

CHRIS STRUB

Published Author | Keynote Speaker | Course Instructor | 1st to Live-stream in 50 U.S. states



THE 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 Esparanza, 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

Chris's trip 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

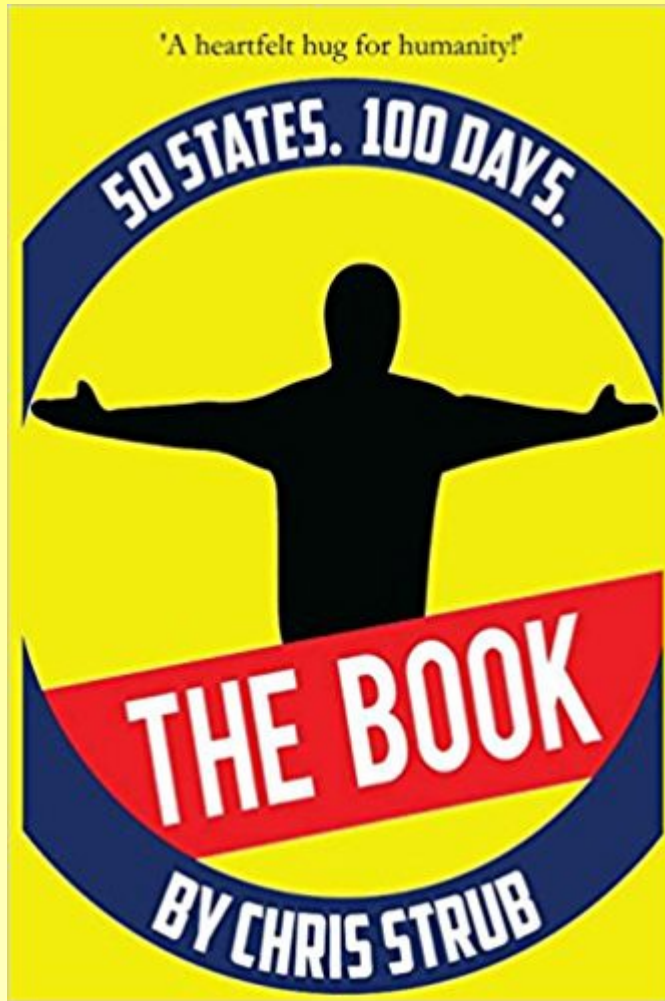
THE #HONDAHOTEL

Reps from nonprofits in all 50 U.S. states signed Chris's '07 Honda Accord along the trip



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.'

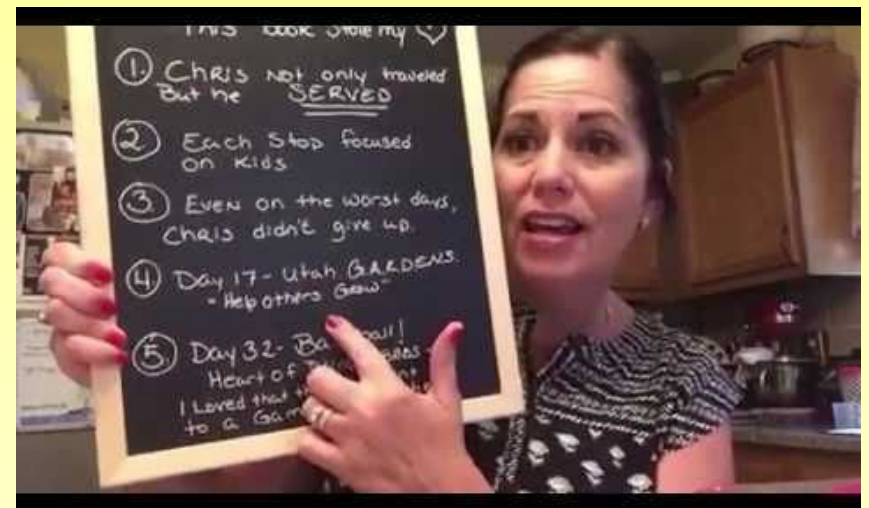
THE VIDEO BOOK REVIEWS

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)



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
DAVIS@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 vis-

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 emotional difference," 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 Westcliff Elementary.

Greenville woman t 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 thin stitches do," she said. "And mom, back in the day, 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 Meerkat @ChrisStrub. To donate, visit www.teamstrub.com

BURLINGTONFREEPRESS.COM

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.

GLENN RUSSELL/FREE PRESS

'I would love to inspire people'

South Carolina man visits Burlington on nationwide tour 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. He is documenting his trip on Twitter, Facebook and other social media. Strub's own volunteer experience was the inspiration

See TRAVEL, Page 4A



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

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

WEDNESDAY, MAY 27, 2015

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SPOTLIGHTING HEALTH

SPOTLIGHTING HEALTH

Traveler teaches kids to grow healthy food

Matt Okarmus
mokarmus@gannett.com, @mokarmus on Twitter

One man's state-to-state campaign helped put a recent spotlight on the combined efforts of a local nonprofit and an elementary school.

Chris Strub is currently traveling the country, attempting to showcase 50 youth organizations in 50 states within 100 days. Last week he was at Crump Elementary School, shadowing EAT South's Sprouts program, which develops self-sustaining school garden education programs in the Montgomery Public Schools

system.

"I'm a huge believer in the importance of a healthy diet and healthy lifestyle," Strub said. "Obesity and hunger are huge issues. This program directly affects those."

The Sprouts program at Crump is a garden-based lesson to special needs students in first through fifth grades in Practical Application of Life Skills (PALS).

"Everyone has jobs, each kid has different duties," she said, adding how serious each student

"They seem to care about the community," she said. "They've been the most hands-on and have helped shine a light on an area where we can have more help."

See **FOOD** » 3D

CONTRIBUTED
ABOVE:
Chris Strub
spends time
with
students at
Crump
Elementary
during a
recent
volunteer
stop.

OCAL & STATE

TUESDAY 07.28.15 | LANSING STATE JOURNAL | LSJ.COM

CC could be partners on fire facility

the town's College of Fire Training Center. "If you're going to have a fire station, it makes sense to have a place for regular hands-on fire training," he says. "It's something Clark said his department lacks now. Instead they have to go to the area that are gifted with firefighters from other bureaus."

"A few years ago we started looking at building a training facility," said Clark. "The biggest challenge is, where do you put it in the township?"

LCC's west side campus, established in 2004, already utilizes an outdoor fire training compound with both an indoor and outdoor structure training on site. Well over 600 students have been through the college's fire academy.

But Tim Baker, LCC's program director for public service careers, says the campus doesn't have a multiple-story

Workers on fire facility

training facility he said that would allow for serial training sessions.

"We always want to have the best facilities," he said. "I make it one of my priorities to make it more challenging for students." He said his staff was open to the possibility of being approached for work on the new facility.

"It would be a great challenge for our people and we've got them on a tight campaign," he said.

Clark said the facility would require more trucks and could last up to 20 or more fire departments to be utilized by other departments.

Fire Department Supervisor Ken Fletcher said he and his staff have talked Clark to present them with a detailed cost estimate for the project.

"We definitely are interested in pursuing the idea," he said. "It makes sense to do something together."

Clark said the exact cost of the facility's construction would be determined by the number of trucks and the type of equipment that both entities will have to acquire.

"I think it's a good idea but it's hopeful it will move forward."

In sure we'd like to have it happen but you've got to go through the right channels," he said.

Clark said he and his staff are working with the fire departments and the fire officials as well as local LCC and township officials to get the project off the ground.

Clark said he and his staff are working with the fire departments and the fire officials as well as local LCC and township officials to get the project off the ground.

Contact Richard Greco at (717) 526-2075 or rgreco@comcast.com. Follow him on Twitter @rjgreco.

Chris Strub can't help but smile as he uses a giant toothbrush on a giant set of teeth at one of the dozens of interactive exhibits at the Impression 5 Science Center on Saturday.

PHOTO BY ROBERT KELLER LEAVINGS STAFF

50 states in 100 days
includes Lansing stop



JUDY PUTNAM
LOCAL COLUMNIST

A man with a plan to visit all 50 states in 100 days stopped in Lansing over the weekend to promote the Impression 5 Science Center. Michigan was No. 34 on his quest to promote volunteers at youth organizations in every state.

The exuberant Chris Strub, who plans to end his 50-50-50 journey in Asheville, North Carolina Aug. 21 — just two days shy of his 30th birthday — said he appreciated Lansing's hospitality and was "blown away" by how



steering can be 30 to 40 degrees



Chris St. Ely, from the University of Illinois at Urbana-Champaign, is a geologist who has been using 3D software to create virtual models of geological structures. He is shown here holding a small object, possibly a rock sample, in front of a large screen displaying a 3D model of a geological structure.

See JOURNEY, Page 6A

Contact Jenna Pizzi at jpizzi@delawareonline.com or (410) 326-6071.
 Follow her on Twitter @jennapizzi.

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

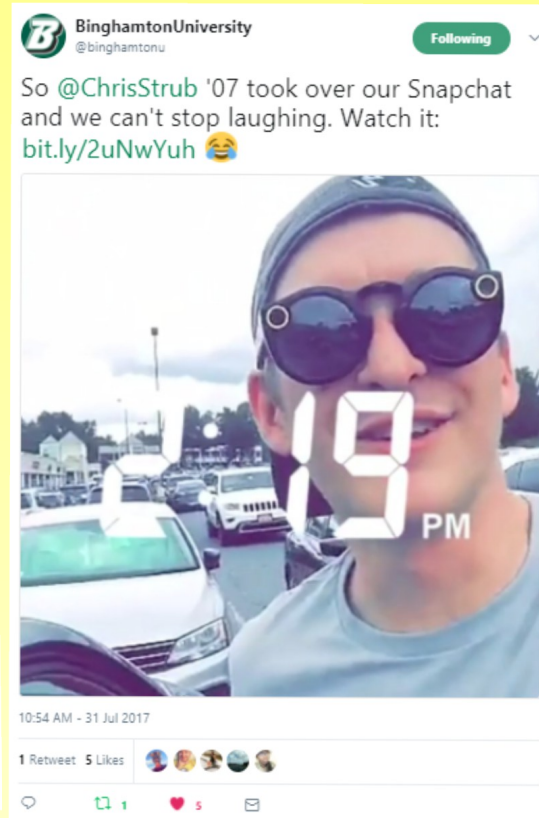
INDUSTRY NEWS > HEALTH CARE

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

- Traveling SM Consultant, Humana (2016)
- Facebook Live Host & presenter, BBBS of America National Conference (2017)
- Content creator, Live.me (2017)
- Snapchat takeover, Binghamton U. (2017)



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



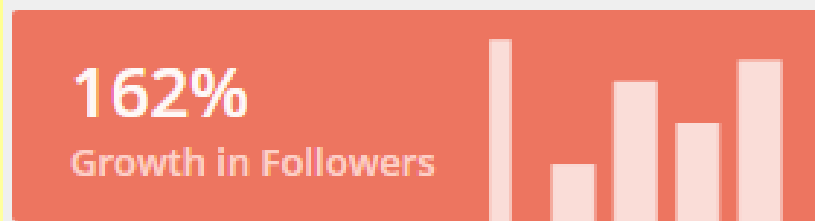
Chris Strub

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 nearly tripled to over 14,000 followers

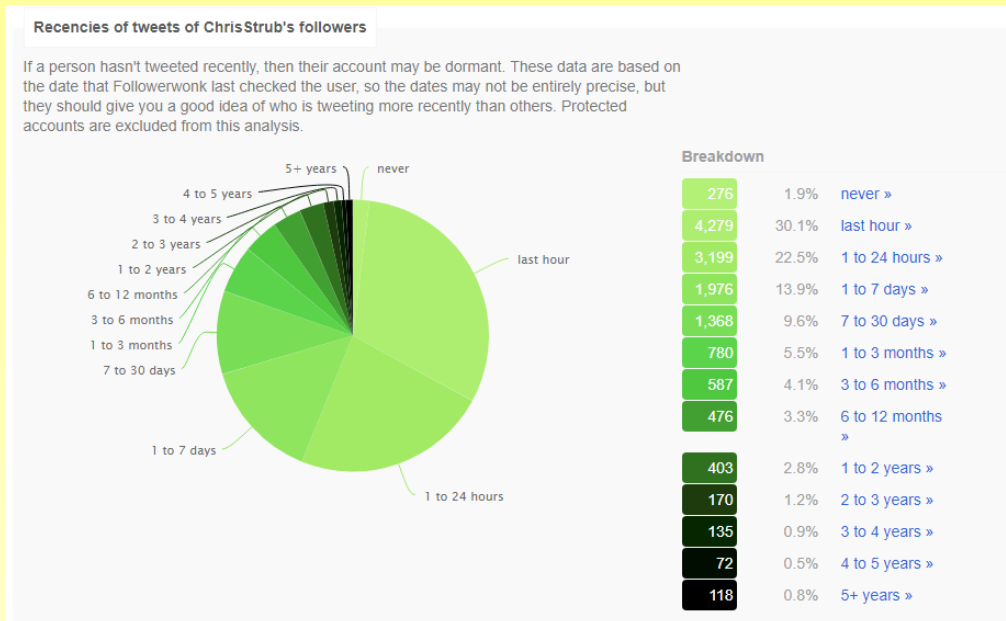
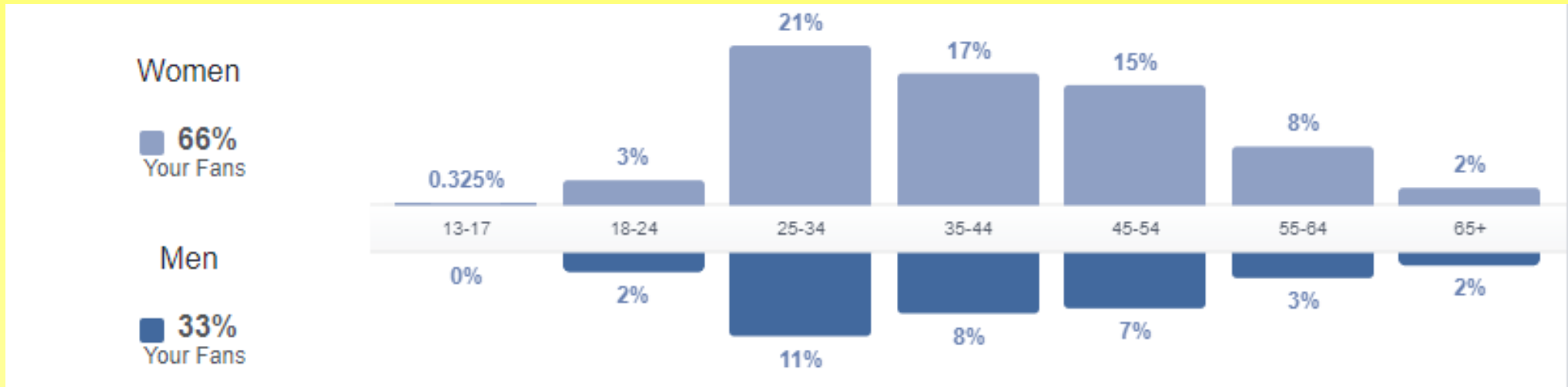


A Broad Approach

Snapchat – 6,000+
Facebook – 2,200+
FB Page – 920+
Periscope – 1,900+
Twitter* – 14,800+
Instagram – 1,700+
LinkedIn – 1,200+
Swarm – 210+
YouTube – 160+
Busker – 520+
Musical.ly – 110+
Note: Chris runs 6 Twitter accounts

THE SOCIAL FOOTPRINT

Measuring Chris Strub's Digital Brand



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 14,000+, 30.1% have Tweeted in the last hour, and 66.5% have Tweeted within the last 7 days, demonstrating their activity and engagement.

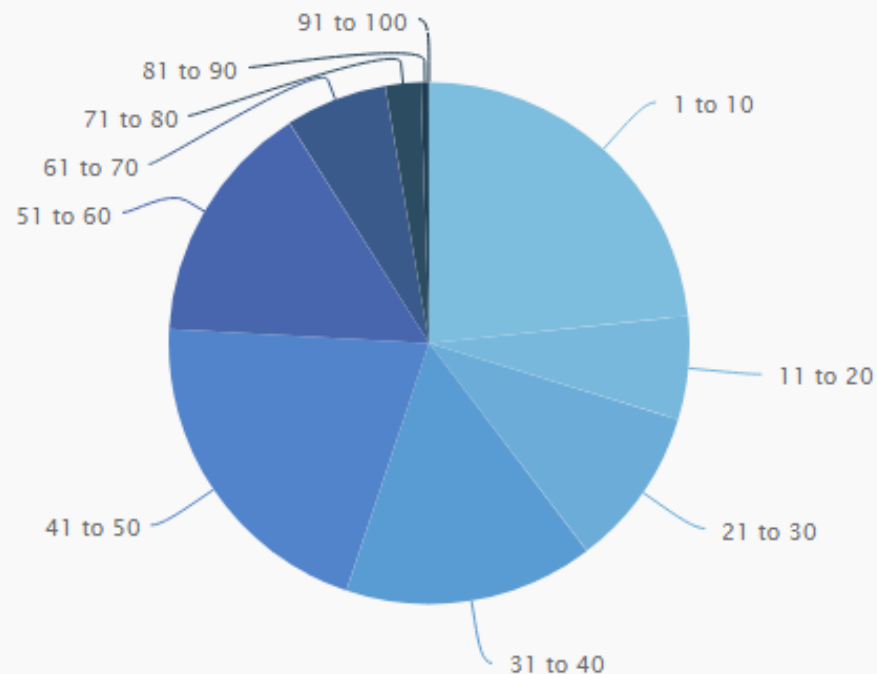
(Stats via Facebook and Moz)

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

3,307	23.3%	1 to 10 »
910	6.4%	11 to 20 »
1,406	9.9%	21 to 30 »
2,202	15.5%	31 to 40 »
2,946	20.7%	41 to 50 »
2,140	15.1%	51 to 60 »
901	6.3%	61 to 70 »
318	2.2%	71 to 80 »
75	0.5%	81 to 90 »
7	0%	91 to 100 »

Authoritative, Influential Followers

Here, we see a breakdown of the influence of Chris's Twitter followers. 61.2% of Chris's followers have a Social Authority score between 21 & 60. Chris has 400 followers with a SA score >71. (Moz)

THE REAL-LIFE IMPACT

Chris's Social Media Efforts Go Beyond the Screen



Andrea Runnels

@runitrunnels

Following

Replying to @ChrisStrub

Went to read more of @50States100Days & I was on IL and Felix got to me! Just finished app & have a vol. interview w/ @BBBSatI on Friday!

9:51 AM - 25 Apr 2017

1 Retweet 3 Likes



Isaac Irvine @theisaac · Apr 13

Super stoked that I met @ChrisStrub at #MDMC2017. His snaps are insane!



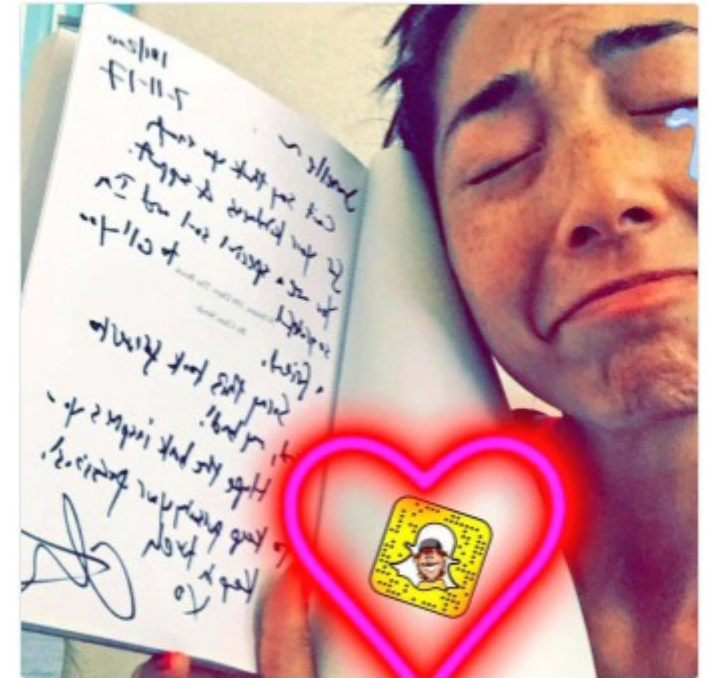
1 1 3



Janelle @TheSassySurvivR · Jul 22

#SaturdaydayMorning Surprise!

My @50States100Days book by @ChrisStrub came (finally jeez Chris). I can't wait to read it! ❤️



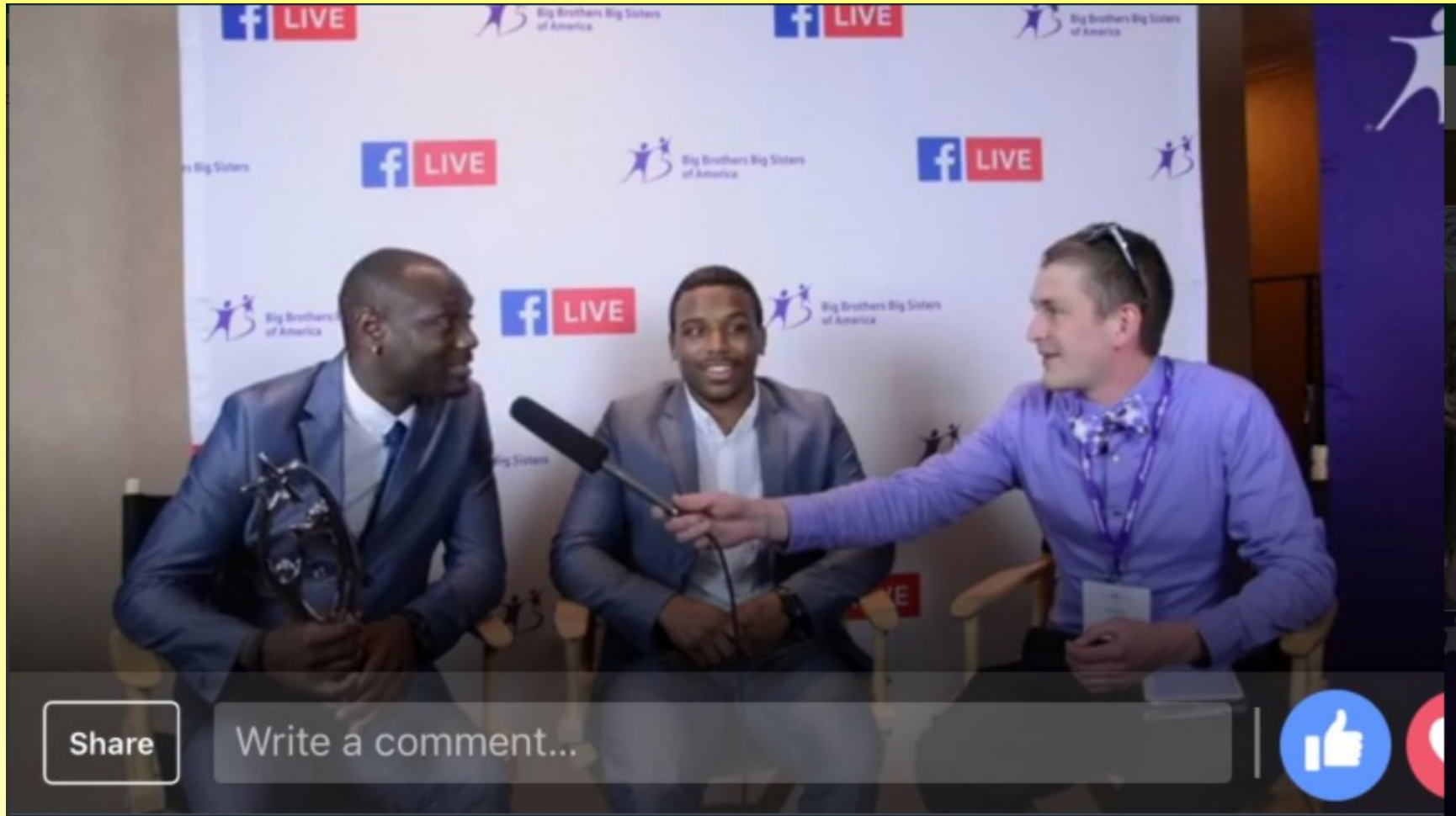
2 2 5

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?



chrisstrub@gmail.com

TeamStrub.com