



Connecting People in Need to the Services They Deserve

2019

Board Prospectus



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Mission & Impact

F.Y. Eye is a small but mighty nonprofit advertising group that works exclusively with other nonprofits and government agencies to craft and deliver impactful public service announcements (PSAs) and community messages that build awareness about important social, civic and educational resources available to New Yorkers in need and generate action on issues of public concern.

Since 2005, we have worked with over **80 organizations** to produce more than **150 campaigns** and have saved the nonprofit community over **9 million dollars**. Our client portfolio includes a variety of well-known and emerging nonprofits, including JustFix.nyc, the New York Immigration Coalition, Earth Day Initiative, the New York City Department of Health and Mental Hygiene, GrowNYC, Planned Parenthood, the Legal Aid Society of New York City, and many more.

Key Programs and Services

Digital PSA Network™

Our cornerstone service is free media distribution through our own independent digital PSA Network of 100+ indoor and outdoor digital billboards located in high-traffic community spaces throughout New York City and Westchester. This free, community-driven advertising platform reaches over one million New Yorkers and provides social impact organizations equal access to physical spaces that have been historically reserved for commercial advertising. F.Y. Eye's PSA Network ensures that no good community program, service or announcement is lost in the shadows.

Creative Services

F.Y. Eye's Impact Artist Collective™ is a community of creative people from all walks of life who design elegant and thought-provoking campaigns that captivate audiences and inspire change. Nonprofits have limited resources and we take pride in our ability to offer quality creative services at affordable rates. The Impact Artist Collective also aims to provide professional development, volunteer and fee-for-service opportunities for students and young professionals looking to make a difference.

Campaign Planning and Media Buys

F.Y. Eye specializes in planning, negotiating and implementing out-of-home print and digital ad campaigns. Our goal is to help nonprofits do more with less by helping them build hyper-targeted campaigns and by providing access to media formats at lower costs. With over 15 years under our belt, we have been able to develop strong relationships with major media companies and secure the best rates possible on any given media buy.

Upcoming Campaigns

2020 Census

In 2016, more than \$880 billion of federal funding was distributed between states based on census data. New Yorkers' fair share of funding and political representation depends on an accurate and complete population count of all citizens and noncitizens. The stakes are high for the 2020 Census. The federal government's perpetual attack on immigrants is likely to diminish the count of noncitizens in immigrant-friendly states like New York. A population undercount will reduce New York's political representation in Washington, reduce the number of federal dollars allocated for public and nonprofit services, and reinforce partisan gerrymandering.

F.Y. Eye is committed to raising awareness about and encouraging full participation in the 2020 Census. To this end, we are working with local community and ethnic media, nonprofit service providers, advocacy groups, and local artists to produce and distribute 2020 Census PSAs that motivate traditionally undercounted populations to fill out the census questionnaire. We are looking for Board Members that are motivated by this critical civic challenge that will impact the political, economic and social health of New York for decades to come.

New York Voter Reform

New York City has a frightfully low voter turnout rate and New York State ranked 41st in the country for voter turnout in the 2016 general election. In the 2018 election, voter turnout boomed, but still, less than 50% of all eligible voters participated. A healthy democracy is dependent on active participation in local, state and federal election cycles. To make it easier to participate, New York has finally instituted election reforms to allow for early voting and pre-registration of 16 and 17 year olds.

F.Y. Eye is committed to raising awareness about voting reforms and upcoming elections with the ultimate goal of increasing voter turnout, encouraging better civic habits and strengthening our democracy. We are looking for Board Members that are motivated by and connected to civic engagement and boosting voter turnout in New York.

Other Issues

In addition to these two F.Y. Eye led campaigns, we work with mission-driven organizations to raise visibility and build awareness about programs, policies and issues that demand public attention. Over the next few years, F.Y. Eye will work with organizations to develop and distribute messages that: aim to protect the environment, preserve safe and affordable housing for vulnerable tenants, protect older adults from financial abuse, educate immigrants on their rights, encourage healthier eating habits, offer free financial counseling, provide access to free art and cultural experiences, connect recently arrested New Yorkers to free legal assistance, fight for LGBTQ, social, racial, gender and financial justice, and much more. We are looking for Board Members that are motivated to help New Yorkers in need connect to the knowledge and services they deserve.

Board Recruitment

Over the next few years, F.Y. Eye plans to elevate our brand and deepen our impact. As we move into our next phase of development, F.Y. Eye seeks to expand and diversify our Board from three members to five members. We are expanding our Board because F.Y. Eye needs additional resources and capacity to help the organization achieve the following objectives: expand the digital PSA Network footprint, grow our client portfolio, increase and diversify our revenue base, deepen our advertising expertise, and grow our Impact Artist Collective.

As a member of the F.Y. Eye Board, you will help us take purposeful and strategic steps to achieve these goals and realize our mission.

Board Opportunities:

- Engage with various established and emerging New York nonprofits that empower and protect disadvantaged populations, community-driven efforts, environmental resources, and our democracy.
- Learn about and address the critical issues impacting New Yorkers and the environment we live in.
- Help create New York's first-ever community-driven advertising platform and provide social impact organizations equal access to physical spaces that have been historically reserved for commercial advertising.
- Participate in an exciting chapter of F.Y. Eye's growth, from an organization that has supported New York's nonprofit community through word of mouth to a more well-known "go to" institution.
- Connect nonprofits to talented artists who can help them visualize their message and their mission in a way that resonates with their target audience and the greater public.
- Build relationships with other members of the Board of Directors, the Advisory Committee and the F.Y. Eye Team. We are a lively and dynamic group of nonprofit and corporate professionals from a variety of fields including marketing, philanthropy, nonprofit management, law, publishing, graphic design, urban innovation and more!

Board Responsibilities

The overall functions of the F.Y. Eye Board are to:

- Ensure ethical and legal governance of F.Y. Eye;
- Ensure F.Y. Eye's sound financial management ;
- Determine and support F.Y. Eye's mission, purpose, vision and culture;
- Support the Program Director and review her performance;
- Actively contribute to the effective development and implementation of F.Y. Eye's strategic goals;
- Review and approve budgets to protect and grow F.Y. Eye's assets;
- Guide and monitor F.Y. Eye's programs and services;

- Raise F.Y. Eye’s visibility through your networks to increase our client base, nonprofit host partners and access to funding opportunities.

Board Member Expectations

F.Y. Eye Board members are expected to contribute to the organization in the following ways:

- Attend 1-2 Board meetings each year;
- Make an annual contribution of funding, time or other agreed upon resources to the organization;
- Be willing to accept small individual assignments when requested by the Program Director or the Chair;
- Help F.Y. Eye establish relationships with new non-profits, social enterprises and government agencies;
- Participate in F.Y. Eye events whenever possible.

New Board Member Expertise

F.Y. Eye seeks new Board members to help shepherd the organization into the next chapter in its growth. The Board will bring the diversity of thought, access, institutional knowledge, innovative ideas, financial support and the sector-specific expertise that are critical to the success of our small but mighty nonprofit.

Prospective Board candidates should have a passion for F.Y. Eye’s mission and a shared vision for its future. To complement our existing Board’s expertise in law and the New York nonprofit community, we seek members with skills, experiences, and connections in the following fields:

- Fundraising
- Media/Marketing/Advertising
- Nonprofits, preferably NY-based nonprofits (focused on vulnerable populations)
- Public Relations
- New York City and State Government
- Finance
- Digital Signage
- Corporate Partnerships
- Philanthropy

TO BE CONSIDERED FOR F.Y. EYE’S BOARD, PLEASE FILL OUT THE ONLINE APPLICATION BY OCTOBER 15th.

[CLICK HERE FOR APPLICATION.](#)

TO NOMINATE SOMEONE FOR CONSIDERATION, PLEASE EMAIL NINA@FY-EYE.ORG AND TELL US IN 1-2 PARAGAPHS WHY YOU THINK YOUR NOMINEE WOULD BE A GREAT F.Y. EYE BOARD MEMBER. WE WILL REACH OUT TO THEM DIRECTLY IF WE CHOOSE TO MOVE FORWARD WITH YOUR NOMINATION.