

# Outreach and Marketing Plan

## Growth Goal:

We will build a diverse, cohesive, vibrant and engaged community of makers that supports organizational sustainability.

## Objectives:

- **Recruit Program and Workshop participants**
- **Recruit new members**
- **Increase the diversity** of our Membership community (ethnicity, socioeconomic status, education, gender)

## Measure (yardsticks)

	Baseline (end 2023)	2-Year Goal (end 2025)	5 Year Goal (End 2029)
<b>Total # New Member Signups</b> The count of all members from all categories.			
<b>Total \$ of New Recuring Revenue</b> The count of all members from all categories.			
<b>Total # First Time workshop Participants</b> The count of all members from all categories.			

### Strengths (what we do well)

- Hosting wide variety of topics/tools
- Excellent word of mouth
- Data collection
- 

### Weaknesses (what we do less well)

- Converting attendees to members
- Consistency
- Converting event participants to members
- Low investment in advertising

### Opportunities (Provided by changing world)

### Threats (Provided by changing world)

- Increasing number of apartments downtown near MakeHaven
- Retirees
- Travel workshop experiences

- Customer price sensitivity increases
- Overstretching capacity of facility
- Declining youth population

## Success Factors and Barriers

Critical success factors:

- Functional space
- Happy space
- Access
- Membership experience

Barriers:

- 

## Core Strategies

### Outreach

#### Core Strategies

1. **Paid Targeted Online Advertising:** Develop content and pay for interest area specific portion to get people on landing pages and signup.
2. **Workshops/Programs as Introductions:** Develop programming, that appeal to prospective members promote it to people as an introduction to MakeHaven
3. **Automated Followup Communication:** Create a process for following up with prospective members after they first contact MakeHaven that drives to Membership.

#### Supplemental Strategies

4. Online Paid Advertising: ie Instragram video
5. Referral Program:
6. Diverse recruitment instructors/staff/facilitators (recruit internally)
7. Social media
8. Develop and market programs for outside groups
9. Tableing

10. **Partnerships:** Develop partnerships with community organizations connected/introduced to desired populations. Connect with community leaders (underrepresented groups) to gather feedback and input.
11. Coupons / Discounts:
- 12.

## Strategy Implementation Activity Details

### Partnerships:

Existing Work:

Planned Work:

### Programs:

Existing Work:

Planned Work:

### Automated Followup Communication:

Existing Work:

Planned Work:

### New Member Experience:

Existing Work:

Planned Work:

Build Member Connections:

Existing Work:

Planned Work:

Openly Share and Feedback:

Existing Work:

Planned Work:

Reference Documents

- [Marketing Plan 2017](#)
- [Member Experience Journey](#)
-