

Hoff Foundation Marketing Plan

Objectives

- Transforming communities one woman at a time through programs and opportunities for growth
 - Thousands of women homeless and in need of help
 - Providing opportunities who are fleeing abusers
- Help women become self-sufficient members of society
- Train/educate other communities to do the same thing
- Educate the community on the plight of homeless, abused, drug addicted, and mentally-ill women
- Grow outside of Snohomish County on a bigger level
- Raise money to fund the needs of the Hoff Foundation
- Make the message very precise
- Get Judy out speaking more
- Focus on the problem not the side effects (brokenness not homeless)
- Work with local governments to provide solutions
- Frontline ministry
- Partner with many organizations to accomplish said goals
- Expand our reach through marketing

Marketing Position

- Affluent individuals
 - Business Owners
- Individual Donors
- Businesses
- Influencers
- Churches
- Church Goers (a mean to find influencers)
- Local and State, Tribal Governments
- Organizations raising money specifically to help women (NGO/Foundations)
 - Liberty Road
- Events for speaking
- Clubs (Women's Clubs, Chamber of Commerce, Lion's Club, Kiwanis)

Market Segmentation

Ages: 18-65 with an average 30-35

Race: 65% Caucasian

15% Native American

20% Other

Education: GED

Locations: Everett, Marysville, Mill Creek, Monroe, Arlington, Tulalip

Goals & Implementation

1. Build a tribe that is supportive of the mission.

- Ensure a sense of community ownership through involvement, transparency of operations, leadership opportunities by:
 - Paid staff
 - Creating ample opportunities for participation by cultural, age and socio-economic groups
 - Marketing volunteer opportunities frequently and recruiting from diverse sectors
 - Providing youth internships with local educational institutions
 - Having well-trained and qualified volunteers, staff and interns
 - Publishing operating policies, handbook and meeting minutes on website
 - Ensuring wide community representation and skilled leaders

2. Build the brand by:

- Updating Website
- Update marketing materials
- Update donation app
- More speaking engagements for Judy
- Merchandise
- Television/Radio Interviews
- Database of donors

3. Grow revenue to ensure sustainability

Now: \$6300 (\$75,000 annual)

Ultimate Goal: \$50,000 (\$600,000 annual) excluding special projects

2019: \$200,000

2020: \$400,000

2021: \$600,000

- Individual Donors
- Business Donors
- Grants

- Government funding
- Fundraisers
 - Vision Night (Testimonials) with table donors
 - Pageant
 - Cosplay Event
 - Auction/Dinner
- Sponsorships
- Housing
- Non-Traditional Revenue (NTR)

Promotion Strategy

- Technology
 - Website
 - App
 - Social Media
 - Constant Contact
 - Database
 - Videos
 - Unsplash
 - Google
 - Project Management Software
 - Podcast
- Public Relations
 - Media Outreach
 - Public Speaking
- Partnership
 - Businesses
 - Events
 - Clubs
 - Churches
 - John Howie
 - Aqua Sox
 - Funko
- Marketing Materials
 - Business Cards

Marketing Evaluation Criteria

- Criteria to measure our plan and its effectiveness