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December 04th 2008: CHANGING BUSINESS MODELS TO ADAPT TO THE ECONOMIC CRISIS

Jewish Big Brothers Big Sisters, one of LA's premier mentoring organizations, needs to raise awareness of its programs and fund more matches; but in the current economy there is no budget for marketing. The volunteer marketing committee decided to team up with Catholic Big Brothers Big Sisters and Big Brothers Big Sisters of Greater Los Angeles and create "The Drive for Big Awareness: Three Agencies, One Mission", a grass roots marketing effort to coincide with National Mentoring Month in January. Tune in and find out what we're doing, what you can learn from it, and how you can participate.



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