

Thank you for submitting our form!

Here are the details you sent us:

First name: Sarah

Last name: Rusher

Organization Name: JOSEPH DREAMHOUSE

Address: 5722 S Flamingo Rd #122, Cooper City, FL 33330, US

Enter your email address: srusher.josephdreamhouse@gmail.com

Phone Number: [9546706327](tel:9546706327)

Assistant's Name:

Assistant's Email:

Assistant's Phone:

How would you paint success for your company in the next 6 -12 months?: JDH - Drive more traffic to the website and youtube videos and increase donor base. Have it set up for website 50 visitors per month, increase to 1000 visitors per month. Social engagement is low. Youtube launched 2 weeks ago. Would like to see an increase. We could drive traffic to the website. \$1K to \$5K per month currently. 110 donors x \$10.00 per month = \$1,100.00 / Success 200 x \$20.00 per month = \$4,000 per month. 30 large donors x \$2K annually = \$60,000 / 60 large donations x \$5K annually = \$300,000

What type of products or services do you offer?: Food, Teach People How To Cook, Develop Community Gardens (She has land in Broward), English language skills

Who are your clients, customers or audience?: FOOD CLIENTS: In operation for a decade. Working-class poor people. Broward county. 70% Hispanic, 20% African American, 10% mixed. DONOR CLIENTS:

What is their geography?: FOOD CLIENTS: Broward & Miami Dade County. DONOR CLIENTS:

What are their preferences?: COMMUNITY CLIENTS: Spanish. DONOR CLIENTS: Smaller clients - PayPal (\$15), Check, Gofund me - Major Donors: check, recurring PayPal

What mode of product or service delivery do they prefer?: Weekly delivery to their houses, scheduled pick-up times usually Sunday & Monday. Order the food and drop it off on Tuesdays. They order Google Form.

How have you tried to reach/market to them?: DONOR CLIENTS: Social Media engagement, email to existing donors. (Solutions - Referral existing donors asking them to refer a possible colleague, friend, or family that would be interested in adopting a community). Sarah does grant writers, social media engagement, IRS donation receipt letters, etc. Grant writing. Annual funding \$15K. Dont have audited financial records.

What new changes do you want to make to your marketing strategy?: Go after more private donors. SEO. Website redesign.

What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?: COMMUNITY CLIENTS: We cater to clients' nutritional needs and prioritize the

national density. DONOR CLIENTS: Email campaigns, but really no unique engagement.

What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?: DONOR CLIENTS: Lack of consistent engagement and cooperative strategy with donor-giving outcomes.

Years In Business : 10-15

Who are your competitors?: <https://www.feedingamerica.org/>

1st Competitor Website?: <https://www.worldvision.org/>

2nd Competitor Website?: <https://www.feedingamerica.org/>

Website in your industry that you like?: <https://www.worldvision.org/>

OPTIONAL: Another website in your industry that you like?: <https://feedingsouthflorida.org/>

What do you like about these websites?: Clean, navigatable, animated, has data on the homepage

Your Company Marketing Budget for next 12 Months?: \$5K - \$10K

What marketing services are you interested in trying?: SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn B2B Lead Generation, Google Adwords, Google My Business, YouTube Ads, Display remarketing ads, TikTok Ads, Facebook Ads, Instagram Ads, Social media advertising, Public Relations/Press Mentions, SMS Marketing, Website Design, Video Marketing, Podcast Marketing