



Engaging the Next Generation of NFTE Alumni

Client Profile

- Founded in 1987
- Headquartered in New York City, with local offices in Baltimore, Chicago, Dallas, Washington, D.C., Fairchester, Los Angeles, New England, New York City, Philadelphia and South Florida
- Inspires young people from low-income communities to stay in school, recognize business opportunities and plan for successful futures.
- Operates programs via 6 domestic licensees and 9 international licensees in Europe, Asia, the Middle East and Africa
- 70 employees with annual operation budget of \$13 million
- Changed name to Network for Teaching Entrepreneurship in 2009



Business Situation

After reaching nearly 500,000 young people worldwide, the Network for Teaching Entrepreneurship (NFTE) sought to strengthen connections with its growing alumni network. However, without a consistent way for program offices to stay in touch with graduates, many alumni were losing contact with the organization. NFTE needed a creative way to engage graduating students and introduce them to a new alumni platform designed to keep them connected.



InnerLeaf Solution

InnerLeaf developed the **“Leaders of Tomorrow”** Pep Rally Series, a high-energy initiative designed to generate excitement around NFTE’s programs and encourage graduating students to join the new alumni network.



The rallies featured national recording artist, entrepreneur and NFTE alum **Smitty**, whose crossover hit **Diamonds on My Neck** energized students during events held at schools in Baltimore and Miami. To amplify the experience, InnerLeaf created a memorable engagement moment by distributing “diamond” necklaces to students, allowing them to celebrate alongside the artist while reinforcing NFTE’s message of ambition, entrepreneurship, and staying connected to the alumni community.

InnerLeaf Services Provides

- Event Planning
- Entertainment
- Artist Management
- Contest Management
- Audio Visual Rentals
- Event Material Production
- Onsite Event Coordination
- Promotional Products



Impact Achieved

- Students were excited to attend the pep rallies and meet the artist
- Teachers and administrators were pleased with events’ coordination
- NFTE saw a significant increase to the alumni website
- Artist was honored to share his life’s story and perform for the students