

SEGMENTS

GROWTH

ORGANIZATIONAL SUPPORT



Brand Awareness

AWARENESS GOALS



Net New Visitors

GOAL



Engagement

GOAL



Operations

GOAL



Events

GOAL



STRATEGIES

STRATEGIES

STRATEGIES

STRATEGIES

STRATEGIES



TACTICS

TACTICS

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TACTICS

TACTICS



TECH STACK

TECH STACK

TECH STACK

TECH STACK

TECH STACK



HUMAN CAPITAL

HUMAN CAPITAL

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HUMAN CAPITAL



KPIs

KPIs

KPIs

KPIs

KPIs



BUDGET

BUDGET

BUDGET

BUDGET

BUDGET



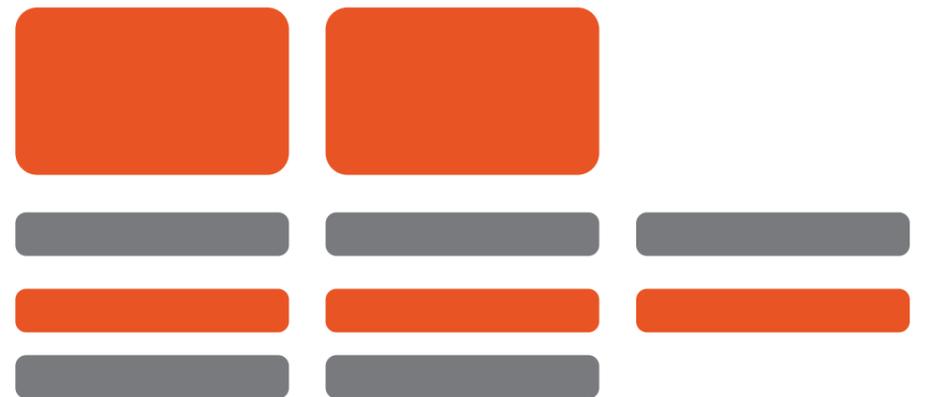
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FURTHER FASTER NETWORK

SEGMENTS

GROWTH

ORGANIZATIONAL SUPPORT



Brand Awareness

AWARENESS GOALS

-X social reach
-X social channel followers

STRATEGIES

-Public relations
-Mass marketing

TACTICS

-Paid media content**
-Press releases
-Organic social media
-Paid social media

TECH STACK

Social channels
Social ad networks

HUMAN CAPITAL

Volunteers
Agency

KPIs

Impressions

BUDGET

% ALLOCATION



Net New Visitors

GOAL

-X people watching online
-X visitors in person

STRATEGIES

-Events
-Paid social channel advertising
-Retargeting
-Search campaigns

TACTICS

-SEO
-Google Ads

TECH STACK

SEM Rush
Google Ads
WordPress
Yoast

HUMAN CAPITAL

Volunteers
Agency

KPIs

Page rankings
Impressions
Click through rate
Cost per click

BUDGET

% ALLOCATION



Engagement

GOAL

-X new volunteers
-X increase in giving

STRATEGIES

-Direct marketing

TACTICS

-Email marketing
-App messages

TECH STACK

Email service provider

HUMAN CAPITAL

Volunteers
Agency

KPIs

-Opens
-Clicks

BUDGET

% ALLOCATION



Operations

GOAL

STRATEGIES

TACTICS

TECH STACK

HUMAN CAPITAL

KPIs

BUDGET

% ALLOCATION



Events

GOAL

STRATEGIES

TACTICS

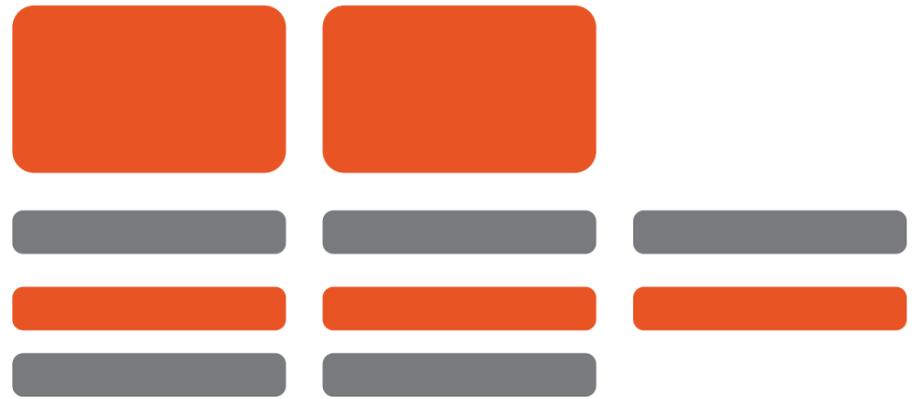
TECH STACK

HUMAN CAPITAL

KPIs

BUDGET

% ALLOCATION



FURTHER
FASTER
NETWORK