 Celebs Gone Good list was covered by everyone entertainment gossip site from [People.com](#) to [Perez Hilton](#) and others. Our December traffic would have been abysmal without this Hail Mary in the last week of the year.

The New York Times published a [virtual love letter](#) to our bootcamp program.

3. Non-Media Impressions: Q4

Our first book, *Do Something! A Handbook for Young Activists* hit bookshelves in October. Published by Workman, it is aimed at middle schoolers. Sales and publicity have been slower than we'd hoped.



LOOKING FORWARD:

1. Online Interaction.

This new year starts off with a bang: Teens for Jeans in January, Green Your School in February, and Battle for the Bands in March. All three are sponsored. We expect avg. Q1 web traffic to be closer to 750k.

A new partnership with FastWeb was inked in Q4 and will fire up in 2011. Expect this partnership to drive great quantity and quality traffic to our site as nearly one-third of all graduating high school seniors are members of FastWeb.

2. Media Impressions.

As all three campaigns are sponsored, we will be working with those companies (and celebrities) to maximize media opportunities. Our Community Service & College Admissions Study was covered in the January [Education Life section](#) of the New York Times, which provides terrific credibility.

Expect new distribution mechanisms for our PSAs, including 150 CW stations.

3. Non-media Impressions.

Our logo will be featured prominently in over 950 Aéropostale store windows nationwide. This is terrific visibility, exactly where teens roam.

IMPACT

The purpose of DoSomething.org is to drive offline action. It is extremely important to us that we measure and publish: (1) how many kids we engage and (2) the impact those kids have on causes.

HIGHLIGHTS

1. Scale.

[324,881 kids took action in Q4]

Our October campaign encouraged kids to make their schools more healthy, to sad results – only 10k teens participated. On a positive note, we had a record number of kids take action on our Tackle Hunger campaign: over 120k. This is especially exciting given that we had no sponsor; we did this campaign because it matters to kids.

Our Chicago bootcamp had approx 16k participants via video stream, thanks to our new friends at Ustream.

2. Depth.

In December, our kids reported back that they delivered 979,718 pounds of food to Feeding America food banks around the country. Yes, it is just shy of our 1 million pound goal. Nonetheless, it is quite a feat and many people will have food this winter thanks to these efforts.

Our Clubs in schools program mushroomed because we customized support. Simply, instead of pushing programming on clubs, our staff helped clubs realize their own cause goals. This growth is good news because these groups of kids are long-term engagers, tackling projects together multiple times during the year, on a year-to-year basis.

LOOKING FORWARD

1. Scale.

Teens for Jeans is our biggest annual campaign. Last year we collected over 600,000 pairs of jeans—in part as a result of our announcement that some of the jeans would go to Haiti. We still expect more than 400,000 pairs donated this year, and over 200,000 kids participating.

With our newly developed Facebook game, eMission, we expect players to take offline actions that result in saving 10million pounds of CO2.



Expect the boot camp program to explode in scale in Q1 as we open it up for licensing, a la the TEDx model. We anticipate 10 boot camps in 2011.

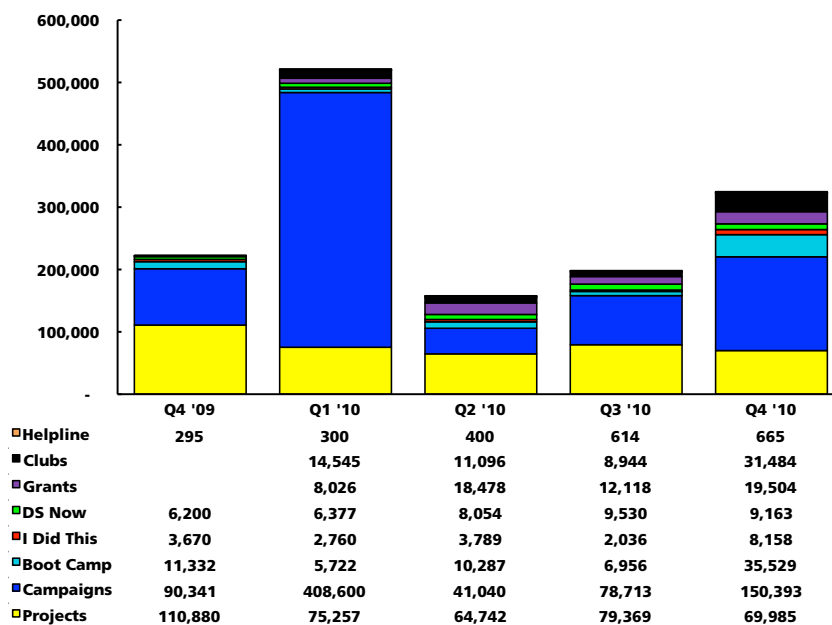
2. Depth.

We know that one-on-one customization matters. We'll be giving more of that kind of support to our doers, thanks to a \$100k grant from Google. A full-time person on staff will be fielding inquiries from users, and teaching them about cloud-based resources that can expand their reach and impact.

3. Long term engagement.

Shifting from actions to developing a relationship with doers will be top priority in 2011.

DO-ERS TAKING ACTION



MANAGEMENT

Do Something is committed to high standards of efficiency, accountability, and transparency.

Cash on Hand: \$1,608,857 (as of DECMEBR 31, 2010)

Reserve Account Balance: \$503,677

Total Cash Available: \$2,112,534

	Q4 ACTUALS	FY10 BUDGET	VARIANCE
INCOME	3,404,290	3,315,000	88,790
EXPENSE	2,778,846	3,286,840	(454,191)
NET INCOME/(EXPENSE)	625,444	28,660	

HIGHLIGHTS

1. YTD Actuals.

We ended the year in a very healthy place. We were able to grow our reserve fund, stashing more money away this quarter to top off the fund at \$500k. This is a nice cushion for an org. of our size. While our event income was off budget for the year, we did better than planned re:corporate and foundation funding.

2. Employee news.

We took our time finding perfect replacements and hiring for some new positions, choosing to have all five of them all start together in first week of the new year. We're excited to welcome these fresh perspectives and experience to the team. At the same time, staff members Aria Finger and George Weiner each celebrated 5 year anniversaries in recent months.

3. International Expansion.

Three new affiliates were approved in Q4: Australia, Israel, and Indonesia.

LOOKING FORWARD

1. Annual Meeting.

We look forward to welcoming friends, sponsors, do-ers on January 20th to the MCGraw Hill auditorium to learn about our plans for 2011.

2. Open source.

Expect a shift to open-source content creation, open-source campaign planning, open-source program expansion, etc in 2011. These announcements will be made in Q1.

3. Long term engagement.

Instead of tracking actions, expect us to shift to tracking people and developing more meaningful, customized relationships with each do-er.

4. International Expansion.

We have three pending applications for new international affiliates in Uganda, Uzbekistan, and Pakistan. There are many more diverse potential partners requesting applications.