



World Peace Catalyst Fund

2023 Strategic plan

2/7/2023

World Peace Catalyst Fund has survived the first year and will continue to enjoy success. Our low operating costs allows us to sustain operations for the long haul without a need of a donor base or grants. We continue to focus on what we can do with the resources available to us. In 2023, WPCF is focused on 4 main priority areas: Grants & Donations, Advertising, Social Media Presence and General Maintenance.

Grants & Donations

While we enjoy low operating costs, in order to expand operations and make a lasting and evident impact, we will need to find & obtain a steady source of funding. We have obtained 1 grant so far which is the Google Ad grants of 10k/month indefinitely which we are making the most of.

In the 2022-year cycle, WPCF was able to identify the Department of State as a source of funding made available through the various embassies in grants to programs that support people to people ties. WPCF applied to about 10 of these grants in 2022 just to get our name out there, with little expectation of receiving anything. As expected, we received nothing, however the embassies are hearing about us.

In the 2023-year cycle, WPCF has identified 30 grants from the same grant program offered by the Department of State. We have applied to all 30 grants for a grand total of \$1.794 million dollars. We do not expect to obtain all the grants, however we reasonably expect to win a few of them. In the years to come, we expect to win all the grants from this program that the embassies offer. The biggest difference between the 2022 year cycle and 2023 year cycle was the creation of our backbone argument 'Treatises of World Peace' which we attach to every grant application. The Treatises of World Peace is a pseudo philosophy/business publication produced by us that details a social mechanism guaranteed to bring world peace systemically.

In addition to grants offered by the Department of State, WPCF has also identified the National Science Foundation and the Department of Defense as other organizations that will have grants which we qualify for. WPCF expects the grants for these organizations to be much more intensive as they will require explicit details in our experimentation. 2023 will be spent identifying these grants, establishing contacts and creating a general rough draft of a grant proposal we can use for these new organizations.

WPCF has also identified an Amazon grant which covers all of our cost of operating the IT infrastructure for this organization. We only spend on IT infrastructure costs which is around \$50 a month. This is what keeps us surviving as we search for a steady money supply.

WPCF is working on compiling a list of other non-profits in the World Peace space that may offer grants to us. In the 2023-year cycle, we will conduct an organization outreach to introduce ourselves and request money to run our cross-cultural program. We fit a niche that nearly all the organizations can back so we hope to see great success in this effort.



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WPCF has collected no donations to date, however since we have received the Google Ad Grants, we have seen the number of people who navigate to our donation page increase. WPCF is actively researching standard methods that other nonprofits use to get people to donate. WPCF has already identified the use of funnels as a way to get people to donate. We have created a couple of donation funnels. 2023 will be spent optimizing and learning from our donation funnels so that we may be able to generate consistent donations.

To compare and contrast, we started in 2021 with only a donation page and no one was viewing it. In 2022, we started to receive traffic thanks to the Ad grant by Google. In 2023, we hope to convert these viewers into actual donors and raving fans.

While 2022 gave birth to our new donation page during the website overhaul, in the short time that we have lived in 2023, we spent updating the donation page. The donation page now accepts around 30 currencies from around the world. We have a Hook-Story-Offer style narrative that has emotional appeal. We plan to continue updating it in 2023 by adding a PayPal payment method and a Donor Advised Fund payment method. Research has shown that donors like multiple options for payment. Time permitting, we will also work to internationalize the site so that the donation page can be read in multiple languages from around the world.

Advertising

While we have no budget to expand our programs, we do have an advertising budget thanks to Google Ad Grants. WPCF plans to make the most of this money to raise awareness and educate people on our systemic method to bring peace. We have found that most non-profits that are awarded the Google Ad Grants can only manage to spend an average of \$350 a month. Since receiving the grant in 2022, we spend all \$10k a month because world peace is such a broad space to work in.

Funnels are the most current way of advertising on the internet. WPCF has about 30 webpages which we can create funnels for and advertise. In 2022, we only had time to set up about 41 funnels. This has driven about 34k people to visit our site.

In 2022, we also spent a good deal of time reading and researching online advertising strategies and techniques. In our research, we found that we needed to establish a customer avatar to be able to target our market. We have identified 26 customer avatars. For 26 customer avatars to whom we advertise our 30 webpages for, we have identified that we need to create about 1500 funnels. To compare, one consultant company charges about \$25k to create a funnel. Our advertising platform will be worth multiple millions of dollars.

2023 will be spent creating the 1500 funnels. This entails finding keywords, making headlines and making descriptions for the advertisements. On top of all that, we also have to work to optimize the advertisements so that customers are hooked and retained throughout the entire buying process. To date, we have identified about 1300 keywords that covers an approximate 28 million searches a month. To compare and contrast, there are about 90 billion google searches a month. We cover about 0.0001% of all searches. Although this may be small, it is measurable and probably much more significant than any of the other groups working in this space. #Note numbers are off the top of my head so they are ball park figures.



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In 2022, our funnels brought in traffic at an average cost of \$0.66 per viewer. Compare this to an average of \$5.00 per viewer. This is a success we hope to continue into 2023 as we ramp up our advertising platform. Our best performing funnel brings in customers at \$0.10 per viewer.

Our advertising platform also supports our donation page viewing. Many people who read our reports migrate over to the donation page and consider donating. We are on the cusp of converting them.

Social Media Presence

During the 2022-year cycle, through our research in online marketing, selling and advertising, WPCF learned that social media presence is immersing as ever more important. One author, Russel Brunson, the guy whose book is hailed as the ultimate guide to internet selling, states something along these lines: If you can run a social media campaign posting twice a day and commenting on 10 posts a day, you will never run into money problems again.

We have vibrant Social Media pages. WPCF runs an Instagram profile, a Facebook Page and a Facebook Group. Together, they have about 10k followers. 2021 was the year our social media campaign was active. We ran out of time and could not create more content. In 2023, we have started to comment on at least 10 Instagram posts on profiles in our space. This has generated a consistent traffic on our Instagram profile and has increased our following significantly. This is the way to generate raving fans.

We will continue to ramp up our social media presence throughout 2023. Right now, I am planning time to create enough content to post twice a day for an entire year. I expect by mid-year to have enough content to start the campaign. WPCF learned through research that the best campaigns make postings of 5 categories. We have chosen our categories to be symbols from different cultures, universal truths, bonds of society, philosophy of our space and symbols of life.

Our research has also instructed us on following profiles in our space and commenting on their posts. To this end, we are following senators, representatives, news outlets, non-profit groups in peace sector, military profiles, models and embassies. While most of those seem obvious to follow, we follow models because we want them to be our top supporter. WPCF is working to combine the beauty of women with the beauty of world peace. Wouldn't world peace be beautiful? We are reaching out to models in the hopes of finding someone to present the symbols with by the time we start our campaign mid-year.

In addition we also plan to open up content on a you-tube channel, podcast and twitter. It seems that we have a lot of content we can present in video and audio format. Our daily activities and updates can also be posted on twitter.

Last but not least, we plan to open up reddit topics so that people can post comments on each of our reports. This will allow conversation to flow on chats style over the internet. We can respond directly to any counter arguments or misconceptions on our reports. This will give us social credibility.

General Maintenance

2022 saw major updates to our organization. 2023 will mostly be spent maintaining those new additions which includes 12 reports and an email system. The email system has gathered about 123 emails to date. WPCF sends a newsletter email once every 2 weeks. We have sent about 12 emails thus far.



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The reports which comprise different points of our argument are currently in their second draft version. I am working on a third draft which will have additional information and many changes. In addition, to help improve our advertising platforms, the webpages will have to be search engine optimized such that we are conducive to searching. These will be the major changes that need to be made to the report in 2023.

In internet writing, there is a standard formula called hook-story-offer. Writing a document in this fashion helps to retain a reader. Longer read times equals more customers. I have integrated google analytics to my website so that I can monitor various statistics on viewers. As I make changes, I will monitor the statistics and will optimize the website conversion ratings.

The email system may need some code changes depending on how updates to underlying software goes. I can upgrade the analytics on the email service so that I can get data on how many people open up the emails and click through them. Email writing is a whole topic that I will need to research into, but monitoring these statistics will help me hone in on a style that most people are receptive and act upon.

Conclusion

WPCF has made it far and will it much further into the future thanks to it's leadership. It is run by a bad boi who knows how to get things done. We can survive for many years until this is perfected. I am smart and multi-talented and want to live and breathe this. I will do this 24/7.

In conclusion, I think that by the end of 2023, we will be maxed out and optimized at capacity. To grow more we need to have acquired a source of funding, be it donations or grants. We reasonably expect to receive grants in 2023 and start a steady stream of donations soon. 2023 will be a manageable and productive year. We may see our first embassy sponsored cross-cultural program this year. 2024 will be a completely different ballpark with a much larger field.