



**Help The Homeless Worldwide A NJ Nonprofit Corporation**

**EIN 83-1698753 NPO 0450298355**

**Director: Michael Howlett**

**business@hthcoin.world**

**1-848-221-6383**

**900 Barnegat Blvd N**

**Unit 2406**

**Barnegat, NJ 08005**

### **Mission Statement**

*"Every human being has the right to a fair chance in life. However, around the world, millions are being left behind – disadvantaged, endangered and deprived of basic necessities they need to thrive in the modern world. We can make a change by investing in local and global communities where the poorest people live. We can not only improve their lives but also the broader community. Let us break the vicious cycle of poverty."*

**-The Founders**

## ***Keys to Success***

Utilizing the advertising possibilities of Social Media gives HTHW the opportunity to reach millions of people and increase traffic to the HTHW Platform, thereby reaching more donors and maximizing donations. With the increase in donations, HTHW now has the opportunity to help the homeless in a variety of ways. The HTHW Platform includes Help The Homeless Coin, the HTHW digital currency. With the adoption of digital currency, HTHW can offer partnerships with organizations and businesses to accept Help The Homeless Coin.

## **Organizational Goals**

*Increase Donors*

*Use donations towards homeless*

*Incorporate cryptocurrency*

*Obtain Partnerships with Organizations and Businesses*

*Launch HTHW Platform*

## **Marketing Goals**

*Use all available advertising*

- *Social Media*
- *Newspaper*
- *Radio*
- *Television*
- *Email*

*Use the HTHW Platform to introduce Cryptocurrency to new donors*

*Communicate with Organizations and Businesses*

## ***Pathway to the Future***

By creating an All-In-One Platform for the homeless as well as other nonprofits, HTHW will be able to help the homeless with the resources they need. Creating fundraisers will increase donations to help further our journey and help HTHW obtain funding when donations fall short. Using Blockchain technology to effectively keep track of where the donations are going and what goods are being received is a great way to maximize the best possible use of donations. By using all available resources, we can create a system that is easy for all to use. Our partnership opportunities are not like others, HTHW donates to your organization or business in the form of Help The Homeless Coin.

*Create an All In One Platform for homelessness using existing HTHW Platform*

*Create Fundraisers for the public as well as online*

*Create a ledger where donations can be utilized best*

*Use all available grants, programs and resources available*

*Create Partnerships with Organizations and Businesses to accept HTH Coin*

## ***Humanity's Help***

With the HTHW Platform, the public can subscribe to receive newsletters and emails to know when monthly meetings are, to volunteer, or to voice their concerns and opinions in reference to the homeless. The public will know when fundraisers take place by visiting the HTHW platform. The public can also join our growing online community as well as our social media pages including Facebook, Twitter, Reddit and Discord. The public can gain awareness of HTHW through extensive advertisements on platforms such as Social Media, Newspapers, Television and Radio.

*Subscribe to HTHW Social Media to find events*

*Join the HTHW Online Community e.g Facebook, Twitter, Reddit and Discord*

*Email Newsletters*

*Advertisements*

- *Social Media*
- *Newspapers*
- *Radio*
- *Television*

## ***Fair Chance***

With the #FairChance campaign, anyone can help the homeless easily and without worry. HTHW will have a fast, secure and easy to use platform in which to donate, buy goods, interact with HTHW Team and the homeless themselves. The HTHW Team is active and when needed, volunteers will can be used during events. Using cryptocurrency in an online/offline atmosphere creates a secure, fast, easy to use and transparent system that is easily tracked. With cryptocurrency, individuals can donate HTH Coin to one of our many partners or donate using any method of currency to the homeless right then and there for the items they would need without having to wait.

*Dedicated teams within the HTHW Community to handle specific tasks*

*Showing support to everyone to those in need regardless of story*

*Delivering a quick access platform*

*Using HTH Coin to help the homeless*

## ***Summary***

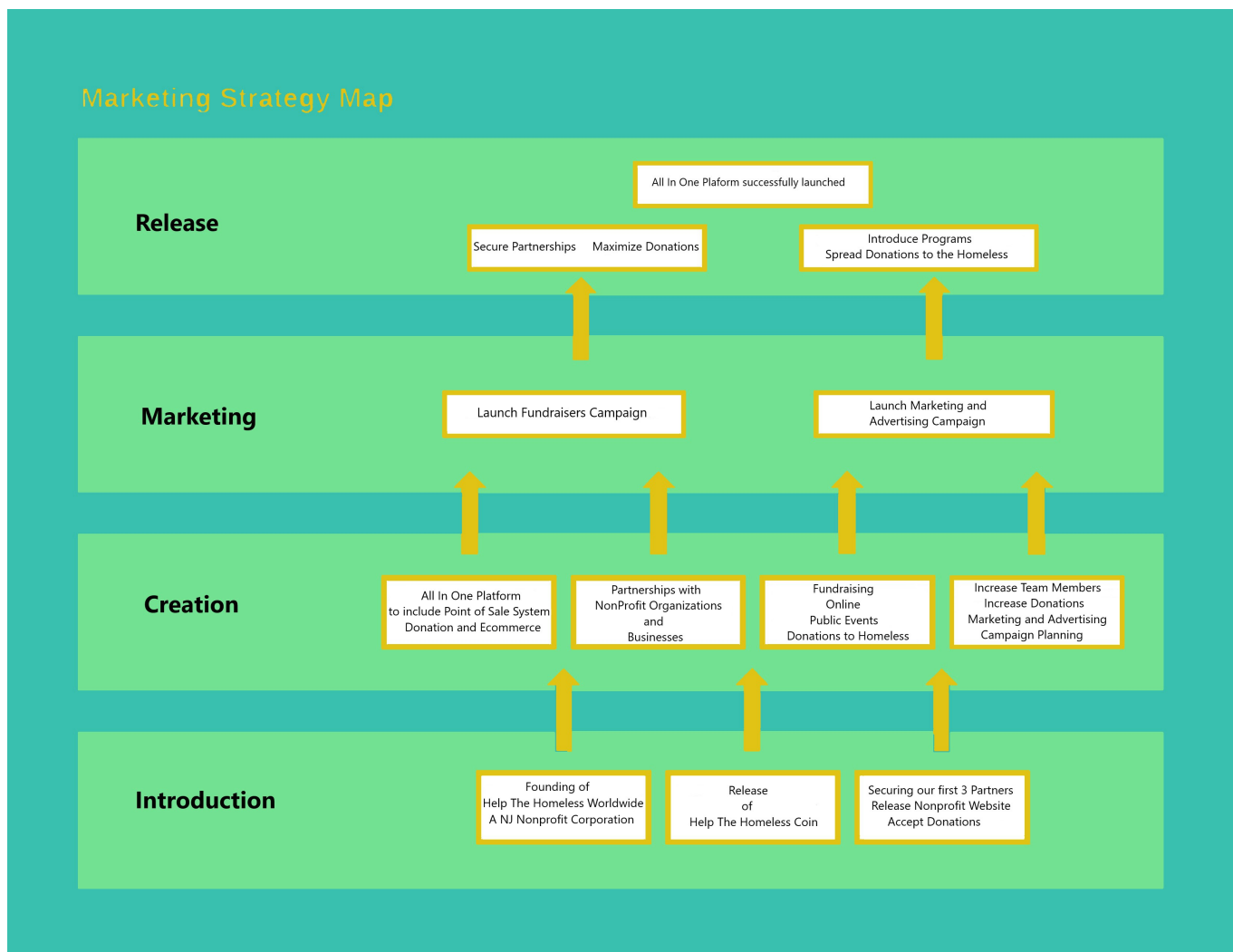
Help The Homeless Worldwide A NJ Nonprofit Corporation is dedicated to ensuring the homeless have the assistance they need in order to be reintroduced to society. The Marketing Strategy and Nonprofit Business Plan can increase donations by traditional methods of advertisements as well as emails and the use of social media. With nonprofit status and 501(c)(3) tax exemption, HTHW can obtain inexpensive to zero cost advertising depending on the method of advertising, the ad itself and the advertising agency. In order to maximize donations we need to bring awareness to the public. The All-In-One Platform is the product that will be in demand for Nonprofits.

We will offer:

- *A Simple Website Layout*
- *Donation Tracking*
- *Tracking Homelessness Statistics*
- *Record Keeping*
- *Donation Platform*
- *E-commerce Platform*
- *Point of Sale System*
- *Access to Resources*
- *Fundraisers*

## Marketing Strategy Map

With this easy to follow Marketing Strategy Map, Help The Homeless Worldwide A NJ Nonprofit Corporation can easily achieve the goals that they have set forth. With the **Introduction** Section COMPLETED, The HTHW team can focus on the second phase of the MSP, **Creation**. Once completed, The Team can launch the Marketing Campaign which includes Fundraisers and Advertising. The Marketing aspect will be more concentrated on the Help The Homeless Coin\*, where Nonprofits and Businesses may receive benefits of the crypto currency.



### 1 Year Plan

### 6 Month Plan

### Monthly Plan

### Help The Homeless Worldwide A NJ Nonprofit Corporation

**\*Help The Homeless Coin is a digital currency aimed at bridging the gap between funding and organizations by being the source of funding. Help The Homeless Coin is trading on Exchanges as well as being accepted as a method of Donation by our 3 partners. To learn more please visit the Help The Homeless Coin Webpage**

**[Help The Homeless Coin Light Paper](#)**

**[Help The Homeless Coin Website](#)**

**[Help The Homeless Coin Explorer](#)**