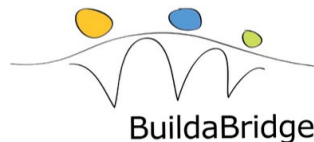


Build a Bridge Marketing Plan

MOLLY PIERCE

Marketing Media Communication ~ Winter Term 2017



HOPE AND HEALING IN TOUGH PLACES

BuildaBridge Strategic Plan 2012-2015

Mission

To engage creative people and the transformative power of art making to bring hope and healing to children, families, and communities in the toughest places of the world

Vision

We envision a world where all children are resilient, experience self-efficacy, and have a vision for their future. BuildaBridge dedicates its resources to building the capacity of creative adults and local communities to fulfill this vision.

BuildaBridge values:

- Holistic child development
- Nurturing the Creative Spirit
- Learning and Innovation
- Volunteerism and sacrifice
- Long-term sustainable relationships
- Crossing boundaries to build community
- Speaking Blessings

Educating for Transformation

Strategic Emphases	Initiatives
Training for Arts Relief and Restoration	<ul style="list-style-type: none"> • Curriculum Development and Delivery • Accreditation • Faculty and Trainer Registration Initiative • Mobile Institute
Refining our direct service programs to more effectively and sustainably meet community needs	<ul style="list-style-type: none"> • Best Practices Initiative • Strengthening Community Outreach Programs: Artology, Community Studio, Diaspora of Hope, Discovery
Multiplying our impact through Alliances for service, training and transformation	<ul style="list-style-type: none"> • International Creative Networks • Educational Alliance Initiative • Local Service Alliances
Building our Organizational Capacity to fulfill our Mission	<ul style="list-style-type: none"> • Advisory Council • Volunteer Professional Staff • BuildaBridge Beta • Registered Artists on Call • Registered Trainers and Faculty • National Board
Increasing the financial and functional sustainability of our organization	<ul style="list-style-type: none"> • Succession Plan • Corporate Sponsors • Alumni Association Initiative • Engaged Board • PABF/3:30 • Signature Annual Event

Integrating Technology

Telling the Story

Engaging Creative People

	Community	International	Institute		Operations	Leadership
Program Vision	Our Community programs will form alliances with like-minded organizations to deliver direct service and training programs that multiply our local impact and more effectively meet community needs.	Our International service programs will serve as catalysts for training opportunities that build the capacity of creative people and organizations to sustainably meet the needs of the people they serve	Our Institute Programs aspire to be the foremost domestic and international training resource in trauma-informed, hope-infused, arts based education and intervention for community transformation.	Organization Vision	Our mission will be fulfilled by a paid professional staff assisted by a network of skilled student and professional volunteers. Our team will build a sustainable program structure supported by diverse and increased funding.	We will be led by a board, advisory council and executive team who all have a keen knowledge of and commitment to BuildaBridge's mission, principles, and practices. We will have an active board responsible for financial and legal oversight, strategic planning, and engaged fundraising.

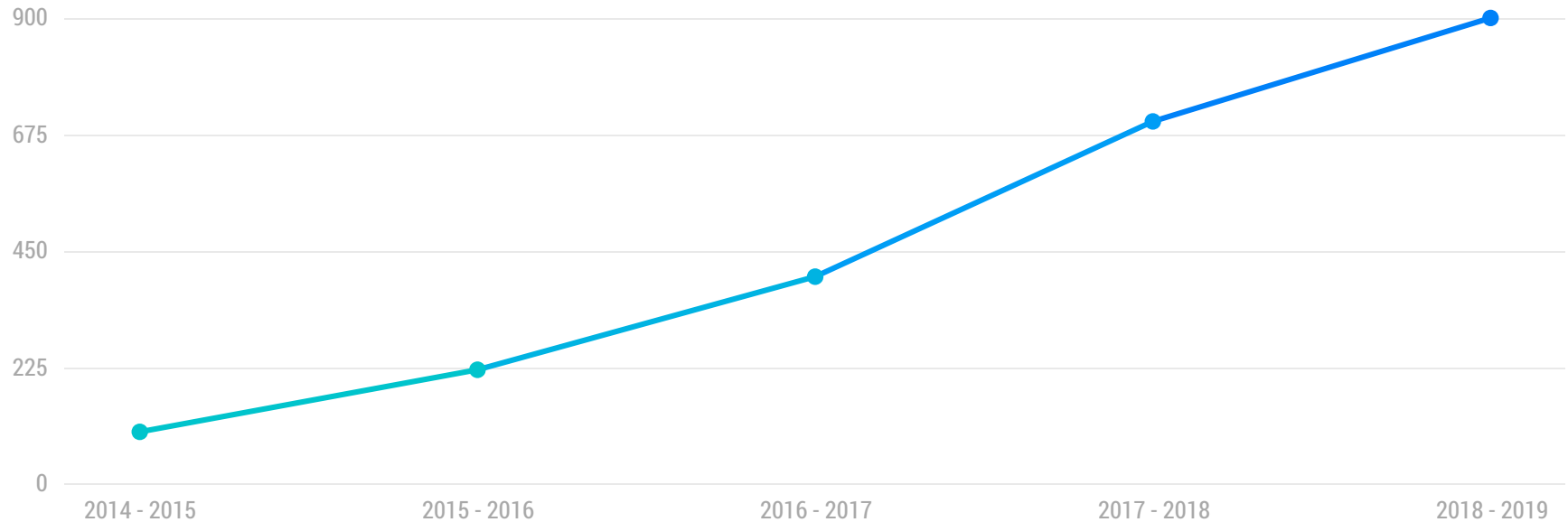
Marketing Strategies

SOCIAL MEDIA

**EXPERIENTIAL
MARKETING**

CONFERENCES

USE OF SOCIAL MEDIA PLATFORMS FOR MARKETING



Projected numbers of viewers and reach with Social Media Marketing

Publish Regular Monthly activities

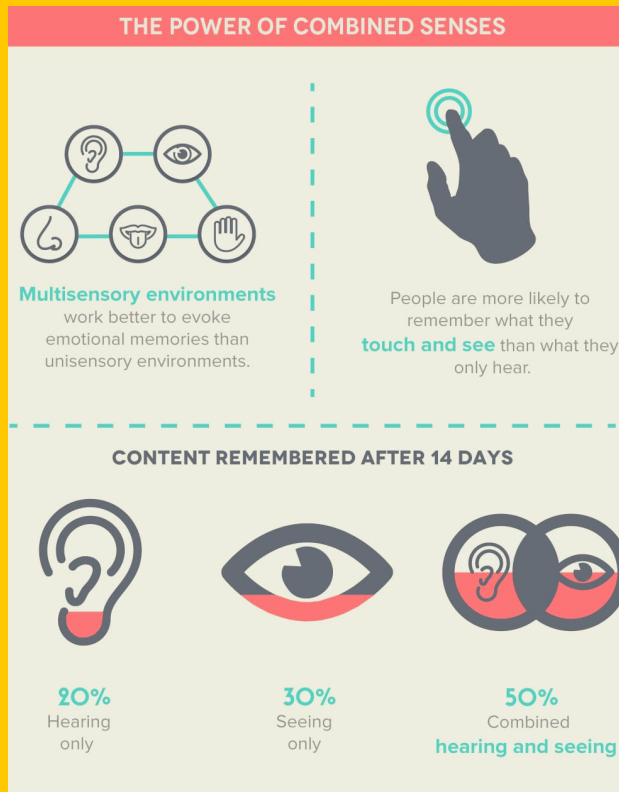
Publish events/invitations

Produce live videos of performances

Monitor analytics and change as needed

Connect Facebook, Instagram, Youtube with website

EXPERIENTIAL MARKETING



- A Powerful tool for BuildaBridge
- Creating emotional content through videos, pictures, events
- Video and photo content used on Social Media platforms

Professional Development Conferences/Trainings

- Online courses
- 2 day workshops offered quarterly ~ Friday and Saturday
- Two Mini Institutes for Restorative Arts Professional Development ~ July & August
- 1 full Institute of 2 weeks ~ 1x year offered in June
- 2 & 3 day National Conferences ~ scheduled 1 per term (Fall, Winter, Spring)
- Collaboration with a Professional Development group promoting trainings nationwide
- Create marketing tools for professional development classes and conferences used on Website and Social Media platforms

Thank you.