

KRA	KPI	Metric Goal for September 2024
Lead Generation Across Channels	Number of leads generated through email campaigns	Lead Indicator: - Send 5 email campaigns targeting potential Vongsters - Number of emails sent and delivered (goal: 90% delivery rate) Lag Indicator: - Generate 50 qualified leads for the Recruitment Team
	Number of leads generated from social media platforms	Lead Indicator: - Run 5 social media campaigns (LinkedIn, Instagram, Facebook) Lag Indicator: - Generate 100 qualified leads for the Marketing and Partnerships Teams
	Number of leads generated through contests and referral programs	Lead Indicator: - Attract 200 participants through contests - Collect 10 referrals from VONGles - Generate 2 new partner leads, 2 new members, and 2 new sponsors Lag Indicator: - Generate 100 qualified leads for the Partnerships and Fundraising Teams
Lead Quality	Actionable steps to ensure leads are qualified and ready for other teams	Lead Indicator: - Implement a lead screening process based on set criteria before passing leads - Coordinate with relevant teams (Recruitment, Partnerships, Fundraising) to understand their lead requirements - Ensure proper segmentation of leads for follow-up (goal: 75% of leads passed with full info) Lag Indicator: - 75% of leads generated across all campaigns are qualified and ready for follow-up by Recruitment, Partnerships, Fundraising Teams

Action Steps: - Tailor email content to highlight Vongster recruitment opportunities - Segment email lists based on audience readiness to convert - Coordinate with Pa
Action Steps: - Create targeted social media ads focused on partnerships and collaborations - Use lead capture forms linked to campaigns to streamline contact
Action Steps: - Organize and promote contests across digital channels - Incentivize referrals from VONGles with recognition or rewards - Work closely with Pa
Action Steps: - Establish a consistent lead qualification process (screening by engagement, interest, and demographic fit) - Maintain a regular feedback loop with Pa

with the Recruitment Team to ensure lead criteria match their need

ect info collection - Collaborate with Marketing and Partnerships Teams to align on the type of leads needed

rtnerships and Fundraising Teams to refine contest and referral goals and ensure lead quality

with the Recruitment, Partnerships, and Fundraising Teams to ensure lead quality matches their needs - Divide leads into segments (e.g., highly engaged, warm, cold) for targeted follow-up