

BuildaBridge

MARKETING PLAN 2017

MOLLY PIERCE
MARKETING MEDIA & COMMUNICATIONS

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I. Introduction and Overview

A. History

1997: BuildaBridge was founded in 1997 by university colleagues, Drs. J. Nathan Corbitt and Vivian Nix-Early. BuildaBridge received 501c3 status in 2000. In 1997 BuildaBridge conducted its first learning Institute amongst 15 traumatized congregations in a dysfunctional and earthquake ravaged community in Costa Rica. From that experience, the co-founders saw what could happen when artists with the training and passion for service engage their art as a vehicle for transformation. This led, in 2001, to the implementation of an annual Philadelphia Institute for Arts in Transformation, which has now trained over 1000 participants from Philadelphia and around the world to work with vulnerable populations through art-making.

1999: BuildaBridge began community programming with a single university intern and volunteer artists in the northeast section of the city.

2001: BuildaBridge assisted Ayuda Community Center in establishing its first community-based arts program. It has now grown into Orange Corner Arts working with primarily Hispanic youth.

2004: BuildaBridge was invited by the City of Philadelphia and Bright Horizons to paint a mural at Woodstock Family Shelter. The one-time experience grew to a regular volunteer arts program in the transitional home.

2006: The Homeless Children's Initiative of the School District of Philadelphia invited BuildaBridge to expand its work with homeless children and provided funding for after-school programming in seven emergency shelters and transitional homes in the city.

2007: Artology, a summer program, was initiated in 2007 and has introduced approximately 250 elementary and middle school youth to integrated learning in art, biology and environmental responsibility. 2008. BuildaBridge established Diaspora of Hope (DOH) a one-week arts camp for kids living in poverty held simultaneously in several countries around the world.

2009: Over 30 artists worked with children in Guatemala, Egypt, Kenya, Nicaragua and Philadelphia. Their international work still includes this direct service of arts-camps but has shifted to an emphasis on training local community workers for arts-based and trauma-

informed work with children that builds capacity of the local organization.

2010: BuildaBridge responded to the earthquake in Haiti, sending recovery teams to assist in a school and orphanage with arts-based intervention and place-making. Back in Philadelphia, the number of days of after-school programming in Discovery was increased in order to improve program impact and outcomes in the shelters.

2011: BuildaBridge joined with three refugee resettlement agencies, mental health providers, and pediatric treatment facilities in a joint effort called the Philadelphia Refugee Mental Health Collaborative supported by a grant from the Department of Behavioral Health. Through creative arts therapy, the project is addressing flight and resettlement stressors that impact the success of refugee children as well as encouraging ethnic community resilience and cultural strengths. BuildaBridge artists reached 888 women and children with the transforming power of the arts in Philadelphia, Kenya, Haiti, the Congo and Atlanta, Georgia.

2012: June 2012 saw the addition of the third track in the Annual Institute focused on arts relief and arts-based psychological first aid for work in disaster areas. BuildaBridge also commenced its Training Trainer's program as a part of the organization's plan for sustainability. BuildaBridge partnered with UNICEF-Haiti to train 90 community workers in 3 Haitian cities as part of the UNICEF Child Protection Initiative.

2015 – Present: Dr. Nathan Corbitt has recently retired from the university and is still continues his role with BuildaBridge as president and CEO and will be a part of a transition plan for the organization in their executive leadership. BuildaBridge now has an international board. They have initiated on-line trainings. BuildaBridge is also in the process of research and planning for refining the vision and mission after 20 years.

B. Mission

BuildaBridge mission is to engage creative people and the transformative power of art making to bring hope and healing to children, families, and communities in the contexts of crisis and poverty.

BuildaBridge envisions 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.

C. Summary of Marketing Goals

BuildaBridge has been in existence since 1997 and has developed and grown into a successful non-profit arts and healing organization. They are in a transition time of restructure. They are looking to create a future fund to raise money for a two-year leadership position to assist in the transition of BuildaBridge's organization. They have requests for support to current and past donors and participants through their Facebook and web page. Unless I knew about their organization, I would not be able to find them or learn about what they do to be able to donate for projects.

One marketing goal that I'd like to focus on include developing BuildaBridge's transmedia presence to reach volunteers, donors and participants in the community and abroad through social media avenues. They currently have social media that is connected with their website, but very little following. Facebook has 852 followers, Twitter has 1248, Snap Chat has 225, and YouTube videos were made but none recently. With their restructuring the organization, this is a wonderful time to put money toward marketing to gain sustainability and awareness.

The second marketing goal is for the consideration in expanding the training classes for local community workers in arts-based and trauma-informed work. They have begun to expand the conferences for artists, therapists, educators, and healthcare providers internationally and have initiated online trainings. Expanding these trainings through national conferences will be a focus for the next year.

The third goal will be to continue to bring local community awareness and funding support to BuildaBridge through marketing within Philadelphia's community events and festivals. They are in the planning and development stages of a vehicle to share news, information and resources about arts-based community development, education, healing and leadership that can be used through social media, direct mail, and emails.

The desired outcome for these 3 plans is to raise awareness of BuildaBridge, gain sustainability and on going support, and increase trainings for individuals/professionals seeking to become

D. Marketing Strategies

- i. Social Media
- ii. Experiential Marketing
- iii. Content Marketing
- iv. Events/Conferences

E. Outcomes

Through the successful implementation of the proposed marketing strategies, BuildaBridge hopes to increase participation in conferences by 15%, increase volunteer participation by 20% and improve the general awareness through the community and support for local programs that BuildaBridge engages with.

I. Situational Analysis

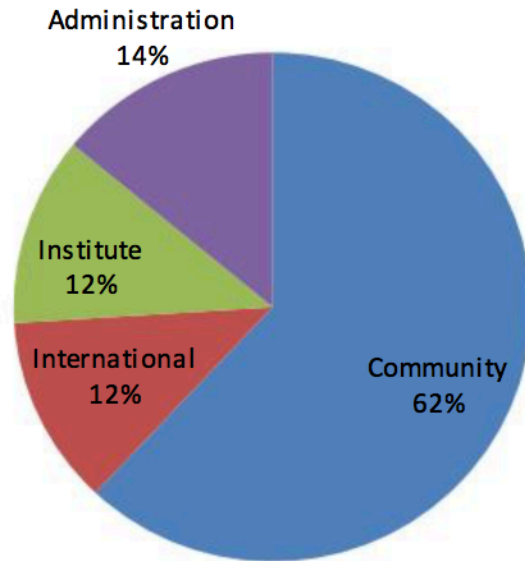
Environmental Scan - BuildaBridge (BB) is a non-profit 501(c)3 arts education and intervention organization whose mission and dedication is to engage creative people and the transformative power of art making to bring hope and healing to children, families, and communities in the contexts of crisis and poverty. These services take place in communities in the tough places of Philadelphia and the world through direct arts-integrated interventions and cross-cultural services.

Economic Scan - BuildaBridge was founded in 1997 and has grown in its support and partners. Nearly 1,700 arts and community workers have been trained through the Institute and 1,320 volunteers providing over 106,000 hours of service. BuildaBridge now partners with approximately 23 local, national and international organizations.

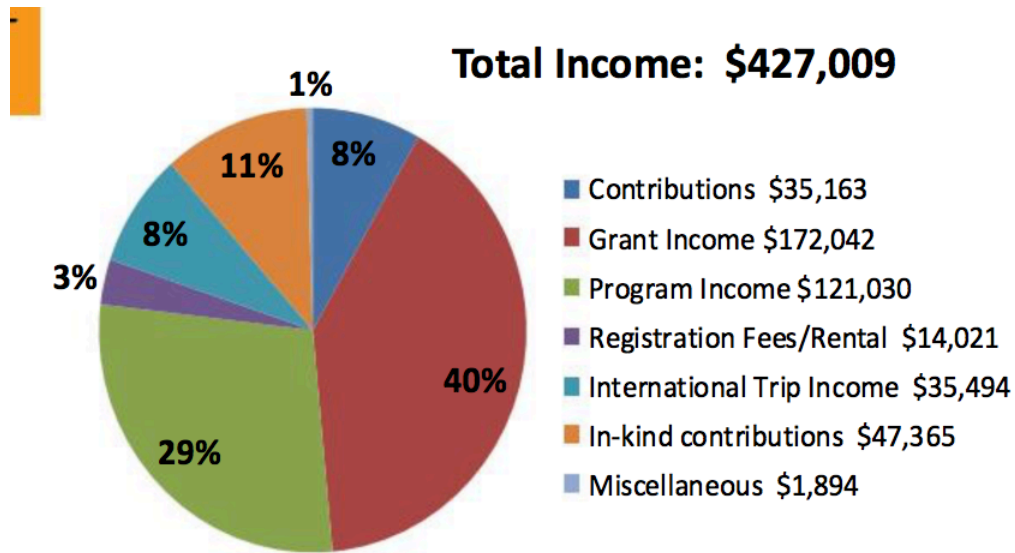
BuildaBridge receives more than \$400,000 in the budget years 2013-2014. Approximately \$15,000 comes from Foundations, \$13,000 from Corporations, Government Grants \$27,000, and church or other outside agencies, such as Unicef, nearly \$90,000.

- Net assets released from restrictions 19% BuildaBridge has a strong history for financial support. Their income to expenses ratio is 1:1. Reviewing the Financial snapshot for the last 7 years, shows a steady gain in revenue and jump in expenses from the year 2010 – 2011 with the expenses and revenue of approximately \$400,000 at it's peak in 2011 and slight decline for the following 3 years.
- BuildaBridge is in a transition time and looking to reorganize the executive leadership. There will be a shift in percentages over the next few years during this time of transition. Breakdown of expenses is for past years.

Total Expenses: \$409,028



A percentage breakdown is as follows:



Total Number of Individual Donors: 327

Demographic Scan - BuildaBridge engages the arts to bridge barriers of race, class, and ethnicity and to impact a child's academic, social, artistic, and character development. BuildaBridge developed direct service programs that have made the arts accessible to underserved populations. There are 3 distinctive programs that BuildaBridge serves.

1. Community Programs - serves children and family members living in impoverished areas of the Philadelphia community by offering after school programs, evening classes, and summer camps. The focus of the Arts intervention program is to bring about healing and hope from trauma and abuse.
2. Institute – is a research and training academy to prepare artists, youth workers, community and congregational leaders, teachers, social service professionals who want to integrate the arts in community-based service. Professional leaders and volunteers come from around the world to gain knowledge and skills to develop this program in their communities.
3. International Program – organizes, leads, and provides overseas service opportunities for sustainable arts relief interventions and restoration/trainings for those communities affected by cultural and religious conflicts, environmental catastrophe, poverty, illness and social injustice. International teams have served communities in Columbia, Dominican Republic, Kenya, Haiti and Nicaragua.

The per capita income for the city of Philadelphia was \$16,509. 22.9% of the population and 18.4% of families were below the poverty line. BuildaBridge provides their programs in collaborative partnering with those communities and schools servicing this population.

Cultural Scan - The co-founders purchased the Caroline Karsner Historic Mansion in February, 2003 to host the offices for BuildaBridge. It is located in the historic Germantown neighborhood of Philadelphia, 20 minutes from the city center. BuildaBridge has two full time staff members and 1 part-time staff member, 11 contracted part-time employees, several seasonal employees and 10 volunteers. Staff members consist of therapists, artists, counselors, and teachers. Volunteers are often Graduate students from Eastern University's Urban Studies Program. BuildaBridge has a 13-member board of diverse backgrounds plus the two founding directors who are university colleagues.

The social values of the organization are reflected in their mission “for bringing hope and healing to vulnerable children, families and communities in tough places of Philadelphia and the world through direct arts-integrated interventions and cross-cultural services.” Their focus is to address the whole child, nurture the creative spirit of all individuals, and develop curiosity for learning and innovation. The organization's programs consist of these principals in all activities; child focused and arts integrated, relational, collaborative, purposeful and intentional, restorative, contextual, hope infused, and trauma informed.

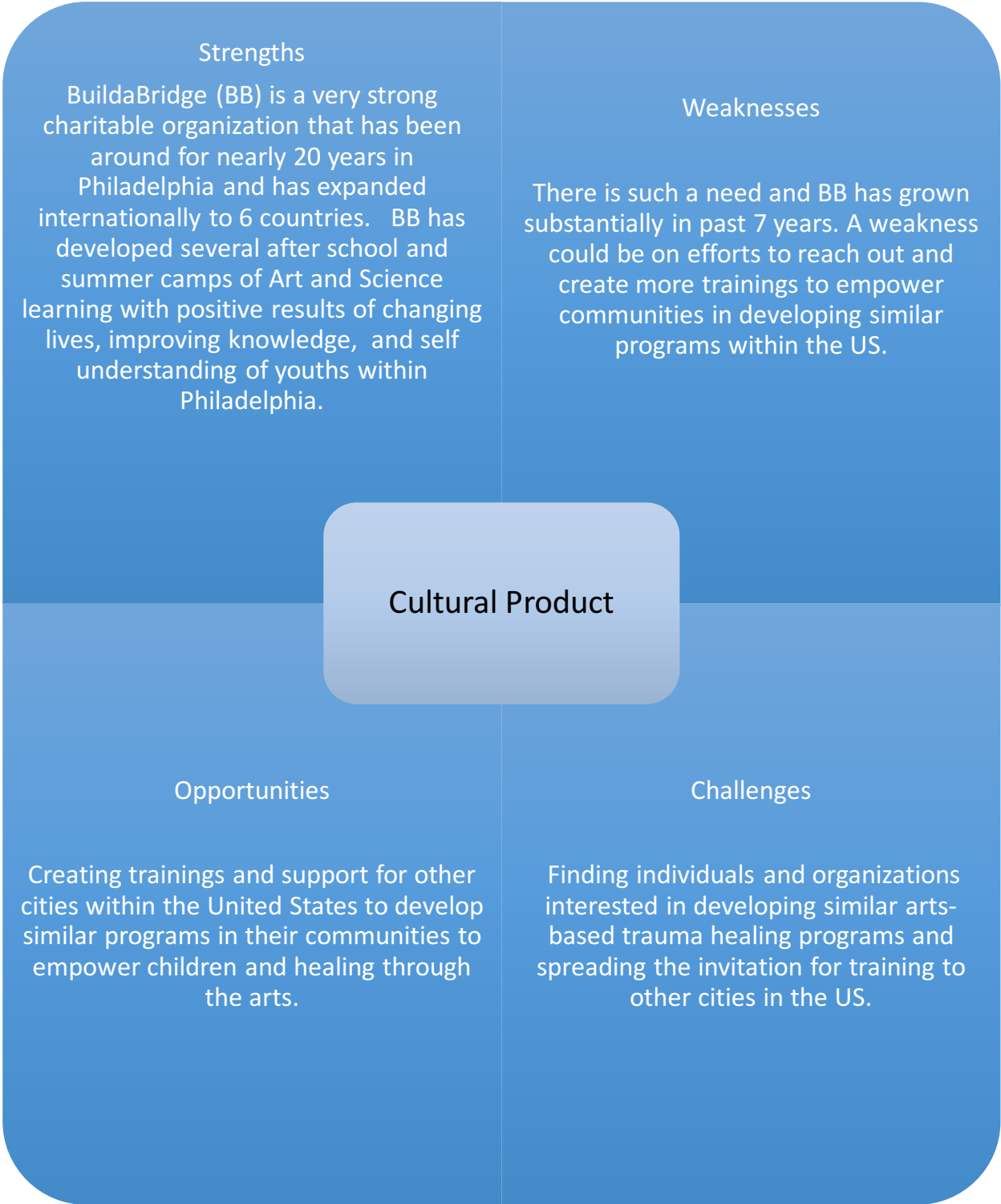
Their programs are primarily through the visual and performing arts using expression of these art forms for healing of trauma and stress, but also teaching the aesthetic and pleasing nature of the arts. BuildaBridge also works in collaboration with global communities teaching local staff to work with suffering populations within their communities. BuildaBridge has a website and blog.

Other Environmental Elements - BuildaBridge International is the third branch of the organization. BuildaBridge has grown and developed programs that organizes, leads, and provides overseas services and trainings for communities affected by cultural and religious conflicts, environmental catastrophe, poverty, illness and social injustice. Through the volunteer service programs and education through the Institute, BuildaBridge has developed international teams that serve their local communities in Columbia, Dominican Republic, Kenya, Haiti and Nicaragua.

Audience Analysis - BuildaBridge has grown over the past 20 years and expanded its areas of focus to include expanding its community programs to include refugee programs, Art and Science summer camps, afterschool trauma informed art making classes, and International relief arts programs. There is an ongoing audience that BuildaBridge serves being children and families in underserved populations of Philadelphia. Children from grades K-12 participate in age appropriate classes/camps. The Refugee programs are for children and families that have moved into the Philadelphia area and funding through Grants helps their efforts to support this new outreach program.

A thought I have to provide focus future efforts for BuildaBridge would be in their educational opportunities to teach leaders from other cities to bring back to their communities this successful program. For those participating, the annual Institution (in its 15th year) is an invaluable training experience for these leaders. They currently have attracted 85 professionals in this field and now have partnered with the Urban Studies Department at Eastern University to offer a Master's Degree in Urban Studies: Community Arts Concentration. It seems that the success of BuildaBridge could then be expanded through trainings throughout the US with the help of the 85 professionals to spread the work to help our own in the US struggling with poverty and access to art and trauma healing programs.

SWOC Analysis



Strengths

Pricing for participation in the Institute costs \$650 for all course work, textbooks and supplies for a 5-day intensive training. The money from the Institute trainings is part of the revenue funds for the BuildaBridge organization. The community programs cost to participate and scholarships are available to the participants.

Weaknesses

The cost for a 4 week Artology class can run \$900-\$1200. BuildaBridge has substantial financial contributions from grants and individual donors that help with scholarships. The cost could discourage some families from looking into their programs.

Pricing

Opportunities

Creates the motivation to seek ongoing donations and contributions to develop a scholarship program so not to turn any students away.

Challenges

Having the funding for ongoing programs that show success in the impoverished population especially when economy falls.



Strengths

BuildaBridge partners with lots of local organizations within the community. Their main website gives lots of information about programs. They have a blog and Facebook that has information and links to all the programs.

Weaknesses

There is only 3 paid staff members who oversee Buildabridge. They have a lot of programs and outreach. The main source for promotional efforts is through partnerships and collaboration with other organizations.

Promotional Efforts

Opportunities

Continued opportunities for promotional efforts within the use of technology and spreading the word. Lots of partnerships, internships and volunteer opportunities. BuildaBridge's founders work at a local University and have many Graduate Students learning and then able to spread the word of this program to their communities.

Challenges

Growth and development of the organization has increased. It seems like a lot of work for promotion for BB's small paid staff.

II. Proposed Marketing Strategies

The 3 marketing strategies I plan to review include Social Media Marketing, Experiential Marketing and Content Marketing, and an exploration for developing the Professional Development part of BuildaBridge through Conferences and Professional Trainings.

1. Social Media Strategies

A. Facebook

Currently being used for all aspects of BuildaBridge to show their program, community programs, international programs, testimonials of kids, families, pictures of projects and to advertise for upcoming conferences/trainings in the institution or fundraising programs.



Marketing goals and objectives:

- Increase exposure to potential donors and connection for current donors.
- Help to develop connections to people and other non profit organizations, donors
- Lower marketing costs if advertising fundraisers, programs
- A way to reach targeted audiences
- Can use the information from the Facebook Insights to see statistics of page likes, post reach, and engagement. This could help with content being posted.
- Help with building brand loyalty, if people following know your brand and understand your mission and value and what you stand for can help build donors and participants.
- A way to increase web traffic by adding links to BuildaBridge website.
- Can provide information to workshops/programs being offered, time and place of classes, address, links, reviews, phone numbers, etc.

Implementation/Improvements:

- Can provide information on upcoming classes, conferences, and registration.
- Post pictures of projects and finished projects
- Communication with followers
- Link to web page and provide links to other non profit programs
- Raise Awareness
 - Grab People's Attention
 - Strengthen Relationships
 - Reach New People with Ads
- Activate supporters
 - Ask people to speak out, give feedback
 - Get people to show up
 - Inspire people to lead, learn, grow
- Raise Funds
 - Discover Fundraising Tools
 - Raise Money on Your Facebook Page
 - Activate Supporters to Fundraise
 - Giving Guides

B. YouTube

Marketing goals and objectives:

- Captures attention
- Has high traffic volumes
- Potential for Viral Marketing
- Can use video marketing channels
- YouTube is routinely ranked high on Google search pages
- Easy to share online YouTube videos, easy to integrate into any social media strategy plan
- World-Wide accessibility – able to reach countries around the world
- Lots of material from classes showing engagement, participation, process of projects that could be made into videos for marketing, leads into experiential marketing.
- Need for well made videos to promote BuildaBridge is important.
- Poorly edited videos will lose interest in those viewing.
- Need to have consistency of photos and videos for content recognition of BuildaBridge.
- Creation of video content for Experiential Marketing from previous projects showing process and results of community engagement and activities. Can be used for teaching and outreach development.

Implementation/Improvements:

- Take videos of projects and classes, highlight emotional videos
- Integrate videos into social media channels highlighting
- Follow participants from trainings back to their country, making a small documentary of how the skills and vision of BuildaBridge is enhancing and healing the world.
- Overview video for prospective participants in Community Programs.
- Interview with participants or artists/teachers
- Performances to demonstrate successful teaching/outcomes of classes

Instagram for Nonprofits

Instagram is a photo-sharing and video-sharing social media network. It allows users to post fun and exciting images or 3 - 15 second videos.

Who's on it?

- 40% of People respond better to visual
- 65% of people are visual learners
- 300M Users
- 7.3M Daily Users
- 34% ages 14-34 US Users

Should I be on it?

- 1 Is my target audience there?
- 2 Do I have the content?
- 3 Do I have the resources?

How to use it

Images & Videos

- Share images of those you are helping, or those who are volunteering.
- Share visual content, for example an image with stats and information or an invitation.
- Create transparency, show supporters and donors who's behind the scenes or where their money is going.
- Create short videos thanking supporters and donors.

Media Cause
marketing for good

C. Instagram

Marketing goals and objectives:

- Increase engagement by having an active account with useful and interesting content.
- Build Trust and Personality – can create an emotional connection with audience.
- Can share in the day to day experience of planning and carrying out programs
- Increase traffic if able to maintain a strong profile for visibility.
- Ease in reaching targeted audiences and increasing interest for those born between 1980 and 1990 (the millennials)
- Free advertising
- Need to be very mindful of images posted
- Need to attract followers
- Need for being aesthetically pleasing and interesting
- Pictures need to be square, if posting non square images will be cut off, this will look sloppy
- Only used with certain phones and apps and may be missing targeted audiences using other devices.

Implementation/Improvements:

- Post information to new programs, events
- Post photos and videos of programs in action
- Pictures of participants in trainings and the family and children participating in Art Culture programs
- Photos of employees
- Day to day life during international programs and trainings
- Special offers for classes, trainings, swag
- Action shots of performances
- Action shots of student/teacher/artist interactions
- Flyers and Advertisements for upcoming events

Implementation of Social Media Marketing

- Begin with \$1000 toward marketing to reach more and targeted audience on Social Media Platforms with programs to help analytics.

There should be at least one post per day to Facebook and Instagram as well as create occasional web videos for YouTube and other social media as needed. Content should focus on the stories and details that connect to programs and communities and create interest with the audience. Posts should also connect to things that have similar interests/engagements as BuildaBridge and that are happening outside of the organization. Such material might include news, video, photos, articles and blog posts, Q&A articles, interviews and community events.

As for technology resources, the greatest challenge would be the development of a content and experiential video for web and media use. Creating continuity and consistency in the visual content posted on social media is important.

It is also important to have staff time to create this online media presence, to take photos, develop content, encourage sharing and participation maintain and active presence with daily post to all platforms. Buildabridge is in the process of restructuring the administration and would benefit to consider adding (at least) a part time Social Media Manager.

Evaluation

- Success evaluated through growth seen in number of followers as well as activity on each social media platform.
- This data should be consistently tracked and evaluated.
- An in-depth evaluation performed every quarter
- Use assessment tools and monitor which avenues are more successful, change strategies and content as information is collected weekly or as needed with constant tracking.
- Quantitative assessments
 - Track number of visitors to the website
 - Track number of visitors to Instagram and Facebook

- Track number of “followers” and “likes”
- Qualitative
 - Assess comments made to blogs
 - Ask current participants (students/parents) about the website’s effectiveness
 - Assess comments on Social Media

2. Experiential Marketing

Marketing goals and objectives:

Experiential Marketing can be very powerful as it draws on the human senses to create a connection with the organization. Because of the nature of this BuildaBridge, Experiential Marketing can be a good tool to engage its’ participants in arts and healing programs. There are three tiers to BuildaBridge which include Community Programming, Global Services, and Professional Development that can benefit from Experiential Marketing.

- Develop emotional videos from the different programs. Can be used in Social Media platforms. Videos can be used during fundraising events
- For Community Programming, creating drum circles, movement circles with willing participants at Cultural events.
- Experiential Marketing for Professional
- Development through the participation, videos of programs, and individual experience in activities during conference.
- Helps participants experience the organization by engaging all the human senses in the experience or participation.
- Engaging videos can attract Millennials who are entering the workforce and are the most active group with a renewed focus on having experiences more than things.
- Used to market and create an emotional connection with donors and participants.
- A tangible way to build and deepen customer relationships.
- The benefits of experiential marketing for BuildaBridge is that it appeals on multiple levels and can focus new members and participants who are interested in their service quickly.
- It can be successful in getting the customer who responds to sign up for courses and trainings
- Used to get recurrent donor support.
- Can attract other marketing tools such as word of mouth.
- Using videos during fund raising events can help develop a sense of understanding for the mission of BuildaBridge.

Implementation of Experiential Marketing

One example for Experiential Marketing for BuildaBridge



- Creation of Video/Pictures for this “place-making” project.
- The pictures provide a stunning difference and creation of an aesthetically pleasing community space for all to enjoy and take pride.
- Creation of several Photos and videos showing completed works, programs.
- Use these materials for Social Media Platforms.
- Can use Experiential Marketing videos/pictures to create an interactive donation campaign or a swipe campaign.
- Creating a video encounter of the experience put to music can help draw on the senses of those watching during a fundraiser event for finding new donations for their global projects.
- Creating interactive social media can tell the story of how the money is used and show programs it is helping as way for sustaining donors.

Experiential Marketing works best when used at an exhibition or event, when the content is engaging, appealing, and personal, and when it is part of an integrated marketing campaign. This example could be one of several videos shown during a fundraiser event, used on social media with direct donation support, and/or during a conference helping to train the next generation of art making and healing projects.

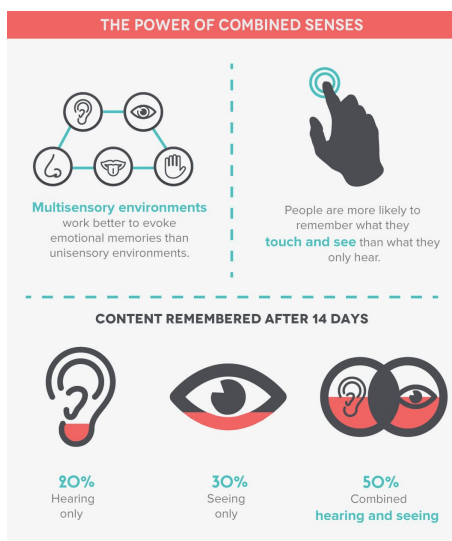
INTERNATIONAL		COMMUNITY—Discovery	
Huston Foundation	\$5,000	Volpe & Koenig Foundation	\$10,000
COMMUNITY - Artology		Philadelphia Cultural Fund Youth Initiative Grant	\$50,000
Lincoln Financial Foundation	\$5,000	National Endowment for the Arts	\$20,000
Sharone Lee Garvin Fund	\$2,800	School District of Philadelphia Office of Specialized Services	\$75,000
Douty Foundation	\$2,500	ADMINISTRATION	
The Adam & Maria Seybert Institution for Poor Boys and Girls	\$4,000	United Way Agenda for Solutions	\$2,500
Allen Hillis Fund	\$4,000	Philadelphia Cultural Fund	\$11,016
Support Community Outreach Program (SCOP), City Dept. of Human Services	\$5,000	The Emergency Aid of Pennsylvania Foundation	\$2,500
American Baptist Home Mission	\$10,000	Wayne Presbyterian Church	\$7,000
BNY Mellon	\$10,000	Lindback Foundation for the Artist Mentor Online Training	\$3,000
PWDC Work Force Development City ARRA Funds	\$2,919	Non-Profit Finance Fund Capacity Building Grant with Technical Assistance - Technology/On-line Institute	\$30,000

Developing the right emotional visual tool can be advantageous for BuildaBridge in marketing to their donors, eliciting professionals of all areas for trainings, and to spread their mission globally.

Evaluation of Experiential Marketing

- Amount of contributions made following fundraising events or a specific campaign creating donors.
- Feedback on Social Media Platforms
- Create an e-mail list of all participants from a fundraising event and send a follow up e-mail after the event thanking them for attending. At the end of the e-mail solicit feedback to assess the effectiveness event.

3. Content Marketing



Marketing goals and objectives:

Content Marketing involves the creation and sharing of online material that is intended to stimulate interest. This content is important for reaching volunteers, trainees, donors, and for international participants in all the programs.

BuildaBridge can create this content from the programs and trainings showing finished art projects, videos of projects and activities. This can become part of the content used for this marketing tool.

Content Marketing can also help market online trainings and national or international conferences.

Implementation of Content Marketing

Content marketing builds connections and relationships thoughtfully and the audiences/participants have the potential to become strong advocates and supporters.

- It is important to have consistency of content throughout all platforms.
- Use of Content Marketing with Experiential videos/photo content.
- Being able to show art making projects through the Community Programs, the International Programs and for the trainings.

Evaluation

- Create surveys to get feedback of classes, trainings.
- Use of analytic tools on social media platforms. Can monitor demographics, sites visited,
- Classes are monitored weekly, after the end of each term, and at the close of the academic year. Teachers and participants fill out online assessment after each class, evaluating the number of students who reached the outcomes of the lesson plan, noting individual progress notes for each child, and the overall execution of the class.
- Quantitative and qualitative findings, noting the number of students, their progress, their comments as well as the opinions of the parents.

4. Events/Conferences

Annual Institute has trained more than 1000 professionals worldwide, and has attracted a faculty of 85 professionals in the field. In an impact study by public policy graduate students from Drexel University, 70% of Institute participants reported applying BuildaBridge methods in their community work. International participants have attended from Australia, Malaysia, Thailand, Palestine, Norway, Scotland, Canada, Haiti, Guatemala, Nicaragua, Israel, Singapore and the Caribbean.

Marketing goals and objectives:

- Social Media and use of E-mail marketing can be used as a tool to stay connected to participants, get online donations, market further seminars and trainings.
- Create 2 more national trainings collaborating with a Professional Development group to reach more individuals throughout the US. Be able to manage past, current, and future volunteers and participants.
- Participation in the conference will be part of the experience and engagement from the conference as individuals learn about bringing art into trauma treatment.

- A way to spread the mission of BuildaBridge and train next generation of artists, healers, and volunteers to bring art infused healing programs to communities around the world.

Implementation

Conferences and Trainings

- Online courses
- 1 and 2 day workshops
- Two Mini Institutes for Restorative Arts Professional Development
- 2-3 day Conferences in collaboration with a Professional Development group promoting trainings nationwide.
- Create marketing for professional development classes and conferences on social media platforms and through website.

Budget – Annual Budget \$7500

- Travel costs for instructors
- Print production
- Annual cost to Professional Development group as line up for trainings cross country.

Registration Costs:

½ day workshops (8-10 individuals)	\$500
Full day workshops (11-20 individuals)	\$900
Full day online training	\$150 (6 minimum)
Single day workshop	\$125
2-day conference	\$250 per person
Online trainings	\$150

Schedule for Conferences

- 1-2 day Conferences offered quarterly.
- 1x/year Full and Mini-Institutes offered in June for 1-2 week program.
- Full day trainings can be arranged with organizations for Friday-Saturday 1 per quarter.

Evaluation

- Measure the number of Annual Institute attendees and year-round training attendees
- Qualitative analysis/feedback of the ways in which the attendees use the methods, tools and knowledge gained in their own fields, jobs, and organizations.
- Surveys sent to past attendees for feedback as to whether the attendees utilize the concepts they learned in their own training, field and leadership roles now.

- The survey to measure number of children, youth and families who are served by the Institute attendees and their organizations.
- The number of attendees is a continual indicator of the popularity of the training BuildaBridge provides through the Institute.
- Program success is also measured through Pre- and Post-test evaluations of knowledge and skills, percentage of attendees who reached the outcomes of the lesson plan, and the immediate feedback from attendees at the close of each Institute on how to improve.
- Quantitative and qualitative findings of number of participants, evaluations for each conference

Recommendations for Future:

It would be important to consider hiring a Social Media Manager to develop and maintain a strong online presence by consistently creating current content and assessing the effectiveness of what is being posted to create better interactive content.

BuildaBridge is in a reconstruction phase of administration and this would be the time to consider all aspects to help with marketing their many programs and to create sustaining and new donors.

Another recommendation is to streamline online trainings and opportunities for National and International Conferences. Creating instructors that can continue to offer conferences and develop trained specialists to work with their communities for art and healing work.

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