Raise® 2023

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Rinse, Repeat, Recycle (Your Content)

Jarrett R. Ransom, MBA

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Why Rinse, Repeat, Recycle?

- Save time
- Provide an SEO Boost
- Scale Content Creation & Audience Reach

Leveraging Your Storytelling

- Reinforce Your Message
- Create a Memorable Impression
- Reach a Wider Range of People
- Enhance Engagement & Understanding
- Strengthen Emotional Connection

The Power of Multi-Channel Marketing

- Reach a Diverse Audience
- Increase Brand Visibility
- Stay Top-of-Mind
- Enhance Trust & Credibility
- Amplify Impact

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What Can Be Created When You Rinse, Repeat, & Recycle?

- Impact Report or Annual Report
- Blog/Article
- Newsletter
- Social Media Posts
- Success Stories
- Podcasts
- Radio/TV Interviews
- Leadership quotes
- Listicle
- E-Book
- Audiogram

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Identifying Your Evergreen Content

- Review Engagement
- Assess Industry Relevance
- Survey Audience Feedback
- Examine Performance

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Example 1: Outward

Alisa's Angels Foundation

ALISA'S ANGELS FOUNDATION IMPACT STATEMENT

OUR MISSION

SUPPORT AND EMPOWER STUDENTS WHO MAKE THEIR COMMUNITIES A BETTER PLACE

100% GRADUATION RATE

The national graduation rate for students who begin their freshman year of college is 59% in 6 1/2 years. Ours is 100% in 4 1/2 years

OVER 30% ARE THE FIRST IN THEIR FAMILY

One third are the first in their family to attend college. We are inspired by young people who have significant personal challenges, yet still are helping others.

THE RIPPLE EFFECT

We give scholarships and support to students today who will continue to help others tomorrow. Alisa was the inspiration, creating the first drop in the pond. Her life of giving and caring inspired Alisa's Angels. The young people we support will continue to impact their communities.

A COMMUNITY NOT JUST A SCHOLARSHIP

We connect the new recipients to alum, providing them an mbassador. We gather them at emiannual reunions and connect with them throughout the year. We walk alongside all students, celebrate their successes, and give advice and encouragement.

VOLUNTEER HOURS THOUSANDS OF HOURS

A unique scholarship awarded to students who are active members in their communities and give back through service.

67 SCHOLARSHIPS

MORE THAN $70K IN LOANS

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Example 2: Inward

Gabriel's Angels
Pets Helping Kids

IMPACT REPORT
2020-2021

We inspire confidence, compassion, and best behaviors in at-risk children through pet therapy.

642 Volunteer Hours

1,287 Arizona Kids Served

120 Pet Therapy Teams

551 Books Read by Kids

+19 # of Words per Minute Increase

ABC Reading Program

Group Pet Therapy

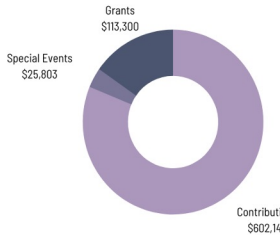
9 Arizona Schools All Year

8 Therapeutic Agencies

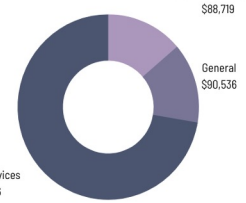
3% OF TEENS IDENTIFY AS TRANSGENDER OR GENDER NONCONFORMING IN AMERICA. APPROXIMATELY 150,000 AMERICAN TEENS (AGES 13 TO 17) IDENTIFY AS TRANSGENDER IN THE UNITED STATES TODAY.

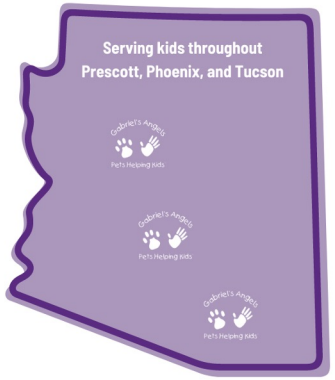
OUR FINANCIAL STEWARDSHIP
May 1, 2020- April 30, 2021

CONTRIBUTIONS
Total $741,251



EXPENSES
Total $647,901





"I was having a bad day at first, until Caymus came. He made me feel a lot better. We read two books, played ball, I fed him water, and we cuddled"

– Alyssa, Age 12

Scan to view full report online!

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The 10 Proven Strategies for R + R + R Success
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Implementing a 12-Month Content Calendar

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FREEMIUM DOWNLOAD

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Measuring and Analyzing Results

- Track Website Analytics
- Measure Engagement Metrics
- Evaluate Conversion Rates
- Monitor Audience Feedback
- Analyze SEO Performance
- Compare Across Channels

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Saving Time and Preserving Your Sanity: Tools & Resources

- AI like ChatGPT can help you write blog posts that can be broken down into shorter social media posts.
- Automation tools like Buffer allow you to schedule content in advance while MailChimp lets you create automations that will send your list content based on a predetermined schedule.
- Transcription services like Rev or Descript can help you pull content from presentations or podcasts.
- Design tools like Canva can help you easily resize content for each social media platform.

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2023
Q&A
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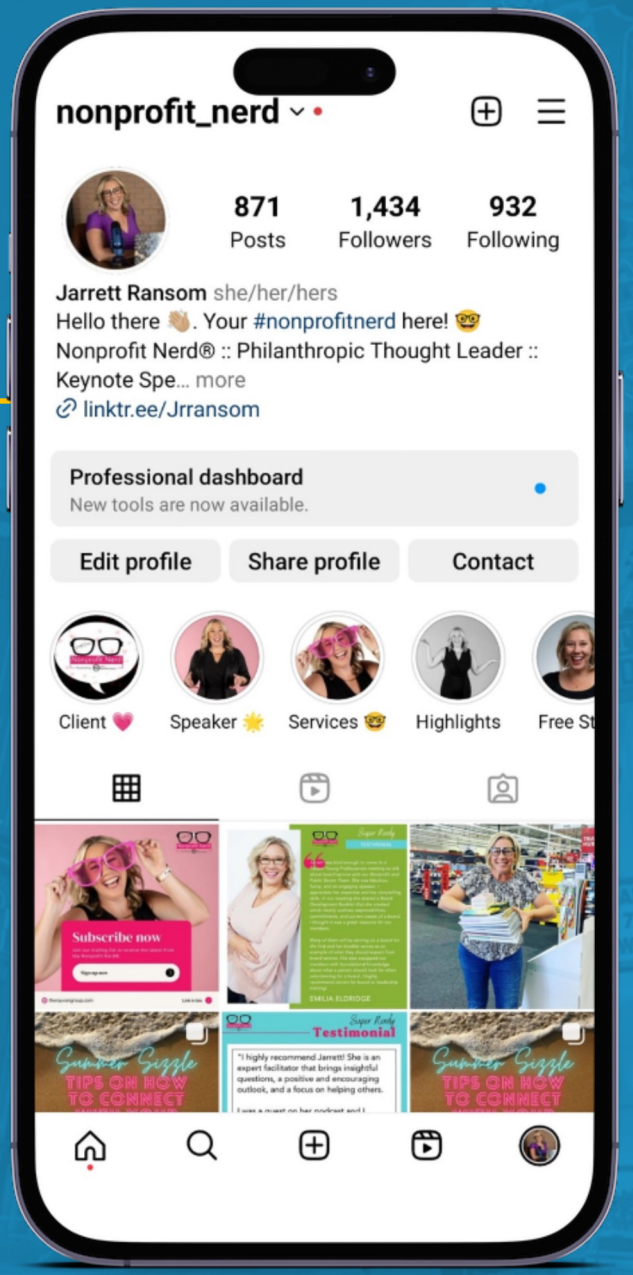

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