

# For Love of the Game

Hunter Vaughan - Class of 2024



## The Organization:

Because Baseball is a Cairo-based NGO bringing baseball back to the Middle East and building bridges of friendship along the way.

## The Vision:

### Arab Community Advocacy

- Celebrate Arab heritage in the US
- Establish an Egyptian Olympic team

### Bringing Baseball Back

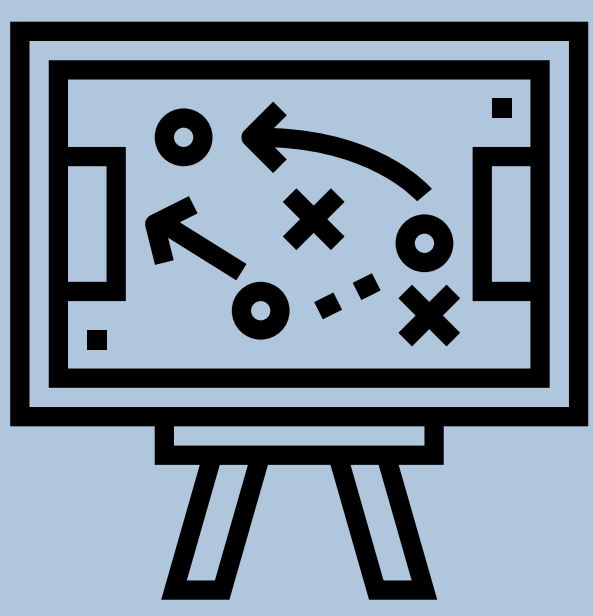
- Offer seasonal youth leagues
- Incorporate baseball into P.E. curriculums

### Creating Connections

- Teach teamwork and foster friendships
- Provide family and community-based programming

## The Internship:

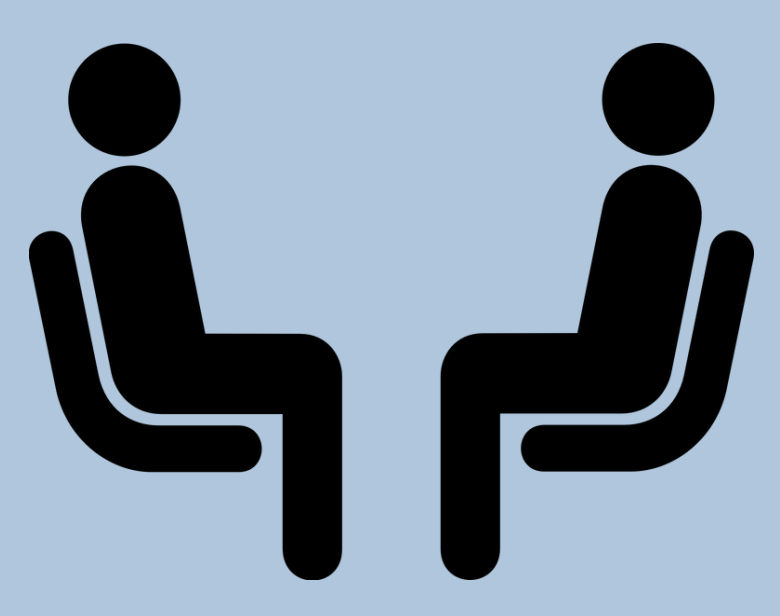
### Strategy Development



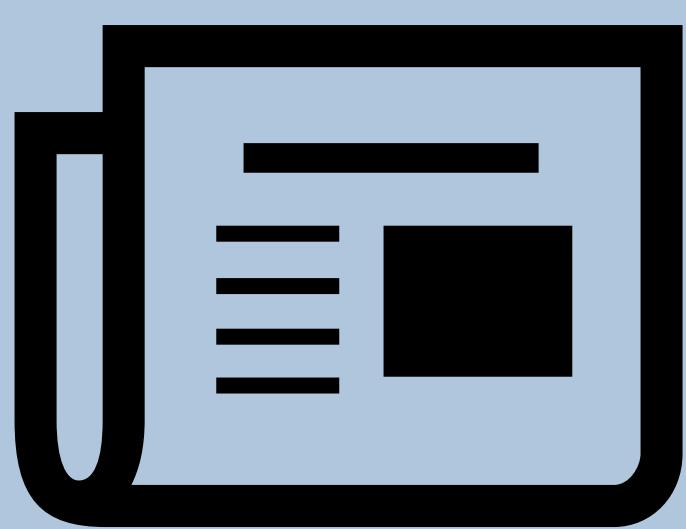
### Digital Marketing



### MLB Affiliate Interviews



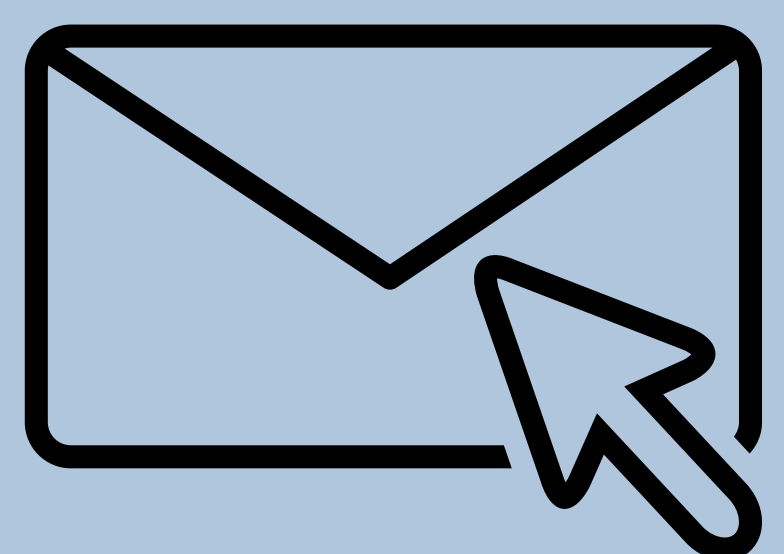
### Media Relations



### Content Creation



### Newsletter Outreach



## The Impact:

2

Newsletters created for internal audience of +1,300 subscribers

1m

People reached through content since 2021

+4,239%

Increase in Instagram profile visits in the past 90 days

6

Videos edited and subtitled for upcoming #PlayAtHome marketing campaign

1st

Publicized and marketed Africa's first-ever MLB Playball event

SI

Secured the organization's first upcoming story with Sports Illustrated