



# EAST OAKLAND YOUTH DEVELOPMENT CENTER

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Regina Jackson  
Executive Director  
8200 International Blvd.  
Oakland, CA 94621  
T 510-569-8088 F 510-632-6942  
regina@eoydc.org  
www.eoydc.org



## Our background...



Founded in 1973, the East Oakland Youth Development Center (EOYDC) is a community-based 501(c)(3) nonprofit agency dedicated to developing our children and youth into healthy, self-supporting and aware citizens and adults. In 1978 the East Oakland Youth Development Center opened its doors. This commitment that the EOYDC made to the residents of East Oakland was a commitment that was first made by its founding father Robert B. Shetterly (former CEO of The Clorox Company).

Since 1978 the Center's free comprehensive programs have been coordinated to meet our clients' emotional, physical, intellectual, and economic needs. The Center is open Monday through Friday, and is located in the Elmhurst District of East Oakland. While our primary focus is the residents of the East Oakland community, all youth and their families are welcome to participate in the services offered at the EOYDC.

# Theory Vygotsky's Zone of Proximal Development

EOYDC builds the capacities of youth and young adults by leveraging connections to relatable and caring adults. Within these connections EOYDC's Theory of Change emphasizes three elements of success, so that program participants may become ambassadors of social change in the communities in which they choose to reside.

- Theory of Change

- i. Character Building

1. Trustworthiness
2. Respect
3. Responsibility
4. Fairness
5. Caring
6. Citizenship

- ii. Readiness

1. EOYDC works to ensure that each youth and young adult is prepared for a range of opportunities. Readiness is taught in the areas of Academics, Leadership and Employment.

- iii. Access

1. EOYDC seeks to expose youth and young adults to opportunities for personal advancement. We promote and facilitate exposures to ideas, careers and opportunities for personal and professional growth.



Regina Jackson, Executive Director for the past 17 years.  
Motivational speaker on youth development both nationally  
and internationally.



Workshop Title:

Fund-raising and Friend-raising (Networking can get you both)

- What is Networking?
- A Quality Networking Tool Kit includes
- Equal Opportunity Networking
- Different kinds of networking
- Cultivating your network is 24/7 work
- Networking with Friends and funds requires

# What is Networking?:

- Networking is making connections to expand resources increases your “net” of influence
- Networking requires the following:
  - Time
  - Energy
  - Investment

Is not a “hook” up!



# A Quality Networking Tool Kit includes:

- Enthusiastic Attitude
- Extrovert action
- Professional presence
- Knowledge of your subject
- 30 second elevator pitch
- Business Card
- 24 hour follow up





# Equal Opportunity Networking

- Anyone can do it!
- QUALITY networking takes practice in diverse settings:
- Business Luncheons, Receptions
- Athletic/Entertainments engagement
- Neighborhood or community events
- Through professional and personal friends



# Different kinds of networking:

- Purposeful
  - Get people to invite you to luncheons, receptions, etc.
- Situational
  - Special events, meetings, entertainment, athletics
- Accidental
  - Weddings, airplane, personal dinners, vacation, funeral
  - (All places you socialize)

# Cultivating your network is 24\7 work!

- Know what you want
- Who can give or get it for you
- What are you able to give
- Maximize Understanding of your product
- Sell, sell, sell





# Networking with Friends and funds requires:

- Connection and Cultivation
- Easy access
- Hard work ethic
- Strong character attributes
- Flexibility
- Recognize when no means maybe, no means not now, or no means NO!

Networking can change your life!