

## **Organizational Goals:**

### *Monthly*

#### **Maximize Donors:**

Apply to Google Grants for Ads for Nonprofits to increase traffic to the nonprofit website

Secure donations through fundraising campaigns online and in the public sector

Raise awareness through Social Media and Advertisements

- *Google Grants for Ads for Nonprofits approved 1-29-19*
- *One Today App Fundraiser ongoing. 1-29-19*
- *Crowdrise fundraiser ongoing. 1-29-19*

#### **Use Donations Towards Homeless:**

Donated funds will be used to purchase necessary items for the homeless in Care Packages

Create programs to include

- *Job seminars*
- *Health Screenings*
- *Education*
- *Any Additional Resources Available*

#### **Incorporate cryptocurrency:**

Make an easier way to make donating more transparent, accurate and more frequent

- *Help The Homeless Coin is aimed at helping the homeless*
- *Blockchain technology is transparent, easy to trace*
- *Donations can be easily monitored to see what expenses and donations are available*
- *Available for anyone to see transactions*
- *Donations can be reoccurring on a daily, weekly or even monthly basis*

### **Obtain Partnerships with Organizations and Businesses:**

Securing partnerships with those who share the same vision and those who want to make a difference. Partnerships may include incentives through cryptocurrency to benefit the partners ability to donate more frequently by setting up Masternode for reoccurring payments and or donations

- *Masternodes offer daily payments thus enticing the donor to donate more*
- *Partners have the ability to advertise on the HTHW Platform at no cost*

### **Create the HTHW Platform:**

A simple website layout to include Nonprofit information

Access to global resources for homelessness

Ecommerce

- *Help The Homeless Coin can be used to purchase items as well as Conventional Methods*
- *Shoppers have the ability to shop on Smile.Amazon using the HTH link*
- *HTH Point of Sale System allows shoppers to donate items purchased with HTH Coin*

Donation Tracking

Homeless statistics and more

### **Marketing Goals:**

Use all available advertising

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

Using a wide variety of advertising will allow for increased viewership on a larger scale

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

Cryptocurrency allows nonprofits to monitor and track donations

The homeless will be able to access resources in their local area based off of zip code

An ecommerce Point-of-Sale System to allow donors to purchase items for themselves or for the homeless using conventional methods or HTH coin

Cryptocurrency ease of access can make it the *go to* for the homeless

**Communicate with Organizations and Businesses:**

Keep partners updated on all activities

**Summary:**

Help The Homeless Worldwide A NJ Nonprofit Corporation uses the Monthly Plan to ensure the best way in keeping things as simple as possible while maximizing the donors. This way, the donors can feel more comfortable knowing that they can donate to an amazing cause while doing so on a secure platform and their donations are being used appropriately