

Client website: [REDACTED]

### Low-hanging fruit:

- **Adjust messaging strategy:** There's a lot of good stuff on the current site, but some pieces of a compelling story are missing. Namely the problem [REDACTED] is solving. The mission is to educate and grow the community while promoting safety is clear, but there should be a problem statement, especially for potential educators we're trying to reach. I'd suggest leaning into the problem of educators wanting to make more money and/or maybe how [REDACTED] has been seen as having a high barrier to entry. The quote in the news article was an eye-opener to me - I'm sure plenty of others haven't thought of things that way either. Presenting some kind of problem and positioning yourself as the solution is key to making your marketing story more engaging and convincing on an emotional level. Your audience wants to connect with you but they can't if the facts are laid out without being told in a story (which the current site copy is doing).
- **Website media page:** Add a media page to the website to highlight the news article and any other media. Could also create a logo carousel on the homepage like "Featured by" or "We've worked with" and then the partner logo, team logo, and any other organizations you can get logos for. This module helps establish credibility and is eye-catching for potential educators.
- **Partner story:** Put a link to the partner story in your nonprofit email signatures and share it on social media a few times (spread out over time). That piece lends a lot of credibility to the organization but I didn't see it being talked about much in any of the materials even though it's only about a month old.
- **Focus on YouTube:** Pick one social media platform to really build your presence to reach your audience. This doesn't mean deleting the others -- definitely keep those and keep them updated to show there's a pulse. But focusing on one platform to start keeps things more simple and you can repost the content you make for that platform on the others as well.
  - You can try promoting posts on your platform of choice, but I think you could also be scrappy about it to start with. Your YouTube is looking fairly healthy already.
  - **YouTube is your most fleshed-out and engaged audience right now.** It's good that your videos are already monetized. I'd suggest considering

continuing your YouTube strategy. Your 'How to' videos are the most popular, which is good to continue for brand awareness.

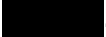
- To reach the audience of educators to certify, **consider content about teaching**. Think:
  - “# Different Ways to Teach X”
  - “How to Become a Certified [REDACTED] Educator”
  - “How to Start Getting Paid as a [REDACTED] Educator”
  - Videos teaching more advanced skills. For advanced skills preface with the message that these skills are not for beginners and include a call out at the beginning and end that if the person watching has ever wanted to teach [REDACTED], they can become certified with you, then direct them to link in the description to your website (or a landing page).
- **If you decide to pursue YouTube, TikTok, or Instagram:** Make YouTube shorts, TikToks, and Instagram Reels with the YouTube videos already on the channel -- especially with the [REDACTED] videos. Reframe those as “this is how you teach X” and use appropriate hashtags to find current [REDACTED] pros and potential educators.
- **Network with local [REDACTED] organizations, teams, schools, and parks departments:** I did some light Googling and found there's a good presence of these groups around your headquarters. Reach out via email and include a link to the partner story and your website. Tell them about the organizational membership plans and could even offer some kind of discount to get your foot in the door at the start.
- **[REDACTED] educator events/workshops:** I see you have recordings from a summit but they have a low view count compared to other content. I've had great success on [REDACTED] - establish a page for free and start by setting up local in-person events.
  - You can also post virtual events to [REDACTED] now, but you should build separate pages for each city you want to reach. This platform is great for organically sending you group members if you can consistently post events, but it was built to be an in-person events platform, so they base it all off the zip code for your group. I have had success by making separate groups for each target city and reposting the same event across them.
- **Build a Media Kit:** Whether for yourself as a thought leader or for the organization as a whole, a media kit will be foundational to your PR efforts. This can include:

- An elevator pitch to quickly introduce yourself/the org and your mission
- A fact sheet/backgrounder to highlight qualifications and accomplishments
- Your LinkedIn page: There are ways you can beef up your profile (i.e. put more detail into your work history, write positive testimonials for colleagues and ask them to reciprocate, follow the prompts LinkedIn gives about profile robustness, etc.). This is important because journalists and potential partners will likely look you up on LinkedIn to check you out before working with you.
  - Brand guidelines
  - Contact info
- **Certified Educator collateral:** I see you post about certified educators on social media, but you might give them some kind of physical gift box and a printed certification if you don't already. If you can get people who are popular on social media, they can do unboxing content or just will end up tagging [REDACTED] when they get these gifts.
  - Also send them exclusive graphics for their emails, social media accounts, websites, etc. to note them as a certified educator.
- **Simple swag:** Consider investing in some cheap swag or trinkets like stickers or cheap [REDACTED] gear. Theme them around your mission but also safety and educator-focused -- think: safety tips, [REDACTED] tips, "I'm a certified [REDACTED] educator," etc.

Other ideas (likely further down the line):

- **Podcasting:** grows audience, is a good future potential revenue, and helps build your network and credibility in the space. You can also cross-pollinate content from a podcast to YouTube and vice versa (work smarter, not harder).
- **Build referral program:** This doesn't need to revolve around offering money or discounts (although that's usually a good incentive), but these can also be structured to ask certificate holders to feature the nonprofit on their own websites to link to the site. This can play well with the Certified Educator collateral you send - make the ask for referrals in that package.
- **New videos:** Since you have a library of footage from [REDACTED] and events. It may be too costly to suggest new video editing this early, but once you cut segments of existing videos to angle them toward the potential educator audience, you

should obviously consider investing in new videos when that becomes more doable.

- **Hire a PR pro:** Again, this can be costly, but if you get a good PR person on your books they can do your pitching and bragging for you to land you more opportunities for coverage like with your partner. These opportunities will help further elevate your platform and garner more awareness for your work and .

CRANG  
INTERVIEW