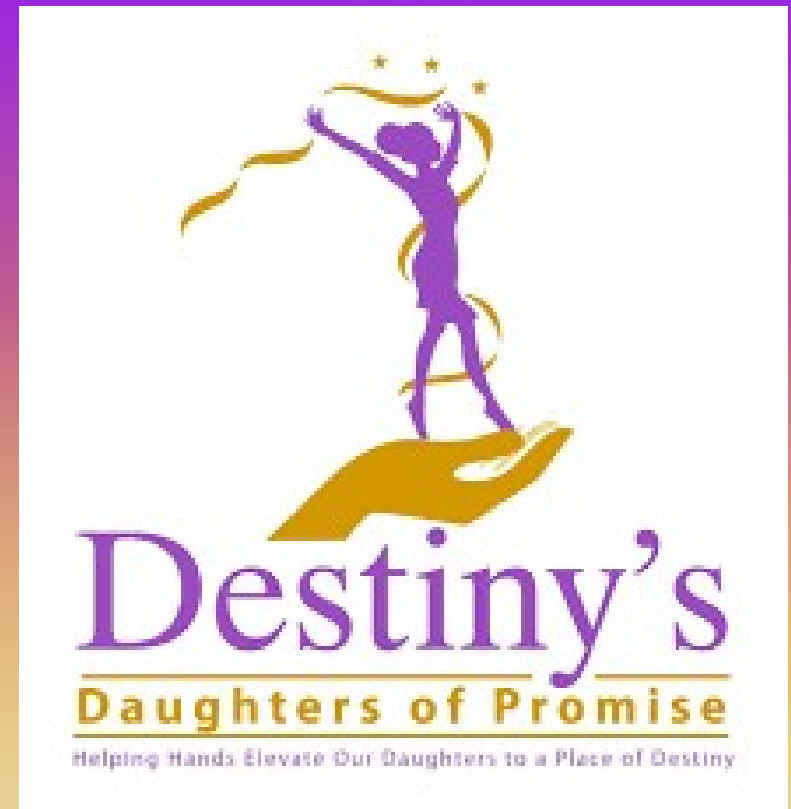

MARKETING PLAN



AVIS RODGERS
HUYEN DO
KELSEY NADDRA
LORREN DEAN
SISELYVONGPHASOUK

Women Non-profit Organization



A dark gray rectangular area with a black border and a thin red inner border, containing a list of nonprofit summary components. The background of the slide features a purple-to-orange gradient at the top and a wooden floor texture at the bottom.

NONPROFIT SUMMARY
CORE INITIATIVES
TARGET MARKET
SWOT
COMPETITORS
OBJECTIVES/GOALS
STRATEGY STATEMENTS
TACTICS
BARRIERS TO SUCCESS/PROVISIONS

Destiny's Daughters of Promise

Helping Hands Elevate Our Daughters to a Place of Destiny



DESTINY'S DAUGHTERS OF PROMISE(DDP) KENNESAW

A non-profit organization based in Kennesaw with a focus on providing a safe environment where teen girls can go and learn strategies to become a confident leader and a contributing member of the community.

Originally founded in 2007 by Lorraine E. Thomas who is a former educator

Wanted to provide additional leadership training that public schools left out

Through working to improve their community, they teach the girls leadership skills

Mission: To foster healthy relationships and to empower girls to live a life of bold success

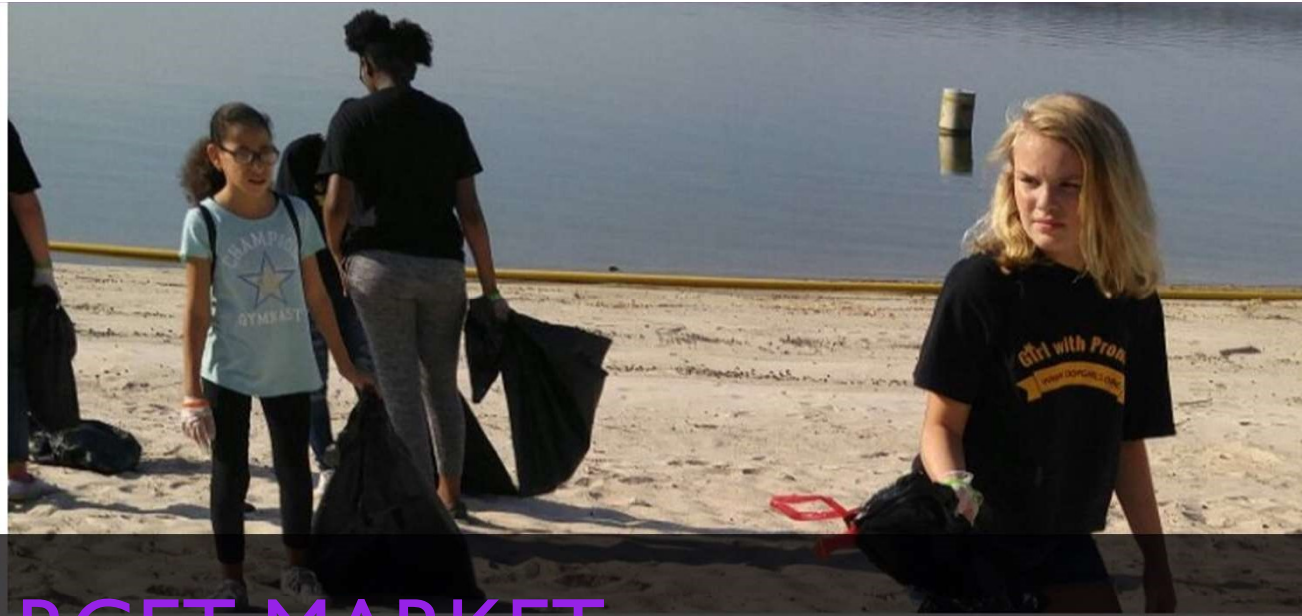
Vision: Preparing teen girls to thrive in their purpose, lead with confidence, and excel in the work force

They want to involve and organize members of the community to help improve circumstances for young girls

DDP's leadership team/board of directors consists of a group of men and women who work together to create new strategies and execute existing strategies to help young women grow

CORE INITIATIVES



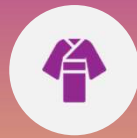


TARGET MARKET

MIDDLE AND HIGH SCHOOL AGED GIRLS FROM NO PARTICULAR BACKGROUND



TARGET MARKET



Parents of
preteen/teenage
girls



Local Businesses



Cobb County
middle/high
schools

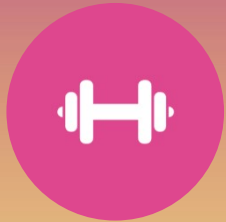


Local churches



Foster homes

SWOT



Strengths



Weaknesses



Opportunities



Threats

STRENGTHS



Strong sponsorships: received donations from big companies → helps fund the events they hold to create a strong reputation amongst the community

Publix. aetna



Organization's mission: to empower and foster girls to build healthy relationships → helps lead them to being successful



Small program size: only about 50 girls → allows them have more individualized relationship with program leaders & fosters relationships between the individual students



DDPG hosts outside public events to get the community more involved and to raise awareness

Golfing and tennis tournaments in the spring and girls to women symposium, domestic violence awareness gala in October

WEAKNESSES



No headquarters: No physical location to host meetings → Having a headquarters would make it easier for the team to communicate & coordinate events.



Social media presence: Poor social media presence.

The social media accounts are updated as little as once a month. The lack of frequently updating their accounts plays a role in their brand awareness.



Not a lot of marketing materials: No advertising over the radio or TV to get the word out about their program



Unorganized website makes it difficult to understand who DDPG really is and what they do

Literature brochure is overflowed with information and lacks a welcoming feeling to the public

OPPORTUNITIES



HEADQUARTERS: not operate out of their own building & run through other schools → opportunity to invest in their own building to operate out of.



EXPANSION: currently has two schools at which the program operates out of-Acworth Elementary and Barber Middle School → opportunity to expand to more schools in the area to serve and empower more girls



SOCIAL MEDIA PRESENCE: huge opportunity to increase their presence on social media. → could greatly increase program participation, program participation, brand awareness → more donations which helps support the programs held.



WEBSITE: Changing the website builder from WordPress to a more affordable and easier navigation within the website for the public to access

THREATS

- **Competitors:** DDP has competitors that have a stronger presence and reputation in the area
 - Boys and Girls Club, Girls Inc, after school programs
- **Parents :**The children have to get a parent's permission to participate in social media postings
 - Having the girls actively participate can improve awareness of the program to get friends of the students involved as well
- **Lack of funding:** brand is susceptible to failure if not enough donations are received
 - most of the funding comes from donations-bulk of donations are one time only



COMPETITORS



Boys and Girls Club:

- the biggest competitor also located in Cobb County
- much more widely known as it is a national organization (many more sponsors → big names like Walmart, Disney, Coca-Cola, and Microsoft)
- has physical locations (> 20 in just the Metro-Atlanta area, located in many neighborhoods) with access easy + much higher capacity)
- Contains a similar target market and key publics



Girls Inc.:

- direct competitor with DDP
- located in Marietta , while DDP is based out of Kennesaw → areas of service are similar.
- same target market, being young girls.
- operates out of a building as well, → greater capacity
- employ a mobile programming aspect, bringing the program to schools in multiple metro-Atlanta counties
- offer summer programs & programs over school breaks.

1

Increase girls registered to 100 by the end of the year by gaining awareness of Destiny's Daughter of Promise among Kennesaw residents and entities

2

Increase social media presence to bring awareness to the community and to young girls who can join the program.

3

Grow social media accounts to 200 followers per account by the end of the fiscal year

3 OBJECTIVES/GOALS

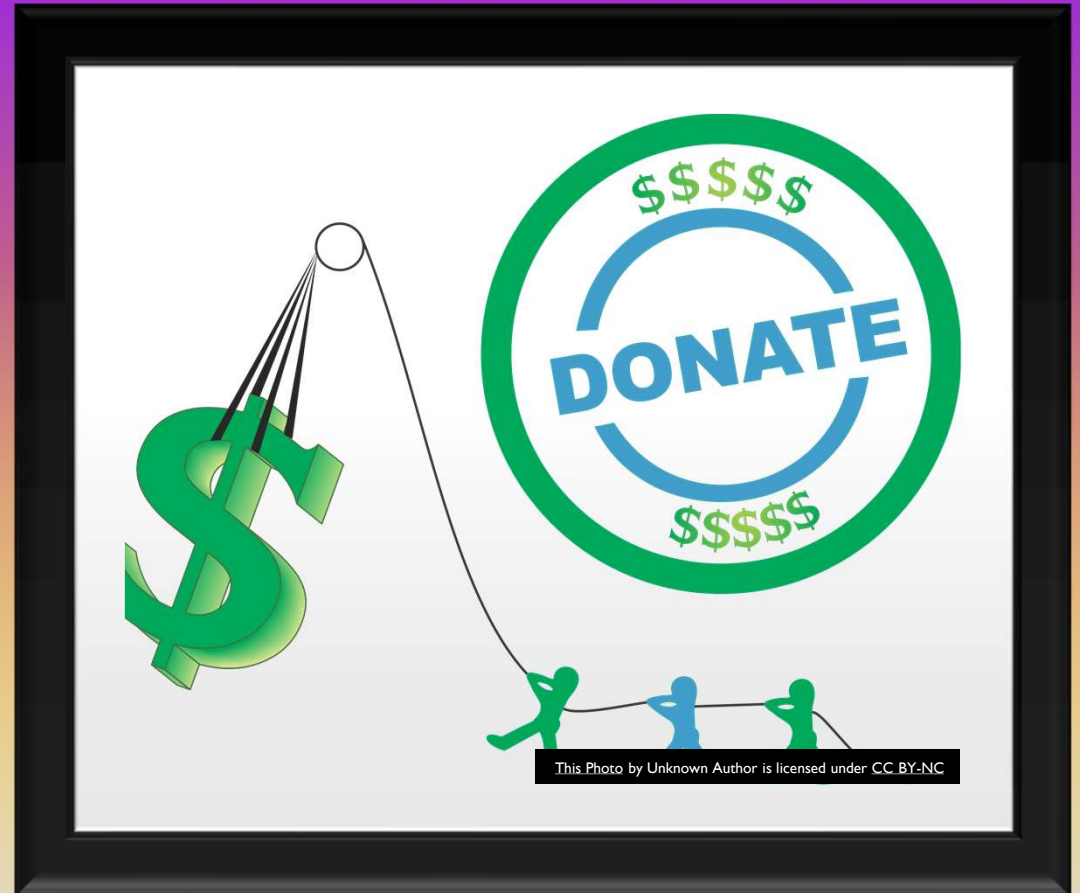
OBJECTIVES #1

- Increase the amount of girls registered to 100 by the end of the year by gaining awareness of Destiny's Daughter of Promise among Kennesaw residents and entities



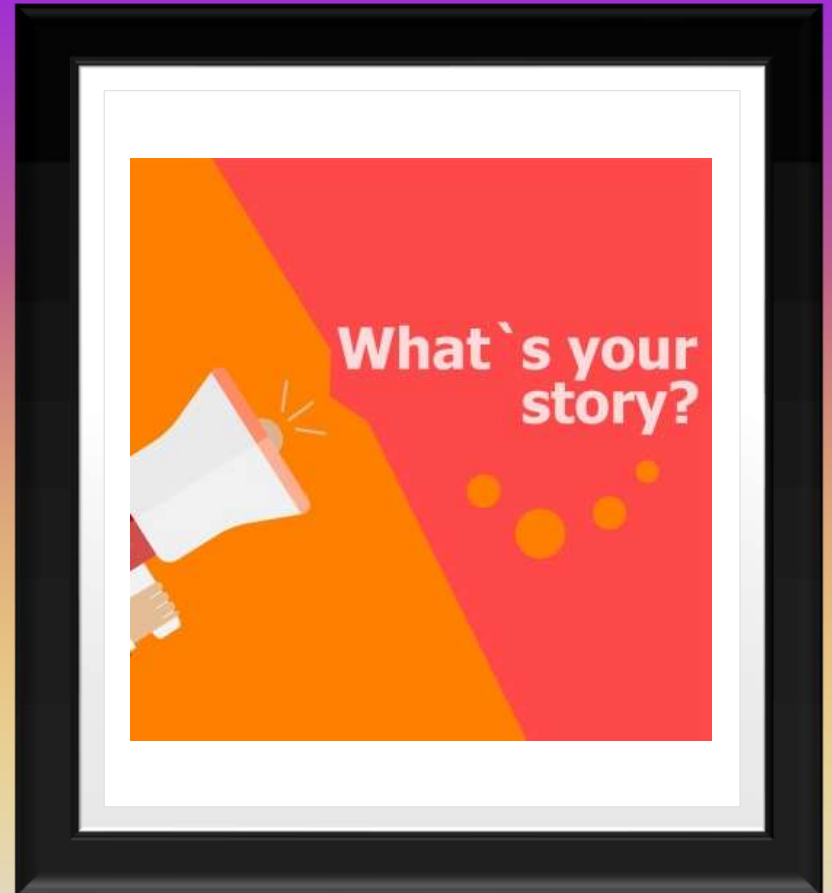
STRATEGY STATEMENTS #1

- Revamping how interactive DDP are with the community by hosting fundraising events
- Develop specific story ideas for local news coverage to inform community of DDP



TACTICS #1

- Create a series of monthly events and highlighting the month of March for Women's History Month
- Develop a literature brochure explaining who DDP is and how they can get involved by placing the brochures at local businesses and schools across Cobb County.
- Pitch a story idea to local broadcasters as well as KSU's newspaper, The Sentinel



Example of Brochure

Thank you for getting to learn more about our girls here at **Destiny's Daughters of Promise.**

 If you would like to get involved sign up for our email updates!

 (770) 485-5894

LEARN MORE!

<http://ddpgirls.org>

2019-2020

DESTINY'S DAUGHTERS OF PROMISE

Non-Profit Organization to Empower young girls to encourage that they can do it all!

OUR VISION

Preparing teen girls to thrive in their purpose, lead with confidence, and excel in the work force.

OUR GOAL

Our aim is to provide programs and opportunities for young women to excel in leadership, community involvement, education, and personal growth and development.

If you would like to make a donation of any dollar amount go to...
<https://ddpgirls.kindful.com>

WHAT'S CURRENTLY GOING ON AT DDPG?

November

Friendsgiving event at First United Luthern Church to celebrate the power of freindship by hosting a potluck dinner thanking donors for all they do

December:

Chrsitmas Gift Wrapping Party, come get your gifts wrapped and make a small donation and all proceeds go towards the girls at DDPG

BARRIERS TO SUCCESS/PROVISIONS #1

- Without enough donors and sponsorships throughout the year it increases the inability to host events to get the community involved



GOAL #2

Increase social media presence to bring awareness to the community and to young girls who can join the program.



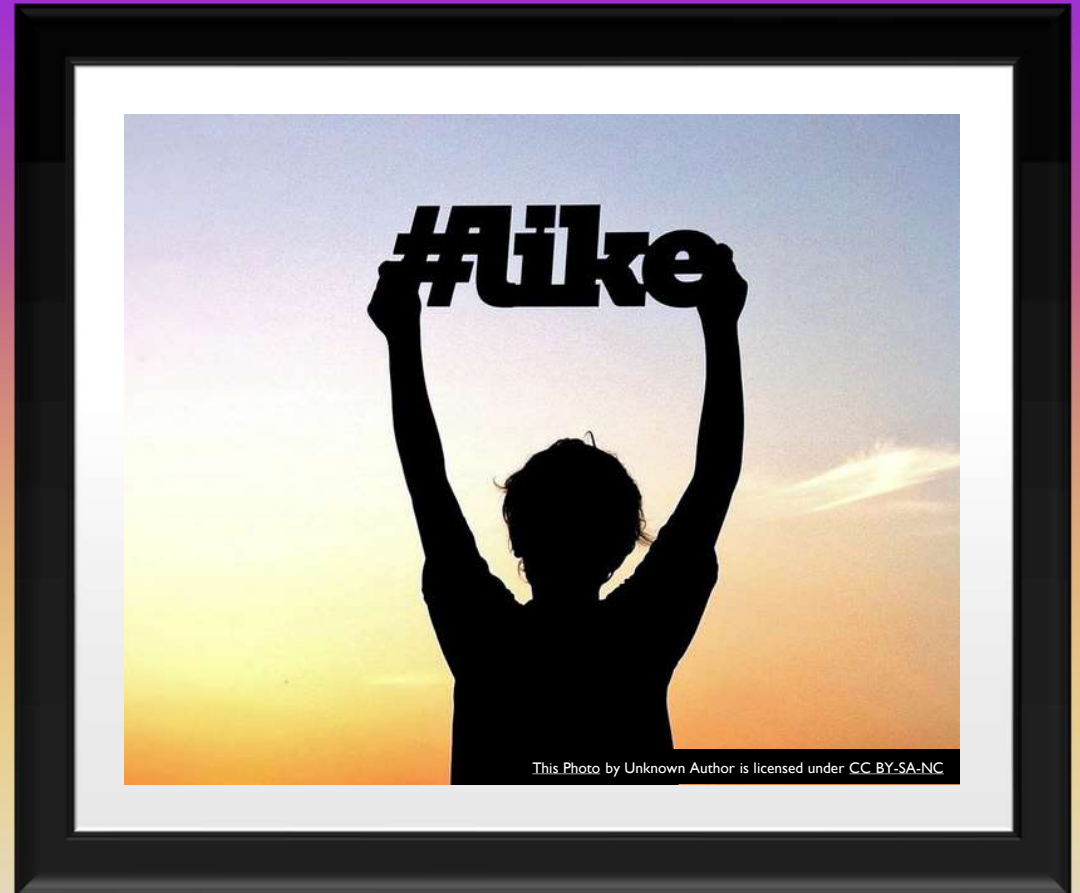
STRATEGY STATEMENTS #2

- Create a forum that allows the girls within the program to participate in and engage with each other through a social media tool, include a hashtag
- Post content more frequently that is relevant so people can interact to drive traffic to website and social media networking platforms to gain more followers/likes



TACTICS #2A

- For Girls: create a hashtag and create a list of girls in the program who can do “takeovers” and show the non-profit from their view & the things they get from the program.
→ hopefully bring more social media attraction from friends and family members because of the girls telling people they're taking over the account.



TACTICS #2B

- For Marketing Team: create an organized social media calendar
→ help with making sure there is posting more than 6 times a month → increasing the overall interaction on social media.



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December

2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
	Facebook Twitter	Instagram	Twitter	Instagram		Instagram
7	8	9	10	11	12	13
Facebook Twitter		Instagram		Instagram	Twitter	Instagram
14	15	16	17	18	19	20
	Facebook Twitter	Instagram		Instagram	Twitter	Instagram
21	22	23	24	25	26	27
Facebook Twitter		Instagram	Twitter	Instagram		Instagram
28	29	30				
	Facebook Twitter	Instagram				

KEY: THIS CALENDAR ALLOWS FOR 3 POSTS TO INSTAGRAM, ONE BEING A TAKEOVER AT NO WORK TO YOU, ONE FACEBOOK POST, BECAUSE ONE WILL BE POSTED AUTOMATICALLY FROM INSTAGRAM, AND 2 TWEETS A WEEK. INCREASING SOCIAL MEDIA PRESENCE FROM 6X/MONTH TO PER WEEK.

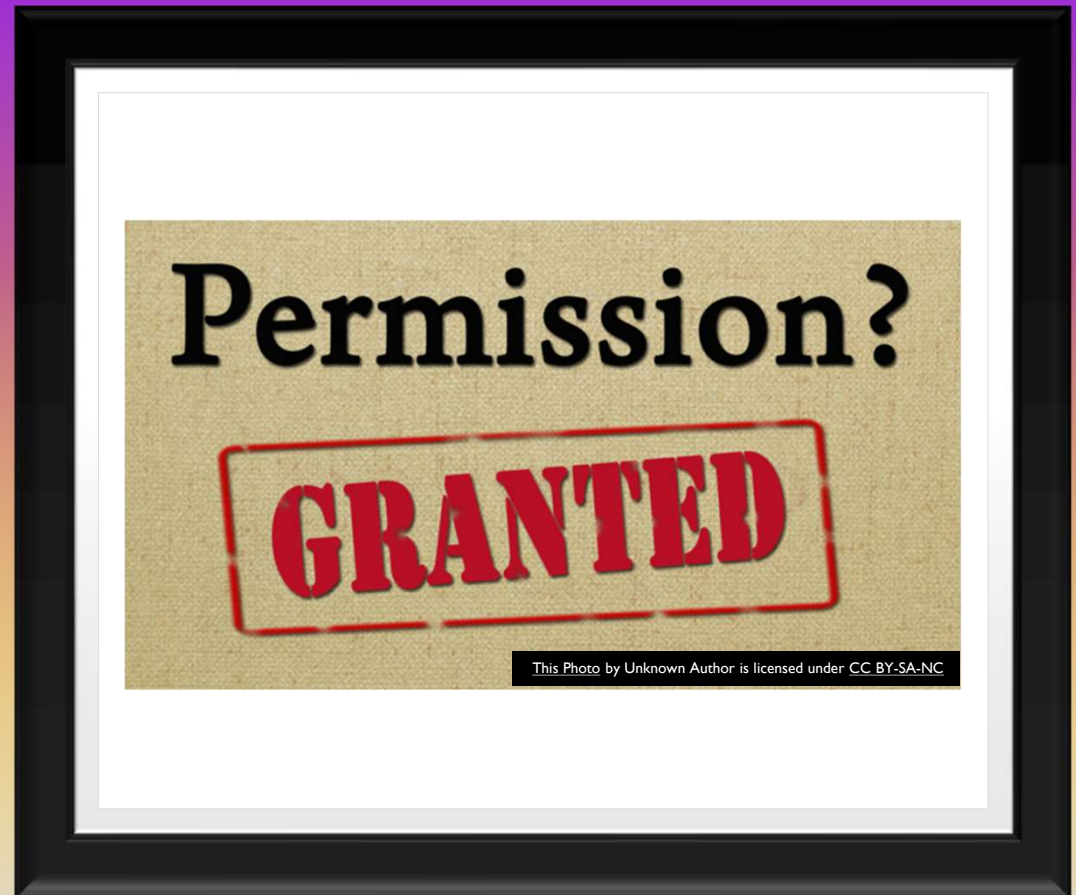
Twitter-
Include one tweet up to 280 words.
Make each week you include each at least once; event info/recap ,Spotlight student, relevant pictures.

Instagram-
Make sure to be including a variety of posts, stories, and videos. Make hashtags and include real life takeovers.

Facebook-
Use this as a place to make longer posts with more information. There should be lots of event updates on here. Be sure to advertise frequently. You can set up auto post from Instagram here so anything on Instagram goes on Facebook.

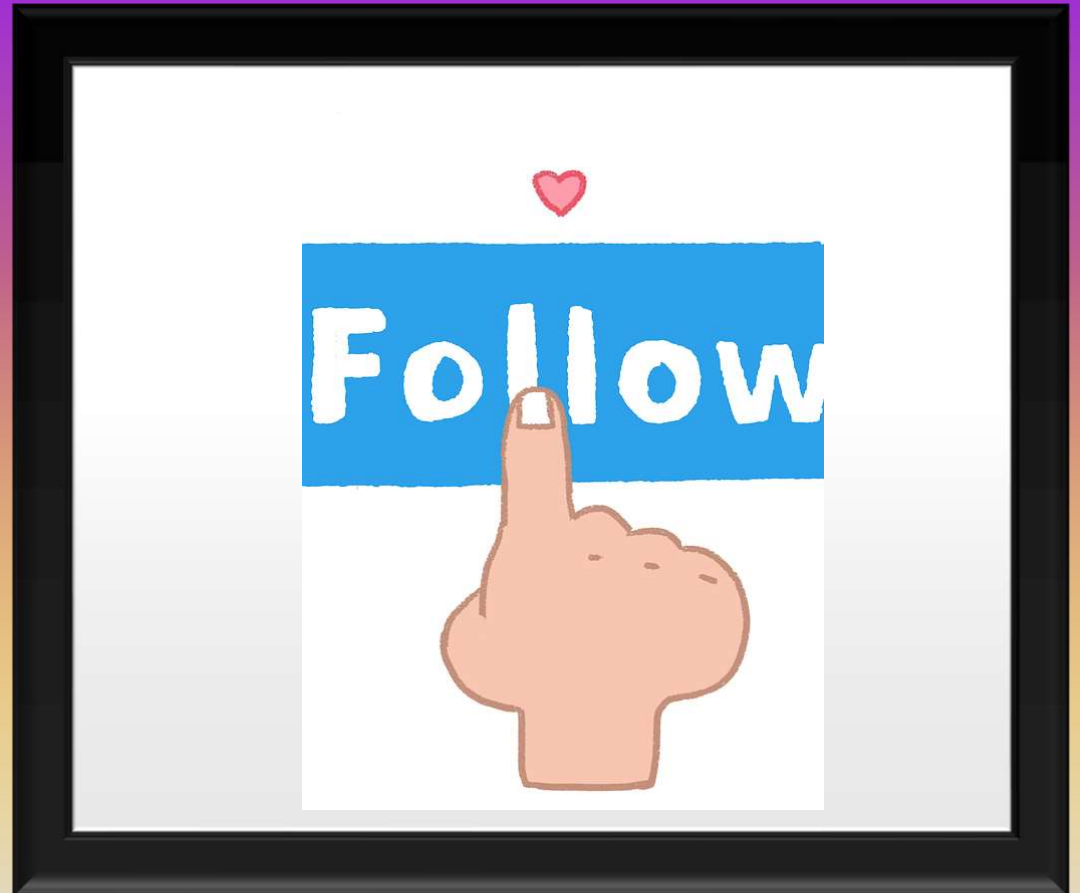
BARRIERS TO SUCCESS/PROVISIONS #2

- Getting Girls to be more involved, may require the creation of an incentive for them.
- Getting permission from parents and guardians could be a struggle because of girls' ages. The creation of a waiver/permission form may need to be created.



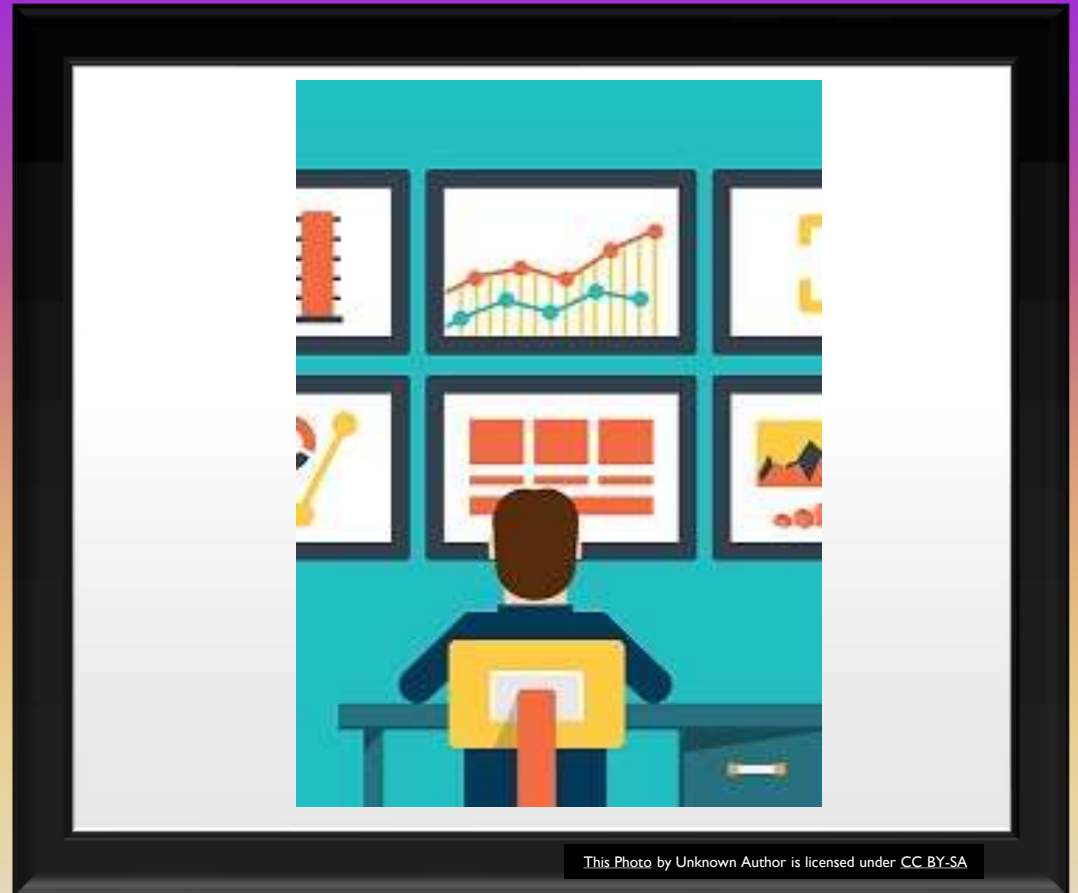
OBJECTIVE #3

Grow social media accounts by 200 followers per account by the end of the fiscal year.



TACTICS #3A

- Create an excel document tracking followers data for each account, monthly record the number of followers.
 - This will be able to show trends in popular posts and what posts or accounts are doing well. From here it will be easier to tell what posts are bringing people to the accounts and what is not.



TACTICS #3B

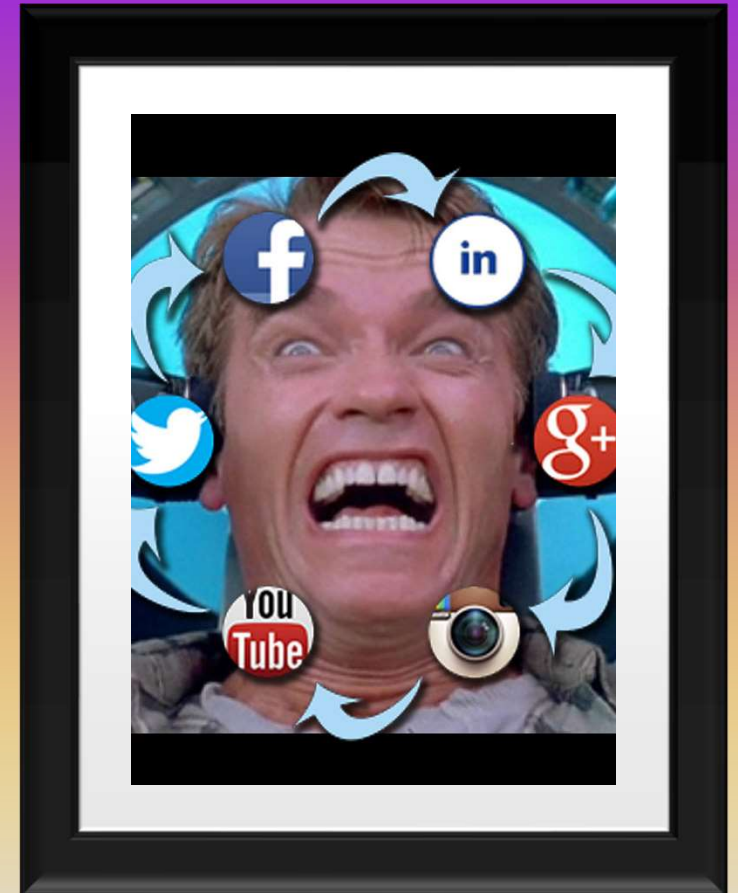
- Actively participating on social media platforms and following the appropriate people-this can be done by segmenting current followers.
- As an organization who focuses on young girls, try to find similar organizations and after school programs with the same demographics and follow them.
- Target families with young girls, this will not only increase social media followers, but also encourages girls to the program.



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BARRIERS TO SUCCESS/PROVISIONS #3

- The data for followers gained or lost could be affected by outside uncontrollable like a social media platform going down for an allotted amount of time. This happens quite frequently due to the high volume of users on each platform. Uncontrollable circumstances could potentially cause a false fluctuation in numbers.



FINAL SUMMARY

