



# CX INTEGRATION

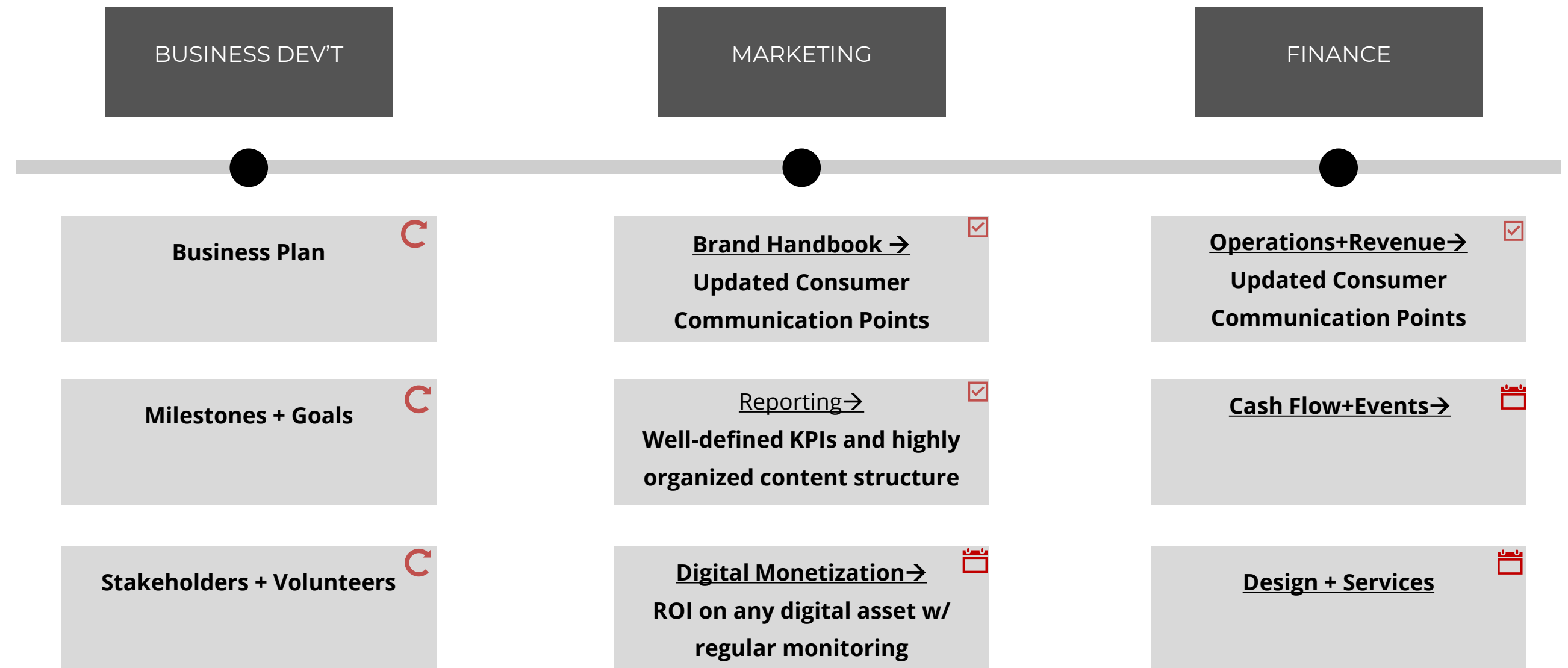
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overview

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# OVERVIEW


RAISE KARMA



## LEGEND:

 EXISTING DOCUMENT – NEEDS UPDATING

 ON-GOING; CURRENTLY IMPROVING

 FOR CREATION/ FURTHER PLANNING

# **2. Consumer Experience Architecture**

$$\text{SALES} = \text{CX TRAFFIC} \times \text{CONVERSION RATE} \times \text{AVE. SELLING PRICE}$$

**EQUATION  
OF SUCCESS**

Campaigns  
SEO/SEM  
Paid Ads (Social)  
Paid Ads (Search)  
Ambassador  
Partnerships  
(Affiliates)  
Social Media  
Word-of-mouth

Product Pages  
Description  
Free Shipping  
Promotions  
Remarketing  
Reviews  
CTA

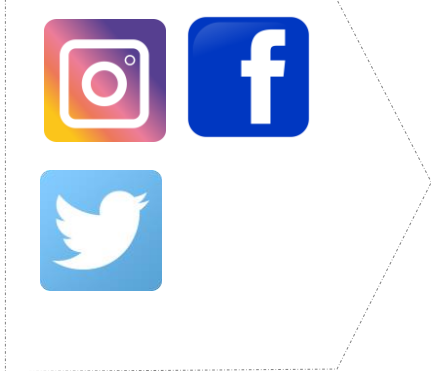
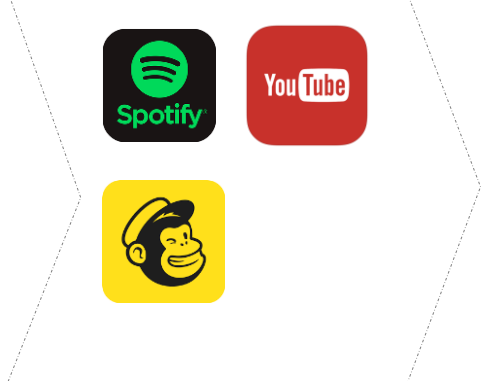
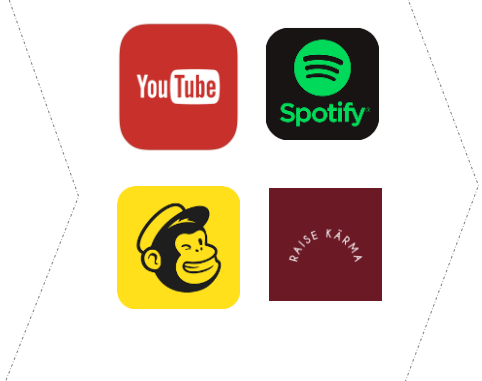

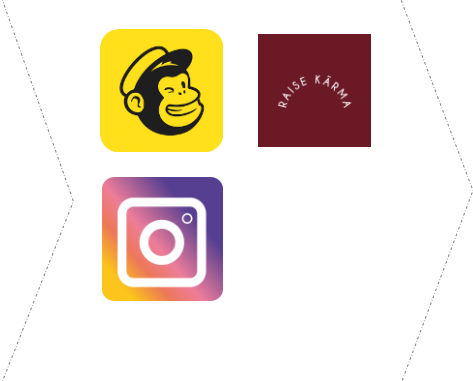
Packages – Low, Mid, High, Exclusive  
Inclusions and promotions  
Free Shipping / GWP

# • Sample template FROM INBOUND MARKETING STRUCTURE

## Cycle

Lifecycle Stage	Attract	Convert	Nurture	Close	Delight
Task	Visit Socials	Register / Subscribe	Onboard	Convert	Retain

## Journey

Touchpoints					
Challenges					

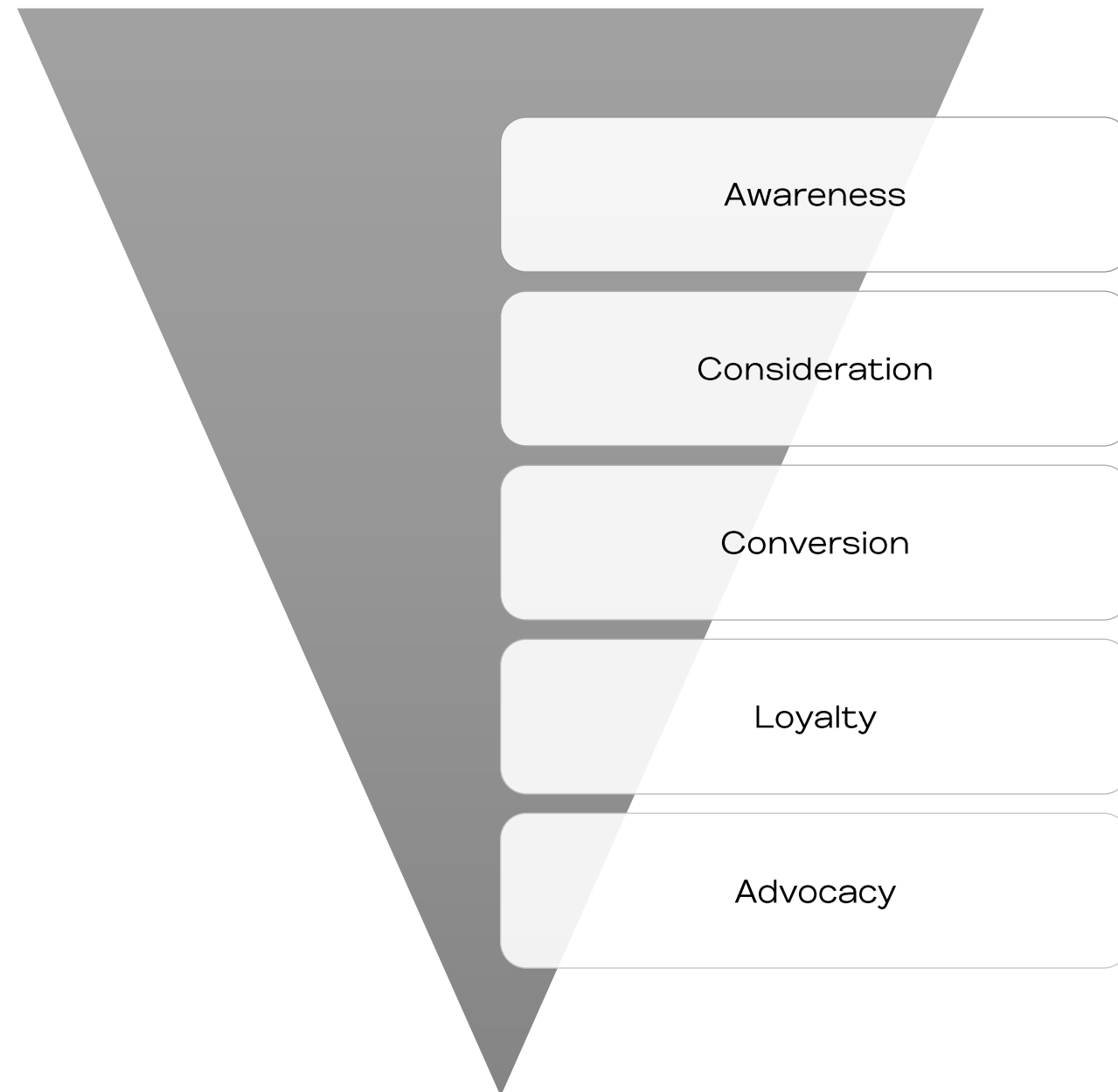
## Recommendations

Metrics	Socials KPIs	Subscribers / Followers	Views, CTR & Playbacks	Donations; Investors & Volunteers	Referrals; Promo Codes
Improvement Opportunities					

## **2. E-Commerce Activation**

Ensuring best practices are in place to promote convenient, enjoyable and relevant experiences

## The Funnel



## The Fundamentals

### **Discoverability, Marketing Excellence**

Findability, Campaigns, Lookalikes, Interest Targeting

### **Onsite and Offline Activation Excellence**

Product Pages, Customer Service, Remarketing

### **Commercial and Marketing Excellence**

Conversion Incentives, Remarketing

### **Operational Excellence**

SLA, Fulfillment, Customer Service

### **Total Experience**

Supported by Data



Key success pillars for business growth

1

Discoverability

2

Onsite and Offline Experience

3

Commercial and Marketing Excellence

4

Operational Excellence

5

Data into Action

**PAGE VIEW DRIVERS**

Drive traffic to website through consistent Marketing campaigns

	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
<b>Themed Campaigns</b>	New Year/CNY Valentine's Day Int'l Women's Day	Labor Day Mother's Day Father's Day Independence Day	World Entrepreneur's Day National Heroes' Day World Food Day	Universal Holiday (Break) New Year's Eve
<b>Mega Days</b>	N/A	N/A	"Brand Day"	

Provide purposeful deals that buyers can enjoy and benefit from

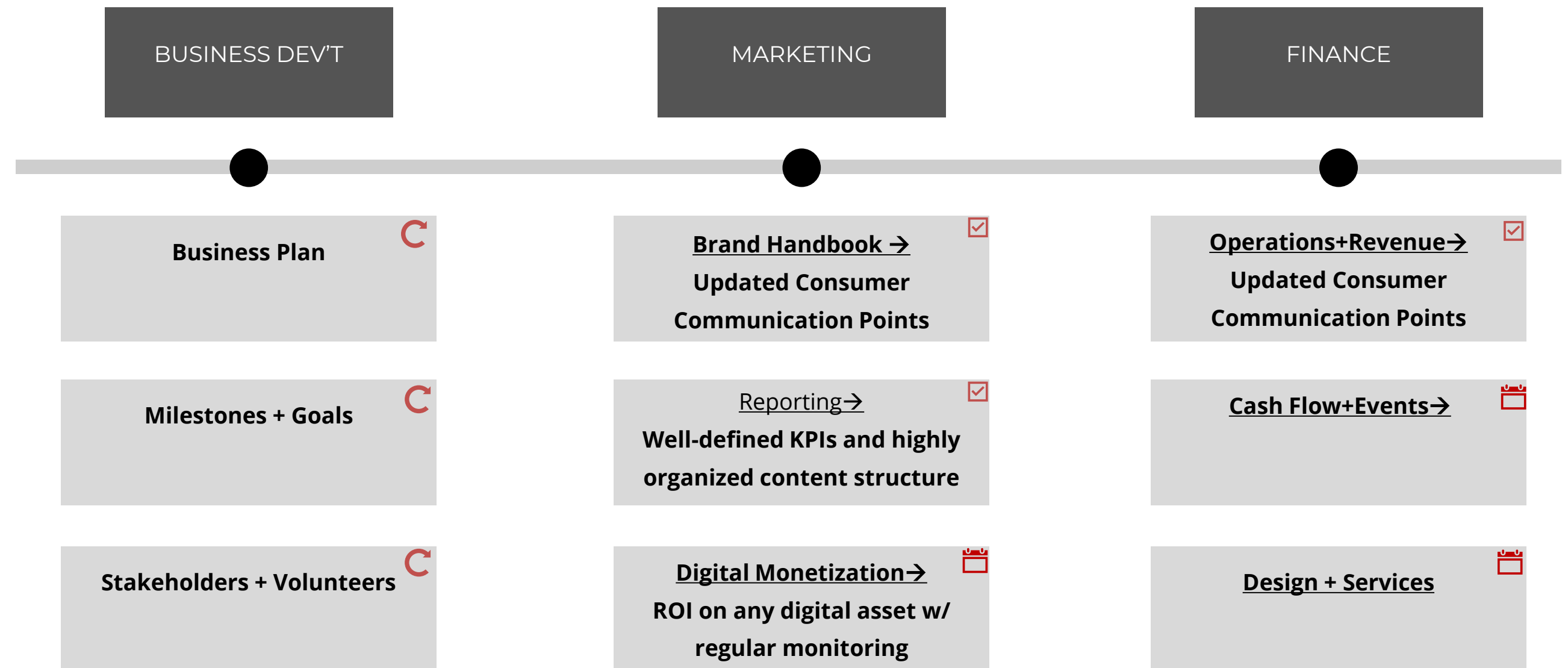
	Regular and Themed Campaigns	Mega Campaigns
	Highlight purposeful deals and promotions in every campaign across all placements	
<b>Objective</b>	Stay relevant and at top of mind through consistent brand pushes on tentpole moments	Leverage on heightened demand towards the end of the year as well as celebrate “planned” campaigns by rewarding buyers for their loyalty and even attracting new ones
<b>Mechanics</b>	<ul style="list-style-type: none"> <li>• Community</li> <li>• Pitch-in</li> <li>• Min. discount</li> </ul>	<ul style="list-style-type: none"> <li>• Subscribers Only</li> <li>• Vouchers</li> <li>• Free gifts</li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• FB/IG Paid</li> <li>• Organic Social</li> <li>• eDM and Subscriptions</li> <li>• Live and Giveaways</li> <li>• Contributors</li> </ul>	<ul style="list-style-type: none"> <li>• FB Paid</li> <li>• SEO and SEM</li> <li>• eDM, LTO and Partnerships</li> <li>• Contributors and Ambassadors</li> <li>• Shopify</li> </ul>
<b>Activities</b>	Project-based by Contributors, 1x/month Month Theme Special by RK Core	Brand Guidelines Quarterly Goals

business dev't

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# OVERVIEW

RAISE KARMA



## LEGEND:




 EXISTING DOCUMENT – NEEDS UPDATING

 ON-GOING; CURRENTLY IMPROVING

 FOR CREATION/ FURTHER PLANNING

mktg

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	GENERAL	PLACEMENT	OTHERS
<b>Brand Handbook →</b>  <b>Updated Consumer Communication Points</b>	Proper segmentation for each initiative	Improved online presence	Consistency
<u>Reporting</u> →  <b>Well-defined KPIs and highly organized content structure</b>	Structure creation	Quarterly Planning and Growth	Evaluation Schedule
<b>Digital Monetization →</b>  <b>ROI on any digital asset w/ regular monitoring</b>	TBD	TBD	TBD

**LEGEND:**

 EXISTING DOCUMENT - NEEDS UPDATING

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# 1 mktg – brand handbook

RAISE KARMA

RAISE KARMA . BRAND GUIDELINE

## RAISE KARMA PROJECTS

### ONLINE RESIDENCY/PHYSICAL RESIDENCY

An online and eventually, a physical residency program, Raise Karma will host 4-6 artists with studio spaces to create content within a 3-6 month period. Every month there will be a group critique where an outside critic/visiting artist will join in. At the end of the residency program, we will host a group show open to the public to view to work created during the program.

#### Current notes or similar event:

Will need to do a new callout for a new season

#### Elements involved:

- RK Logo
- Representation: Connected People
- Representation: House/Space



RAISE KARMA . BRAND GUIDELINE

## RAISE KARMA PROJECTS

### ZINE/ONLINE PUBLICATION

An online zine and a physical zine is available to be purchased. This zine will host an open call for people to submit their art/creative writing. It will be curated into a publication, using the same aesthetics from the mood board. Focusing on artists of color and decolonization.

#### Current notes or similar event:

For further checking – sold qty/amount via Shopify Acct – needs to be reactivated due to pending payment

#### Elements involved:

- RK Logo
- Representation: Thought Bubble / Think Tank
- Representation: Book/Magazines





# 1 mktg – brand handbook

RAISE KARMA

RAISE KARMA . BRAND GUIDELINE

## \_ RAISE KARMA PROJECTS

### NEWSLETTER

This newsletter will be released every month. Each month we will be highlighting an important figure in history or in our current political climate. This will have an artwork accompanied by the writing.

### Current notes or similar event:

To confirm circulation by end of May 2021 – To develop structure from Mailchimp

### Elements involved:

- RK Logo
- Representation: Charge to Change
- Representation: Environment/History



RAISE KARMA . BRAND GUIDELINE

## \_ RAISE KARMA PROJECTS

### LIVE WORKSHOPS

We will host live workshops on spiritual healing for people to participate and attend classes. Though zoom.

### Current notes or similar event:

Adapt cycle from Ramadan Vibe-In, Writing Workshop etc. Need to add countdown before launch.

### Elements involved:

- RK Logo
- Representation: Knowledge/Learning
- Representation: Callout to Attend



# 1 mktg – brand handbook

RAISE KARMA

RAISE KARMA . BRAND GUIDELINE

## \_ RAISE KARMA PROJECTS

### MERCH AND ONLINE STORE – LIMITED EDITION

Merch will be available to be purchased on our online store. The merch will be following the raise karma aesthetic.

#### Current notes or similar event:

Settle Shopify Payment Details – check with Rain for Link Details; content and SKUs to finalize.

#### Elements involved:

- RK Logo
- Representation: Merchandise – Online Shop
- Representation: Scarcity – Collectors



RAISE KARMA . BRAND GUIDELINE

## \_ RAISE KARMA PROJECTS

### COMMUNITY – OPEN INTERACTION

Building a community through discord and Instagram. The audience is able to submit their questions through discord to get to know their artists. Also, collaborate with collective to host events where we present artist talks and art events.

#### Current notes or similar event:

Callout mechanics structure to be added: prescreening, use IG from invite to announcement.

#### Elements involved:

- RK Logo
- Representation: Connected People – World / WWW
- Representation: Communication



	GENERAL	PLACEMENT	OTHERS
<a href="#">Brand Handbook →</a> Updated Consumer Communication Points	Proper segmentation for each initiative	Improved online presence	<u>Consistency</u>

# 2 mktg – improved online presence

RAISE KARMA



CONTENT OMNICHANNEL

# COMMUNITY



WITNESS BUYING MOTIVATION



INQUIRE, EXPERIENCE, CONSIDER



PAY



RECEIVE



RETURN

PHASE 1: CONTENT AND IGNITE

PHASE 2: CONVERSION

PHASE 3: RETENTION



PREPARE AND FEED MOTIVATION



GREET/HELP



IDENTIFY



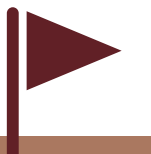
SOLVE



SUMMARIZE



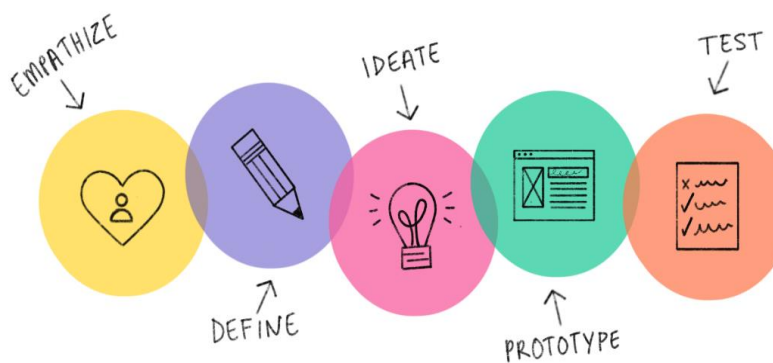
VERIFY/COLLECT



PICK/PACK




# RK TEAM

DESIGN THINKING NOTES



finance

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	GENERAL	PLACEMENT	OTHERS
<u>Operations+Revenue</u> →  Updated Consumer Communication Points	Creation of WorkFlow	TBD	TBD
<u>Cash Flow+Events</u> → 	TBD	TBD	TBD
<u>Design + Services</u> 	TBD	TBD	TBD

**LEGEND:**

 EXISTING DOCUMENT - NEEDS UPDATING

 ON-GOING; CURRENTLY IMPROVING

 FOR CREATION/ FURTHER PLANNING

benchmark

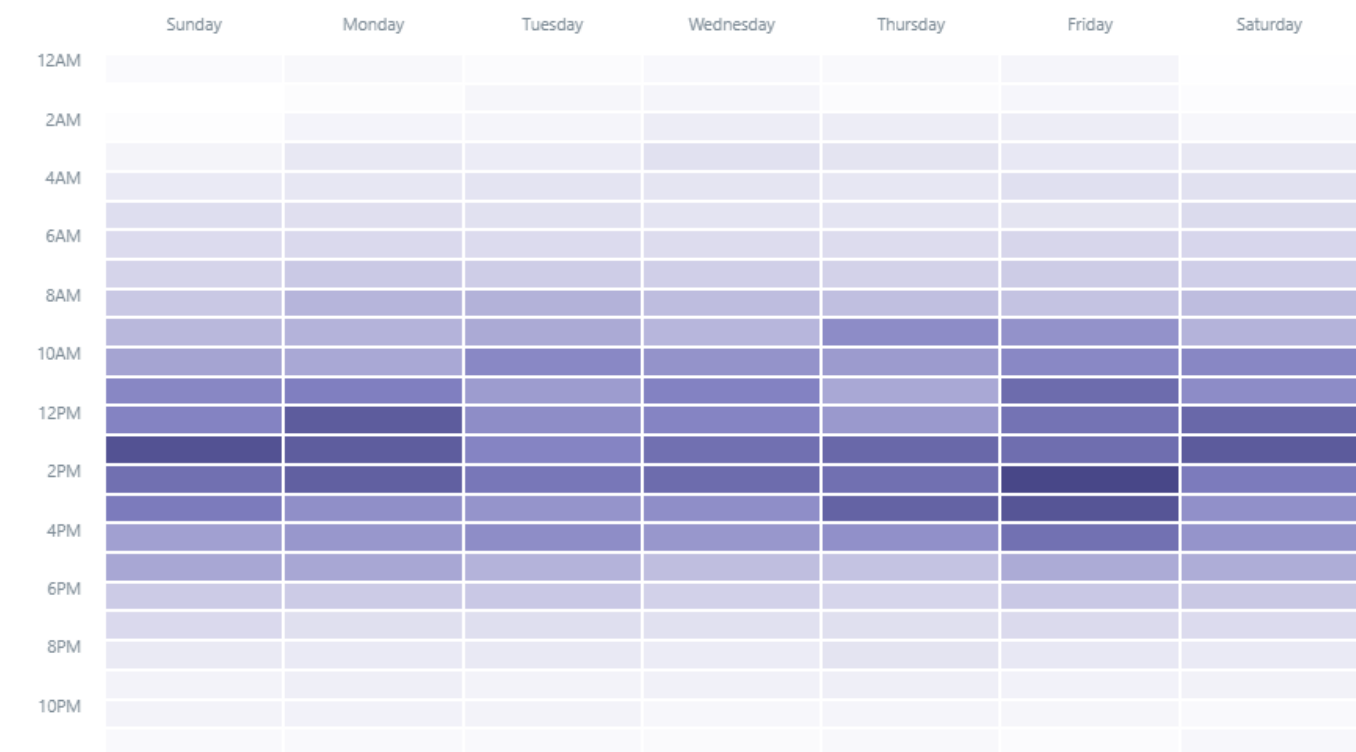
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# findings – online activity

RAISE KARMA

## FOLLOWERS ONLINE ACTIVITY

LOW ONLINE ACTIVITY HIGH



TIMEZONE: AMERICA/NEW\_YORK

1) Posting schedule/ Event suggestion in red:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1-3PM	12-2PM	12-2PM	1-3PM	1-3PM	11-4PM	12-2PM

To increase the funnel of awareness, RK Team can hold events and create posts during these times\*. Benchmark below:

Impression ->	Reach ->	Engagement
27%	23%	2%
"SEE"	"EXPLORE PLATFORM"	"ACTION ON CONTENT"



# findings – type of post

RAISE KARMA

POST	STORY	PROFILE	AVERAGES
ALL	PHOTO	VIDEO	CAROUSEL
📊 engagement rate			8.69%
👁 impressions			5.87K
👤 reach			5.40K
❤ likes			395
💬 comments			15
🔖 saved			59

POST	STORY	PROFILE	AVERAGES
ALL	PHOTO	VIDEO	CAROUSEL
📊 engagement rate			12.13%
👁 impressions			7.30K
👤 reach			6.13K
❤ likes			570
💬 comments			53
🔖 saved			121

2) 4% INC in engagement for carousel than single posts

CURRENT	1 Month Pd	%	5% GR TARGET
Followers	2278	43%	2392
Target Daily Reach	<b>456</b>	20%	<b>478</b>
Ave Post Engagement	46	2%	120

AVERAGE FROM IG STUDY MAR 17-APR 17 2021							
Eng	Likes	Comm	Imp	Reach	Saves	Growth	
2%	45.95	3.25	606.85	534.1	8.7	3.50%	

# findings – facebook metrics

RAISE KARMA

03/17/2021 8:28 PM

**RK EVENT EXCLUSIVE** You don't want to miss this!! Tomorrow

1.1K

26 38

Boost Post

**Raise Karma**  
March 17 · 🌐

**RK EVENT EXCLUSIVE**

You don't want to miss this!!

Tomorrow we're streaming a Raise Karma exclusive slideshow and conversation with award-winning American photographer and filmmaker Mustafa Davis. Mustafa's evocative street photography tells poems about everyday sacredness, inviting the viewer to be present to both Light and Dark.

If you're interested in street photography, or in building an artistic career that's true to your spiritual core, or in hearing some candid life stories from one of the most iconic artists in the contemporary Muslim art scene, this is the show for you!

Follow us on YouTube to get notifications! Replay will be available after 🙌  
[www.youtube.com/raisekarma](http://www.youtube.com/raisekarma)

#streetphotographyworldwide #sufiart #soulfulart #soulfulphotography #bwphotography #muslimartist #spiritualart #spiritualityandcreativity



1,126 People Reached

38 Reactions, Comments & Shares

25 Like	0 On Post	25 On Shares
9 Love	2 On Post	7 On Shares
1 Comments	0 On Post	1 On Shares
3 Shares	3 On Post	0 On Shares

26 Post Clicks

1 Photo Views	3 Link Clicks	22 Other Clicks
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- NEGATIVE FEEDBACK**
- 0 Hide Post
  - 0 Hide All Posts
  - 0 Report as Spam
  - 0 Unlike Page

**Raise Karma**  
1d · 🌐

Loved this article on the diversity of Muslim cuisine in America - thank you Ayse Nur for sending it in!

"Ramadan, for me, is proximity to God through subtraction to make space for addition. And so the subtraction obviously is food, and the addition is worship." Dawood Yasin, Berkeley CA

<https://www.vox.com/.../muslim-american-ramadan-food-intersec...>



VOX.COM  
From beans and rice to BBQ: Muslim Americans' Ramadan cuisine reflects their diversity

2) Informative articles, Hyped Exclusive Events, Current Events interest the community → can experiment for RK landing pages and partner orgs. Other stats below:

CURRENT	1 Month Pd	%
Likes	430	
Actions on Page	2	100%
Views	75	83%
New Likes	24	380%
Post Reach	810	-99%
Post Engagement	53	-93%
New Followers	22	21%

65% GR TARGET
3
124
40
1337
87
36

"Based on 1 Month Growth Ave

for discussion

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EXAMPLE:

	Week1		Week2		Week3		Week4		Week5	
	Obj	Topic	Obj	Topic	Obj	Topic	Obj	Topic	Obj	Topic
Monday	See		See				Care			
Tuesday	Learn		Learn				Do			
Wednesday	Learn				See		Care		See	
Thursday	Do				Learn				Learn	
Friday	Care				Care					
Saturday	Do				Do					
Sunday	Care				Care					

TARGET # of CONTENT PER MONTH:		SEE	LEARN	DO	BUY	CARE	TTL DAYS
Q2	APRIL						30
	MAY	15	6	3	3	3	30
	JUNE	6	8	8	4	5	30
Q3	JUL-AUG-SEPT	5	5	7	6	7	30
Q4	OCT-NOV-DEC	3	4	7	8	8	30

#	Content Equivalent	Objective	Content Topics	Examples	Distribution-Execution	METRICS			RK Projects
						Low	Medium	High	
1	Entertain - SEE (Perception)	Brand Awareness	Viral content, amplify reach	Blog, Photos, Infographs	SEO, Socials, Pop-ups	Impression	On-going Impression	Increased Reach	ABOUT US - Founders; Sufism; Short Blogs
2	Educate - LEARN (Personality)	Brand Engagement	Trust: Likability, educational content	AV: YT, Podcasts, GIFs; Print Mags, Useful Resources, Downloadables	Web-driven links from posts	Like, Open	Click Link, Visit	Follow, Increased Engagement	Workshops; Inspire-Quote; Comm+AX89unity-Open Interaction (NEWBIES)
3	Enchant - DO (Purpose)	Lead Gen	Gifts: trials, webinar, trials	Surveys for Discounts, Events Access	Limited Time Offer, Sales Email, Free to Exclusive Webinar	Email Address for Newsletter	Repeat Usage: Regular to Frequent		Workshops; RK Residency; Open Call;
4	Enroll - BUY (Position)	Acquisition	Offer: Signups, driven purchases	Customer Stories, Workshops Comparison, Webinar	Regular Enewsletter and Updates, Web Personalisation,	View Offer	Add Cart to Start Form	Purchase	Zine/Online Publication;
5	Enlist - CARE (Promo)	Loyalty	CX: shared advocacy; useful content	CRM, Careers, Advocacy, Donor - volunteer		Review / Share	Revisit cart	Repeat Sales / Post and Share	Newsletter; Online Store; Community-Open Interaction (EXISTING)

# 4. Digital Campaign

# Framework (1/4)

	June 2021	Q3 2021: July - Sept	Q4 2021: Oct – Dec
Media Objective	Reintroduce RK for <b>Mind, Body and Soul*</b> through the 4 Key Programs (Awareness)	Incorporate New Branding Transition (Consideration and Conversion)	Enabled E-commerce (Conversion and Loyalty)
Inspiration/ Theme	Wellness and Soul : <b><i>Brokenness and Healing</i></b>		
Message	<b><i>Heart : Center of Human Consciousness</i></b>	<b><i>Natural Science</i></b>	<b><i>Art and Sciences</i></b>
Task	<ol style="list-style-type: none"> <li>1) Build up event → donation drive</li> <li>2) Secure Launch Dates</li> <li>3) Gather data and donation</li> </ol>	<ol style="list-style-type: none"> <li>1) Continuous Donation Drive</li> <li>2) Activate Omnichannel</li> <li>3) Introduce E-Commerce</li> </ol>	<ol style="list-style-type: none"> <li>1) Stable Donation Drive + Investors</li> <li>2) CX and Omnichannel Management</li> <li>3) Active Microchannels &amp; E-Commerce</li> </ol>
Execution / Channels	<ul style="list-style-type: none"> <li>• Blog on Website - 1<sup>st</sup> Week June [Broken/Heals]</li> <li>• Documentary on YT/IG Highlights - ?? [Connect with Reem]</li> <li>• Session on IG Live - ~<i>Unscripted/Candid Call</i>~ [Topic?]</li> <li>• Open Mic on Podcast/Spotify – EoM '21 [Palestinian Art: Open Call for Healing]</li> <li>*Webinar Wellness - Structured</li> </ul>	<ul style="list-style-type: none"> <li>• Zoom Webinars/Events :               <ul style="list-style-type: none"> <li>• Eventbrite Invitations and Mailchimp Reminders</li> </ul> </li> <li>• FB/IG/Twitter Snippets               <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Visual re-layouts</li> </ul> </li> <li>• YT/ Spotify Mini-docus               <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Co-promotions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Shopify: Heavy E-commerce Traffic</li> <li>• Mailchimp through Website: Subscriptions with Promo Codes</li> <li>• Instagram: Affiliate Marketing for Partnerships and Contributors</li> </ul>
KPI	Web: Engagement Time Socials: Comments/Tags Submissions: # of Entries*	Social Metrics Signups Subscriptions & Submissions: # of Entries*	Social Metrics Signups to Sales Subscriptions & Submissions: # of Entries*

# Framework (2/4)

	Q3 2021	July 2021	August 2021	September 2021
Media Objective	Incorporate New Branding Transition (Consideration and Conversion)	Active Omnichannel	Active Omnichannel and Subscriptions	Initial Purchases from Ecomm (IG to Shopify)
Inspiration/ Theme				
Message	<b>Natural Science</b>			
Task	<ol style="list-style-type: none"> <li>1) Continuous Donation Drive</li> <li>2) Activate Omnichannel</li> <li>3) Introduce E-Commerce</li> </ol>	<ol style="list-style-type: none"> <li>1) Continuous Donation Drive</li> <li>2) Consistent mktg buildups per event</li> <li>3) Reroute to Website / Ecomm</li> </ol>	<ol style="list-style-type: none"> <li>1) Stable Donation Drive</li> <li>2) Activated Omnichannel</li> <li>3) Branding E-Commerce</li> </ol>	<ol style="list-style-type: none"> <li>1) Stable Donation Drive</li> <li>2) Automated Omnichannel</li> <li>3) Steady E-Commerce</li> </ol>
Execution / Channels	<ul style="list-style-type: none"> <li>• Zoom Webinars/Events : <ul style="list-style-type: none"> <li>• Eventbrite Invitations and Mailchimp Reminders</li> </ul> </li> <li>• FB/IG/Twitter Snippets <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Visual re-layouts</li> </ul> </li> <li>• YT/ Spotify Mini-docus <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Co-promotions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Zoom Webinars/Events(2) : <ul style="list-style-type: none"> <li>• Eventbrite Invitations and Mailchimp Reminders</li> </ul> </li> <li>• FB/IG/Twitter Snippets (Daily) <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Visual re-layouts</li> </ul> </li> <li>• YT/ Spotify Mini-docus (1) <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Co-promotions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Zoom Webinars/Events(2) : <ul style="list-style-type: none"> <li>• Eventbrite Invitations and Mailchimp Reminders</li> </ul> </li> <li>• FB/IG/Twitter Snippets (Daily) <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Visual re-layouts</li> </ul> </li> <li>• YT/ Spotify Mini-docus (2) <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Co-promotions</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Zoom Webinars/Events (3): <ul style="list-style-type: none"> <li>• Eventbrite Invitations and Mailchimp Reminders</li> </ul> </li> <li>• FB/IG/Twitter Snippets (Daily) <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Visual re-layouts</li> </ul> </li> <li>• YT/ Spotify Mini-docus (3) <ul style="list-style-type: none"> <li>• Requires re-writing</li> <li>• Co-promotions</li> </ul> </li> </ul>
KPI	Social Metrics Signups Subscriptions & Submissions: # of Entries*	Social Metrics	Signups, Donations Subscriptions & Submissions: # of Entries*	Signups, Donations, Sales Subscriptions & Submissions: # of Entries*

# Framework (3/4)



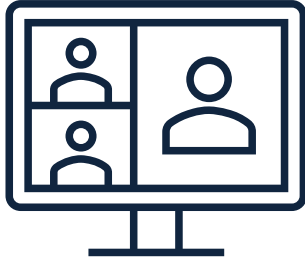

	Q4 2021	October 2021	November 2021	December 2021
Media Objective	Enabled E-commerce (Conversion and Loyalty)	Subscriptions and E-commerce Traffic	Subscriptions, Referrals and E-commerce Traffic	
Inspiration/ Theme				
Message	<i>Art and Sciences</i>			
Task	1) Stable Donation Drive + Investors 2) CX and Omnichannel Management 3) Active Microchannels & E-Commerce			
Execution / Channels	<ul style="list-style-type: none"> <li>• Shopify: Heavy E-commerce Traffic</li> <li>• Mailchimp through Website: Subscriptions with Promo Codes</li> <li>• Instagram: Affiliate Marketing for Partnerships and Contributors</li> </ul>			
KPI	New Signups; Social Metrics Signups to Sales Subscriptions & Submissions: # of Entries*	New Signups; Donations, Sales, Subscriptions	Sales, Subscriptions, Donations	Sales. Donations



# Framework (4/4)

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Media Objective	Online publication; Accelerated social commerce	Competitive online publication; Profitable e-commerce	Re-evaluate from 1H of 2022	
Inspiration/ Theme	<i>Update Brand Intentions and Ambassadors</i>			
Message	<i>Update Brand Guidelines</i>			
Task	1) Establish paid newsletter / contents 2) Continue sustainable contributing rosters		Re-evaluate from 1H of 2022	
Execution / Channels	<ul style="list-style-type: none"> <li>• Omnichannel Management</li> <li>• Shopify elevation</li> <li>• Opening up new channels for awareness and selling</li> </ul>			
KPI	1) PnL management 2) Investors 3) Increased Social Metrics	1) PnL management (+20%) 2) Investors (+20%) 3) Increased Social Metrics (+10%)		

# Programs

Participation	Passive/Absorption	Active/Absorption	Passive/Immersion	Active/Immersion
Experience				
	Entertainment	Educational	Esthetics	Escapist
	Guides	Online Journal Article	Exhibitions Online	Open mic
	Meditation Circles	Masterclass		Podcast for Community - Think In / Tank
		Documentary Series of Sufism		Workshops
		Physical Print		Collaborative Product Line
		Video Production; Journalistic coverage, nonfiction		Support program
			Residency / Retreats	

salamat DAKUJEM teşekkür ederim SUWUN  
धन्यवाद GRACIAS ASANTE TAKK HVALA SALAMAT  
TAKK HVALA mersi TAKK hvala SALAMAT  
لِيَزَج اِرْكَش  
Ευχαριστώ 감사합니다 GRAZAS kiitos merci  
GRAZZII DANKE salamat TAKK MAHALO  
Paxmet Thank You arigato  
kiitos ARIGATO takk  
SUWUN धन्यवाद HVALA GRAZIE DAKUJEM  
MERCi mahalo GRACIAS kiitos hvala  
teşekkür ederim GRAZAS TAKK  
ありがとう DANKE  
Bлагодарам TAKK ASANTE 多謝 salamat SUWUN  
grazie SALAMAT  
спасибо

# APPENDIX










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Timings and Costing

# Beating the Backlogs

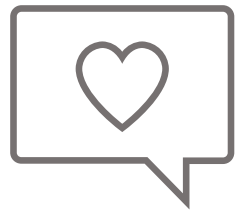
Financial Transparencies	Deadline Compliance	Steady Contributors	Material Creation	Material Approvals
Guest stipends	Calendar + Captions + Active Links	Callouts	Video Creation	Videos (Ali & Tanya)
Subscriptions	Commitment for Collaborations	Use of old with new materials	Pubmats w/ Brand Guides	Newsletter / Content
Referrals		Utilize unique visitors	Editing	

# Value Proposition Table

Problem	Solution	Unique Value Proposition	Genuine Advantage	Customer Segments
<ul style="list-style-type: none"> <li>Nonlinear journey of healing</li> <li>"Sometimes it's not possible to heal"</li> <li>"Brokenness"</li> </ul> 	<p><u>Create space to chat RK Programs:</u></p> <ul style="list-style-type: none"> <li>Publications, Creatives</li> <li>Community, Experts</li> <li>Content Plan</li> </ul> 	<ul style="list-style-type: none"> <li>Awareness, observation then change (Methodology)</li> <li>Upfront with connection with the Divine</li> <li><b>Wellness and Soul</b></li> <li>Connection of Mind-Body-Soul</li> </ul> 	<ul style="list-style-type: none"> <li>Simple approach;</li> <li>Healing as focal point;</li> <li>Connections</li> </ul> 	<ol style="list-style-type: none"> <li>Anyone seeking something</li> <li>Interest in self-development, wellness, spirituality</li> <li>Have found awareness : next steps</li> </ol> <p><i>Summary: Connect to higher self; Spiritual awakening</i></p> 
<p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>Attendance, CTR;</li> <li>Digital KPI</li> <li>Donations</li> <li>Messages/<u>Interaction</u></li> </ul> 		<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>YT; IG;</li> <li>Twitter; Web/Blogs;</li> <li>LinkedIn, Articles</li> </ul> 		
<p><b>Cost Structure</b></p> <p>Talent; Ads;</p>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>Shopify/Ecommerce - TBD;</li> <li>Donations and sponsorships;</li> <li>Subscriptions - online/offline materials;</li> <li>Social Channel Monetization - YT;</li> </ul>  		

# Social Innovations for Funding Models

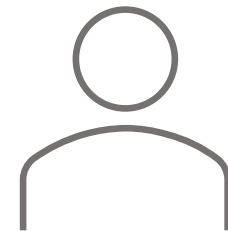
Brand-love



**Heartfelt Connector**

Can we communicate what is compelling about our nonprofit in a simple and concise way?

Individual



**Beneficiary Builder**

Does our mission create an individual benefit that is also perceived as an important social good?

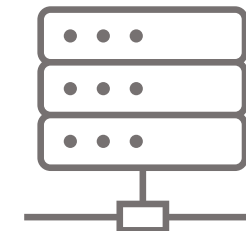
Community



**Member Motivator**

Will our members feel that the actions of the organization are directly benefiting them, even if the benefit is shared collectively?

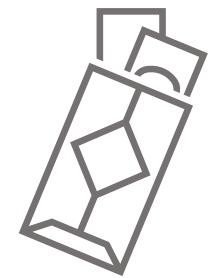
Services



**Beneficiary Broker**

Can we develop supplemental services that maximize the value of the benefit?

Financial Help

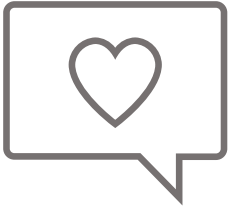


**Resource Recycler**

Do we have a strategy for attracting the cash we'll need to fund operations and overhead?

# SOW

## Brand-love



### Heartfelt Connector

Can we communicate what is compelling about our nonprofit in a simple and concise way?

### Brand Guides

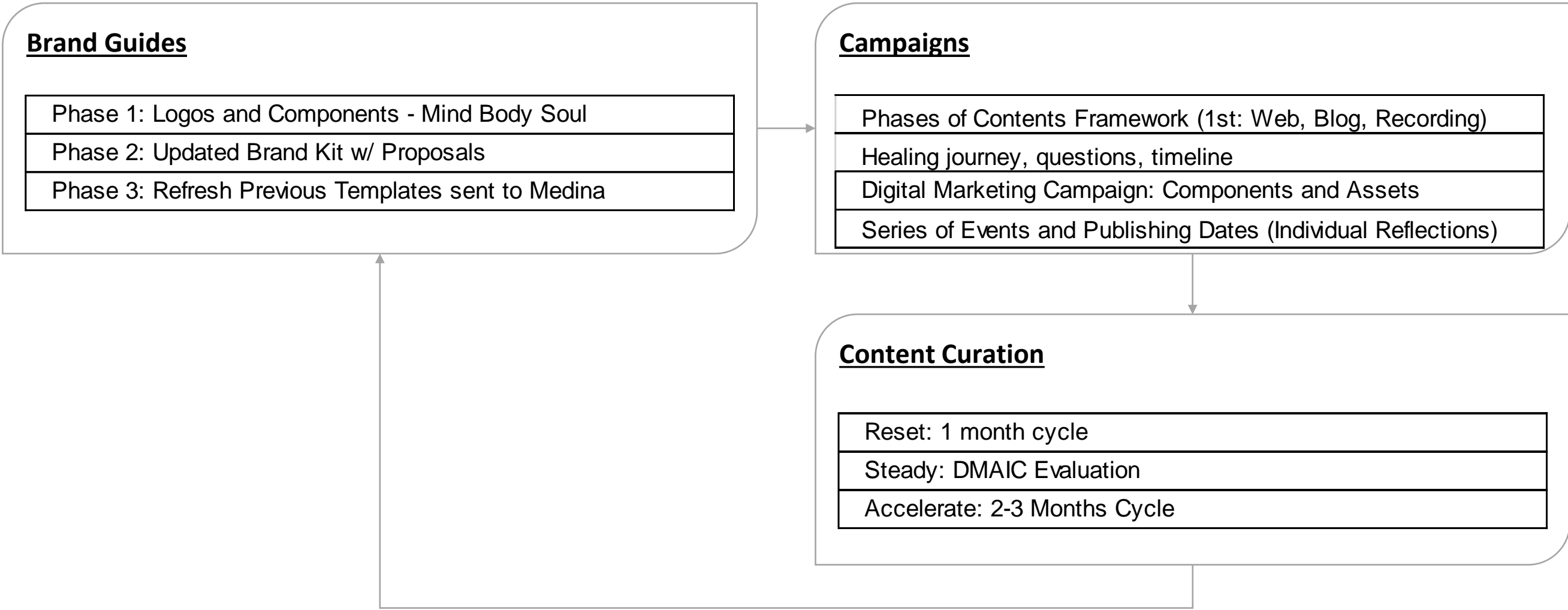
Phase 1: Logos and Components - Mind Body Soul
Phase 2: Updated Brand Kit w/ Proposals
Phase 3: Refresh Previous Templates sent to Medina

### Campaigns

Phases of Contents Framework (1st: Web, Blog, Recording)
Healing journey, questions, timeline
Digital Marketing Campaign: Components and Assets
Series of Events and Publishing Dates (Individual Reflections)

### Content Curation

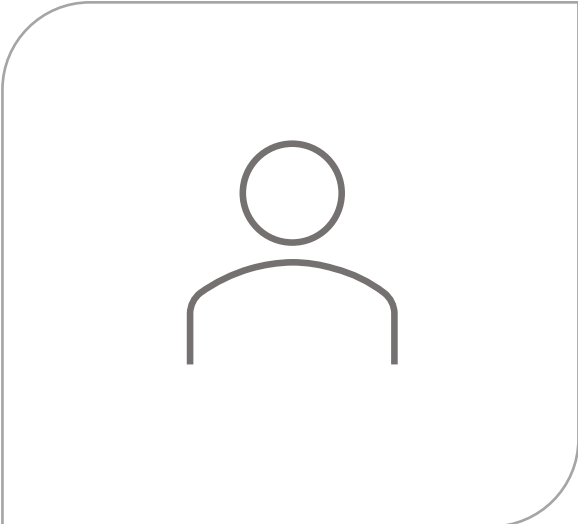
Reset: 1 month cycle
Steady: DMAIC Evaluation
Accelerate: 2-3 Months Cycle





# SOW

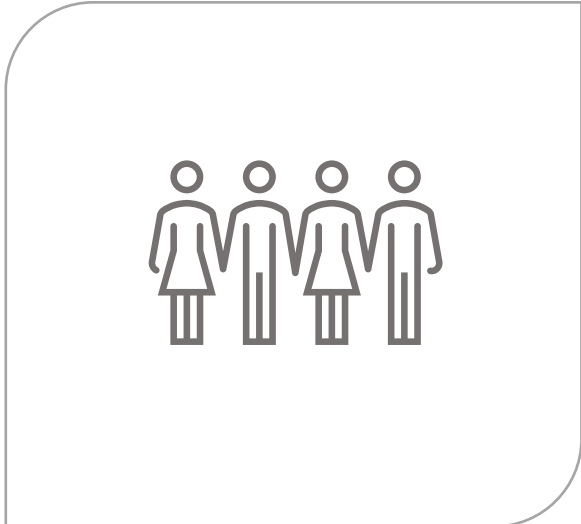
## Individual



### Beneficiary Builder

Does our mission create an individual benefit that is also perceived as an important social good?

## Community



### Member Motivator

Will our members feel that the actions of the organization are directly benefiting them, even if the benefit is shared collectively?

### Methodology

- Incorporate Awareness-Observation-Change
- Mirror contents based on framework
- Steady content strategy

### Interaction

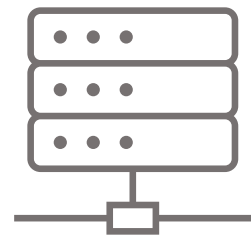
- Building habits and trust
- Email, DMs, donation boards
- Mentorship and peer-tutorials

### Metrics

- Socials and Event Attendance
- Exclusive Events
- New traffic, retain old traffic and create advocacy

# SOW

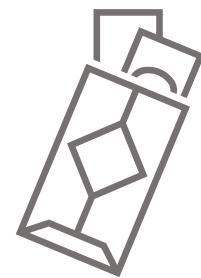
## Services



### Beneficiary Broker

Can we develop supplemental services that maximize the value of the benefit?

## Financial Help



### Resource Recycler

Do we have a strategy for attracting the cash we'll need to fund operations and overhead?

### Competitive Publication

Marketing Platform for "Healing Mediums"
Sell "Healing Mediums" et.al.
Cater as consultants



### Donation Drive

Reintroduce "donation" through events
Community management and ads
Steady sponsorship in connection with long term goals

-END-