

Future Leaders .



"Impact Through Innovation": Transforming

Impact Through Innovation"

Strategic Growth Plan: T.R.E.E.S. Approach for

August 2025

CONFIDENTIAL

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Judul



Environmental Awareness

95% of Indonesian respondents expressed concern about climate change—with 52% “**very worried**”, compared to only 44% globally reporting high concern



Crowdfunding Growth

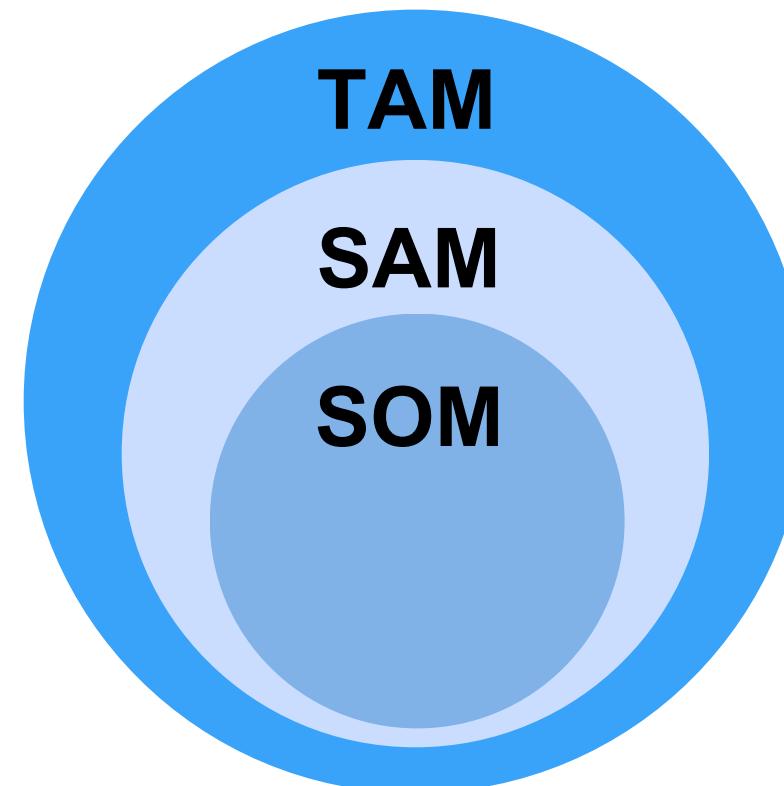
Indonesia's donation-based crowdfunding sector reached approximately **IDR 1.3 trillion** in **2023**, and is projected to grow at a **28.4% CAGR**, reaching **IDR 3.4 trillion by 2028**.



Donation Behaviour

76% of Indonesians made at least one digital donation in the past year, and 32% used crowdfunding or online platforms.

The country's total digital donation potential is estimated at **IDR 300 trillion/year**.



TAM - Rp1.4 Trillion

Total potential market from 28 million environmentally donating Rp50.000 per year

SAM - Rp14 Billion

Reachable market assuming [REDACTED] captures 1% of segment 280.000 people

SOM - Rp6.4 Billion

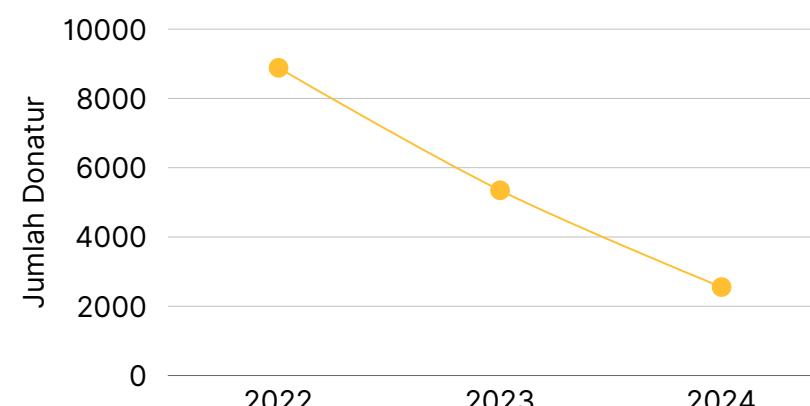
Realistic target market based on historical donation performance and expected 10% growth in 2025

About LindungiHutan



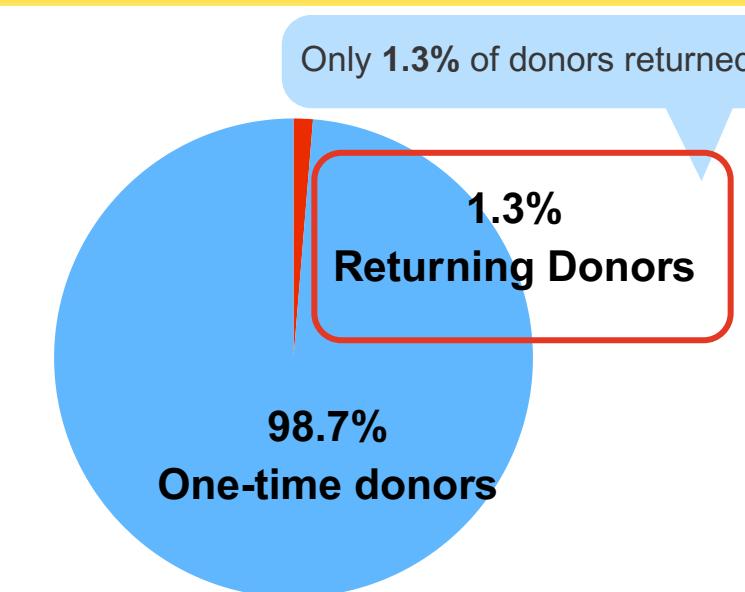
Data Snapshot & Performance Overview

Donor Decline

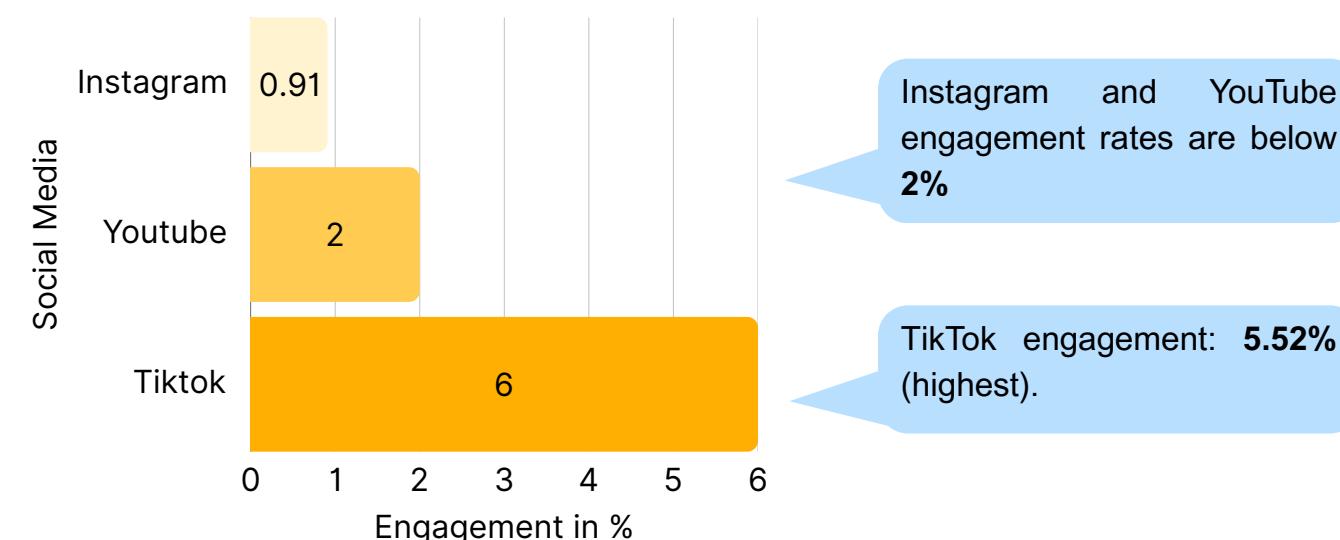


Donor numbers dropped by 71% from 2022 to 2024.

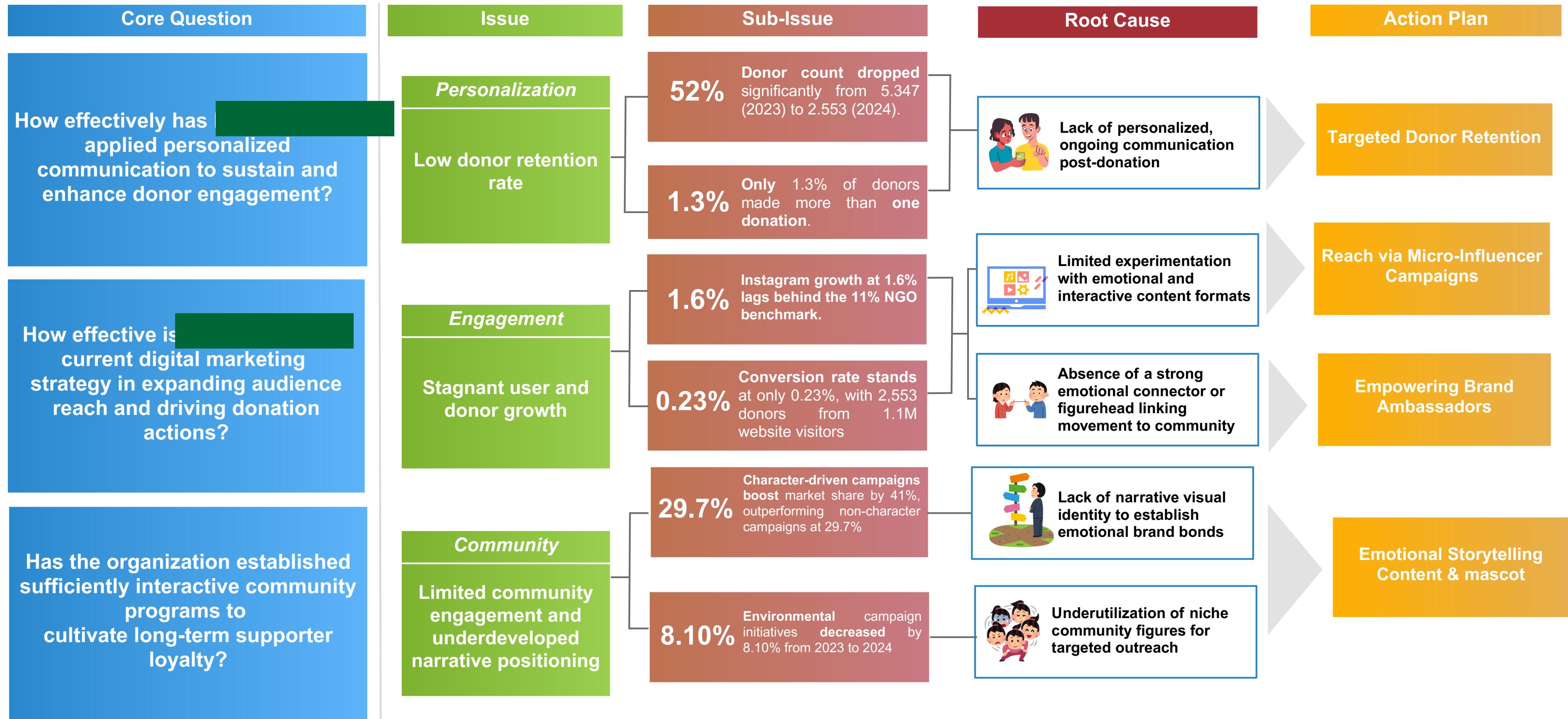
Donor Retention



Engagement Comparison



LindungiHutan faces critical donor retention and engagement gaps, but growth in digital presence and community efforts shows strong potential for recovery.



Strategy 1: Targeted Donor Retention

Donor Retention Strategy via Personalized WhatsApp Messages

The Facts

+15%

retention lift by recognizing and personally engaging donors after initial contribution.

+20%

donation increase driven by visible social proof and peer-influenced donation behavior.

77%

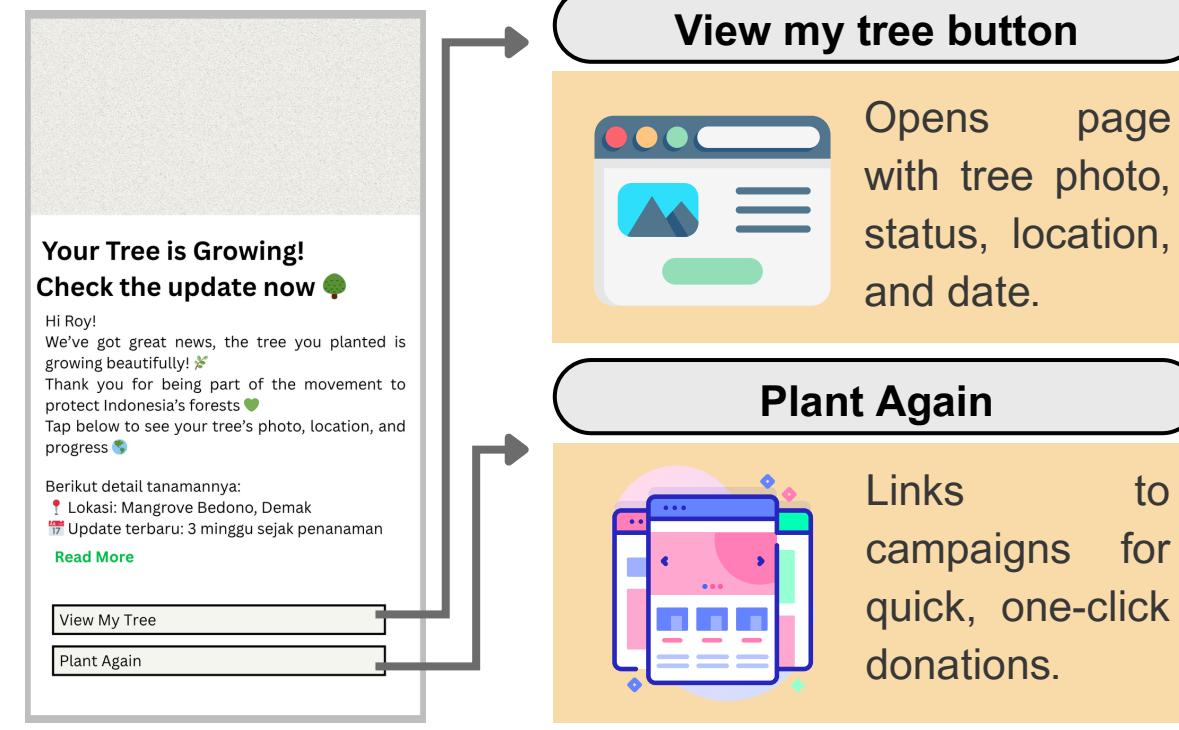
of donors are more likely to return when they feel acknowledged and emotionally connected.

Personalized Message

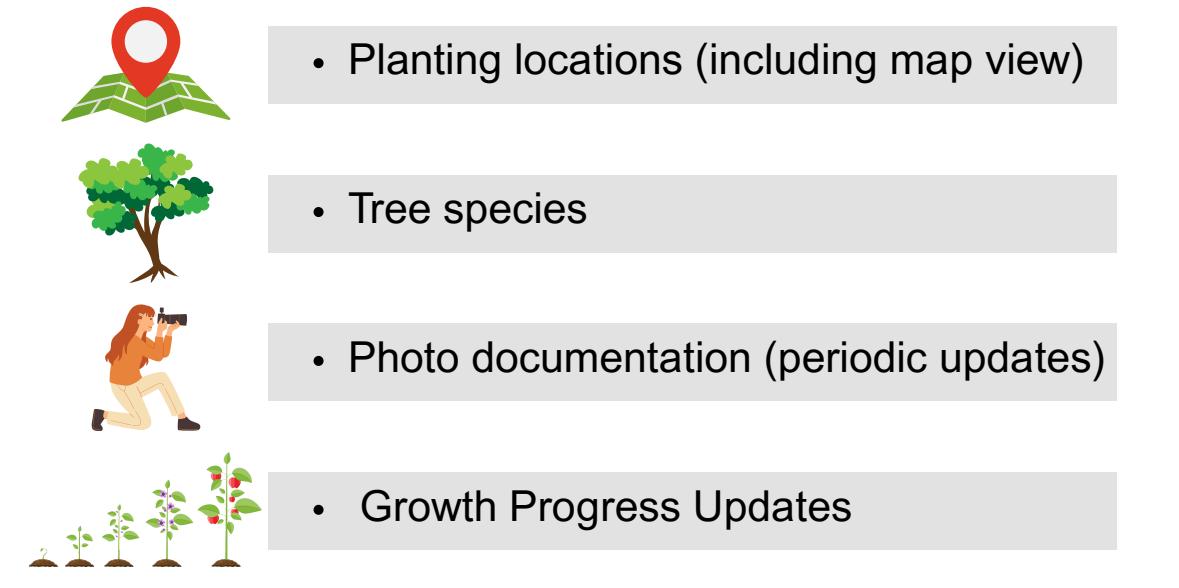
Send follow-up WhatsApp messages to donors with tree updates and two buttons: one to view progress and donate again, another to **plant again** — encouraging repeat donations and deeper engagement.

Strategy

WhatsApp Approach



Landing Page



Leaderboard Instagram

Celebrate contributors via Stories

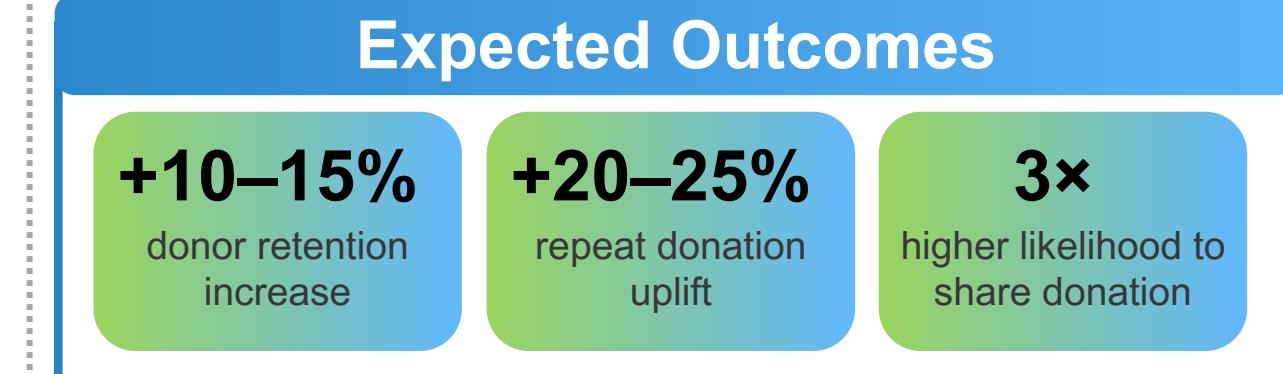
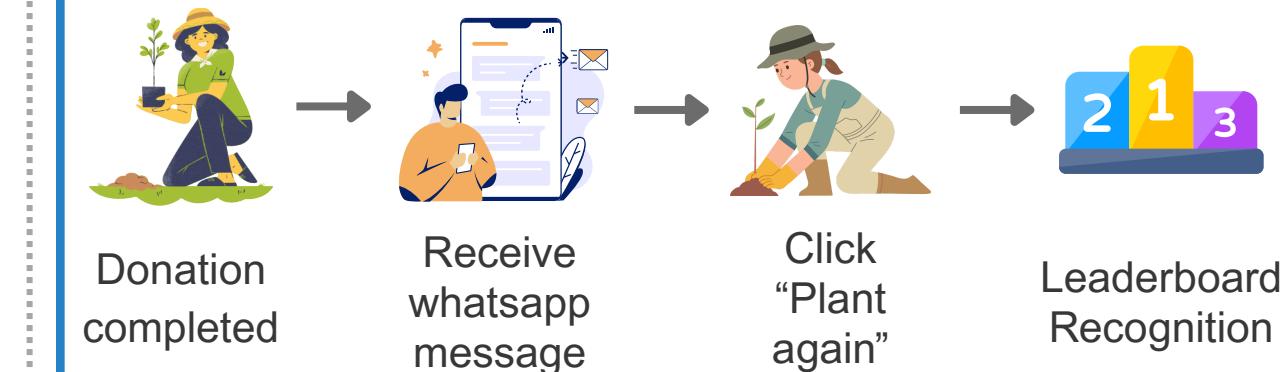
Top 10

donors will be featured monthly

Refreshed **every month** on Stories



Flow



The Facts

1.81%

Avg. engagement rate for micro-influencers — almost 3x higher than macro influencers

4.12%

Average ROI from campaigns with micro-influencers

69%

of consumers trust influencer recommendations over brand advertising

66%

of micro-influencer content is reused for ads or brand storytelling

Influencer

Collaborate with multiple micro-influencers (10K–50K followers) to amplify the tree-planting campaign through emotional, authentic, and community-driven storytelling via online content and offline activities.

Activation

Online



- 2x Feed Posts (educational + CTA)
- 4–6 Instagram Stories,
- Optional IG Live



- 2x Videos (emotional + call-to-action) – Event documentation

Offline



Join a Mini & Intimate Event



Distribute Multi-Channel Content

Digital Influencer



Muh. Misbahuddin
Outdoor Enthusiast
41,2k folls, 74.30% ER



Shifa Kelana
Travel & Outdoor CC
62k folls, 67.75% ER



Astri Puji Lestari
Travel & Outdoor CC
58k folls, 9.19% ER



Felicia Bella
Outdoor & Nature CC
23k folls, 28.21% ER



Annabella
Environmentalist
10k folls, 28.65% ER

Estimated Cost



±Rp.15.000.000

Storytelling Trigger



Concern-driven video



Reflective CTA



Expected Outcomes

+15–25%
follower growth
on social media

+300–500
new donors
within one-month

4–6%
engagement rate
on campain content

The Facts

93%

Marketers agree consumers trust user-generated content more than branded content

71%

People are more likely to trust a brand that partners with a real users

96%

More cost-effective compared to celebrity influencers

Ambassadors

Ambassadors will connect our mission to supporters through social media and direct interaction. By offering a personal and relatable presence, they help build **stronger, long-term relationships.**

Scheme



Ambassador Tasks



Create Content



Promote Campaigns



Join Events



Engage Online

Qualification



Social media savvy and trend-aware



Confident to appearing on camera



Collaborative and community-minded



Committed and consistently reliable

Ambassador Benefits



Skill



Networking



Rewards



Public Spotlight

Expected Outcomes

+150-300
New donors per campaign

+80%
Audience trust in ambassador content

3-5%
Engagement rate on campaign content

Strategy 4: Emotional Storytelling Content

A Strategic Content Framework for LindungiHutan's Digital Engagement

The Facts

30%

Increased engagement and visibility on digital platforms

25%

Increased organic reach via viral and UGC content

Digital marketing

This strategy **combines emotional donor storytelling** and a romantic tree-planting concept to engage broader audiences, with the goal of making user-generated content (**UGC**) feel trendy, **personal**, and **culturally relevant**

Platform



Emotional stories of K-pop fans linked to idol values through narrative threads and visual



Short reels and **carousels** show before-after or "Tanam Bareng Date" planting moments.

Monitored

Plan

Unaware

Key Points

Uploads must be consistent across platforms

Key Strategies

Storytelling content using narrative formats and visual aesthetics

Problem Aware

Use emotional cues and social hooks to trigger interest & relatability

Threads and short-form stories from K-Pop fans, donors, and volunteers

Acquire

Include CTA to participate or donate, measure via CTR and sign-up conversion

Content ends with actionable button/link: donate or join 'Tanam Bareng Date'

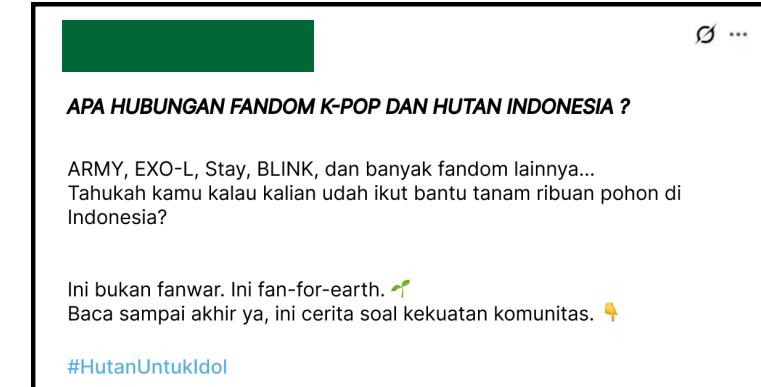
#HutanUntukIdol

X Platform Marketing

This tagline captures the spirit of fandom and environmental action

"From Streaming to Seeding."

We turn your fandom power into forest power.



It shows that Lindungi Hutan celebrates K-Pop fans' passion and transforms it into real-world impact — turning digital engagement into tree planting for a better planet.

Instagram Platform Marketing



This narrative approach bridges emotional storytelling with social impact.

"Kisah di Balik Pak Agus"

highlights a real-life story of a farmer planting trees not for profit, but for legacy.

Tanam Bareng Date



Tanam Bareng Date is a short-form video for TikTok and Instagram Reels where couples **plant trees** together, turning a **romantic moment** into **environmental action**.

Expected Outcomes

+40–50%

Increase in new donor acquisition

+30–40%

Social media follower growth

3x

Increase in engagement rate

Strategy 5: Symbolic Mascot Integration

Presenting a character that can represent the voice of nature “Lindoo”

What?

Lindoo serves as the **official mascot** of [REDACTED] designed to **foster a strong emotional connection with audiences**. It enhances the platform's visual identity while appealing to younger generations and the digital community

The Fact is...

72%

Consumers are more likely to remember the brand

80%

Mascots are considered more memorable and relatable

25%

Increase brand recognition

Hi there! I'm Lindoo

I'm a little tree here to help you protect the planet!



Lindoo Responsibility

- 1 Face of digital and community campaigns
- 2 Deliver emotional environmental messages
- 3 Encourage interaction, loyalty, and lighthearted learning

You'll see me pop up in...



Each of us **expresses a different emotion** to reflect how nature feels...



Happy



Sad



Angry

How Lindoo Reflects Our Mission

- 1 Positive updates (tree growth, success stories)
- 2 Environmental problems, donation appeal
- 3 Advocacy against environmental harm



FOLU Net Sink 2030 opening space for large-scale forest restoration

Local government increasingly welcome NGO and CSR partnerships

Environmental issues gain priority in national policymaking

Over Rp 2T in CSR funds are directed to environmental initiatives annually

Indonesia ranks #1 in generosity 90% donate and 65% volunteer

Reforestation cost is relatively low start from Rp25,000 per tree

Environmental concern is high among Millennials & Gen Z in Indonesia

91% of Indonesians support stronger climate action policies

57% feel air pollution from dust and vehicles, boosting support for tree planting

Payment gateways simplify donations with QRIS, e-wallets, and real-time tracking

Donation platforms are user-friendly and accessible

Social media and UGC platforms drive virality and engagement

NGO must comply with regulations around public donations and report

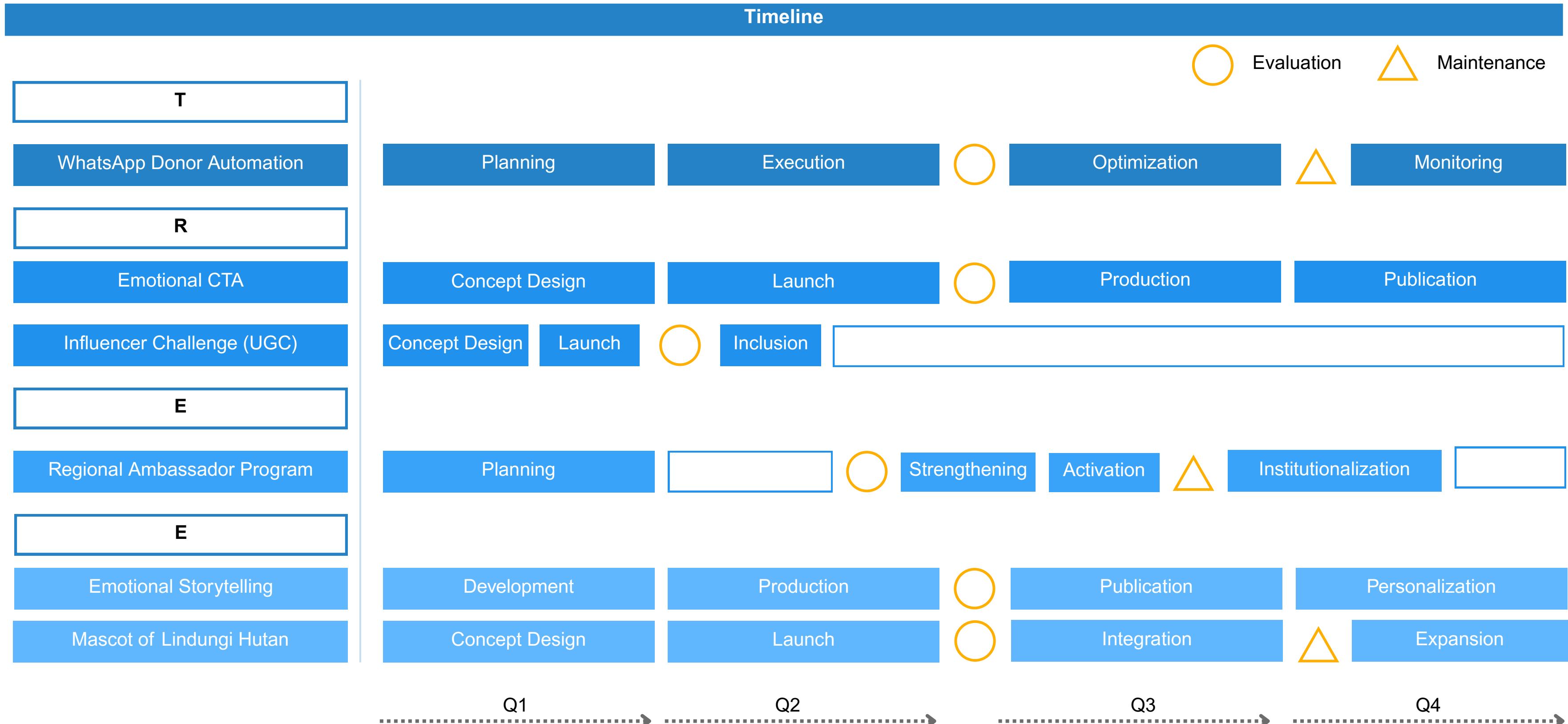
Donors expect financial and operational transparency

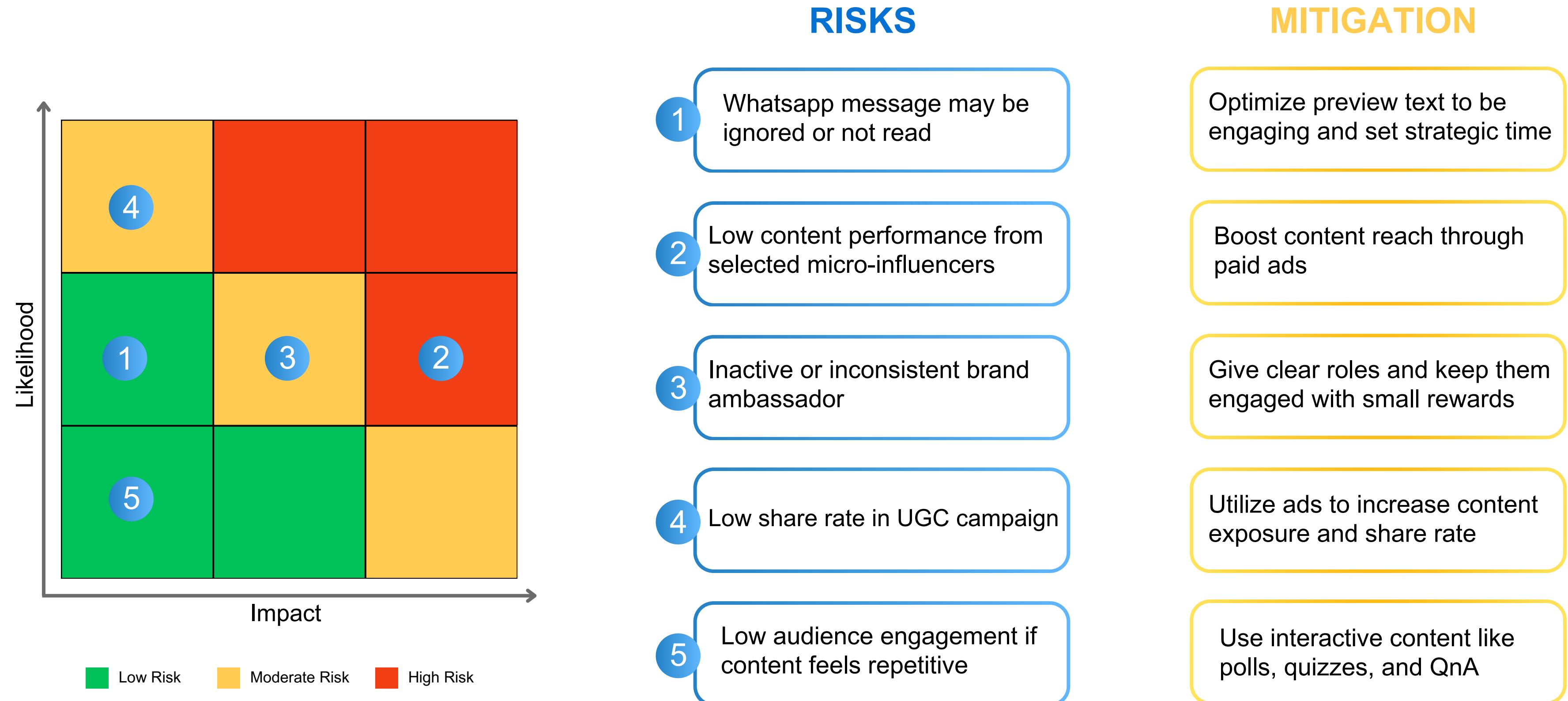
Data privacy laws must protect donor information

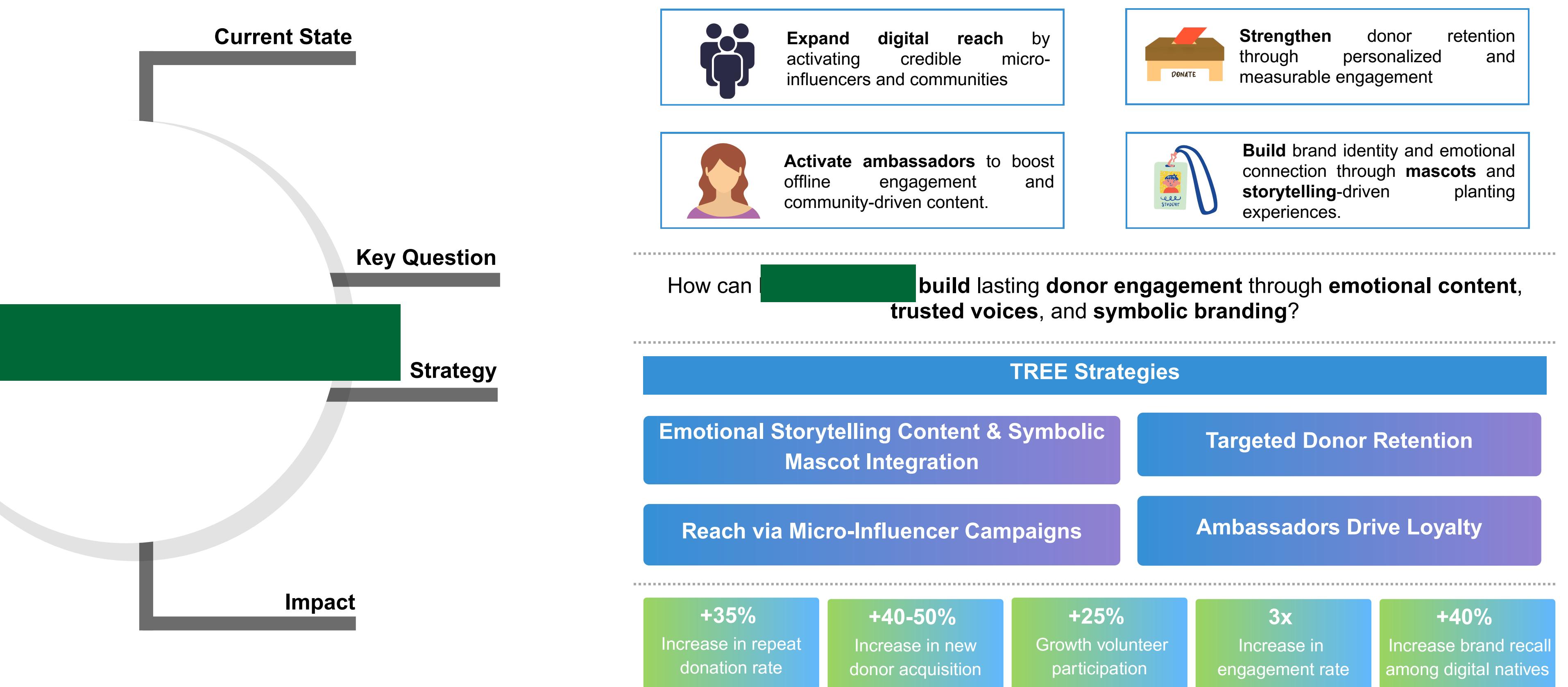
Deforestation remains high with net loss 175,400 hectares

Ecosystem damage from mining threatens forests

Government push for ecosystem restoration to address climate crisis









Strengths

- Environmental crowdfunding with 2,200+ campaigns and over 1 million trees planted
- Active volunteers in 70+ cities
- Structured and transparent operational model
- Legally recognized and trusted (licensed by the Ministry of Social Affairs)



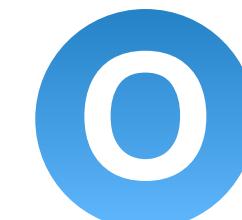
Weakness

- Digital strategy is not yet optimized
- Low community engagement
- Weak emotional connection with the community
- Low email open rate (only 5%)
- Low repeat donor rate (only 1.3%)



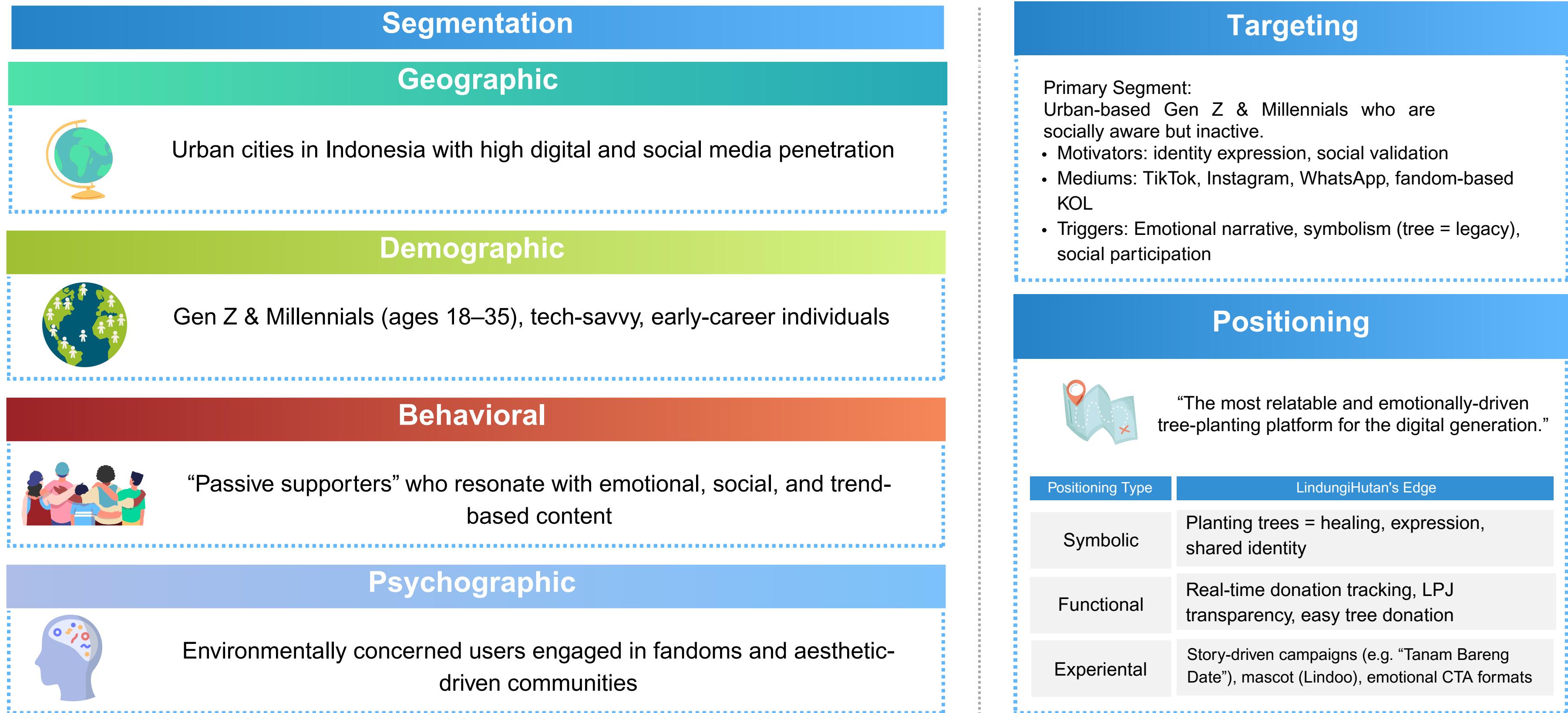
Threats

- Intense competition among nonprofit platforms
- Rapid changes in digital algorithms and trends
- Trust and digital transparency issues
- Low public sense of urgency toward environmental issues



Opportunities

- Growing awareness of environmental issues
- Digital marketing trends favor storytelling & influencer engagement
- Advancement of low-cost, automated communication platforms
- High potential for donor loyalty
- Existing network of local volunteer communities



Estimated Cost for One Micro-Influencer

Aktivitas	Komponen	Harga	Catatan
Instagram Feed Post	2x IG Reels	Rp 1.500.000 x 2	Rp 3.000.000
Instagram Stories	4–6 IGS	1x IGS session (up to 5)	Rp 1.000.000
Instagram Live (opsional)	—	Rp. 3.000.000	Rp. 3.000.000
TikTok Video	2x TikTok	Rp 2.000.000 x 2	Rp. 4.000.000
Storytelling (Soft Selling Trigger)	Bonus dari TikTok atau X	Termasuk dalam video	Tidak dikenakan tambahan
Offline Event: Tanam Pohon Bareng	Event Attendance Package	Rp 3.000.000	Sudah termasuk dokumentasi (IG Reels atau Foto + IGS 3x)
Owning Content	Hak pakai ulang konten	Rp 1.000.000	Opsional jika ingin digunakan untuk CSR atau ads
Total	±Rp.15.000.000		

Strategy	Main Action	Steps & Tasks	KPI	Measurement			
				A	B	C	D
Targeted Donor Retention	Personalized WhatsApp messages for donors	Sending messages with updates about trees	% of donors who receive WhatsApp messages	>25%	15-25%	10-15%	<10%
		Following up with a CTA for repeat donations	% of donors who click the CTA	>15%	10-15%	5-10%	<5%
	Integrated communication campaign	Encouraging donors to share experiences and participate in campaigns	% of donors participating in the campaign	>30%	20-30%	10-20%	<10%
		Utilizing donor data for more personalized messages	% of donors receiving personalized messages	>25%	20-25%	15-20%	<15%
Reach via Micro-Influencer Campaigns	Collaboration with micro-influencers	Searching for influencers with relevant audiences (10K-50K)	% of influencers contacted and willing to collaborate	>80%	60-80%	40-60%	<40%
		Creating partnership contracts for campaigns	% of influencers signing the contract	100%	90%	70%	<70%
	Creating emotional content and calls to action	Crafting content with compelling stories	% of emotional content produced and posted	>90%	75-90%	50-75%	<50%
		Including a call to donate	% of CTA clicked on the content	>15%	10-15%	5-10%	<5%
Empowering Brand Ambassadors	Recruiting and involving brand ambassadors	Developing criteria for selecting ambassadors	% of candidates meeting ambassadorship criteria	100%	90%	70%	<70%
		Selecting and involving active ambassadors	% of ambassadors participating in the program	>50%	40-50%	30-40%	<30%
	Providing training and content for ambassadors	Preparing training modules for ambassadors	% of ambassadors receiving training	100%	95%	85%	<85%
		Providing necessary training materials and content	% of ambassadors actively implementing training	>70%	50-70%	30-50%	<30%
Emotional Storytelling Content	Developing storytelling content with emotional narratives	Collecting stories from volunteers/farmers and engaged audiences	% of stories collected and ready to be published	100%	90%	75%	<75%
		Preparing visuals and videos to support the stories	% of visual content produced and accepted	>90%	75-90%	50-75%	<50%
		Publishing stories on Instagram, TikTok, and YouTube	% of content posted on platforms	>75%	60-75%	40-60%	<40%
	Using the hashtag #HutanUntukIdol	Creating campaign materials leveraging this hashtag	% of content using the hashtag	>50%	40-50%	30-40%	<30%
		Encouraging influencer followers to participate in the campaign	% of audience participating in the campaign	>20%	15-20%	10-15%	<10%
Symbolic Mascot Integration	Using the Lindoo mascot to increase awareness	Designing visual content with Lindoo that is relevant to environmental issues	% of audience recognizing the Lindoo mascot	>25%	20-25%	15-20%	<15%
		Integrating Lindoo in Instagram and TikTok posts	% of audience interacting with Lindoo content	>30%	25-30%	20-25%	<20%
	Using the Lindoo mascot to increase awareness	Preparing more engaging content for young audiences	% of young audience engaged with Lindoo	>40%	35-40%	25-35%	<25%
		Promoting at community events	% of recognition and engagement with Lindoo at events	>50%	45-50%	35-45%	<35%