



Golden Hogan
Connections Group



**GOLDEN HOGAN CONNECTIONS GROUP
2023 MARKETING PLAN**

TABLE OF CONTENTS



MISSION

The Golden Hogan Connection Group (GHC) aims to equip our program participants with the tools they need to secure stable lifestyles and build a sustainable future for themselves and their loved ones.

"PATHWAY TO A BRIGHTER FUTURE"

VISION STATEMENT

At Golden Hogan Connections Group (GHC), we envision a future where our clients have the opportunity to thrive and break the cycle of poverty, creating a society built on dignity, equality, and self-sufficiency. GHC aims to equip our program participants with the tools they need to secure stable lifestyles and build a sustainable future for themselves and their loved ones.

BRAND PROMISE

At Golden Hogan Connections Group, our brand promise is to be the unwavering source of support and opportunity for low-income and homeless families and individuals. We commit to providing comprehensive professional development growth trainings, essential resources such as food and personal hygiene products, and public transportation passes to facilitate access to opportunities. Our dedicated team works tirelessly to ensure that every individual we serve is connected with meaningful job placements, enabling them to secure a stable and sustainable future. We pledge to be a reliable partner throughout their journey, offering guidance, encouragement, and the necessary tools for personal and professional success. Our brand promise is to uplift and empower our program participants, fostering a community where dignity, equality, and self-sufficiency thrive.



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WHAT WE DO

"Connecting the dots...
Connecting people to
resources."

OUR CORE SERVICES



HEALTH AND WELLNESS

Mental health Referrals, CPR, HIV tests Available mammograms by appointment.



ECONOMIC MOBILITY

Job placement, Computer literacy trainings, professional growth and development classes.



CASE MANAGEMENT

Identify and remove barriers so that clients can become self-sufficient.



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SITUATION ANALYSIS

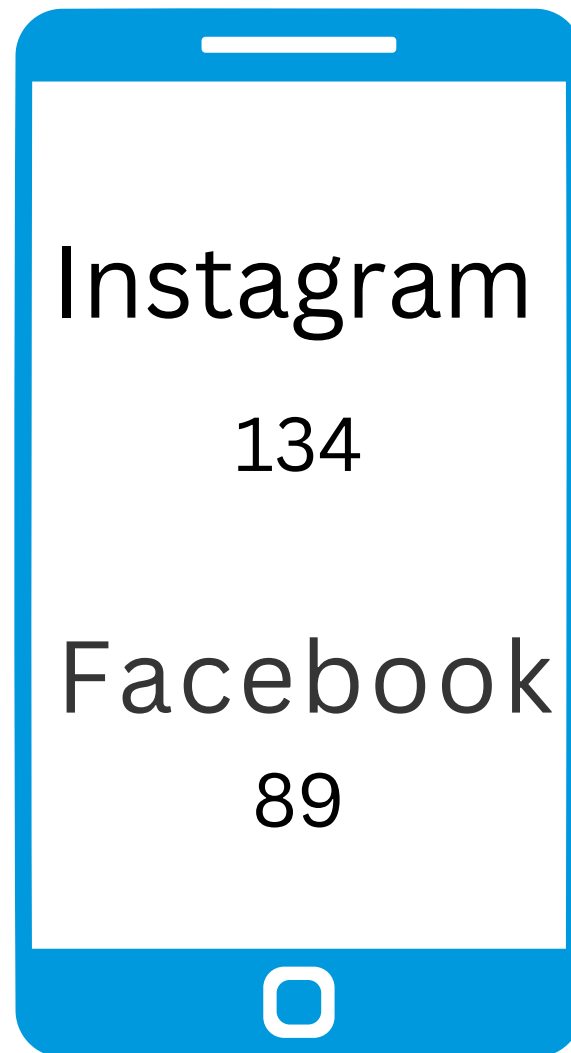
- **3 Volunteers**
- **10,700,000 Donations Collected**
- **500 Workshop Attendees**
- **\$ Monetary Donations Collected**



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THE SITUATION

**Jan 1, 2023 -
July 19, 2023**



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SWOT ANALYSIS

S

- Trust in the community
- Never cancel any appointments with clients
- We are a one-stop-shop for our clients
- We have a large database of resources

W

- Not enough volunteers
- Building new partnerships
- Limited funding from grants

O

- Learn how to get grants and network
- Network with more companies within the State
- Learn how to write grants to gain funding

T

- We need a spokes person
- Larger companies receive more support and funding
- Lack of exposure to the community because of organization size

COMPETITOR ANALYSIS



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OIC - Rental Assist -Job placement education training computer events



HOPE OF S. FLA. --Rental assistance with funding, housing assist, shelters for homeless, food programs



Career Source of Broward-Education training Mental Health



GHC--Rental assistance thru resouces,homeless assistance,Mental Heath ass and food pantry partnership



GOALS & OBJECTIVES



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GOALS



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- **GHC Plans to serve up to 500 new individuals in our organization by Jan. 2024**
- **GHC would like to raise up to \$20,000 by Jan. 2024 to help serve our community members in-need**
- **GHC would like to have 20 trained volunteers to support the various events and causes of the organization by Jan. 2024**
- **GHC would like to add at least 5 more programs to our organizations services by Jan. 2024**
- **GHC would like to secure atleast 5 new referral partners**

OBJECTIVE



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- ✓ **GHC will participate in more local/regional events that caters to our target demographic to increase the organizations exposure and to gain more capital to provide resources and programs.**
- ✓ **GHC will engage in making long-term commitments and using events, social media, emails/newsletters, phone calls and other communication strategies to increase our donation intake and sponsorship opportunities.**
- ✓ **GHC will create campaigns to recruit qualified volunteers to join the organization.**
- ✓ **GHC will utilize social media, market research and word-of-mouth to analyze what the community and our current clients need in order to best serve them with our programs and services**
- ✓ **GHC will schedule quarterly meetings with ideal/potential partners, community leaders, and state/local elected officials to share the organizations plans of increase and how they can get involved through collaboration and/or monetary donations.**



LOOKING AHEAD

TARGET DEMOGRAPHICS



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01

**Patrons of The City of
Lauderdale Lakes and The
City of Lauderdale**

02

**Homeless and Low Income
Individuals/Families**

03

Single Mothers and Teens

04

Veterans and Senior Citizens

MARKETING STRATGY



- **Distribute brochures and one-pagers to the community and Promote the organization via social media**
- **Provide resources through our website**
- **Personalize communications and engage donors through newsletters, annual reports, and exclusive events. Additionally, consider creating a donor recognition program to acknowledge and honor the generosity of your supporters. Pass out business cards and flyers during special events, malls, bus stops, meetings, etc.**
- **Engage in corporate volunteering programs and offer corporate sponsorship packages that provide visibility and recognition for their support.**
- **Provide branded giveaways and other marketing assets to increase the organizations awareness**
- **Host various trainings, workshops, and other events to grow a personal relationship with residents and to educate all about the organization.**

GOAL GHC Plans to serve up
to 500 new individuals in our
organization by Jan. 2024



MARKETING STRATEGY: SPECIAL EVENTS

1. Computer Literacy Training
2. CPR Training
3. Mentorship Meet-Ups
4. Budget 101 Classes
5. Mammogram Check-up Events
6. Food Pantry
7. Job Placements
8. FPL/Rental Assistance
9. Community Leadership Meet-ups



GOAL GHC would like to raise up to \$20,000 by Jan. 2024 to help serve our community members in-need



MARKETING STRATEGY: DONOR ENGAGEMENT

- **Corporate Partnership Outreach:** Reach out to businesses and corporations aligned with your organization's mission to explore potential sponsorship or partnership opportunities. Highlight the benefits of collaborating with your organization and the positive brand exposure they can receive.
- **Virtual Fundraising Events:** Organize virtual fundraising events, such as webinars, virtual galas, or live-streamed concerts, to attract donations and engage with supporters. Utilize online platforms to facilitate ticket sales and donations.
- **Donor Recognition and Appreciation:** Show appreciation for your donors regularly through personalized thank-you messages, acknowledgment on your website, and donor recognition events. Make them feel valued and connected to your organization's mission.
- **Impact Reports and Transparency:** Regularly share impact reports with your donors, demonstrating how their contributions have made a difference. Provide financial transparency to build trust and credibility with your supporters.
- **Storytelling Campaigns:** Create compelling storytelling campaigns that showcase the impact of your organization's work. Use videos, photos, and written stories to connect emotionally with potential donors and demonstrate the real-life difference their contributions can make.
- **Peer-to-Peer Fundraising:** Encourage your current donors to become fundraisers for your organization by setting up peer-to-peer fundraising campaigns. Provide them with easy-to-use tools and resources to share their passion for your cause with their network.
- **Monthly Giving Programs:** Promote monthly giving programs to donors, emphasizing the impact of recurring donations on the sustainability of your organization's projects. Offer incentives and exclusive content for monthly donors to encourage participation.

GOAL: GHC WOULD LIKE TO HAVE 20 TRAINED VOLUNTEERS TO SUPPORT THE VARIOUS EVENTS AND CAUSES OF THE ORGANIZATION BY JAN. 2024



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MARKETING STRATEGY: SOCIAL MEDIA

1. Develop a consistent brand identity across all social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).
2. Share engaging and emotionally impactful content that showcases the work your organization does and the impact it has on the community.
3. Use a mix of photos, videos, infographics, and stories to tell the success stories of the people or causes your organization serves.
4. Highlight the accomplishments of your volunteers and the positive changes they contribute to.
5. Regularly post updates 3-5 times a week on ongoing programs, events, and milestones, encouraging followers to get involved and support your cause.
6. Actively engage with your audience by responding to comments, messages, and mentions.
7. Host live Q&A sessions or virtual events to interact with

GOAL

GHC WOULD LIKE TO SECURE
5 NEW REFERRAL PARTNERS



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MARKETING STRATEGY: **AFFILIATE MARKETING**

- 1. Collaborate with Corporate Partners:** Partner with businesses and corporations that align with your non-profit's mission. Create an affiliate marketing program where these partners promote your organization to their customers, employees, and stakeholders. In return, offer them recognition, cause-related marketing opportunities, and potential co-branded campaigns to increase their brand visibility.
- 2. Implement Donation Referral Programs:** Encourage your donors to become advocates for your cause by participating in a donation referral program. Provide them with personalized referral links or codes to share with their friends, family, and colleagues. Incentivize them with rewards, such as exclusive merchandise or recognition, for each successful referral that results in a donation.

GHC has a Publix partnership

GHC has a OIC partnership

GHC has a Hope of S. Fla.

GHC has a partnership Changing Lives

GHC has Texas Road House Grill in Pompano

TIMELINE

**JUNE 1, 2023 TO
DECEMBER 31, 2023**



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TIMELINE OF MARKETING ACTIVITIES

2nd & 3rd Quarter 2023

JUL

SCHOOL SUPPLIES AND FUND
RAISERS

AUG

BOOKBAG AND UNIFORM
GIVEAWAY

SEP

PADS AND PAMPERS DONATION
FUND RAISER

TIMELINE OF MARKETING ACTIVITIES

2nd & 3rd Quarter 2023

OCT

CHANGING LIVES LUNCHEON
BUSINESS CONFERENCE

NOV

THANKSGIVING BASKETS TO
COMMUNITY

DEC

TOYS TO THE CHILDREN IN THE
COMMUNITY



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