



Future Builders

Future Builders

Building A Better Future

GROUP 4

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Future Builders

Overview

Future Builders was
founded in 2016

In 2021

We built 150 properties

We raised about \$50 Million

Our Goal

Grow and Maintain our existing Volunteer
and Donor base to help more Families!

US

Canada

Mexico

Armenia

Indonesia

El Salvador





About Us !

Mission Statement Stay focused on building homes and teaching underserved families how to live sustainable lives.

Value Proposition To utilize our skills and technology to impact impoverished families in a way that not only allows them to improve their quality of life but also prepares them to continue to live sustainably.



Executive Summary

- 01** — Reach 1000+ members in each of our Volunteer Networks by partnering with philanthropic influencers to drive awareness
 - 02** — Hit \$100M In funding/donations by growing our partner network to get more Individual donations and corporate sponsorships
 - 03** — Increase our CTA conversion rate on the site to 20% by A/B testing and collecting data to guide our design decisions
 - 04** — Convert at least 50% of our volunteers and donors to primarily use the app by making certain functionality exclusive to the app and rewarding sign-ins
-







Market Analysis

- 01** — The cost of living has increased disproportionately compared to average household income and minimum wage
 - 02** — What was considered middle class 40 years ago is now lower class or poverty
 - 03** — Affordable housing that remains affordable is needed now more than ever
 - 04** — Unlike others who might also be in the position to help, when it comes to helping our fellow man, we are not interested in how we may benefit from such a deed
 - 05** — To fulfill our mission, we must make our voices heard and build a community whose values align with ours
-



Competitive Analysis

Top Competitors	Strengths	Weaknesses
<p>Murph's Life</p> 	<ul style="list-style-type: none"> - Heavily focused on community - Real/Raw content - Driving economic difference via marketing local goods - Robust volunteer network/process 	<ul style="list-style-type: none"> - Very early in the business - Scalability - On the ground focused on 1 item at a time.
<p>Red Cross</p> 	<ul style="list-style-type: none"> - Very wide net to support every cause from natural disaster to devastating event - Global (can be anywhere at any time) - Very low barrier to entry for donations 	<ul style="list-style-type: none"> - No specific cause (not niche enough) - No true clarity as to how donations are used or what cause they are going towards - Lack of public trust due to previous views
<p>1 Mission</p> 	<ul style="list-style-type: none"> - Partners with families who will continue to work and build in the community - Cost break down (donate \$30 = Concrete) - Offers mission trips to ensure homes are being built on time 	<ul style="list-style-type: none"> - Only in 3 countries - Selective with partnership - Works with a limited amount of families at one time.
<p>Habitat for Humanity</p> 	<ul style="list-style-type: none"> - A lot of "skin in the game" - Global organization focusing on local issues - Figured out how to be cost-effective - Very low Admin costs going to the leaders of the org 	<ul style="list-style-type: none"> - Operates differently in each country - Limit homeowners ability to make changes to their homes within the first 10 yrs. - Sweat Equity is needed from the family receiving the home.



Objective	Strategy	Tactic	KPIs	Data Sources
Get our volunteer network to 1000 members per volunteer type by EoY	Partner with influencers from each country we're operating in to bring awareness.	Bring influencers in from each country to document while working on homes and workshops to give their perspective on the work being done.	Overall Volunteer signups QoQ, Landing page bounce rate, first time vs returning visitors	Google Analytics: Acquisition > User Acquisition > Conversion rate "signups" Google Analytics: Audience > Active users
Raise \$100M in 2022 (\$50M in 2021)	Grow our partner network to create a wider net for donations	Partner with retail or ecom businesses to offer a round-up donation at the end of every transaction.	Total Donations QoQ, Donations per Channel, Bounce rate, one time donations vs subscribed donations	Google Analytics: Conversions > Checkout behavior > Sessions/Abandonments
Increase our call to action conversion rate to 20% by EoY (12% in 2021)	Test and collect data on call to actions on the site so we can see what needs to be adjusted	A/B Test different colors, wording, and incentives	Click through rate, Time spent on page, clicks to submission, Views to submission	Google Analytics: Engagement > Conversions: Event Name Google Analytics: Behavior > Behavior Flow
Get 50% of our Volunteer/Donation community to primarily use our native app by EoY	Make certain functions/information only available through the app to guide users there for the first time and keep them there with exciting content!	Offer a personal dashboard that lets you see how much time or money you have donated, what projects you have been involved with, Updates from the families you have supported, and DIY/sustainability content that our beneficiaries receive	Users by platform/device category, Users by device,	Google Analytics: Audience > Technology > Browser & OS



Personas Overview

Making a difference in our
communities



Personas Overview

One Time Donor • A one-time donor persona is someone who has only contributed financially to a nonprofit once or rarely. —

Corporate / Major Gift Donor • Corporation / Business, Donors who make significant financial / Supplies contributions.

Frequent Donor • We can always count on this type of donor who donates regularly.

Community Service Volunteer • Volunteers who need to earn credit for school or court.



Personas

Persona

Michael Smith



Age: 35 years old
Education: College Graduate
Occupation: Entrepreneur
Income: Affluent
Location: New York, NY

Bio

Michael a former professional football player, owns his own business, likes the outdoors, and spending time with his family and friends.

Values

Passionate about giving back to the community

Challenges

- Finding a non-profit where he can donate and volunteer in his own time
- Balancing time for work and personal life

Goals

- Get to know the community
- Volunteer in his spare time
- Visit new countries
- Stay active in his community

Persona

Carmen Gonzales



Age: 65 Years Old
Education: Teacher
Occupation: Retired
Income: Average
Location: San Diego, CA

Bio

Carmen is very connected to non-profit organizations through personal experiences and the proud support of her community. Now that she is retired she would like to volunteer more around the world.

Values

Respect and help others, encouraging equal opportunity

Challenges

- Finds social media unappealing
- Does not like asking for help

Goals

- Wants to volunteer as much as she can because she is passionate about giving back
- Eager to find a purpose in her retirement years

Persona

Benny Martinez



Age: 17 Years Old
Education: College Student
Occupation: Student
Income: Depend
Location: Miami, Florida

Bio

Benny is a high school student, who lives with his parents, he decided to join the Dosomething.org and volunteermatch.com, these organizations provide high school students scholarships.

Values

Believes in encouraging others to become a better person

Challenges

- Finding a non-profit that matches his passions
- Finding a diverse non-profit

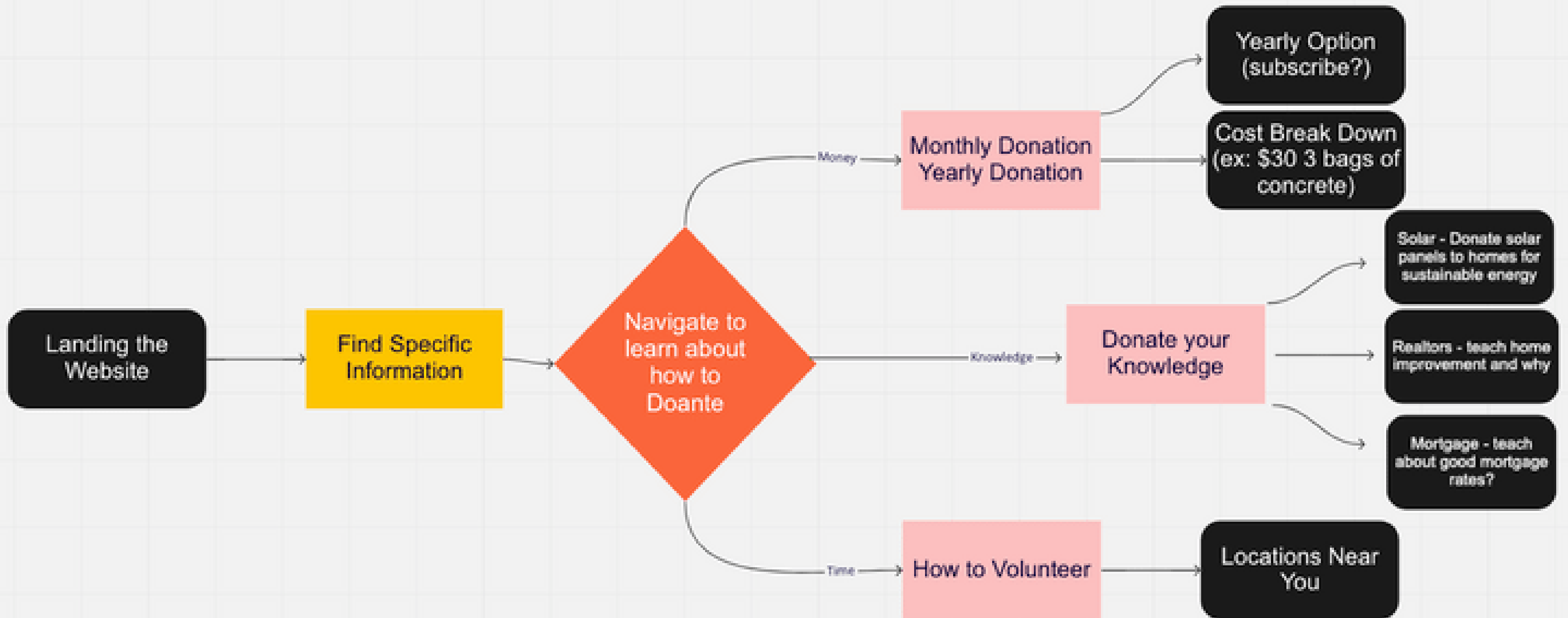
Goals

- Volunteer in an organization that can help him to get qualify to get a scholarship
- Go to College



SEO Keywords Phrases

- Online Fundraising
 - Donations
 - Volunteer Work
 - Donate a gift
 - Birthday Volunteer
 - Gift Donations
 - Volunteer Abroad
 - Mentoring
 - Teens Program
 - Places to volunteer
 - Non-profit Organization
 - Volunteers
 - Financial Donors
 - Community Services
 - Charities
 - Donors
 - Car Donations
 - Social Organization
 - Volunteer Group
 - Online Volunteer
-





Header

Home

Call to Action
Donate

About Us

Mission /
Who We Are

Vision
(Our Why)

News /
Upcoming
Events

Volunteer

Volunteer

Volunteer to
teach a
workshop

Volunteer
Opportunities
Near you

Volunteer as
a Business

(Mission
Trips??)

Company
Event

Donate

Donate \$

Donate
Now

Donate
Monthly

Sponsor a
Family

Donate
Resource

Materials

Furniture

Resources

Online
Workshops

In Person
Workshops

Your
Impact

Pictures/
Videos

Where they are
now
(Before and after)

Subscribe to
stay updated

Revenue

Blog

Pictures/
Videos

Story
Telling

Social
Media

Subscribe
to our Blog

Shop

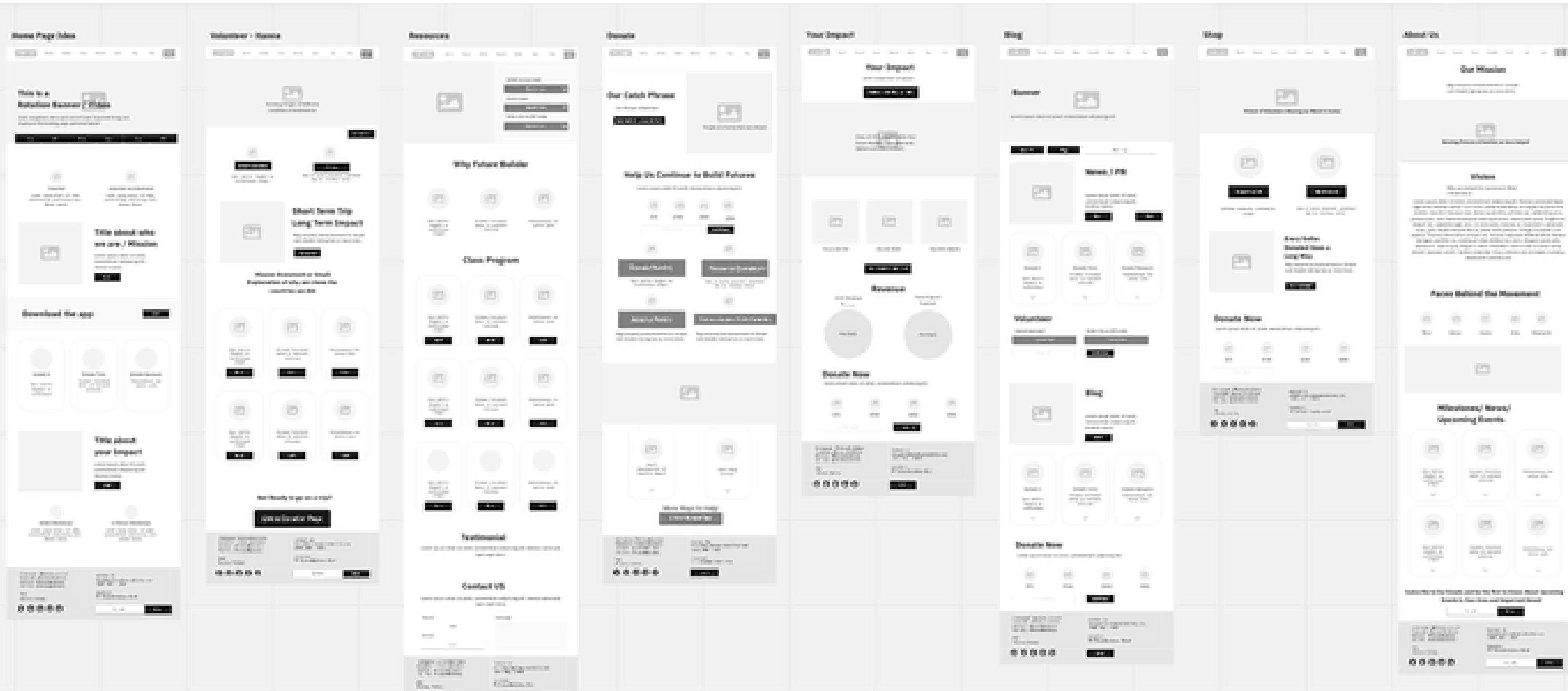
Support
Local

Merchandise



Future Builders

WIREFRAME Website Planning





Backlink Outreach

We chose to partner with other companies who also place great value in improving the lives of the community around them. These companies, in particular, also fund foundations of their own and have donated billions of dollars collectively to communities of their choice. They all also happen to be companies who we can work in tandem with to provide all of the resources needed for communities and families to thrive.

- 01** — Submit Guest Articles
- 02** — Create Infographics
- 03** — Give a Testimony
- 04** — Help Fix a Broken Link





SEO Recommendations

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8" />
5   <meta name="viewport" content="width=device-width, initial-scale=1" />
6   <meta name="robots" content="max-image-preview:large" />
7   <title></title>
8   <link rel="dns-prefetch" href="//s0.wp.com" />
9   <link rel="dns-prefetch" href="//wordpress.com" />
10  <link rel="dns-prefetch" href="//fonts.googleapis.com" />
11  <link rel="alternate" type="application/rss+xml" title="&raquo; Feed" href="
12  <link rel="alternate" type="application/rss+xml" title="&raquo; Comments Fee
13  <script type="text/javascript">
14    /*  */
15    function addLoadEvent(func) {
16      var oldonload = window.onload;
17      if (typeof window.onload != 'function') {
18        window.onload = func;
19      } else {
20        window.onload = function () {
21          oldonload();
22          func();
23        }
24      }
25    }
26    /* ]]]&gt; */
27  &lt;/script&gt;
28  &lt;script&gt;
29  window._wpemojiSettings = {"baseUrl": "https://s0.wp.com/wp-content/mu-pli
30  /*! This file is auto-generated */
31  !function(e,a,t){var n,r,o,i=a.createElement("canvas"),p=i.getContext&amp;&amp;i.getC</pre></div><div data-bbox="546 560 881 603" data-label="Section-Header"><h2>Changes that will enhance UI</h2></div><div data-bbox="546 625 917 843" data-label="List-Group"><ul><li>— Lighten up the text load</li><li>— Add more space between lines with smaller fonts</li><li>— Create uniformity with color</li><li>— CTA should be the most prominent</li><li>— Ensure icons share a visual style</li><li>— Use white space</li></ul></div>
```



Content

- 01** — Why we chose the color Green
- 02** — Creating from the users perspective
- 03** — Integrating Keywords into the Header, Blog Titles, and Captions
- 04** — Backlinking throughout our own website
- 05** — Explaining the countries we chose to help and why



Website content pages using **SEO best practices.**

<https://futurebuilders898438767.wordpress.com/>



Future Builders

Thank you!

STAY UPDATED!

@FutureBuilders

