

# CHRIS STRUB

Author | Speaker | Course Instructor | 1<sup>st</sup> to Live-stream in 50 states | 2017 Red Kettle Ambassador



# THE VERSATILITY

Chris can function for your organization as a storyteller, a speaker, an event host, a road-tripper ...



Chris's versatility allows him to speak on stage, be on either end of an interview, handle account takeovers ...

# THE 50-STATE TRIP

50 States, 100 Days, 60 Nonprofits: May 15 – Aug. 21, 2015

In the summer of 2015, 29-year-old Chris Strub traveled solo & unsponsored to all corners of the country, weaving together stories of youth-related nonprofits using a broad variety of social media tools, including Snapchat and live-streaming.

**West End Neighborhood House, Wilmington, Del.,  
Aug. 13, 2015 --->**



**<--- Casa de la Esperanza, Longmont, Colo., 7/13/2015**

'... the idea of cooking healthy food served a dual purpose: not just feeding the needy children a good meal, but instilling in them the intrinsic value of preparing a healthy dish to perpetuate a healthy lifestyle.'

# THE CITIES

'50 States, 100 Days' began from Greenville, S.C., and ended in Asheville, N.C.



Chris planned, organized, promoted and executed the trip from start to finish – often determining his next destination off of this colorful dry-erase calendar.

# 2015 DATES

5.16 CHARLESTON, SC  
 5.17 SAVANNAH, GA  
 5.19 JACKSONVILLE, FL  
 5.21 MONTGOMERY, AL  
 5.23 NEW ORLEANS  
 5.27 JACKSON, MS  
 5.29 MEMPHIS  
 5.30 LITTLE ROCK, AR  
 6.1 SPRINGFIELD, MO  
 6.3 WICHITA, KS  
 6.4 OKLAHOMA CITY  
 6.8 AUSTIN, TX  
 6.10 LAS CRUCES, NM  
 6.12 TUSCON, AZ  
 6.15 SANTA MONICA, CA  
 6.17 LAS VEGAS  
 6.19 SALT LAKE CITY  
 6.21 BOISE  
 6.23 PORTLAND, OR  
 6.26 ANCHORAGE, AK  
 6.29 HONOLULU  
 7.2 SEATTLE  
 7.4 MISSOULA, MT  
 7.7 DICKINSON, ND  
 7.9 RAPID CITY, SD

7.11 CHEYENNE, WY  
 7.12 BOULDER, CO  
 7.15 LINCOLN, NE  
 7.17 DES MOINES  
 7.19 ROCHESTER, MN  
 7.20 MADISON, WI  
 7.22 PEORIA, IL  
 7.23 INDIANAPOLIS, IN  
 7.25 LANSING, MI  
 7.26 TOLEDO, OH  
 7.28 PITTSBURGH  
 7.30 BINGHAMTON, NY  
 8.3 BURLINGTON, VT  
 8.4 CONCORD, NH  
 8.6 PORTLAND, ME  
 8.7 LOWELL, MA  
 8.8 PROVIDENCE, RI  
 8.9 NEW HAVEN, CT  
 8.12 TRENTON, NJ  
 8.13 WILMINGTON, DE  
 8.14 BALTIMORE, MD  
 8.17 CHARLOTTESVILLE, VA  
 8.19 CHARLESTON, WV  
 8.20 LEXINGTON, KY  
 8.21 ASHEVILLE, NC

# 2017: RED KETTLE AMBASSADOR

The #FIGHTFORGOODTOUR: 25 States, 38 Days: Nov. 6, 2017 – Dec. 14, 2017

Two years after '50 States, 100 Days,' Chris returned to the road with a 25-state, 38-day road trip with The Salvation Army USA.

The 6,152-mile #FightForGoodTour, from Houston to New York City, raised \$6,152 for the Army.

The Tour was featured in The Huffington Post and in a four-part video series on TODAY.com.



<--- Outside the Bed & Bread truck in Detroit, Nov. 17, 2017

Chris interviews a homeless man, “Charlie,” a beneficiary of The Salvation Army's Bed & Bread truck, which delivers hot meals to those in need 365 days a year around the city of Detroit.

# THE #HONDAHOTEL

Chris's 2007 Honda Accord has become a brand of its own



Above, Jacki Bryant, Executive Director of ReadyKids in Charlottesville, Va., Stop 47 of 50, signs the #HondaHotel on Aug. 17, 2015 – Day 95

At right, Chris poses with the #HondaHotel at the Salvation Army in Baltimore, Dec. 8, 2017

NOTE: Chris has no affiliation with Honda

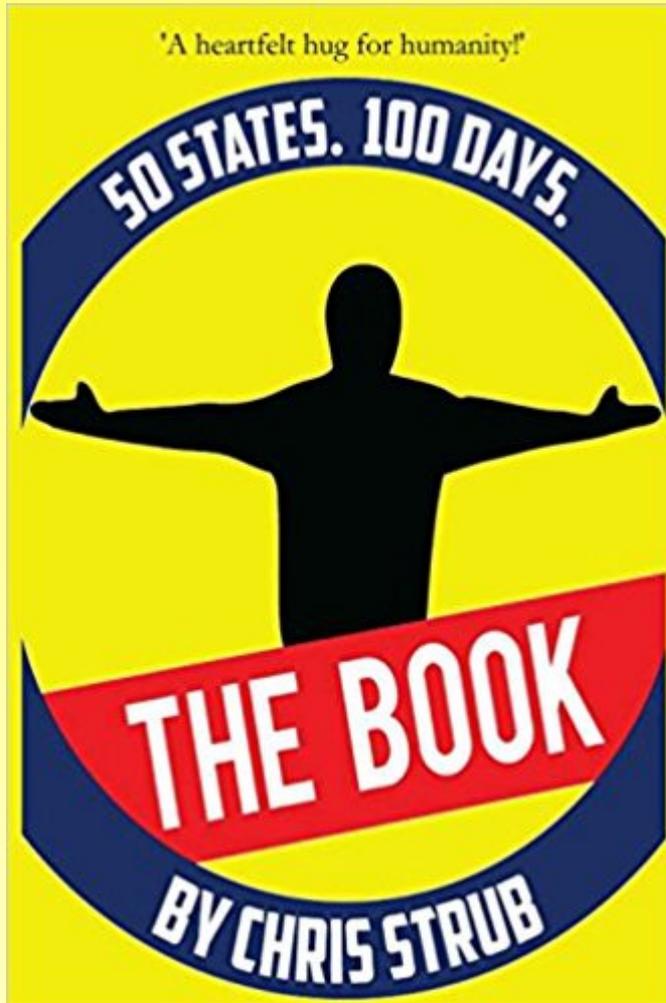
During '50 States, 100 Days,' Chris asked each nonprofit to sign his car with their best piece of advice for a young person. The results are featured in his book about the trip.

Chris had no income or hotel sponsorship during '50 States, 100 Days,' so he decided to sleep in the back seat of the Honda 14 times out of the trip's 99 nights. Thus, the nickname 'Honda Hotel' was born.



# '50 STATES, 100 DAYS: THE BOOK'

Ebook Published Nov. 2015 | Softcover Published March 2017



**5/5 Stars on Amazon (16 Reviews)**

'The pages of his book are filled with raw honesty, touching anecdotes, and insider information about 50 of the country's leading nonprofits.'

'If you've ever wanted to start something but just can't get around to taking that first step, this is a story about someone who takes that first step, wrinkles and all, and follows through on what he started.'

'Chris has provided us with the social proof that one person can create a lasting impact, and this book is the blueprint for how to follow suit.'

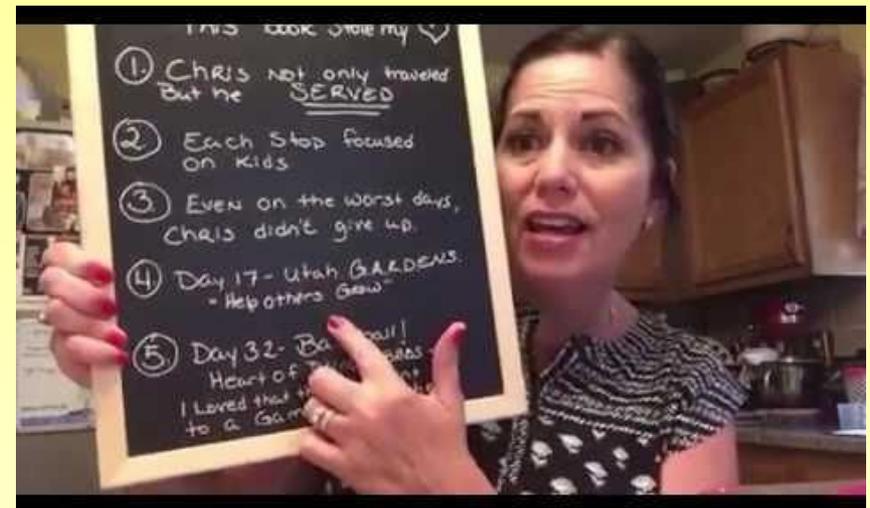
# THE VIDEO BOOK REVIEWS

Setting New Standards for Online Engagement with a Product



Chris Strub's engagement on social media is off the charts – readers of his book have developed a community of their own, creating a series of video reviews of the book to share their passion about the project.

([Youtube.com/ChrisStrub](https://www.youtube.com/ChrisStrub))



# THE MEDIA

Between television, radio, print and digital, Chris has been interviewed more than 100 times

## City People

The Greenville News

**INSIDE**  
**NUMBER 22**  
 Riddle tries to prevent veteran suicides, Page 10  
**GOAT PROGRAM**  
 National spotlight to focus on local ministry, Page 4  
 City Faces, 8-9 Schools, 12-15



Wednesday, May 20, 2



Chris Strub

Chris Strub plans to complete his trip with a stop in Asheville on Aug. 21, two days before his 30th birthday.

ANGELIA DAVIS  
 CITY PEOPLE WRITER  
 DAVISAL@GREENVILLEONLINE.COM

Chris Strub's visit to 48 states in 90 days last year was a bucket list kind of trip. When the trip was over, the New York native realized he has an opportunity to travel to make a much broader difference in the world. He plans to do that by visit-

**Greenville man will visit 50 states to volunteer with youth groups**

iting 50 states in 100 days and volunteering with 50 youth organizations. Strub, who moved to Greenville in 2014 after his last trip around the United States, began his 50-state tour on May 15, stopping first in Charleston. He expects to complete the trip with a stop in Asheville, North Carolina, on Aug. 21, two days before his 30th birthday.

"I love solo traveling and to combine that with volunteerism, being able to make a difference, is very emotionally fulfilling," said Strub. "I can already tell just based on the conversations with all of these organizations that this summer is going to be magical," he said.

See STRUB, Page 5



Among the many gifts Alma Palmer makes for others she crochets for children at Westcliffe Elementary.

### Greenville woman turns crochet hobby into

CHERYL P. ALLEN  
 SPECIAL TO THE GREENVILLE NEWS

Alma H. Palmer of Greenville doesn't think she has much of a story to tell. At the same time, she never thought that her story would turn out the way it has. Palmer never expected a homemaking skill she learned as a teenager would transform into something so special and dear to her heart. But it has. When Palmer was 15, her mother taught her how to crochet. Back then, dollies were

the thing stitches do," she says. And mom, back in the '30s fact cler ret str er tr e

**Follow #TeamStrub**  
 Join Chris Strub as he completes his 50-state, 100-day journey via Facebook at [Facebook.com/TeamStrub](https://www.facebook.com/TeamStrub) and on Instagram, Twitter, Snapchat and MeetFret @ChrisStrub. \*To donate, visit [www.teamstrub.com](http://www.teamstrub.com)

See TRAVEL, Page 4A

BURLINGTONFREEPRESS.COM

## B vermont

TUESDAY, AUGUST 4, 2015 3A



Chris Strub, center, visits with kids at the King Street Center in Burlington on Monday. Strub is traveling to all 50 states in 100 days and stopping to do volunteer work at each stop.

## 'I would love to inspire people'

South Carolina man visits Burlington nationwide to promote volunteerism in youth organizations



HALEY DOWER  
 FREE PRESS STAFF WRITER

Chris Strub printed "50 states or bust" on the back window of his silver Honda Accord before he set out on a 100-day road trip.

The trip entails visiting every U.S. state, but the 29-year-old from Greenville, South Carolina, plans to do more than see the sights. Strub has a goal to promote volunteerism in youth organizations. Monday, Strub stopped by Burlington's King Street Center to share travel stories with the children and to learn about the nonprofit. The organization offers programs for children 18 months to 19 years old, said Gabriella Tufo Strouse, community outreach director. Vermont was No. 38 on Strub's cross-country trek. He plans to complete his journey Aug. 21 — two days before his 30th birthday — in Asheville, North Carolina.

"It's not a coincidence that I'm here," Strub said. "I asked people with knowledge of Vermont what organization I should go to, which local group could best tell the story of Vermont. They all said to come here." This is Strub's second trip around the country. Last year, he visited the lower 48 states in 90 days. This summer, the native New Yorker decided to make the trip again with the addition of stops Alaska and Hawaii and the goal of visiting a youth organization in each other social media. He is documenting his trip on Twitter, Facebook and Strub's own volunteer experience was the inspiration



Vermont was No. 38 on Chris Strub's cross-country journey. He plans to complete his journey Aug. 21 — two days before his 30th birthday — in Asheville, North Carolina.

GLENN RUSSELL/FREE PRESS



# THE MEDIA

Between television, radio, print and digital, Chris has been interviewed more than 100 times



# THE BRAND PARTNERSHIPS

Chris has worked with numerous brands since the #TeamStrub adventure

INDUSTRY NEWS > HEALTH CARE

## Why #Humana hired this social media guru to run around Louisville

Jun 27, 2016, 6:40am EDT Updated Jun 27, 2016, 6:54am EDT

INDUSTRIES & TAGS Health Care, Technology, Social Media



Live.me @streamLiveme

Check out @ChrisStrub's story on ActionJacksonn



ActionJacksonn taking Live.me fast track to growing a community, putting m...  
What makes a live broadcast lit?  
medium.com

4:13 PM - 12 Apr 2017

2 Retweets 13 Likes



BinghamtonUniversity @binghamtonu

So @ChrisStrub '07 took over our Snapchat and we can't stop laughing. Watch it:  
[bit.ly/2uNwYuh](http://bit.ly/2uNwYuh) 😂



10:54 AM - 31 Jul 2017

1 Retweet 5 Likes

- Red Kettle Ambassador, Salvation Army USA: 25-state “#FightForGoodTour” (2017)
- Traveling SM Consultant, Humana (2016)
- Facebook Live Host & presenter, BBBS of America National Conference (2017)
- Content creator, Live.me (2017)
- Snap takeover, Binghamton U. (2017)



BBBS @BBBSA

Thanks @ChrisStrub for all your great work this week with your workshop and Facebook Live interviews. #BBBStogether



12:58 PM - 27 Jun 2017

9 Retweets 7 Likes

# THE RECOMMENDATIONS

Chris's Employers, Colleagues & Clients Highly Recommend his Efforts



It is with great pleasure that I recommend Chris Strub. He is truly a leader in the social media field and I am so grateful for the assistance he provided me and my team as we were ramping up our social media efforts around Give Local Louisville. We were able to "go live" literally and figuratively with new strategies that helped our giving day initiative generate 28 million impressions through social media. Tons of practical knowledge and a super nice guy on top of it all!

- **Cara Baribeau**, Community Foundation of Louisville



Chris is one of the hardest-working guys I know. He consistently stays on top of new technology, social media, livestreaming, and emerging trends. He is one of the nicest, most caring guys you'll meet and is always willing to lend a helping hand. His work on the #TeamStrub project was nothing short of awe-inspiring. Passionate, enthusiastic, and dedicated, Chris is a guy you definitely want on your team!

- **Dan Gingiss**, Head of Global Social Media, McDonald's

# THE SOCIAL FOOTPRINT

Measuring Chris Strub's Digital Brand



Chris Strub

Klout Score of 78

@ChrisStrub is considered among the top 99.9% of all social media users in Snapchat, Streaming Video, Social Media & Nonprofits

## Twitter Verified + Rapid, Organic Growth

Since getting verified on Twitter in Aug. 2016, @ChrisStrub's Twitter audience has more than tripled, to over 16,000 followers

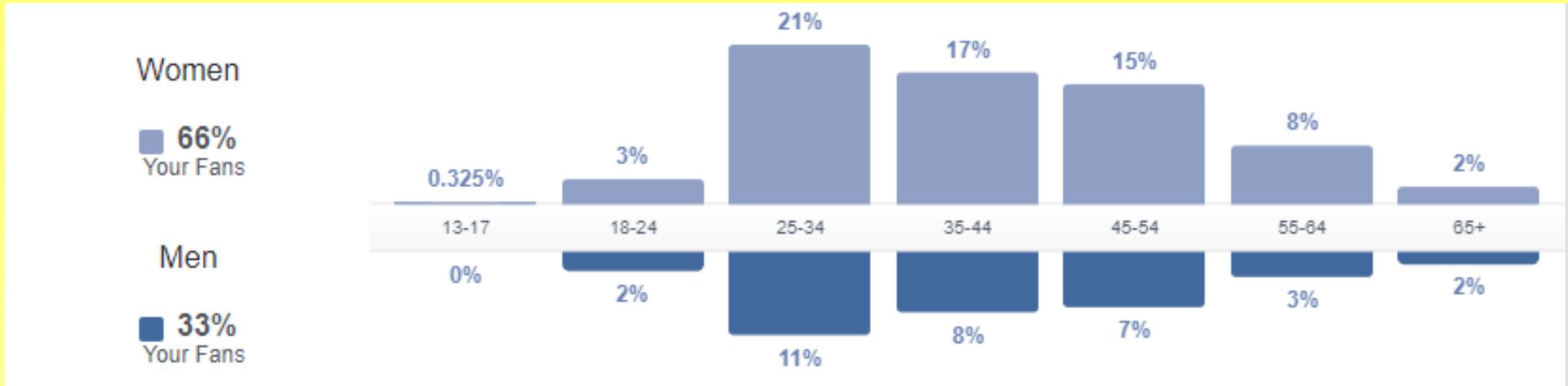


A Broad Approach

Snapchat – 6,000+  
Facebook – 2,400+  
FB Page – 1,060+  
Periscope – 1,900+  
Twitter\* – 20,000+  
Instagram – 2,000+  
LinkedIn – 1,300+  
Swarm – 210+  
YouTube – 270+  
Busker – 520+  
Musical.ly – 110+  
*Note: Chris runs 6 Twitter accounts*

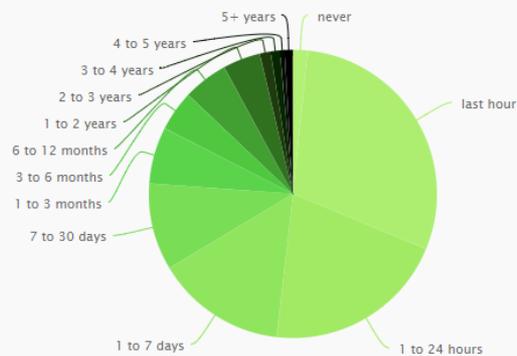
# THE SOCIAL FOOTPRINT

Measuring Chris Strub's Digital Brand



## Recencies of tweets of Chris Strub's followers

If a person hasn't tweeted recently, then their account may be dormant. These data are based on the date that Followerwonk last checked the user, so the dates may not be entirely precise, but they should give you a good idea of who is tweeting more recently than others. Protected accounts are excluded from this analysis.



### Breakdown

274	1.6%	never »
4,869	28.8%	last hour »
3,386	20%	1 to 24 hours »
2,395	14.2%	1 to 7 days »
1,612	9.5%	7 to 30 days »
1,047	6.2%	1 to 3 months »
751	4.4%	3 to 6 months »
830	4.9%	6 to 12 months »
689	4.1%	1 to 2 years »
210	1.2%	2 to 3 years »
168	1%	3 to 4 years »
93	0.5%	4 to 5 years »
159	0.9%	5+ years »

## Active, Millennial Female Audience

Above, we see that Chris's Facebook audience is 66% female, and 53% female between 25-54.

At left, we see that of Chris's Twitter following of 16,900+, 28.8% have Tweeted in the last hour, and 74.1% have Tweeted within the last 30 days, demonstrating their activity and engagement.

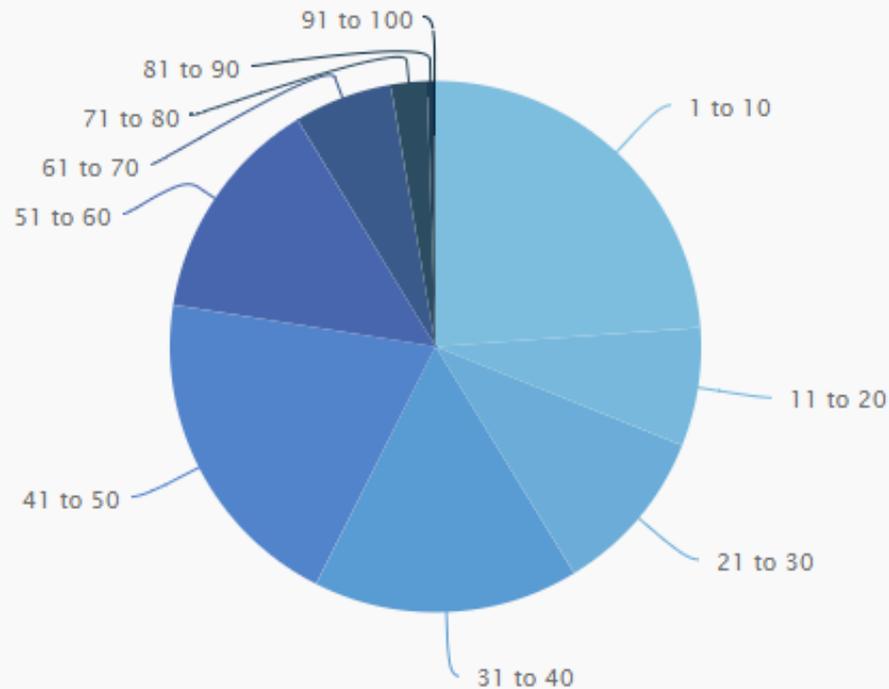
(Stats via Facebook and Moz)

# THE SOCIAL FOOTPRINT

## Measuring Chris Strub's Digital Brand

### Social Authority scores of ChrisStrub's followers

Social Authority is our rating of a user's influence and engagement on Twitter. It ranges from 1 to 100, where higher scores indicate a person with greater influential activity.



### Breakdown

4,047	23.9%	1 to 10 »
1,214	7.2%	11 to 20 »
1,729	10.2%	21 to 30 »
2,734	16.2%	31 to 40 »
3,407	20.1%	41 to 50 »
2,335	13.8%	51 to 60 »
1,008	6%	61 to 70 »
367	2.2%	71 to 80 »
65	0.4%	81 to 90 »
9	0.1%	91 to 100 »

### Authoritative, Influential Followers

Here, we see a breakdown of the influence of Chris's Twitter followers. 60.3% of Chris's followers have a Social Authority score between 21 & 60. Chris has 441 followers with a SA score >71. (Moz)

# THE REAL-LIFE IMPACT

Chris's Social Media Efforts Go Beyond the Screen

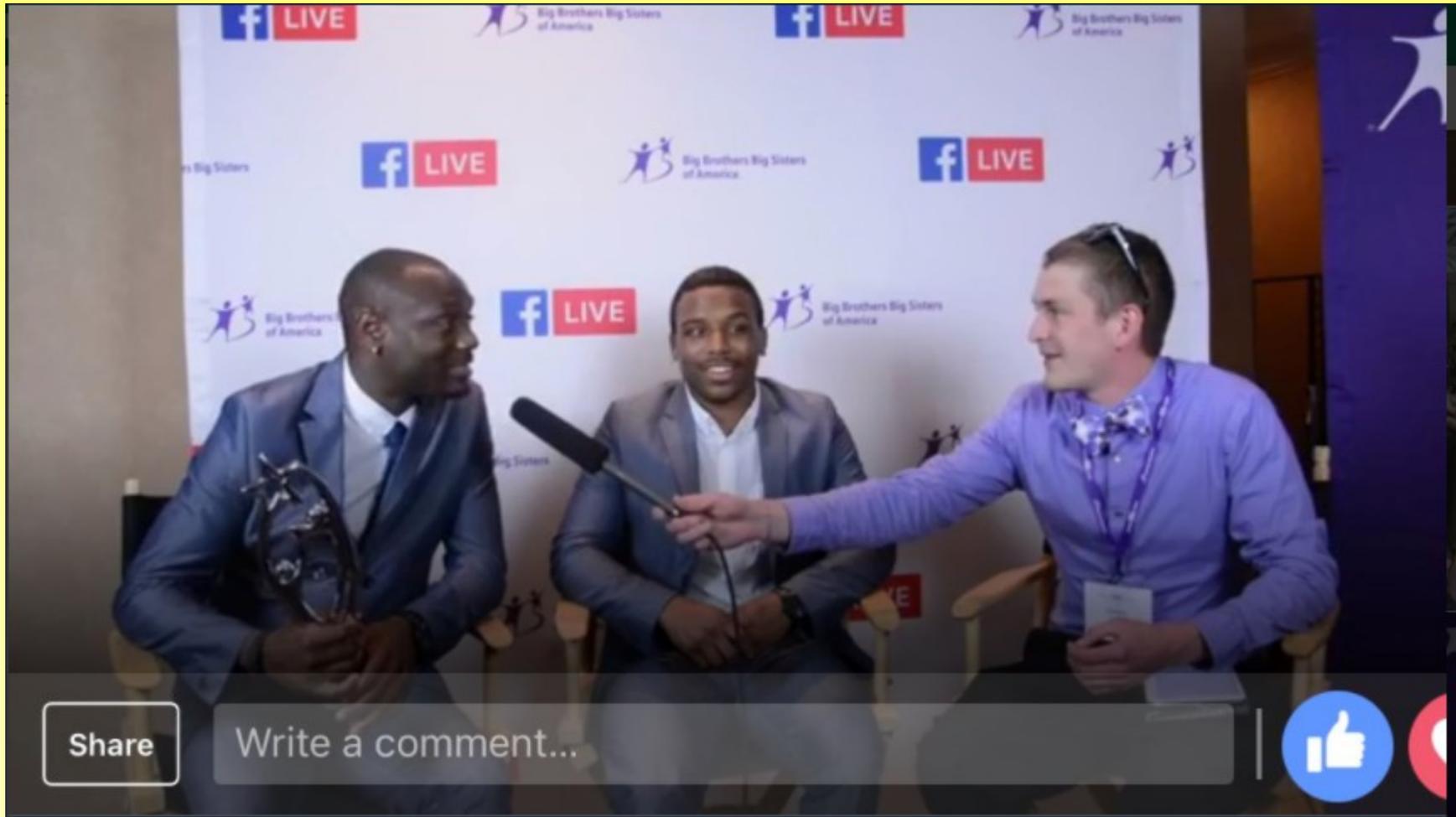


## Stories That Inspire Action

Top left, Andrea Runnels applied to be a Big Sister after reading Ch. 32. Above, 'The Sassy Survivor' cried when she received her book. Bottom left, Isaac Irvine from GoDaddy was stoked to meet Chris at #MDMC17 in St. Louis.

# CONTACT CHRIS STRUB

Want to work with Chris?



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[TeamStrub.com](http://TeamStrub.com)