

A photograph of a family of three in a park. A man and a woman are looking up at a young child who is being held up by the woman. The child is wearing a pink coat and a grey knit hat. The background is a blurred forest with autumn leaves on the ground. The image is partially covered by a purple diagonal overlay on the left side.

Clara's Hope

***DIGITAL
MARKETING PLAN***
for Clara's Hope



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PURPOSE

This document serves as a comprehensive guide for Clara's Hope to enhance its digital marketing efforts. It is designed to help the organization effectively communicate its mission, engage current and potential supporters, and maximize its impact within the community. Even for individuals without prior marketing experience, the plan outlines actionable steps and strategies tailored to Clara's Hope's specific needs.

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I. Goals

a. Client Goals

i. Short Term:

1. Add 20 more reoccurring donors by end of December 2024 (\$2,000/per month)
2. Increasing individual 1-time donors
3. Increasing annual donors (monthly, quarterly annually etc.)

ii. Long Term

1. Encourage retention of volunteers (highlighting what they do, highlighting how they help families, and recruiting new volunteers)
2. Increase monetary support for Clara's Hope
3. Increase reach and interactions on social platforms including
4. Website (optimize SEO)
5. Email (develop monthly email campaigns)

b. Group Suggested Goals

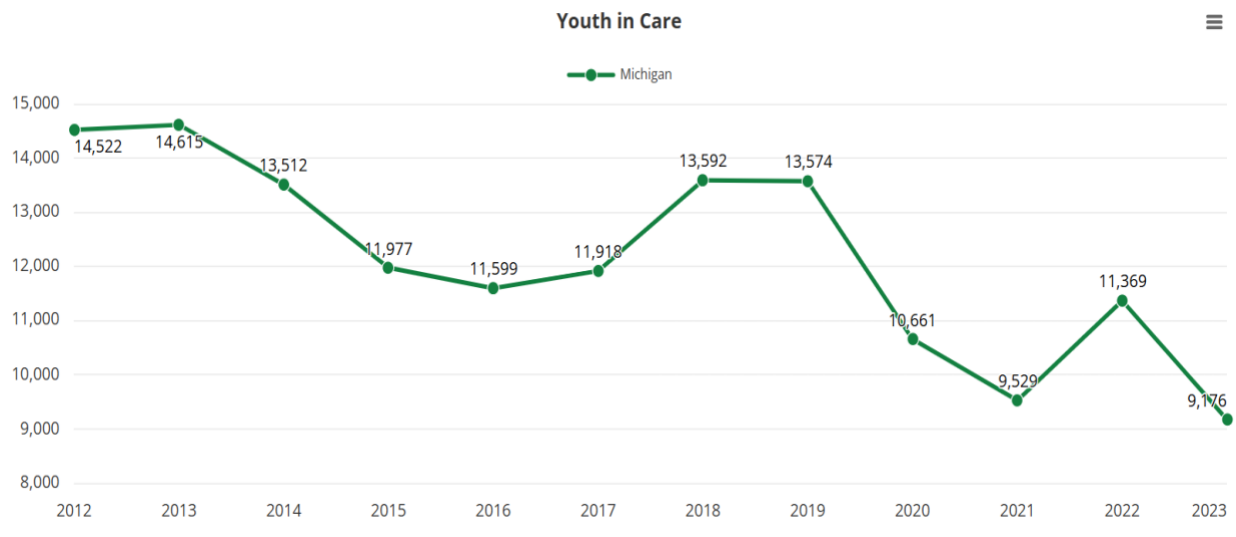
- i. Define and implement a comprehensive digital marketing strategy over the next 12 months
 1. Outlined for Instagram, Facebook, LinkedIn, YouTube, and Email below
- ii. Refine branding including logos, color palettes, fonts, and overall style guide
 1. Consistent branding across platforms can increase brand recall up to 80%. Recall promotes higher engagement ([Hubspot](#))

II. Landscape Overview

a. Growth Opportunity

- i. The need for foster parents and families continues to outpace available foster care. There are roughly twice as many children in need of foster care than available foster families.
- ii. There are roughly 10,000 children in the foster care system across Michigan around 250 are available for adoption at any point in time ([Michigan Adoption Resource Exchange](#))
- iii. The number of youths currently in foster care in Michigan has “dropped significantly compared to 10 years ago, when the number of children in out-of-home care i Michigan was approximately 20,000. It is important to note that this decrease is **not** the result of a reduction in the number of children experiencing abuse or neglect. In fact, the rate of children confirmed as victims of abuse or neglect has increased by **30% from 2010 to 2016**. Rather, the decrease in the number of children in out-of-

home placement is due to more aggressive efforts by the state to work with families in their home – to prevent removing children in the first place.” ([Wellspring Foster Care](#))



source: <https://www.fostercarecapacity.com/states/michigan>

b. Competitive Analysis

i. [Macomb Foster Closet](#)

1. Macomb Foster Closet, located in Michigan, is an all-volunteer organization that provides clothes to foster care and their families. It also provides backpacks for school, birthdays, and Easter throughout the year.
2. Although this organization is in Macomb County, a few counties from Livingston and Genesee, this organization and Clara's Hope compete for Michiganders who want to volunteer their time and donate money.
3. Macomb Foster Closet's website focuses on soliciting donations, with a "give now" button on each page that goes directly to its PayPal account. The organization prominently features all social media on its homepage. Its social media accounts, such as Facebook, Instagram, and LinkedIn, followers range from 722 (Instagram) to 10,000 (FB). Most posts thank people for donations or provide news about the renovation. Macomb Foster Closet has paused its volunteer outreach until it finishes renovating its building, but it does have ways to volunteer. Currently, this competitor does a better job of seeking donations and volunteers than Clara's Hope.

ii. [Michigan Fosters](#)

1. Michigan Fosters serves foster families in Ottawa County Michigan. They partner with many resources in Michigan to supply families with gap needs such as first night packages through [Hope Pkgs](#), books and clothing through [Mosaic Foster Closet](#), educational resources through their mibundle

program, and meals through their mitten meals program. While Michigan Fosters is in Ottaway County Michigan and not a direct competitor in the same county, Michigan Fosters is partnered with Michigan resource programs, overlap reach on donors for the program, volunteers, and if there are ever any grants or state funds for nonprofits in Michigan, they would be overlapping.

iii. Post Adoption Resource Center

1. The philosophy that guides the Washtenaw and Genesee Post Adoption Resource Centers (PARCs) at Judson Center is based in the belief that building a family through adoption is different. These differences do not make adoption less desirable to build a family, but they do impact the family dynamics and do include issues for families and children that are unique to adoption. Adoptive families, especially those who are raising children from the child welfare system, are different from families whose children are biologically related to them or one of the parents in the family. Because these differences do exist many adoptive families may, at some point or another, require help to work through issues that are adoption related. We at the Judson PARCs believe that adoptive families do best when they have helping professionals who understand the issues that are unique to adoptive families available to assist them. The staff at PARC will work to make sure that families receive the adoption sensitive help and support they need.
2. Overall, PARC (Post Adoption Resource Center) focuses on supporting families formed through adoption, serving the same county (Genesee, MI) as Clara's Hope. Funded by the Michigan Department of Health and Human Services, PARC and Clara's Hope both serve adoptive and foster families, though their approaches differ. PARC provides broad post-adoption support services, such as educational resources and access to support groups, while Clara's Hope emphasizes in-depth, community-centered, one-on-one family support. PARC also maintains a comprehensive library of articles and resources on navigating adoption, while Clara's Hope focuses more on direct engagement.
3. PARC's social media presence is part of the Judson Center, which facilitates adoptions and fosters but is not a direct competitor. The Judson Center's Instagram, with 1,435 posts and 1,148 followers, features a more cohesive visual identity with a clear color palette (green, blue, purple, and orange), nearly doubling Clara's Hope's follower base despite a similar post volume. This cohesive brand style strengthens Judson's online presence overall.

c. Potential Partnerships:

i. Ennis Center For Children INC

1. Ennis Center for Children serves all counties in Southeast Michigan with locations in Genesee, Ingham, Oakland, St. Clair, Saginaw and Wayne County. We are a leading agency in finding adoptive families for children, including those with special needs. Ennis Center also works with delinquent teens, helping them stay safe, stay in school and on a path toward a productive adulthood. Our Regional Resource Team helps recruit, train, and retain foster families in 17 counties of the state. Their mission statement states, “With the support of the community, we preserve families when possible and create new families when necessary” drives our trained, dedicated and compassionate staff as they guide children and families toward a future better than their past.”
 2. Although both organizations operate within the same county, the Ennis Center primarily focuses on facilitating adoptions and finding adoptive families, including for children with special needs. In contrast, Clara’s Hope does not handle the adoption process but provides personalized, community-centered support for foster and adoptive families. While their missions do overlap, their roles in the adoption landscape are distinct.
- ii. [Dave Thomas Foundation for Adoption](#)
1. The Dave Thomas Foundation for Adoption is dedicated to finding forever families for the more than 140,000 children waiting to be adopted from foster care in the United States and Canada. The Foundation works closely with child welfare advocates and policymakers, provides free adoption journey resources, and raises awareness through social media, ad campaigns, public service announcements, and events.
 2. While both support foster care and adoptions, they differ in scope and approach. The Foundation operates on a national level with broad initiatives to increase adoptions, while Clara's Hope provides local, personalized support to families in Genesee County, Michigan. They complement rather than compete with each other.

III. Customer Segments

a. Potential Customers (upper funnel)

- i. Prospective foster parents
- ii. Prospective adoptive parents
- iii. Potential individual donors
- iv. Potential corporate donors
- v. Interested volunteers

b. Current Customers (lower funnel)

- i. Foster and adoptive parents
- ii. Foster and adoptive children
- iii. One-time donors and volunteers
- iv. Recurring donors and regular volunteers

c. Based on information from the [Adoption Council](#):

- i. Private Domestic Adoption: average parental age at the time of adoption: 35.1 years.
- ii. Intercountry Adoption: average parental age at the time of adoption: 38.6 years.
- iii. Foster Care Adoption:
 1. Average age of adoptive mothers: 45.2 years.
 2. Average age of adoptive fathers: 45.7 years.
- iv. [Education Level](#):
 1. Adoptive parents are typically highly educated, with many having college or advanced degrees. For example:
 - A. 40% hold a bachelor's degree.
 - B. Over 30% have a master's degree.
 - C. Approximately 8-11% have doctoral or equivalent degrees.

v. Foster Parents:

1. There is no consistent quotable data to give the average age of foster parent across the US. It is thought that the age is between 30 and 50.
2. Foster parents face an emotionally, physically, mentally and spiritually exhausting road. As a result, between [30-50% of foster families decide to quit fostering each year](#).

vi. Foster Children:

1. Average age of a child in foster care is 8 years old
2. More than 50% of children in foster care are under 10 years old
3. 27% are teenagers (13-17 years old)

4. From [CAFO](#), [Adoption Council](#), and [The Annie E. Casey Foundation Kids Count Data Center](#)

IV. Personas

- a. *A persona is detailed profile of an ideal customer. It's a tool that helps businesses understand and connect with their audience by imagining a person who represents the type of customer they want to reach.*
- b. Sarah the Supportive Parent
 - i. 42 years old
 - ii. Female
 - iii. Married with two children, one biological one adopted
 - iv. Connected to Clara's Hope via her adoption agency
 - v. Values the community support and resources Clara's Hope Provides
 - vi. Needs emotional support, and community. Consistent services both for her children and the whole family.
- c. Patrica the Part-Timer
 - i. 62 years old
 - ii. Female
 - iii. Retired schoolteacher. Married with two adult sons, five grandchildren.
 - iv. Found Clara's Hope through word of mouth.
 - v. Values that she is able to continue working with children.
 - vi. Needs a frictionless sign-up and volunteering process, opportunities that match her physical abilities, and a low financial commitment.
- d. David the Dedicated Volunteer
 - i. 76 years old
 - ii. Male
 - iii. Married without children. Retired repairman.
 - iv. Connected to Clara's Hope when looking for volunteer handiwork.
 - v. Values community engagement and helping families.
 - vi. Needs a welcoming environment and consistent volunteer opportunities.
- e. Nathan the Nurturing Foster Parent
 - i. 38 years old
 - ii. Male
 - iii. Nurse, living with his partner. No kids, but potentially interested in fostering
 - iv. Connected with Clara's Hope after seeing flyers posted in the hospital where he works
 - v. Values education, transparency, and community support

- vi. Needs a lot of education about the foster and adoption process, and community to support him throughout the process.

f. Daisy the Donor/Philanthropist

- i. 29 years old
- ii. Female
- iii. School administrator
- iv. Connected with Clara's Hope when doing a college project and decided to get more involved.
- v. Values Clara's Hope's mission, philanthropy (especially as an ongoing donor)
- vi. Needs an easy donation process, clear understanding of where her money is going, and a professional network of other donors/philanthropists

V. Brand Guidelines

a. Tone

- i. Clara's Hope communicates with a warm, supportive, and family-oriented tone, emphasizing compassion and dedication to helping families succeed in foster care and adoption. Their brand voice is inviting and resourceful, focusing on empowering families and promoting community involvement. Through clear guidance, helpful resources, and personal stories, Clara's Hope seeks to build a sense of belonging and resilience for foster and adoptive families, highlighting the transformative impact of community support.

Persona Caring Approachable Warm Helpful	Tone Positive Uplifting Gentle Appreciative
Language Simple Inclusive Clear Welcoming	Purpose Build Community Share Resources Educate Support

b. Design Guidelines

- i. Suggested additions to the Clara's Hope brand identity:
 1. Include an accent color (in addition to black/white) such as yellow – complementary to purple and [representative of adoptive parents](#) – or blue – color for [National Foster Care Month](#).
 2. Incorporate existing purple into more content like backgrounds for static social posts or other graphic materials.
 3. Introduce a secondary font to complement the Clara's Hope logo
 - A. Ensure its readable and suitable for subheadings and small amounts of body text

VI. Website & SEO

a. Design Audit

i. Based on subjective observations...

1. The Clara's Hope website does an excellent job of reflecting the mission and values of the organization.
2. Opportunities for improvement revolve around simplifying and organizing key pages to promote ease of use:

- A. Home
- B. Donate
- C. Volunteer
- D. Resources

i. Foster Care

1. Blog Posts/Newsletter Archive

ii. Adoption

1. Blog Posts/Newsletter Archive

E. Events

F. About

- i. Mission/About Us
- ii. Staff
- iii. Contact

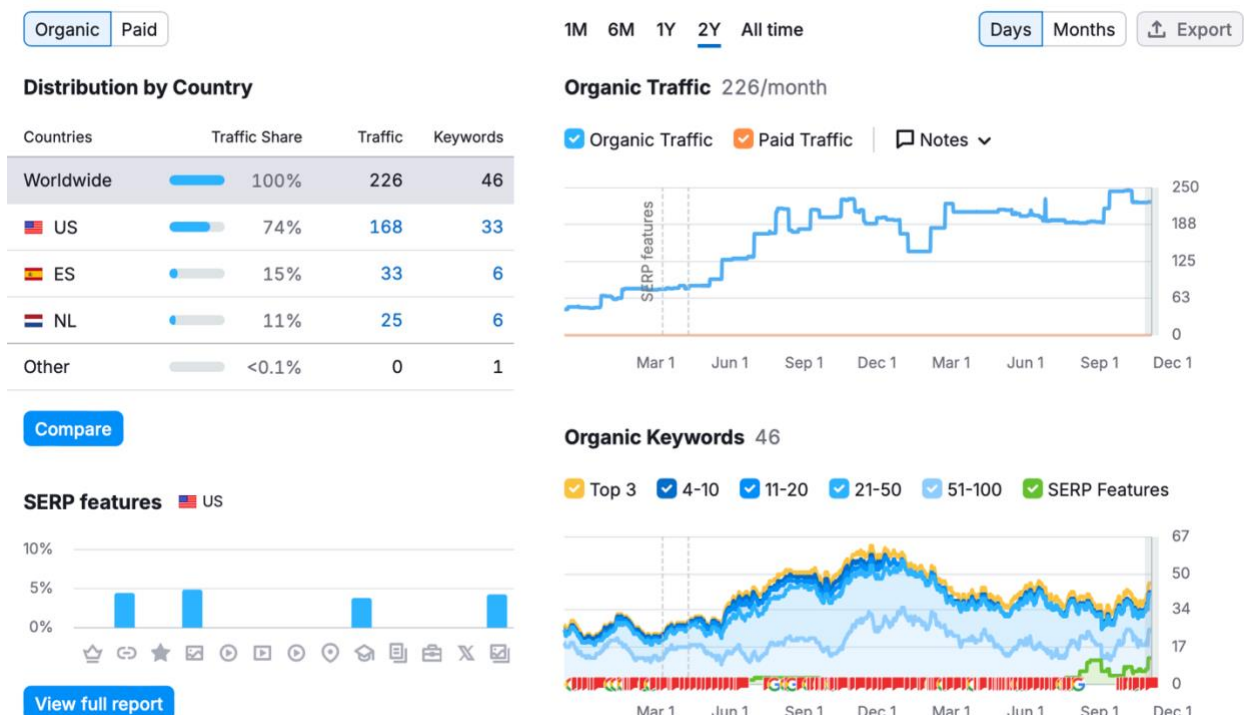
3. *This framework could both help users navigate the site more easily and allows opportunities to house longer-form content like blog posts and articles, which positively contribute to organic search rankings.*

b. Website Traffic

i. Overview

1. Organic search traffic

- A. 168 monthly visits
- B. 33 keywords
- C. 83.9% branded traffic
- D. No paid search traffic
- E. 194 total backlinks
- F. 45 referring domains



ii. Goals

1. Boost organic traffic

- A. Keyword strategy to target non-branded with keywords such as "foster care support Michigan"
- B. Improve SEO with blogs, content etc. to improve organic growth.

2. Strengthen backlinks

- A. Requests being a blog guest on websites with similar missions
- B. Do an audit of broken backlinks and reach out to the companies to have informational content backlinked on those sites.

c. Keyword Analysis

i. *Keyword analysis helps you pick the exact words to use on your website to match what people are searching for.*

ii. Recommendations

1. Focus on informational search phrases with high search volume:

- A. How long does it take to become a foster parent
- B. How to become a foster parent in Michigan
- C. Fostering vs adopting
- D. How to be a good foster parent
- E. Help with adoption process

F. These also have a relatively low keyword difficulty score (4% - 28%), making them reasonable targets to rank for.

d. SEO

i. *SEO (Search Engine Optimization) is the process of improving your website so it appears higher in unpaid search results on search engines like Google.*

- 1. *Organic: Means you aren't paying for ads to appear at the top of search results. Instead, you're working on making your website naturally attractive to search engines.*
- 2. *SEO: Is about making your website easy for search engines to understand and showing that your site is valuable to visitors. When search engines see that your site is helpful, they'll rank it higher.*

ii. Clara's Hope SEO Landscape

- 1. Clara's Hope currently ranks for keywords directly related to the organization's name i.e., "Clara's hope" and "Clara hope"
- 2. 45.5% of ranking keywords are Informational, indicating Clara's Hope is correctly working as an educational resource.

e. On-Page SEO Audit

- i. On-Page SEO measures how well individual pages on your site rank on search engines like Google. The more well-crafted the pages of your site are, the higher it will rank.
- ii. Clara's Hope's SEO strategy is effective in creating distinct pages that don't compete with one another. However, there are opportunities for improvement:
 1. Adding descriptive alt tags to images.
 2. Expanding and enriching content on most pages to ensure they are unique, engaging, and easy to read.
 3. Ensuring that meta tags are relevant and optimized for search engine results.

iii. On-Page SEO Analysis by Page:

1. www.clarashope.org (homepage)

A. SEO Strategy: No keyword cannibalization; no recommendations

i. <meta> tag contains target keywords

ii. <title> tag contains target keywords.

iii. No keyword stuffing in <h1> tag

iv. No keyword stuffing in <meta> tag

v. No keyword stuffing in <title> tag

vi. Title matches the title displayed in search results

B. SERP Analysis: High probability that page may appear in a featured snippet

C. Traffic Volume: 135.9K

D. Keywords: adopt a child, adoption in mi, adoption stories, center of hope flint, center of hope flint mi, claire hope now, claire hope., clara's, clara's closet, claras, claras closet, donation, family support, foster, foster care, foster family, home clara, non-profit organizations, volunteer opportunities

E. Suggested Improvements:

i. Add alt text/alt attributes to images. Improves crawlability and accessibility.

ii. Work on the word stuffing in the <body> tag the keywords are repeated in the content too many times – try using them less often

iii. Focus on creating more informative content –increase the amount of long form content

iv. Make your text more readable by increasing skim ability

1. short bullet point

2. easy to skim

3. short paragraphs

v. Improve meta tag description

Keyword	Your Meta Description	SERP Meta Description
home clara	Clara's Hope helps foster and adoptive families have success. We fill in the gap that agencies can not.	Clara's Hope helps foster and adoptive families have success. We fill in ... Home · Foster Care · Adoption · Volunteer · Donate · Family Stories · Events ...

1.

2. <https://www.clarashope.org/events/2024/buildingcommunity>

- A. Strategy: no keyword cannibalization, per SEMrush tool SEO
Strategy needs no improvements
- B. SERP Analysis: high probability that page may appear in a featured snippet
 - i. Total Volume: 4.4k
- C. Keywords included: clara build
- D. Good
 - i. No keyword stuffing in <body> tag.
 - ii. No keyword stuffing in <h1> tag.
 - iii. No keyword stuffing in <meta> tag.
 - iv. No keyword stuffing in <title> tag.
 - v. Video content: no optimization required.
 - vi. Meta description matches the description displayed in search results
 - vii. Title matches the title displayed in search results.
- E. Suggested Fixes:
 - i. Focus on creating more informative content –increase the amount of long form content
 - ii. Make your text more readable by increasing skim ability
 - iii. short bullet point
 - iv. easy to skim
 - v. short paragraphs

3. <https://www.clarashope.org/events>

- A. Strategy: no keyword cannibalization, per SEMrush tool SEO
Strategy needs no improvements
- B. SERP Analysis: high probability that page may appear in a featured snippet
 - i. Total Volume:170
- C. Keywords included: hopeful brews, hopeful community clubhouse, socktober 2023
- D. Good
 - i. <h1> tag contains target keywords.
 - ii. <meta> tag contains target keywords
 - iii. No keyword stuffing in <body> tag.
 - iv. No keyword stuffing in <h1> tag.

- v. No keyword stuffing in <meta> tag.
 - vi. No keyword stuffing in <title> tag.
 - vii. Page content is long enough.
 - viii. Video content: no optimization required.
 - ix. Your title matches the title displayed in search results.
- E. Suggested Fixes:
- i. It does not appear to have any alt text/alt attributes on the images – adding these would drive more traffic to the website and make images crawlable with image search
 - ii. add target keyword in <body> tag
 - iii. add target keyword in <title> tag
 - iv. Make your text more readable by increasing skim ability
 - v. short bullet point
 - vi. easy to skim
 - vii. short paragraphs
 - viii. Provide more relevant Meta tag description - the meta description displayed in search results doesn't match website <meta> tag

4. <https://www.clarashope.org/resources>

- A. Strategy: this page has two key words, that have higher ranks on other webpage so they are stealing traffic / competing directly with the other page:
- i. Fenton Center of Hope (current page rank 51)- ranks higher on donation page
<https://www.clarashope.org/donate> (rank 27)
 - ii. Center of Hope Fenton (current page rank 43)- ranks higher on donation page
<https://www.clarashope.org/donate> (rank 29)
- B. SERP Analysis: high probability that page may appear in a featured snippet
- i. Total Volume:160
- C. Keywords included: hopeful brews, hopeful community clubhouse, socktober 2023
- D. Good
- i. No keyword stuffing in <body> tag.
 - ii. No keyword stuffing in <h1> tag.
 - iii. No keyword stuffing in <meta> tag.
 - iv. No keyword stuffing in <title> tag.
 - v. Video content: no optimization required.
 - vi. Title matches the title displayed in search results.
- E. Suggested Fixes:

- i. It does not appear to have any alt text/alt attributes on the images – adding these would drive more traffic to the website and make images crawlable with image search
- ii. Increase amount informative content –increase the amount of long form content
- iii. add target keyword in <body> tag
- iv. Add target keywords in <h1> tag.
- v. Add target word in <meta> tag.
- vi. add target keyword in <title> tag
- vii. Make your text more readable by increasing skim ability
- viii. short bullet point
- ix. easy to skim
- x. short paragraphs
- xi. Provide more relevant Meta tag description - the meta description displayed in search results doesn't match website <meta> tag

iv. Off-Page SEO Audit

1. *Off-page SEO focuses on how reputable your website is based on other sites that link to yours.*
2. Clara's authority score is 11 out of 100, which shows that their website has lack of credibility and strength due to lack of backlinks.
3. Backlink Analytics shows that the backlinks are graded reputable. Top categories for their backlinks are social media and uncategorized.
 - A. 41 referring domains including 234 backlinks.
 - B. Relevant anchor text distribution.
 - C. 91% of backlinks are follow vs 9% no-follow, which is beneficial as follow backlinks contribute to higher SEO rankings than nofollow.
 - D. Only one of the backlinks is at a 34% domain authority and the remainder are 13 or less, which is not helpful.
 - E. Solution: Through site audit, identify broken links that are ranked high, reach out to the company and see if they are willing to have the broken backlink go to their website, requesting to feature them as guest posts with relevant information.
 - F. Compared to its competitors, the Dave Thomas Foundation has high-ranking backlinks by collaborating with local businesses for fundraising and placing a backlink on its reputable site. Clara's Hope partnership with their local Kroger's and can write content regarding this partnership.
 - G. Increase backlinks by reaching out to directories for adoption/foster resources for the adoption/foster agencies in Michigan so they link back to their site.
 - H. For their recent news coverage on ABC12 News, they should reach out to have the site backlink embedded in the video.

v. Technical SEO

1. *Refers to how well the site itself functions and is organized on the backend.*
2. Clara's Hope SEO site audit produced 5 Warnings and 7 Notices for a total of 12 issues. There were 0 Errors.
3. Warnings (5 – medium severity)
 - A. 54 pages with low text-HTML ratio
 - i. Indicates that many pages have more code than content. The more content included on a site, the more opportunities there are to include relevant keywords/search phrases. Less code also helps sites load and run faster.
 - ii. SOLUTION: investigate code for each page and remove unnecessary scripts/styling. And/or include more content on each page (or remove pages with little/inefficient content).
 - B. 54 issues with unminified JavaScript and CSS files
 - i. Indicates JavaScript and CSS files include extra lines, white space, and/or comments in the source code. This increases load time.
 - ii. SOLUTION: Minify (clean up) JavaScript and CSS files. If inaccessible, contact the site owner and inquire about minification. Otherwise, ignore.
 - C. 49 pages with low word counts
 - i. The more information on a webpage, the more helpful it is to search engines. More info per page also reduces the amount of clicking/digging around someone has to do to find relevant information.
 - ii. SOLUTION: Improve content to ensure each page includes rich, meaningful information. Consolidate or remove pages with little words (where possible)
 - D. 20 pages without meta descriptions
 - i. Meta descriptions are pulled into search engines and help people understand what your site/webpage is about. Without meta descriptions, someone won't immediately know what your site is offering.
 - ii. SOLUTION: ensure all webpages have keyword-rich meta descriptions that are easily digestible.
 - E. 2 pages with too much text within title tags
 - i. Long page titles are often shortened on search engines, and an awkwardly cut off title may be unappealing to potential visitors.

- ii. SOLUTION: ensure page titles are 70 characters or less
- 4. Notices (7 – not issues or problems, but recommendations)
 - A. 49 pages with more than one H1 tag
 - i. Multiple <h1> tags are not recommended and may create confusion UI
 - ii. SOLUTION: For subsequent headers, use tags <h2> - <h6>
 - B. 40 pages blocked from crawling
 - i. (Not necessarily a problem if intentional). Pages unreachable by a search engine can't help users find relevant information and doesn't help SEO rankings.
 - ii. SOLUTION: Ensure all pages with relevant info are assessable (eliminating robots.txt files or no index tagging)
 - C. 13 pages need 3+ clicks to be reach
 - i. Crawlers and users are less likely to dig through multiple pages to find valuable information.
 - ii. SOLUTION: ensure pages with relevant information can be reached in a few clicks. If not, consider reevaluating internal link structures.
 - D. 9 links have non-descriptive anchor text
 - i. Text that is shown for a link that doesn't describe where the link goes e.g., "click here" vs "click here for more information." This kind of text isn't helpful to users or search engines.
 - ii. SOLUTION: ensure all link text is succinct and describes the link destination.
 - E. 6 links have no anchor text
 - i. See above.
 - ii. SOLUTION: ensure all links include relevant, descriptive anchor text
 - F. 4 pages only have one incoming internal link
 - i. Incoming links help search engines and users find relevant pages.
 - ii. SOLUTION: ensure pages with relevant have 1+ incoming link. If not possible or excessive, consider reevaluating site architecture.
 - G. 2 resources are formatted as page links
 - i. <a href> links should only be used to link to other pages on a site. Resources, like images or PDFs formatted with this tag may load incorrectly and/or confuse search engines.
 - ii. SOLUTION: ensure resources are tagged correctly, reserving <a href> for webpage links.

VII. Organic Social Media

- a. Suggested Goal: Increased Social Media Engagement
 - i. Specific: Increase engagement across Instagram and Facebook by creating high-quality content and posting consistently at a predetermined cadence.
 - ii. Measurable: Average 12 likes per post on Instagram (measured monthly). Average 56 likes per post on Facebook (measured monthly)
 - iii. Attainable: Requires only 2% of the Instagram following and 1% of Facebook following to consistently like posts.
 - iv. This 2% engagement rate is lower than Nonprofit industry benchmarking of 5.6% and 3.5% for Instagram and Facebook, respectively (via [Hootsuite](#)).
 - v. Relevant: Better engagement leads to more shares/donations, further spreading Clara's Hope's reach.
 - vi. Time Bound: Achieve 2% Instagram engagement rate and 1% on Facebook in 6 months
- b. Suggested Goal: Refine LinkedIn Strategy
 - i. Specific: Better utilize LinkedIn to connect with larger, professional donors to secure larger, recurring donations
 - ii. Measurable: Consistently post on LinkedIn 1-2 times per week
 - iii. Attainable: Clara's Hope has enough events, volunteer opportunities, and overall community involvement to generate more than enough content.
 - iv. Relevant: Currently an average of 16 recurring monthly donors average of \$100/month and are interested in generating more monthly donations.
 - v. Time Bound: Post 1-2 times per week on LinkedIn for 6 months
- c. Suggested Goal: Refine Instagram strategy
 - i. Specific: Update Instagram page to have standardize reoccurring posts (either weekly or monthly
 - ii. Measurable: Consistently post on Instagram at least 3 –4 times per week – currently posting more than that but refining the strategy to decrease the noise and hopefully bring up their engagement number from the current 0.2% to 0.5% in 3 months with goal of 2% within a year
 - iii. Attainable: Create and develop template for the specific Instagram posting types including but not limited to donation requests, volunteer highlights, family success stories and others. This will ensure consistency across posts
 - iv. Relevant: Purpose of increasing engagement on Instagram posts through streamline of appearance
 - v. Time Bound: Post 3-4 times per week on Instagram for 3 months as a test of new Instagram Strategy
- d. Increase Volunteer Engagement
 - i. Specific: Raise awareness of volunteer opportunities through targeted social media campaigns, community outreach events, and partnership collaborations, with the goal of increasing volunteer numbers and improving retention.

- ii. Measurable: Increase volunteers by 5% by end of 2nd Quarter 2025. Retain 50% of current volunteers by end of 4th Quarter 2025.
- iii. Attainable: Featuring volunteer spotlights to bring awareness of the need for volunteers bringing attention to new potential volunteers. Incorporating benefits for being a volunteer, such as a volunteer member shirt, volunteer monthly spotlight, and annual appreciation events.
- iv. Relevant: By increasing and retaining volunteers, the organization can help more foster/adoptive families. Increasing retention will reduce turnover, new onboarding and create consistency for the organization and the families.
- v. Achieve a 5% increase in volunteers by Q2 2025 with quarterly reviews to monitor progress and adjust as needed.

e. Instagram Audit

- i. Followers: 675
- ii. Following: 111
- iii. Posts: 1,024
- iv. Profile Completeness:
 - 1. Profile is not currently verified (created in May 2019)
 - 2. Profile photo of the organization's logo is relevant, but may be difficult to read when appears smaller (e.g., in-feed on a mobile device)
 - 3. Bio is completed and includes links, and an address. However, there is a URL in the non-linking area of the bio. And the bio itself could tell a more emotional value proposition and/or further provide more information about the organization and services.
 - 4. Uses two highlights. Opportunity to include more and ensure they're updated frequently.
- v. Content Quality:
 - 1. Feed content is highly relevant, largely revolving around events, donation needs.
 - 2. The posts are well-crafted, offering interesting and detailed content that engages followers. They also have community members willing to share their stories, allowing them to highlight real-life family experiences, which creates compelling, inspirational content. Additionally, their strong local presence establishes them as a trusted, recognizable resource for nearby families.
 - 3. While the posts are very informational, are Instagram feed posts the best platform for extremely time-bound, graphic "flyers?" Could benefit from deeper storytelling and reserve asks/announcements for Stories (and archive as Highlights if needed)
- vi. Engagement Metrics:
 - 1. Engagement rate is very low (around 0.2%). Although they post often and have a decent following, followers are not actively engaged. and they have a somewhat large following, they are not active.
 - 2. Videos tend to get more engagement but aren't posted as frequently as static posts.
- vii. Follower Demographics:
 - 1. Not available/visible from the outside
- viii. Recommendations

Instagram will be a mix of regularly scheduled posts (evergreen content) and time bound content centered around specific events they host around certain times of the year.

1. Due to the versatility and high use of Instagram for Clara's Hope it serves a purpose in all stages of the funnel, awareness, interest, consideration, intent, evaluation, purchase, loyalty) The personas that Clara's hope Instagram activity would target is targeting the Volunteers, Current and Potential Foster and Adoptive Parents and the Donor/Philanthropist persona.
2. Post Frequency: 3-5 posts per week
 - A. Mondays between 11 am and 2 pm
 - B. Tuesdays from 10 am to 4 pm
 - C. Wednesdays—Instagram's highest traffic day—from 9 am to 4 pm
 - D. Thursdays from 9 am to 1 pm
 - E. Fridays before 11 am, only when there's extra content to share
(*best posting times for Instagram per sprout social
<https://sproutsocial.com/insights/best-times-to-post-on-instagram/>)
3. Content Strategy:
 - A. *To maximize reach, mix up content types, balancing photos, reels, videos, infographics, and illustrations. Stories and reels work best for sharing personal experiences of families or volunteers, which resonate well in these formats. Donation appeals, paired with infographics showing the impact of contributions, are effective ways to drive support. Event-related posts lend themselves well to graphic-centered visuals, offering clear and compelling information.*
 - B. 10% Timebound (related to specific events); 90% Evergreen (general information)
 - C. Post heartfelt family stories – either videos, photos or reels (Mondays)
 - D. Feature reels with targeted content to captivate audiences visually (Tuesday)
 - E. Donation appeals, paired with infographics showing the impact of contributions, – whether it is for monthly item highlights or just general donation asks (posting these on Wednesdays to take advantage of the highest traffic
 - Make sure to take advantage of Instagram specific fundraising tool ([non-profit tech for good](#))
 - F. Volunteer Stories and Appreciation Posts (Videos and Photos)
 - i. Event Specific Posts – graphic centered visuals - make sure they are clear and compelling

G. Reposts from Various Fundraising Partners

4. Influencer Strategy

- A. Explore working with foster care and adoption influencers such as [fosterdadflipper](#), [Reallifefostermom](#) or [fosterthefamilyblog](#)
- B. Collaborate to create helpful, engaging posts talking about navigating the foster care system, tips/tricks, success stories, etc.
 - i. Recommend compensating them for their time, either monetarily per post/collaboration, or at a set rate over a predetermined period e.g., \$300 for one month's worth of posts/shared content.
 - ii. Ensure any collaborative content is useable beyond the length of the partnership (e.g., make sure Clara's Hope can continue to use content after the contract period is up)

5. Example Content –

A. Donation asks



B. Family Highlight Stories



C. Donation Ask Reel



f. Facebook Audit

- i. Followers: 2.8K
- ii. Following: 226
- iii. Page created 08/29/2013
- iv. Profile Completeness:
 - 1. Profile is not currently verified
 - 2. Profile photo and cover photo are both the company logo.
 - A. Could benefit from a more emotionally engaging cover image.
 - 3. The intro about section has basic information about business hours, address, contact information. Also links to the website. The about page has more detailed information about the organization, its mission, and focuses.
- v. Content Quality:
 - 1. Clara's Hope is very active on Facebook, posting at least once daily. Most posts revolve around different events, with the occasional "thank you" to volunteers or a highlight about the organization's accomplishments.
- vi. Engagement Metrics:
 - 1. Engagement rate is very low (around 0.2%). Although they post often and have a decent following, followers are not actively engaged. and they have a somewhat large following, they are not active.
 - 2. Videos tend to get more engagement but aren't posted as frequently as static posts.
- vii. Follower Demographics:
 - 1. Not available/visible from the outside
- viii. Visual Consistency:
 - 1. Almost all posts are photos, and they all have a similar look/feel: typically a cute and fun graphic related to the donation need or event.
 - 2. Posts don't always use the Clara's Hope logo in black/purple - it's sometimes changed to match the background of the photo.
 - A. While this makes sense visually within each post, perhaps consider having a more consistent color scheme for the logo: full color (black/purple), all white, or all black to be even more consistent.
- ix. Competitor Comparison:
 - 1. Ennis Center For Children INC. They have 3.7k likes and 4k followers.
 - 2. Ennis posts more sporadically than Clara's Hope and the content is not as consistent in style.
 - 3. Ennis does post profiles on potential foster children to promote the different children. They also post photos from events that they have.
- x. Recommendations
 - 1. *Facebook is the third most visited website in the world (behind Google and YouTube), so effective marketing is nonnegotiable. Clara's Hope should leverage Facebook to share a variety of content that will connect with various*

members of the community.

2. Post Frequency: 2 – 5 posts per week
 - A. Monday: 9am - 12pm
 - B. Tuesday: 9am – 2pm; 5pm
 - C. Wednesday: 9am – 3pm; 5pm
 - D. Thursday: 8am – 2pm; 5pm
 - E. Friday: 9am – 11am
 - F. Saturday (if needed): 9am - 11am
3. Content Strategy:
 - A. 60% Evergreen; 40% Time bound
 - B. Focus on high-quality, engaging content:
 - C. Questions
 - D. Behind the Scenes (BTS)
 - E. Trending Topics/Memes
 - F. Branded Graphics
 - G. Success Stories
 - H. Long-Form Videos
 - I. Infographics
 - J. Blog Posts
 - K. Industry Tips
 - L. Giveaways/Contests

xi. Influencer Strategy:

1. Partner with creators such as [Laura the Foster Parent Partner](#)
 - A. Collaborate to create helpful, engaging posts talking about navigating the foster care system, tips/tricks, success stories, etc.
 - i. Recommend compensating Laura for her time, either monetarily per post/collaboration, or at a set rate over a predetermined period e.g., \$200 for one month's worth of posts/shared content.
 - ii. Ensure any collaborative content is useable beyond the length of the partnership (e.g., make sure Clara's Hope can continue to use content after the contract period is up)

xii. Example Content:

1.

Clara's Hope
every child deserves a family

Volunteers Needed
Everyone can do something

Your help could make a big difference in the lives of
foster and adoptive families

HELP FOR FAMILIES

We Need Help For:

- Family Support
- Meals: Freezer or Monthly
- Fundraising
- Donation Drives
- Monitoring and Childcare
- Events
- Business Partnerships
- Lawn Care
- Home Maintenance
- Small Repairs

Registration on:

www.reallygreatsite.com

Address:

2525 West Shiawassee Ave.
Fenton, MI, 48430

g. LinkedIn Audit

- i. 287 Followers | 2-10 Employees (4 on LinkedIn, only 1 with a visible profile)
- ii. 7 posts total
- iii. Profile Completeness:
 1. Profile picture and header photo are both the organization's logo. While the profile picture makes sense, it would be nice to have a more engaging header.
 2. The profile tagline is succinct and captures the mission well.
 3. The about section provides a more detailed overview of the company. They also list the website, phone number, location (with Google maps), and specialties.
- iv. Content Quality:
 1. 4 out of 7 posts (75%) are reposts from individual LinkedIn accounts, 3 of which are reposts from an employee, 1 is a job post. The other 3 posts are a spotlight on donation needs, an event flyer, and a fundraising event.
 2. While these are relevant posts, Clara's Hope should expand the kinds of content they post to showcase successes including placements/testimonials, recapping events/fundraisers and highlighting tangible numbers (number of attendees, total fundraising dollars, etc.)
- v. Engagement Metrics:
 1. Engagement on the posts is very low; most have 1-3 likes, 0-1 comments, and fewer than 4 reposts.
 2. Optimizing the content, posting, and overall networking strategies of their page should help boost engagement
- vi. Follower Demographics:
 1. No visibility into followers of the page
 2. Most of the engagement appears to be professionals (unclear whether they're foster/adoptive parents, but it doesn't look like it)
 3. That's not a bad niche to cater to on LinkedIn; this would be a great channel to target the philanthropic persona.
- vii. Visual Consistency:
 1. The few posts with photos fit the mood of the organization, however in one post their logo isn't in their standard colors (black and purple). Flyers could be a bit more visually appealing, optimized for LinkedIn, and feature more Clara's Hope branding.
- viii. Competitor Comparison:
 1. Competitor: Haven Homes of Detroit (381 followers). Not a foster/adoption agency, Haven Homes provides individual/family services and is in the Detroit area.
 2. They post more frequently and post a wider variety of content including event flyers and invites, community events/conferences, ongoing projects, and brand-building content.

3. Clara's Hope could benefit from a similar content and posting strategy.

ix. Recommendations

1. Serves as a Lower Funnel activation (Evaluation, Purchase aka Donation/Involvement) targeting the Donor/Philanthropist persona.
2. Post Frequency: 1-2 posts per week
 - A. Tuesday: 10am – 12pm
 - B. Wednesday: 10am – 12pm
 - C. Thursday (if needed) 10am – 12pm
3. Content Strategy:
 - A. 90% Timebound (related to specific events); 10% Evergreen (general information)
 - B. Focus on high-quality, professional content that will engage the audience:
 - C. Audience Polls/Questions
 - D. Celebrate Wins/Milestones
 - E. Upcoming Events
 - F. Videos
 - G. Infographics
 - H. Blog Posts/Newsletters
 - I. Reposts
4. Influencer Strategy
 - A. Not recommended.
 - B. Clara's Hope's LinkedIn presence should focus on owned, first-person content. Any earned/third-party content should be used via repost only.
5. Example Content –



A.

h. YouTube Audit

- i. Subscribers: 14
- ii. Posts: 10 Videos
- iii. YouTube Account Completeness
 - 1. The YouTube page has its logo present, but its bio page has no information on Clara's Hope.
 - A. Recommend incorporating the mission of Clara's Hope in the bio.
 - 2. There are no links from the YouTube page to any other Clara's Hope sites.
 - A. Incorporating links to their website's volunteer and donor page can be a quick way for viewers who want more information to quickly access the page.
 - 3. Clara's Hope YouTube page has not been verified for authenticity.
 - A. Recommending verifying the YouTube page.
- iv. Performance
 - 1. Under videos there are 5 posts 1 year ago, 1 post 4 years ago, and 1 post 5 years ago. Under "live" content there are 3 videos from 3 years ago including one blank video of empty content.
 - A. Recommending more consistent posting with quality content that is engaging with viewers.
 - 2. Engagement by rate reviews is 3.28%.
 - 3. The engagement by likes/shares etc decreased by 69% over the past year compared to former years.
 - 4. Reach: Average views per video over 5 years is 96.1%. There have been 961 views and 10 videos.
 - 5. Viewings decreased by 54% over the past year compared to former years.
 - 6. There were zero shares on all videos.
- v. Recommendations
 - 1. YouTube is the second most popular search engine behind google, and if utilized correctly, Clara' Hope can reach a large target audience and build brand awareness. Clara's Hope video content is very emotionally compelling and can use storytelling to increase followers, families, volunteers and donors.
 - 2. Post Frequency 2-4 quality videos a month.
 - A. Weekday postings on Thursday and Friday evenings from 7-9PM
 - B. Weekend postings Saturday 10am to 12pm.
 - 3. Content Strategy
 - A. Most content will be evergreen 80% and 20% time-bound for events.
 - B. The cadence of 2-4 videos of YouTube posts will be a manageable goal for Clara's Hope.

- C. Cadence of postings will give time to make high quality effective video content

- vi. Influencer Content

- 1. Not recommended for Clara's Hope. Quality influencers can be expensive. Instead, the organization should prioritize creating emotionally mission-driven content featuring real-life stories from foster families and volunteers to build a meaningful connection with their followers.

- vii. Content brainstorm

- 1. Behind the scenes shots with adoptive/fostering families.
 - 2. Behind the scenes videos with volunteers
 - 3. Donor spotlight videos
 - 4. Fundraiser and event videos
 - 5. Impact showcases showing behind the scenes preparing first night bags etc.
 - 6. Educational content for foster/adoptive families
 - 7. Day in the life of a foster/adoptive parent
 - 8. Call to action videos for donors and volunteers
 - 9. Q&A series of common questions about foster/adoptive families
 - 10. Yearly event recap videos

- viii. Example content –



- 1.
 - 2. [YouTube Content](#)

- i. [Sample Weekly Content Calendar](#)

j. Influencer Strategy

i. *Why influencer marketing works*

1. People trust people they know
 - A. 92% trust recommendations from a friend
 - B. 70% trust customer reviews online
2. Influencers inspire action
 - A. 90% inspired to purchase by influencer
 - B. Relationships matter...influencer marketing deliver 11x higher ROI than traditional forms of digital marketing

ii. What makes a good influencer

1. Reach
 - A. The number of people that are exposed to a message. E.g., reach = followers
 - B. Social media influencers DO NOT need millions of followers
 - C. Reach alone isn't a requirement to be an influencer
 - D. There are many micro influencers with smaller followings, but have tapped into a highly credible niche audience
2. Credibility
 - A. Level of trust given by followers based on perceived knowledge/expertise on influencers
 - B. Credibility is more important than reach
3. Authenticity
 - A. Good influencers genuinely believe in the brand
4. Activity
 - A. Must be active on social media, posting on a regular (daily or weekly) basis
 - B. Content must be consistent with the brand image
5. Engagement
 - A. When followers mention the influencer or ask questions, it's important to acknowledge followers by liking or commenting back

iii. Creating a social media influencer marketing strategy

1. Establish Goals
2. Should be tied to the marketing objectives set for your social media marketing strategies

iv. Identify Who You're trying to Influence

1. Identify target audience(s) (by persona)
2. Identify channels most important to the target market and engage on each channel

v. Identify Influencers

1. Your target audience must trust and respect them

- vi. Monitor the potential Influencer
 - 1. Start engaging on social media before reaching out directly
- vii. Reach Out to the potential Influencer
 - 1. Define specific benefits for the influencer and how the brand hopes to benefit too
 - A. What can your brand offer?
 - i. Value to the audience
 - ii. Personal influence (add brand to network to their own)
 - B. What can the influencer offer?
 - C. Brand equity
 - D. Audience reach
- viii. Incorporate into Social Media Strategy
 - 1. Utilize influencers' reach as they interact with your brand
- ix. Report and Analytics
 - 1. Show effectiveness
 - 2. Influencers should provide detailed results for engagements, impressions, followers, etc., from their socials
 - A. Measure both quantitative & qualitative results
- x. *Potential collaborations outlined by channel above. Ensure any collaborations feel brand-right for both Clara's Hope and the partner.*

VIII. Paid Social Media

- a. As a small, non-profit organization, Clara's Hope should continue to focus most of its resources on continued support of families in need. We do recommend a small investment in paid social media to help maximize reach on key posts/initiatives.
- b. We recommend 1-2 boosted posts per month on Instagram, Facebook and LinkedIn
 - i. Boost the top performer each month, based on engagement (likes, comments, and shares) for a minimum of 7 days.
 - ii. Recommend an investment of \$50 - \$200 per day, per channel
 - iii. \$350 - \$1,400 per month, per channel for paid social activity

IX. Email

- a. Email marketing is an excellent way to stay in close contact with important members of the Clara's Hope community. To maximize email effectiveness, we recommend creating an email strategy in line with the 5 W's: Who, What, When, Where, and Why:
 - i. Who – who are you emailing
 - 1. First-time donors
 - 2. Subscribers who have never donated
 - 3. Social media followers
 - 4. Corporate sponsors
 - 5. Volunteers
 - 6. Foster parents
 - 7. Adoptive families
 - ii. What – what are you sending them
 - 1. Welcome letters
 - 2. Call for donations
 - 3. Thank Yous
 - 4. Educational/Resource emails
 - 5. Newsletters
 - 6. Event Promotions
 - 7. Success Stories
 - 8. Event Recaps
 - iii. When – date, time, and frequency of sends and/or what will trigger the email
 - 1. Optimized based on click through and open rates
 - 2. Scheduled after specific action (e.g., first donation, abandon donation page)
 - iv. Where – where are you redirecting them
 - 1. Donation landing page

2. Events landing page
3. Volunteer landing page

v. Why – what is the purpose of the email

1. Educate
2. Inform
3. Confirmation/Operational
4. Convert

- b. *The key is not to have every email accomplish everything. Due to Clara's Hope's size/resources, we recommend selecting 1-2 audiences and selecting 1-2 subsequent W's and developing a repeatable email strategy.*

X. Digital Marketing Calendar

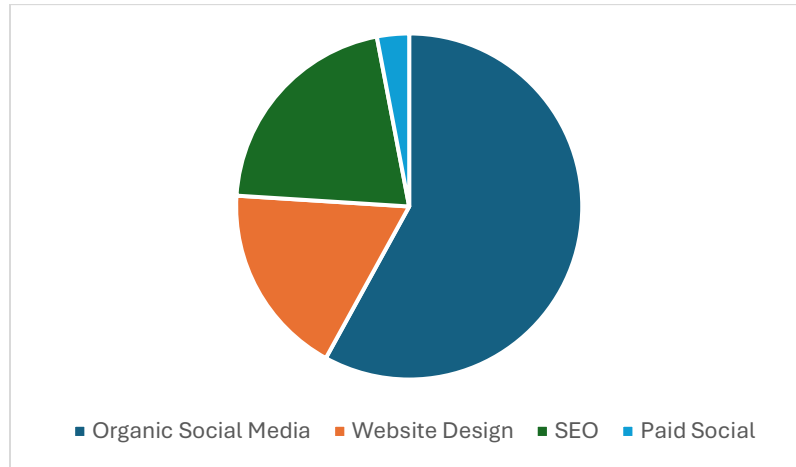
- a. *An overall digital marketing calendar should help you plan, organize, and schedule marketing activities over a set period. It aligns a company's marketing goals with specific campaigns, content, and promotions to ensure everything happens on time and in sync.*

- b. [Sample Month View](#)

XI. Resource Allocation

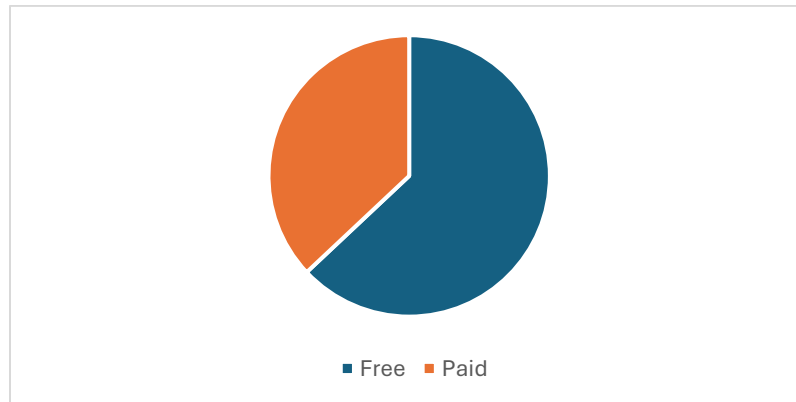
a. *Resource allocation is about deciding how to use your time, energy, and limited money to get the best possible results. For a nonprofit with a tight budget, it's important to focus on free or low-cost activities that can still make a big impact. The goal is to maximize your reach and effectiveness while spending as little as possible.*

b. Suggested Time Commitment



c.

d. Suggested Monetary Investment



e.

XII. Metrics & Reporting

a. Instagram

- i. Success for Instagram will be measured by the following KPIs:
 - 1. Post Reactions (separated by type e.g., Like/Heart)
 - 2. # of Comments
 - 3. Shares
 - 4. Weekly (or Monthly) Sentiment (Positive, Negative, Neutral/Unclear)
 - 5. Engagement Rate- Tracked Monthly
 - 6. Share to Stories #

b. Facebook

- i. Success on Facebook will be measured by engagement:
 - 1. Number of Likes, Comments, and Shares
 - 2. Overall sentiment
- ii. Based on non-profit benchmarks for Facebook engagement rates and current performance, we recommend Clara's Hope target a 1% engagement rate over a 6-month period:
 - 1. ~17 likes; ~8 comments; and ~3 shares per post

c. LinkedIn

- i. Success on LinkedIn will be measured by engagement
 - 1. Number of Post Reactions (identified by type e.g., Like; Celebrate; Support; Love; Insightful; Funny)
 - 2. Number of Comments
 - A. Weekly and Monthly
 - B. Sentiment (Positive, Negative, Neutral or Unclear)
 - 3. Number of Reposts
 - A. Keeping track of who reposts what
 - 4. The above metrics should feed into an overall engagement rate. Based on general [non-profit benchmark engagement rates](#), we recommend Clara's Hope target a 1% engagement rate over a 6-month period.
 - A. Translates to ~2 reactions, ~1 comment, and ~0-1 repost per post.

d. YouTube

- i. Success for YouTube will be measured by the following KPIs
 - 1. Post Reactions (separated by type e.g., Like, Dislike)
 - 2. # of Comments

A. Weekly (or Monthly) Sentiment (Positive, Negative, Neutral/Unclear)

3. Number of subscribers gained and or lost
4. How long viewers watch the video
5. Saved clips
6. Shared or clipped video content

e. Email

- i. Based on [benchmarks for non-profit email engagement](#), we recommend Clara's Hope target the following:

1. Average open rate of 20% and average click rate of 2% for each email sent

XIII. Additional Resources

a. Graphic Design:

- i. Canva
- ii. Unsplash
- iii. Pexels
- iv. The Noun Project

b. Copywriting:

- i. ChatGPT
- ii. Google Gemini

c. Social Media Management/Resources

- i. Later
- ii. Hootsuite
- iii. Sprout Social

d. Professional Assistance

Social Media, Graphic Design, Copywriting, etc. assistance (for hire, prices vary)

- i. Fiverr
- ii. Upwork

PLEASE NOTE

This document is provided for informational and educational purposes only. The recommendations and strategies included are based on general marketing principles and insights specific to Clara's Hope at the time of compilation. We are not responsible for any outcomes or results stemming from the implementation of these recommendations. Readers are encouraged to adapt strategies as necessary and consult with relevant professionals to ensure alignment with their specific goals and circumstances.