



DWCO Mission: Reaching Earth’s Four Corners to Touch Humanity.		DWCO Vision: Helping the future to lead and in turn help and lead the future.	
		2025 - 2027	
What?	How?		
OBJECTIVES	GOALS	STRATEGIES	MEASURES
Increase the attractiveness of DWCO Brand	Develop overall message and brand concept.	<ul style="list-style-type: none">Visual Identity.Ensure a cohesive brand.	<ul style="list-style-type: none">Website conversion rate.Donor retention rate.Email marketing.Fundraising ROI.AI resource tools.Supporter surveys.
	Increase audience of the organization’s mission.	<ul style="list-style-type: none">Create content strategy.Social media.Utilize marketing tools.	
	Increase audience of organization’s vision.	<ul style="list-style-type: none">Utilize educational resources related to the cause.Podcast.Non-profit partnerships.	
Leverage the collective power of DWCO stakeholders	Strengthen collaboration of the board.	<ul style="list-style-type: none">Clear expectations.Team-building.Board Performance Assessments.	<ul style="list-style-type: none">Benchmark for board, leaders, and community.Use data to measure progress.Strategize short- and long-term goals.Review audit report and 990.
	Strengthen collaboration of the leaders.	<ul style="list-style-type: none">Create collaborative culture.Recognize and reward collaboration.Focus on supporting the team.	
	Develop marketing strategy of importance in the community.	<ul style="list-style-type: none">Host events.Build Trust.Share impact.Utilize social media platforms.Engulf and engage with the community.	
Obtain continuous buy-in from heart of our mission ‘the community’ – Neighborhood, Leaders, Businesses, City/State Officials, Non-profit communities, Federal affiliates	Create signages in diverse areas.	Ensure marketing message align with mission and values of the organization and brand guide builder.	<ul style="list-style-type: none">Study performance utilizing analytics tools.Track measures.Review feedback.Develop specific criteria and indicators based on audience.
	Provide effective communication for all audiences.	<ul style="list-style-type: none">Be honest and transparent.Choose channels.Determine overarching goals.	
	Develop platforms to cascade additional ideas for DWCO’s existence.	<ul style="list-style-type: none">Plan, plan, and plan.Identify type of cascading process.Ensure the right resource tools for leaders and staff.	