

Strategic Plan for Footprints In Africa Current as of March 22, 2021

Executive Summary

The strategic plan for Footprints In Africa consists of the following high-level objectives and action steps:

Objectives:

- Aid the people of Africa, in poverty-stricken communities, with necessities needed to maintain a standard quality of life.
- Be a conduit for as many people as possible to travel to Ethiopia, Africa.
- Educate others on the traditions and culture of Africa.

Action Steps:

1. Strategic Position: Utilize Market Strategy
2. Prioritize Objectives: Work the short-term goals, and adjust accordingly
3. Develop a Strategic Plan: The strategic plan is to identify what works and what doesn't to avoid stagnation..
4. Execute and Manage Plan
5. Review and Revise the Plan as Needed

Vision Statement

The strategic plan for Footprints In Africa aims to further the following organizational vision:

Footprints in Africa, a subsidiary of Chayil Enterprises LLC., is a 501 (c)(3) nonprofit organization that is committed to aiding the people of Africa, in poverty-stricken communities, with necessities needed to maintain a standard quality of life.

Mission Statement

The mission of Footprints In Africa is to we believe that a single action can make all the difference in the lives of others and that collective actions can greatly impact the world. through advocacy and community outreach programs, projects, campaigns, and initiatives, we are committed to fostering support that brings about real change for the greater good of those in africa.

Business and Team Summary

The primary business of Footprints In Africa consists of the following:

We are committed to fostering support that brings about real change for the greater good of those in Africa.

The core team members of Footprints In Africa are as follows:

1. Tammy Darmel Moore
Founder And President

Tammy Darmel Moore is a consummate professional who builds strong, dedicated; client relationships and partnerships built on trust; while successfully maneuvering the delicate balance between dedication to the mission, the need for bold entrepreneurial initiatives, and the application of sound business management.

Tammy is a graduate with a Bachelor of Liberal Arts degree in Business Administration, with extensive accounting studies, from Furman University. After graduation, she completed a rigorous Project Management Professional (PMP) program at the University of South Carolina. Additionally, Tammy also has two executive business certifications in Innovative Finance and Social Innovation from the University of Cape Town, a research university in South Africa, thus earning honors recognition in both programs. She also holds several executive certifications in Intellectual Property Law from Pennsylvania University, also known as Penn Law. In addition to honing an elite business certification in Women's Entrepreneurship from Cornell.

2. Angela L. Oglesby
Executive Administrator

Angela Oglesby is an Effective Executive Assistant with a demonstrated history of working

with C-Level executives. She's Skilled in Microsoft Office, Team Building, Management, Travel Coordination, and Human Resources with exceptional work ethics. She is well organized, resourceful, detailed-oriented, exercises time management, anticipates needs, and adept in technology.

Angela is a graduate of Greenville Technical College, Angela earned an Associates' Degree in Applied Science with a Major in Administrative Office Technology, specializing in Medical. She also holds a specialty certification in Medical Clerical and Physician Practice Specialist.

3. Sajion J. Moore

Chief Financial Officer (CFO)

Sajion Moore is an experienced Financial Officer with a demonstrated history of working in different financial arenas. Sajion is skilled in Business Planning, Financial Operations, Payroll, Generally Accepted Accounting Principles (GAAP), Financial Accounting, and Acquisition Integration.

Sajion is a strong finance professional!

He graduated from The Darla Moore School of Business; with a dual concentration in Business (Entrepreneurship and Economics) with a minor in Sports, Hotel, and Resort Management.

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
Our Mission and Vision is Compelling	Identify Cornerstone Program
Great Leadership	Sponsor a Mingi Child
Solid Partners	Secure a Flagship Grant
A Supportive Tribe	Secure Flagship Partnership

Weaknesses	Threats
Residual Income	COVID (travel restrictions and lack of funding).
Organization and Brand Awareness	
National Support System	

Analysis of Industry

The current state of nonprofit industry is as follows:

According to the National Center for Charitable Statistics (NCCS), more than 1.5 million nonprofit organizations are registered in the U.S. This number includes public charities, private foundations, and other types of nonprofit organizations, including chambers of commerce, fraternal organizations and civic leagues.

"There are more than 10 million nonprofits and non-governmental organizations worldwide. (via nonprofitaction.org).

There are approximately 1.3 million 501(c)3 organizations based in the United States. (via National Council of Nonprofits).

Nonprofit organizations account for 5-10 percent of the United States' economy and about 10 percent of U.S. employment. (via Stanford Social Innovation Review).

The American nonprofit sector employs approximately 11.9 million people (one out of every 10 working Americans), making it the third largest employment industry in the country, behind only retail and manufacturing. (via Johns Hopkins Center for Civil Society).

Contrary to popular belief, most nonprofits are not supported primarily by donations. (via Independent Sector's Civil Society for the 21st Century).

- 48 percent of revenue for public charities comes from fees for programs, goods and services.
- 33 percent comes from government.
- 13 percent comes from philanthropic donations.
- 6 percent comes from investments and other sources.

In 2018 (the last year for which data is currently available), approximately 63 million Americans volunteered their time with nonprofits. (via nonprofitsource.com)

The value of volunteer hours contributed to the nonprofit sector in 2016 is roughly \$187.4 billion. (via The Urban Institute)

In 2019, approximately 175 million people donated to charities in the United States (via Independent Sector's Civil Society for the 21st Century)

If nonprofits were a country, they would have the 5th largest economy in the world. (via John Hopkins University)."

Resource: Prosper Strategies @ <https://prosper-strategies.com/2020-nonprofit-stats/>.

Analysis of Marketing Strategy and Target Customers

The marketing strategy of Footprints In Africa consists of the following elements:

Email Marketing (Blog & eNewsletter)
Social Media Marketing
Content Marketing
Video Marketing
Audio Marketing

Target customers include:

Corporate Sponsor/Partner

Affluent Major Gift Donor
Millennial Volunteer

One-Month Goals

Build-up Our Online Presence	
Strategy	Email Marketing (Blog & eNewsletter), Social Media Marketing, Content Marketing, Video Marketing, and Audio Marketing
Financial Projections	\$250
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Online Store Sales, Number of Website Visitors, Website Subscribers, and Social Media Followers

Cultivate a Strong Tribe	
Strategy	Email Marketing (Blog & eNewsletter) Social Media Marketing Content Marketing Video Marketing Audio Marketing
Financial Projections	\$250
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Online Store Sales, Number of Website Visitors, Website Subscribers, and Social Media Followers

Get the Mingi Children Sponsored	
Strategy	Email Marketing (Blog & eNewsletter) Social Media Marketing Content Marketing Video Marketing Audio Marketing
Financial Projections	\$250
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Sponsorship Report

Quarterly Goals

Increase Residual Income	
Strategy	Identify Ways to Increase Residual Income and Generate Other Streams of Income
Financial Projections	\$250
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Online Sales, Affiliate Partnerships, and Sponsorships

One-Year Goals

Solidify 3 Strong Programs: Soles for Africa, Shop Footprints in Arica, and Sponsor a Mingi Child	
Strategy	Email Marketing (Blog & eNewsletter), Social Media Marketing, Content Marketing, Video Marketing, and Audio Marketing
Financial Projections	\$250
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Residual Income, Sales, and Community Engagement

Measurable Impact in Ethiopia	
Strategy	Email Marketing (Blog & eNewsletter), Social Media Marketing, Content Marketing, Video Marketing, and Audio Marketing
Financial Projections	\$100,000.00
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	The ability to gift Omo Child Home with a monthly check from our Sponsor a Mingi Child program. Provide shoes to Omo Child Home and the residence of Jinka. Provide a one-time grant to 100 individuals in the tourist industry in Ethiopia, Senegal, and Ghana.

Five-Year Goals

Residual Income on Autopilot	
Strategy	Our strategy for "Residual Income on Autopilot" is to continue utilizing our Marketing Strategy (Email Marketing (Blog & eNewsletter), Social Media Marketing, Content Marketing, Video Marketing, and Audio Marketing) to build our organization's presence in every way possible. By doing so, we hope to grow our tribe of supporters (Corporate Sponsor/Partner, Affluent Major Gift Donor, Millennial Volunteer) which will naturally lead to more online sales, more sponsorships, and more donations.
Financial Projections	\$2,500
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Online Sales, Affiliate Partnerships, and Sponsorships

To Have Serviced a Minimum of 10 African Countries

Strategy	Our strategy for "Residual Income on Autopilot" is to continue utilizing our Marketing Strategy (Email Marketing (Blog & eNewsletter), Social Media Marketing, Content Marketing, Video Marketing, and Audio Marketing) to build our organization's presence in every way possible. By doing so, we hope to grow our tribe of supporters (Corporate Sponsor/Partner, Affluent Major Gift Donor, Millennial Volunteer) which will naturally lead to more online sales, more sponsorships, and more donations.
Financial Projections	\$250,000.00
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Online Sales, Affiliate Partnerships, and Sponsorships

Annual Grant for Tourist Community	
Strategy	A successful strategy for "Residual Income on Autopilot" will make it possible for us to award an annual grant to the tourist community. Therefore, we will continue utilizing our Marketing Strategy (Email Marketing (Blog & eNewsletter), Social Media Marketing, Content Marketing, Video Marketing, and Audio Marketing) to build our organization's presence in every way possible. By doing so, we hope to grow our tribe of supporters (Corporate Sponsor/Partner, Affluent Major Gift Donor, Millennial Volunteer) which will naturally lead to more online sales, more sponsorships, and more donations.
Financial Projections	\$30,000
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Online Sales, Affiliate Partnerships, and Sponsorships

Footprints in Africa's Annual Group Trip to Ethiopia	
Strategy	Our goal is to be a conduit for as many people as possible to travel to Africa, more specifically to Ethiopia, seeing how she's the "Mother of Civilization and All Mankind" and the "Cradle of the Earth." We plan to start this program next year. However, within five years we hope that we will have fine-tuned the details of this annual trip and by then it will be well-known as the highly anticipated get-a-way that sales out quickly. For this to be possible, we must continue to work our market strategy to engage the community and build our organization and brand presence.
Financial Projections	\$60,000
Execution Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Person(s)	Tammy Darmel Moore (Founder) And Executive Board Members
Evaluation Criteria	Community Engagement and Public Buy-in