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Nonprofit Overview



Nonprofit Overview

Welcome to rEvolve

We are a community of volunteers and philanthropists in Orange County, California. We believe that it is our responsibility as residents to maintain a clean ocean, plant trees, and support open green spaces.

We take action every day to improve and beautify OC communities by getting schools, neighbors, and local businesses involved.





Value Proposition:

Our Earth is something we all have in common. rEvolve OC provides local activities and educational programs to bring our community stakeholders together to make sustainability fun and interactive.

We sponsor various programs that include plant-a-tree days, beach clean-up events, and environmental education throughout our school districts.

We work to encourage community participation for a greener and cleaner environment for both our current residents and future generations.

Our Nonprofit Objective: Simple — build a better environment starting locally.





Marketing Plan





Executive Summary



rEvolvE OC is an Orange County-based not-for-profit organization that encourages our community to get involved in environmental causes.

We sponsor various community activities, such as our “plant-a tree” program as well as educational programs in partnership with our local schools.

Our vision is to take rEvolvE OC to the next level by increasing brand awareness amongst millennials, working professionals, and baby boomers. To do so, we will focus on optimizing content and engagement through our site and various social media platforms to find new opportunities to drive both engagement and donations.

We will also analyze some of rEvolvE OC’s competitors to determine the best opportunities for growth that will push us to the front of the pack.



Market Analysis

General donations: Capitalize on the positive trend!

- Corporate giving in 2019 reached \$75.69 billion — 2.5% increase from 2018. (1)
- Americans gave \$449.64 billion in 2019. This reflects a 5.1% increase from 2018. (1)
- In 2019, the largest source of charitable giving came from individuals at \$309.66 billion, or 69% of total giving. In four of the last five years, charitable giving by individuals has grown. (3)
- Giving in 2019 increased in nearly every sector, with double-digit growth in gifts for education (12.1%) and environment/animal organizations (11.3%). (1)
- Charitable giving accounted for 2.1% of the total GDP in 2018. (1)
- Historically, charitable giving rises about one-third as fast as the stock market. (2)
- Approximately 90% of high net worth households give to charity. (4)
- On average, high net worth donors gave \$29,269 to charity in 2017. In comparison, general population households gave \$2,514 on average. (4)

Sources:

(1) Giving USA 2020

(2) The Foundation Center

(3) National Philanthropic Trust

(4) Indiana University Lilly School of PHilanthropy Women's Philanthropy Institute | Women Give 18: Transmitting Generosity of Daughters and Sons



Market Analysis



A quarter of all adults make up the volunteer pool:

- It is estimated that 25 – 30% of U.S. adults volunteered in 2017. Approximately 77M Americans lend their time, talents, and energy to making a difference. (2)
- The time volunteered equates to approximately 8.8 billion hours, or \$195.0 billion. (1)
- Interestingly enough, many retirees turn to volunteering as a way to spend their free time, socialize with others, give back to their community, and stay healthy. Volunteering allows people to participate in activities that truly benefit themselves and others.

Sources:

(1) The Urban Institute | National Center for Charitable Statistics 2019

(2) The Corporation for National and Community Service





Competitor Analysis

Keep America Beautiful (KAB)

- Established in 1853
- End littering, improve recycling, beautify communities
- Have a volunteer program, an affiliate program, and a partnership program
- Run educational and awareness-raising programs
- Have a diverse working environment
- Give grants for communities
- Have programs, campaigns, initiatives
- Able to raise millions of dollars
- Plant millions of trees
- Use Facebook, Instagram, YouTube, Twitter & LinkedIn



KEEP AMERICA
BEAUTIFUL





Competitor Analysis



Los Angeles Beautification Team (LABT)



- Established in 1992
- Water conservation, greening, school campuses, graffiti removal, free trees for yards and schools
- Plant 1500 trees per year
- Remove 2 million sqft. of graffiti
- Involved with over 140 public schools
- Have a donor wall featuring businesses from 17 organizations
- Working with LA City Mayors and Federal departments

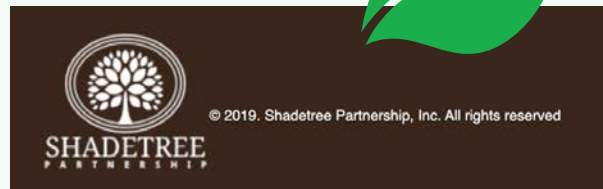




Competitor Analysis

Shadetree Partnership

- Established in 1990
- Focused on planting trees
- Working at one nursery
- Hands-on volunteering program
- Donation program



Competitor Analysis



Keep America Beautiful	Los Angeles Beautification Team	Shadetree
<p><u>Strengths</u></p> <ul style="list-style-type: none">• Established 1853• Wide range of programs• Educational programs• Receive millions in donations• Give grants to communities• Planted millions of trees• Strong social media presence <hr/> <p><u>Weaknesses</u></p> <ul style="list-style-type: none">➤ Nationwide programs➤ Nothing tailored to each city➤ Chapter programs are quite limited➤ Some programs are not continuous➤ Short-lived programs	<p><u>Strengths</u></p> <ul style="list-style-type: none">• Established 1992• Focused on LA City• Address LA problems (graffitti)• Work with Mayors and Feds• Involve schools• Plant trees• Water conservations <hr/> <p><u>Weaknesses</u></p> <ul style="list-style-type: none">➤ Work in LA City➤ No social media presence➤ Limited educational programs➤ Give away trees but no gardening support with it➤ No follow-ups on backyard and school work	<p><u>Strengths</u></p> <ul style="list-style-type: none">• Established 1990• Focused on OC• Plant trees• Work in one nursery• Heavy on volunteering• Donation program <hr/> <p><u>Weaknesses</u></p> <ul style="list-style-type: none">➤ Work only on planting trees➤ One nursery only➤ No educational programs➤ Limited donations➤ No social media presence





How We'll Engage Our Community

- ★ We are focused on OC
- ★ We address OC-specific needs
- ★ We have educational & awareness-raising programs
- ★ We have volunteering, donorship, and sponsorship programs
- ★ We implement resource conservation programs
- ★ We get schools, neighbors, and businesses involved
- ★ Our programs are sustainable long-term
- ★ We have social media presence
- ★ Our programs encompass diversity
- ★ We reflect OC spirit and culture



Demographics by Geography

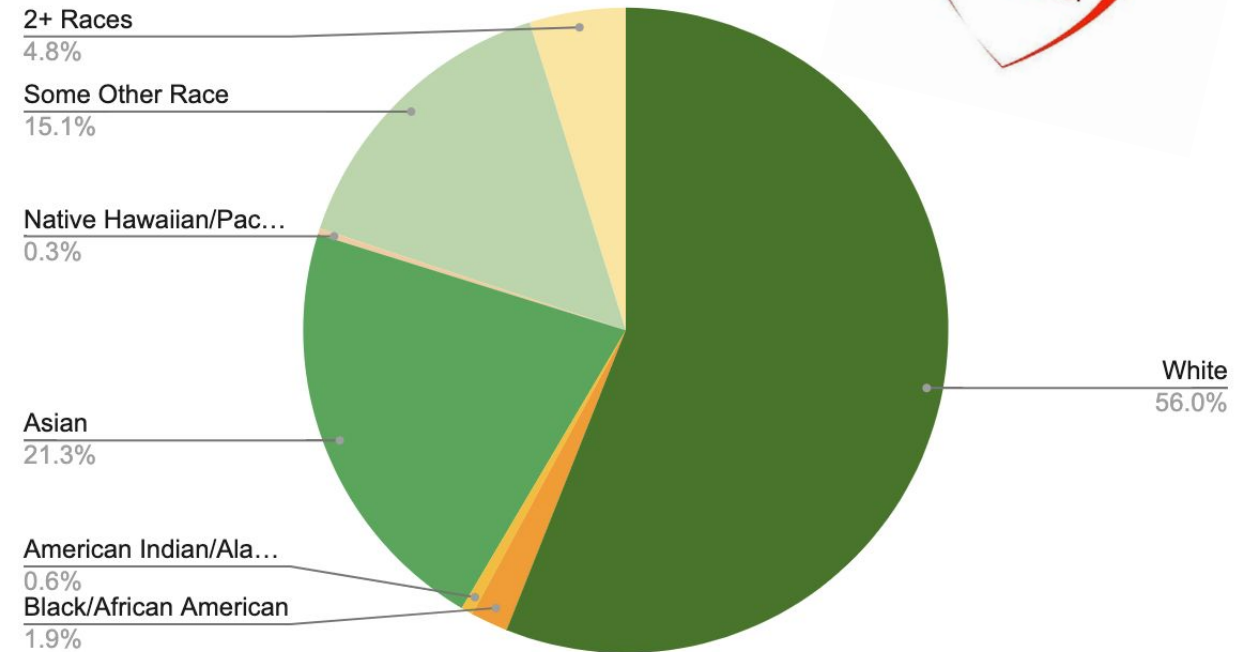
Population **3,211,511**

White **56.02%**

Asian **21.32%**

Orange County's Health Improvement Plan demographic research from 2020 reflects a high percentage of white and Asian populations. Creating marketing developed for the Asian population will not only increase our donations and volunteer base but will also create trust within that community by making them an important group to our cause.

Population by Race

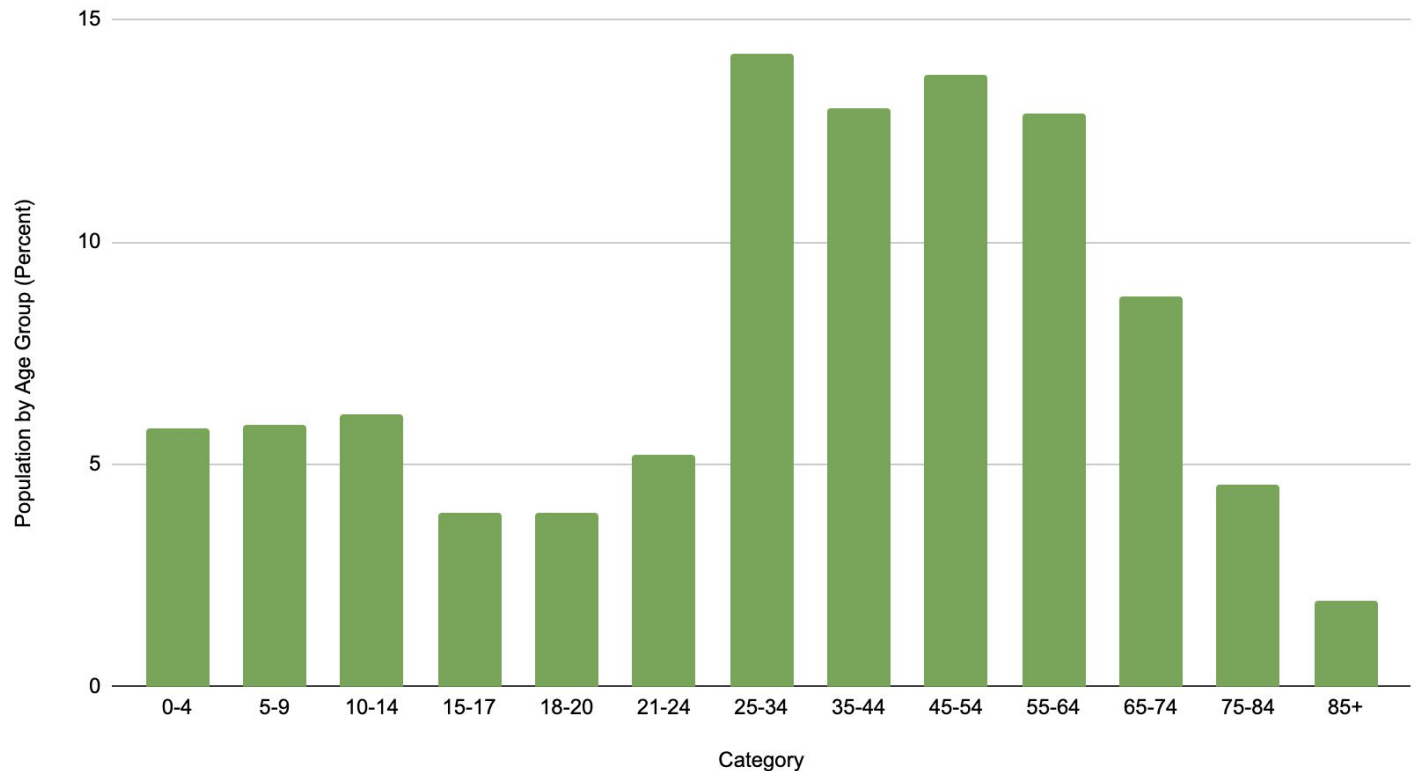


Demographics

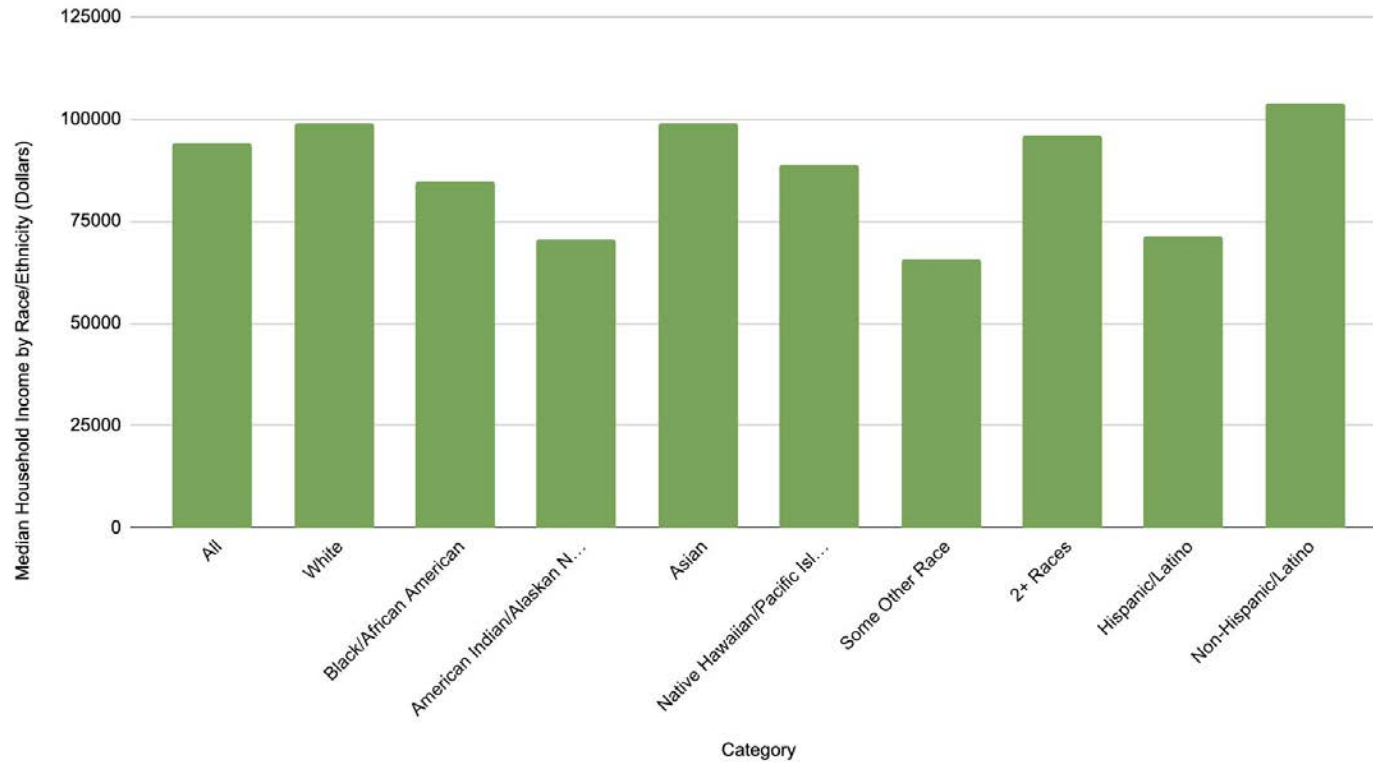
- Age 25 – 74
- 50.66% Female
- 49.34% Male

Orange County's Healthier Improvement Plan demographic research from 2020 also shows a high percentage of the population being between the ages of 25 – 74, with a near-balance of men and women. We want to include the 20 – 24 age range, as we feel they are a great target audience for our volunteer groups, as their mindset is to make a difference in the world.

Population by Age Group (Percent) vs. Category



Median Household Income by Race/Ethnicity (Dollars) vs. Category



- Upper middle class
- College degree (BA 25.90%)
- Households w/ children 37.47%



Target Audience



	The Group Donor	The Individual Donor	The Volunteer
	Small/Corporate Businesses, Organized groups	Baby Boomers, Generation X, Millennials	Gen Z, Millennials, Baby Boomers
Age	25 – 65	25 – 74	20 – 35 & 57 – 75
Gender	Mix	Mix	Mix
Education	College Degree	College Degree	Currently in College, College Degree
Status	Upper Middle Class	Upper Middle Class	Middle Class & Upper Class
Concerns/Interest	Sustainability, Environmentally Conscious, Give Back Mentality	Sustainability, Environmentally Conscious, Give Back Mentality	Sustainability, Environmentally Conscious, Wants to Limit Carbon Footprint
Main Channels	Facebook, LinkedIn, Instagram, YouTube, Reddit	Facebook, LinkedIn, Instagram, YouTube, Pinterest	Facebook, LinkedIn, Instagram, YouTube, Snapchat, TikTok



Baby Boomers

Our Target Donation Givers & Volunteers for Educating Our Youth

- Independent & self-assured
- **Philanthropic**
- Competitive
- Goal-centric
- Mentally focused
- **Team oriented**
- **Equate authority with experience**
- **Remembers the old OC and values the old ways**
- **Disposable income**
- **Flexible with their time**





Bored Boomers



Name: Bored Boomers Age: 75 Location: Laguna Beach, CA

Education: University of Southern California, UCLA

Industry: Retired Title: C-Suite, Charitable Giving

About:

Retired and looking to give back to their favorite place in the world and make Orange County a better place for their grandchildren.

Values and Goals:

Enjoys hanging out with family, spending time at the beach, and vacationing in Hawaii. They are looking to become more involved in charitable giving and volunteering their time.



Generation X

Our Target Donation Givers

- Flexible & highly educated
- Values independence & work-life balance
- Like reviews, loyalty programs, discounts
- Technologically adept
- Self-sufficient
- Resourceful & individualistic
- **Consider sustainability factors when investing:
Will my investment contribute to a more
sustainable world?**





Donor Dr. David



Name: Donor David Age: 52 Location: Irvine, CA

Education: MD, UC San Diego School of Medicine

Industry: Medicine Title: Doctor of Pathology

About:

Upper class, passionate about work, loves the outdoors and nature.

Values and Goals:

Values family and a healthy lifestyle. Seeks to make a difference in the world be it medicine or supporting an important cause.

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Millennials

Our Target Volunteers & Donation Givers

- Creative multi-taskers
- Confident, ambitious
- Achievement-oriented
- Seek new challenges at work
- Curious, liberal, idealistic
- **Passionate about social issues: i.e. civil rights/racial discrimination, healthcare, education and employment**
- **Optimistic: life and work should be worthwhile and have meaning**
- **Focused on making a difference: professionally, socially, politically, and economically**





Corporate Chris



Name: Corporate Chris Age: 42 Location: Irvine, CA

Education: MBA, University of Southern California

Industry: Investor Title: CEO of multiple startups

About:

Upper middle class, hardworking, plays golf at least once a week with colleagues & potential business partners.

Values and Goals:

Work hard now to secure a better retirement for oneself and one's family and be able to enjoy the splendors of life. Be well known in the community as "do-gooder."

Give-back mentality.

"The day you find out who you are is when you look back and realize that it was never the words, rather your actions, that defined you."

— Shannon L. Alder



Generation Z

Our Target Volunteers

- Work-life balance
- Racially & ethnically diverse
- Music lovers, avid gamers
- Digital-ites
- **Want to make a positive difference in the world**
- **Desire to find/create meaning**
- Highly educated
- Value a personalized experience
- **Want brands to authentically care**
- Pragmatic
- Liberal minded





Volunteer Vanessa



Name: Volunteer Vanessa Age: 20 Location: Irvine, CA

Education: University of California, Irvine, studying Sociology

Industry: Hospitality Title: Waitress, Native Foods

About:

Gen Z, Green Party, vegan, animal shelter volunteer.

Values and Goals:

Enjoys hanging out with friends, reading, practices green living. Big supporter of shrinking her carbon footprint.

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Branding



Logo

Brand Name:
rEvolve OC

rEvolve OC

Let Earth Breathe

Tagline:
Let Earth Breathe

Brand Name:

rEvolve

“renew” + “evolve” = (rE)(evolve)

Color Scheme

Green, Orange & White



Design Theme:

Fresh, Clean Look

Brand Voice:

Positive, Caring, Creative & Humorous

Brand Personality :

Optimistic, Approachable, Simple
Living, Smart Ideas





Conductive Keyword Research



Competitor A:
Los Angeles Beautification Team

Top Ranking Keywords

Your top keywords sorted by ranking position.

Keyword	Rank
planting tree la	3
city of los angeles water challenges	4
reforestation projects los angeles	6
stormwater capture los angeles	8
los angeles office of community beautification	11
school murals	12

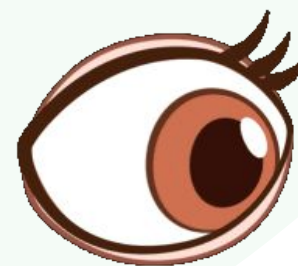
Source: Moz.com

Competitor B:
Shadetree Partnership

Top Ranking Keywords

Your top keywords sorted by ranking position.

Keyword	Rank
shade tree nursery	3
treeplanting orange county	7
shadetree	10
shade j uci	10
tree shade logo	16
red cross club at uci	18
uci plants of orange county	18



Keyword Suggestions



Keywords:

- Tree planting
- Planting trees

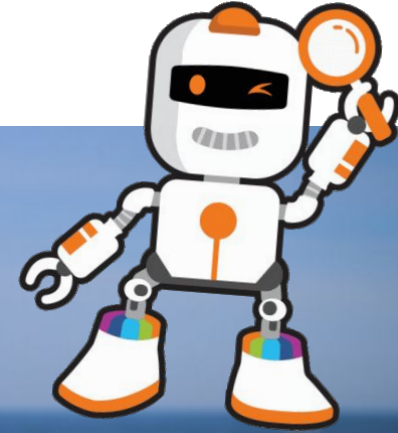
Searches related to tree planting orange county

tree planting **volunteer** orange county
fruit tree **nursery** orange county ca
tree planting **volunteer opportunities near me**
plant trees orange county
wholesale nursery orange county
tree planting **volunteer near me**
plant nurseries in orange county
environmental volunteer opportunities orange county

- Tree Planting Orange County
- Tree planting volunteer opportunities OC
- Tree planting volunteer opportunities near me
- Reforestation projects



Keyword Suggestions



Cleanup OC

Searches related to clean up OC

huntington beach clean up	nonprofit beach clean up
newport beach clean up	laguna beach clean up
seal beach clean up	beach clean up day 2020
orange county coastkeeper	beach clean up southern california

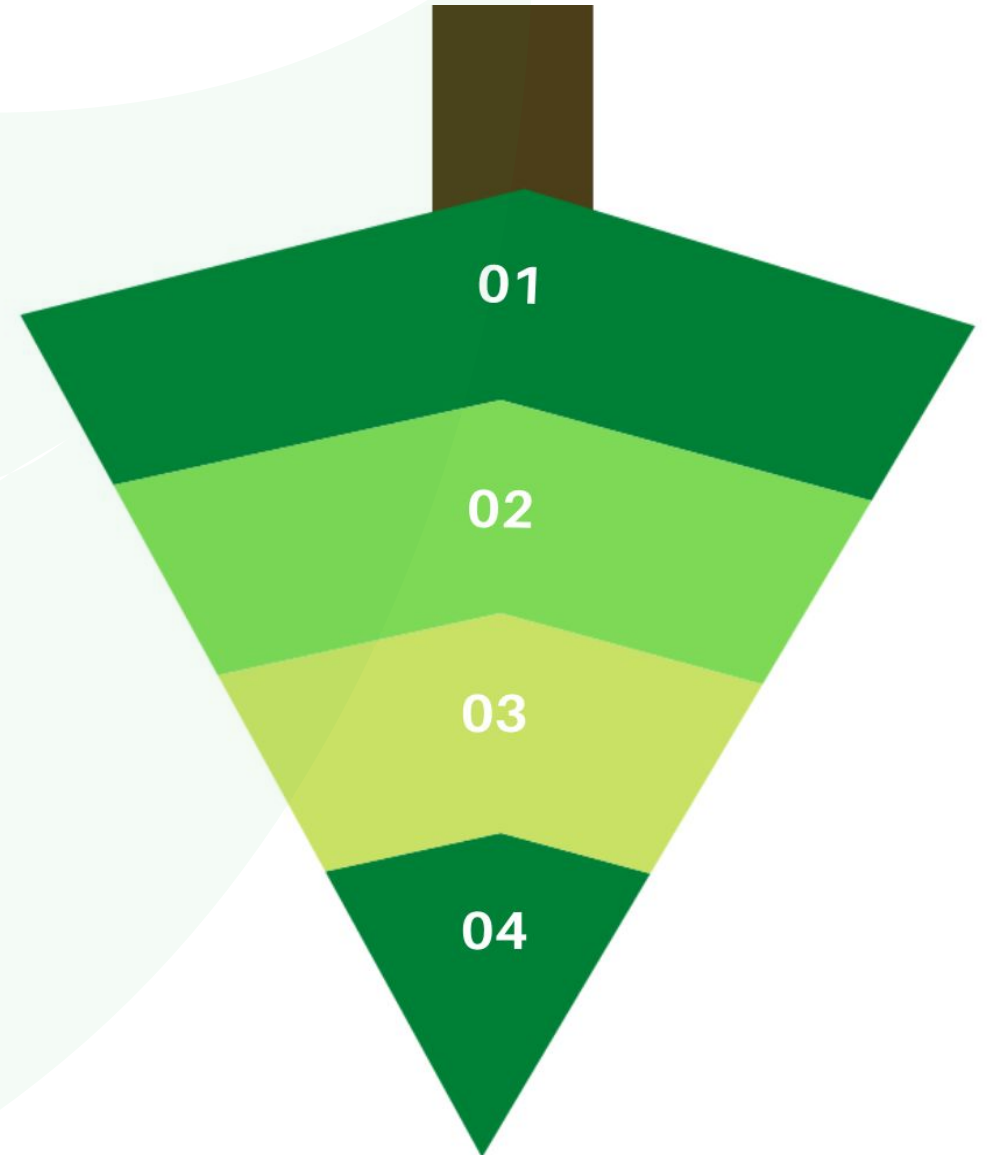
Keywords:

- Cleanup OC / clean up OC
- Beach clean up OC
- Beach clean up Orange County
- Nonprofit beach clean up OC
- Nonprofits near me
- Vision Orange County
- Elementary school beautification ideas



Explore Steps in the Conversion Funnel & Associated Behaviors

- 01 Awareness/Interest
 - Instagram/social media
 - Keywords
 - Educational workshops
 - Observing club activities
- 02 Consideration
 - Researching rEvolvE online/visiting our website
 - Reaching out to partner organizations
- 03 Conversion
 - Signing up for activities
 - Donating
- 04 Advocacy
 - Organizing events
 - Mentoring
 - Actively reaching out for donations



Marketing Objectives



1

Amplify awareness of rEvolve OC increasing monthly website visitors by 10%

2

Increase monthly social media engagement by 5%

3

Increase monthly volunteer sign-ups by 10% through our site

4

Increase monthly donations by 10%

1

2,000 additional
unique site
visitors each
month

2

250 new
followers on
Facebook
each month

3

50 volunteer sign
each month

4

5,000
donations each
month





Objective

1

Amplify awareness of rEvolve OC increasing monthly website visitors by 10%

Marketing Strategy

1

Organic and paid social media ads and podcasts to increase awareness and engagement with rEvolve OC

Tactics

1

We will optimize our keyword and SEO strategy to make rEvolveOC appear on the first page of search results.

Influencers, bloggers, or environmental activists to feature rEvolve OC in upcoming content and provide a “dofollow” backlink to rEvolve OC.

Add social media widgets on our site to follow rEvolve OC on social media.





2

Increase monthly social media engagement by 5%

Marketing Strategy

2

Paid social media ads through Facebook, LinkedIn, and YouTube to reach our target audience

Tactics

2

Schedule social posts to send at optimal times increase our reach.

Create intriguing headlines to increase click-throughs.

Shareable videos, images, and posts.

Interact with people through comments, tagging/mentions.





3

Increase monthly volunteer sign-ups by 10% through our site

Marketing Strategy

3

Optimize website with high-quality videos, images, and content showing how to get involved with rEvolve OC activities.

Tactics

Embed shareable and engaging videos.

3

Provide “Chat now” functionality for easy communication with site visitors looking to get involved.

Send emails to reach new sign-ups and follow up with existing or interested volunteers.

Optimize site for mobile: easy for more people to spread the word and get involved.

Provide internal links from our blogs to various activities and participation opportunities.





4

Increase monthly donations by 10%

Marketing Strategy

4

Optimize mobile-friendly donation process

Tactics

4

Clearly display the “Donate” button without having to scroll, making it easy to locate on each page.

Offer multiple ways to give (i.e., donate directly through Facebook).

Optimize email on mobile: send monthly, personalized message and thank you.

Increase the speed of page load times on mobile.





On- & Off-Site[🌿] SEO

SEO Outreach

Outbound SEO efforts include form emails and outreach in pursuit of backlinks to our website from high authority/ranking websites within the volunteer and donation space here in Orange County.

Volunteers.oneoc.org

Site dedicated to volunteer opportunities in Orange County.

Coastkeepr.org

Coastal cleanup volunteer organization.



Surfrider.org

Ocean-minded organization.

Organizersforcharity.org

Orange County-based charity directory.



Our on-site efforts included meta descriptions, meta titles, internal links, outbound links, and robot.txt.

H1, H2, H3, H4

SEO is implemented organically through our headlines

Internal Links
Anchor Links
Outbound Links



Meta Description

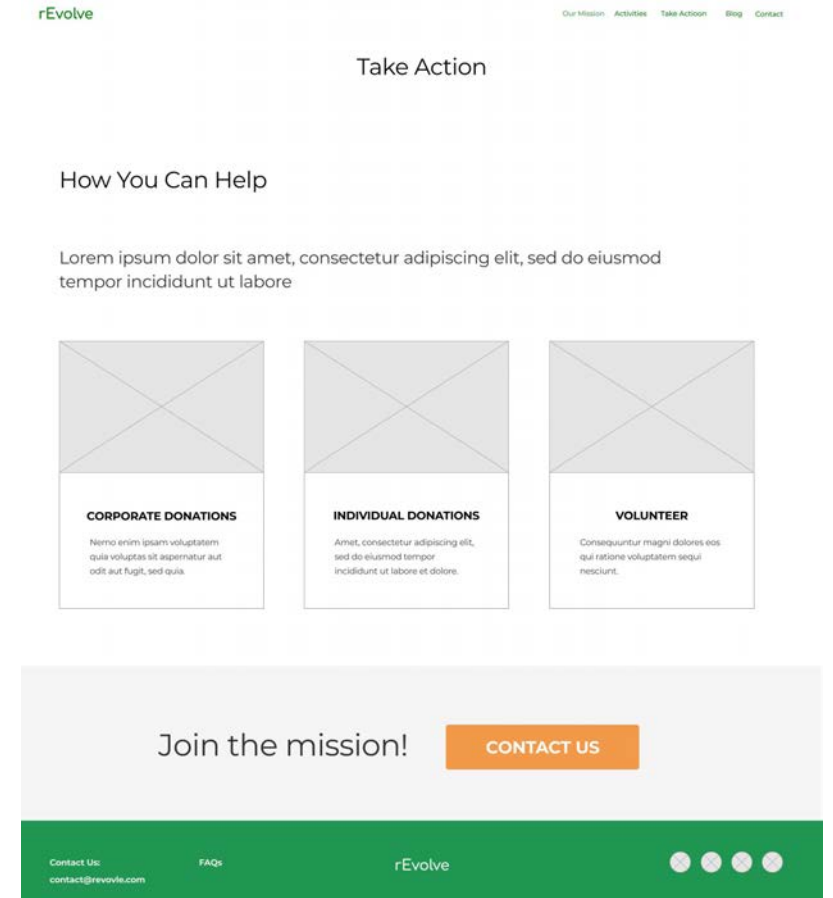
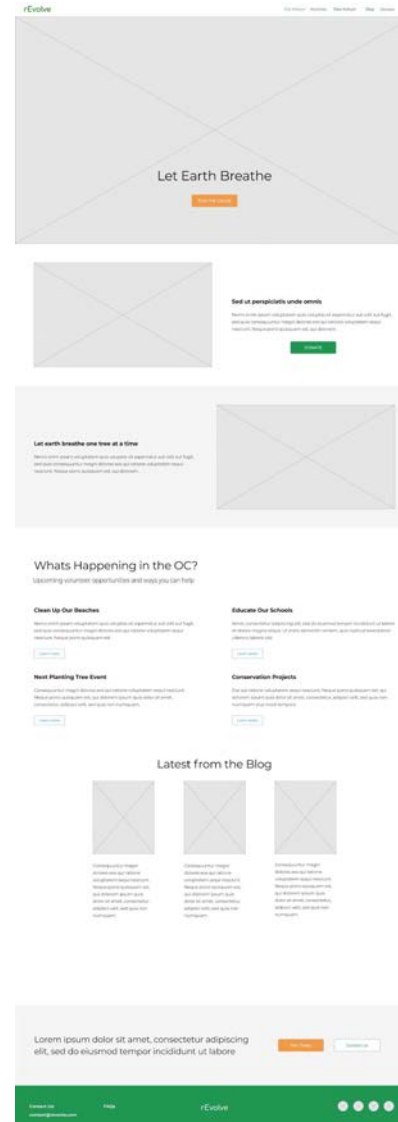
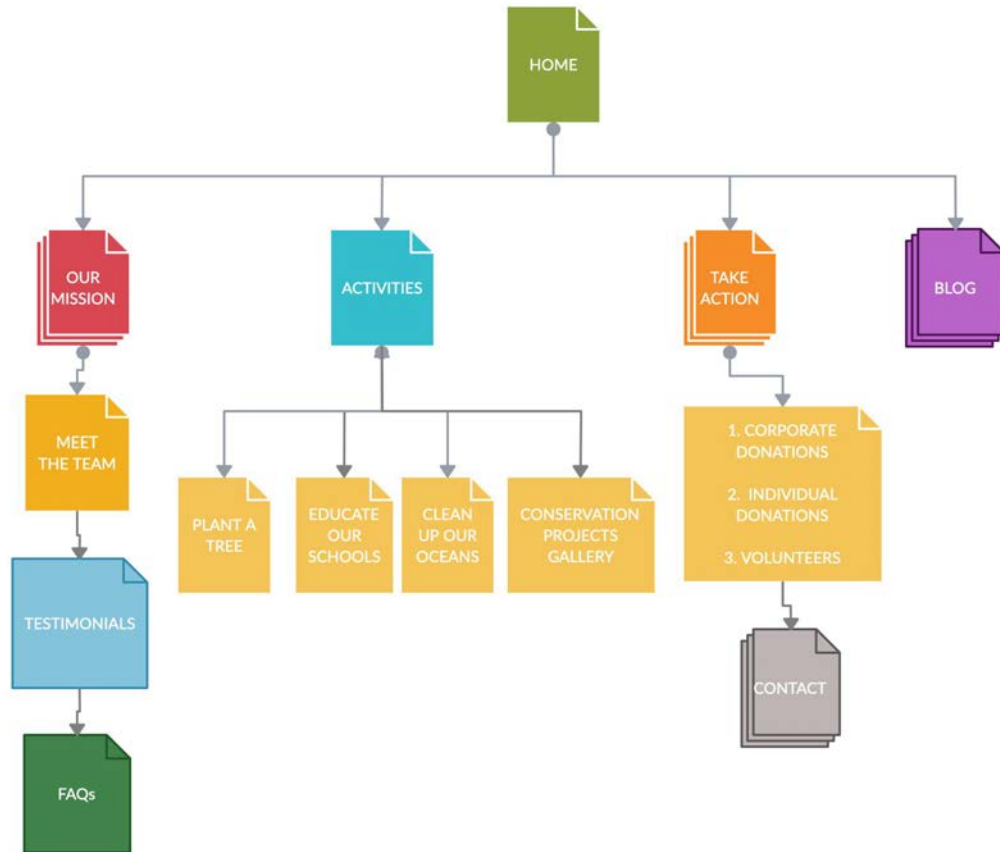
The website images, blogs, and pages have meta descriptions with SEO

“Dofollow” “Nofollow”



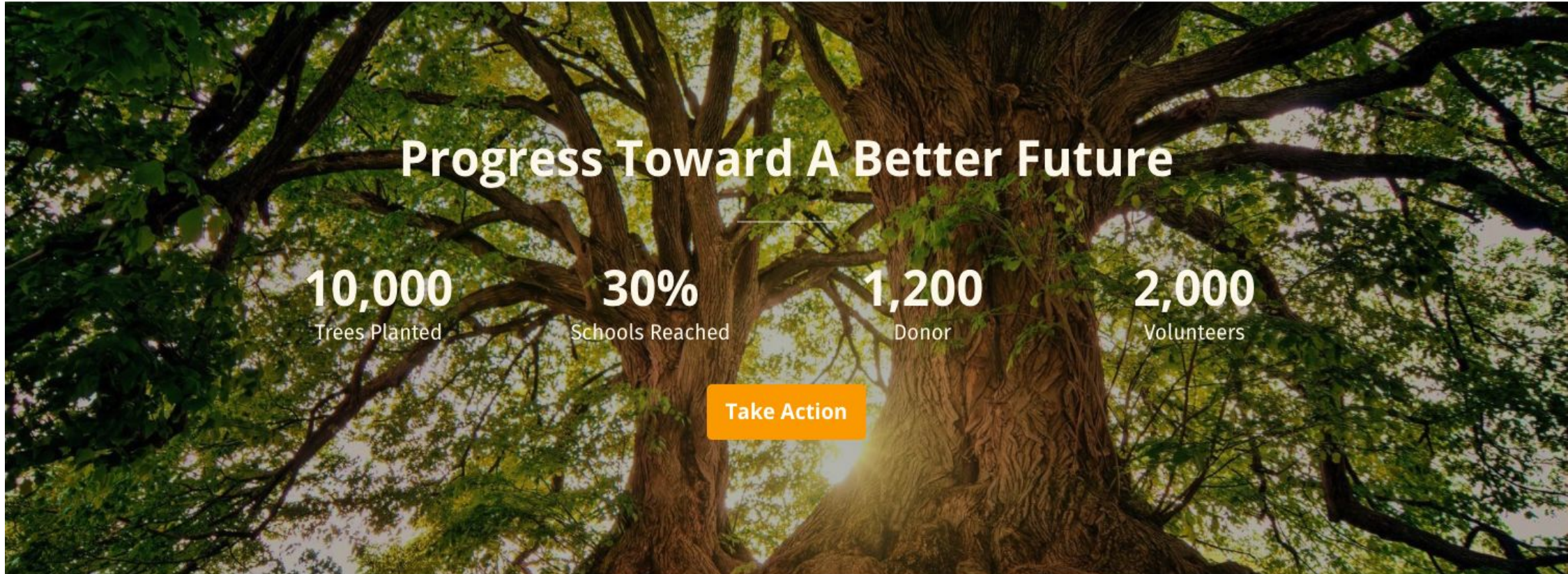
Website Planning

Website Planning





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Let Earth Breathe





Thank you!



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