FURTHER FASTER NETWORK

SEGMENTS	GROWTH			ORGANIZATIONAL SUPPORT	
	Brand Awareness	**Net New Visitors**	**Engagement**	**Operations**	**Events**
	AWARENESS GOALS	GOAL	GOAL	GOAL	GOAL
	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
	TACTICS	TACTICS	TACTICS	TACTICS	TACTICS
	TECH STACK	TECH STACK	TECH STACK	TECH STACK	TECH STACK
	HUMAN CAPITAL	HUMAN CAPITAL	HUMAN CAPITAL	HUMAN CAPITAL	HUMAN CAPITAL
	KPIs	KPIs	KPIs	KPIs	KPIs
	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
	% ALLOCATION	% ALLOCATION	% ALLOCATION	% ALLOCATION	% ALLOCATION

FURTHER FASTER NETWORK

FURTHER FASTER NETWORK

SEGMENTS	GROWTH			ORGANIZATIONAL SUPPORT	
	Brand Awareness	**Net New Visitors**	**Engagement**	**Operations**	**Events**
	AWARENESS GOALS	GOAL	GOAL	GOAL	GOAL
	-X social reach -X social channel followers	-X people watching online -X visitors in person	-X new volunteers -X increase in giving		
	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES	STRATEGIES
	-Public relations -Mass marketing	-Events -Paid social channel advertising -Retargeting -Search campaigns	-Direct marketing		
	TACTICS	TACTICS	TACTICS	TACTICS	TACTICS
	-Paid media content** -Press releases -Organic social media -Paid social media	-SEO -Google Ads	-Email marketing -App messages		
	TECH STACK	TECH STACK	TECH STACK	TECH STACK	TECH STACK
	Social channels Social ad networks	SEM Rush Google Ads WordPress Yoast	Email service provider		
	HUMAN CAPITAL	HUMAN CAPITAL	HUMAN CAPITAL	HUMAN CAPITAL	HUMAN CAPITAL
	Volunteers Agency	Volunteers Agency	Volunteers Agency		
	KPIs	KPIs	KPIs	KPIs	KPIs
	Impressions	Page rankings Impressions Click through rate Cost per click	-Opens -Clicks		
	BUDGET	BUDGET	BUDGET	BUDGET	BUDGET
	% ALLOCATION	% ALLOCATION	% ALLOCATION	% ALLOCATION	% ALLOCATION