STRATEGIC PLANNING EXAMPLE

CREATING AWARENESS FOR A NEW NONPROFIT

The issue:

A young nonprofit, working on education in Africa, needed to develop a donor base to increase funding.

The reality:

It was too young to apply for grants.
It had little budget to support fundraising.
It's "community" was the peers of its founders, 25 - 40 year olds
The US audience (its primary donor base) didn't fully understand the issue.

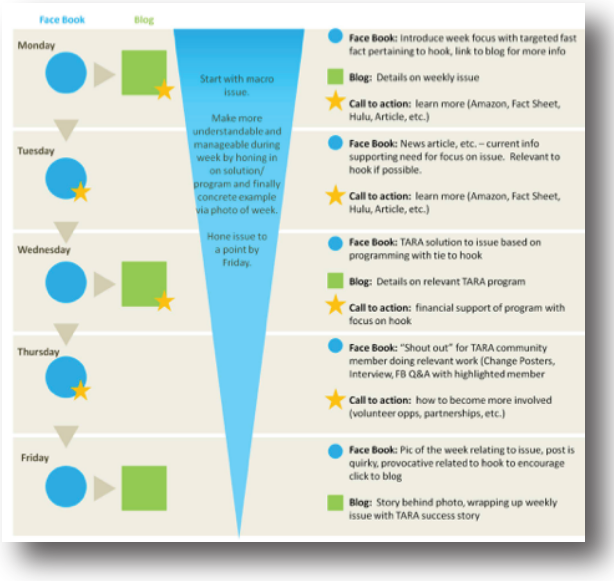
The opportunity:

Studies show that 25 - 40 year olds are not yet philanthropic, but they are action-motivated, and avid, sophisticated users of social media.

The strategy:

Create a strategy that leveraged social media, positioned the community as advocates and created an easy, realistic financial ask. The strategy include:

- **Educate audience** on a relevant issue each week via social media.
- **Frame support** as investing, not donating, to illustrate that investors should expect results.
- **Tell personal stories** that were relate-able and engaging to audience.
- **Brand efforts** to build awareness of organization, not just issues.
- **Leverage volunteers** to create content and push via social media.
- **Provide on-line giving options** to make investing easy.
- **Tailor campaign** to focus on younger audience (smaller, recurring investments with a relevant ask audience could envision making: for the cost of a cup of coffee...)
- **Engage audience** to be part of success story by sharing



The results:

332%
Increased on-line following within 90 days.

56
Small (<$20/mo) recurring investments pledged within 90 days.

28
Large ($50 - 200/mo) recurring investments pledged within 6 months.

The strategy helped a young, all volunteer nonprofit to increase its programs and impact.