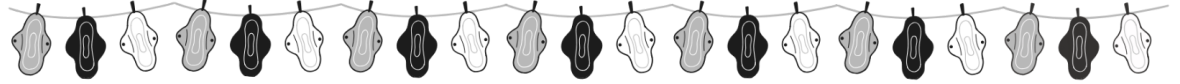




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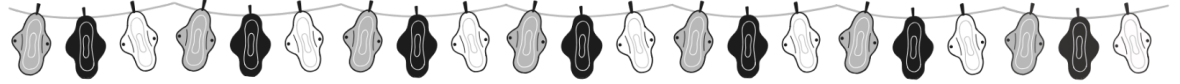


## I Support the Girls: Tactical Plan

1. **Objective 1:** Increase posting consistency across all the social media platforms by 25% from January 2024 to June 2024 leading to a stable rate of 90% for total possible days posting from July 2024 to December 2024.
  - a. Strategy: Audits for social media
    - i. Tactic 1: Instagram Audit
    - ii. Tactic 2: Facebook Audit
    - iii. Tactic 3: Twitter/X Audit
    - iv. Tactic 4: TikTok Audit
  - b. Strategy: Create a year long social media strategic calendar across the platforms of Facebook, Instagram, Twitter/X, LinkedIn and TikTok with posts.
    - i. Tactic 1: Social media strategic calendar
      1. Endemic Holidays
      2. National Holidays
      3. Weekly Posts
    - ii. Tactic 2: National and Endemic holiday social media posts
      1. Instagram posts
      2. Facebook posts
      3. LinkedIn posts
      4. TikTok posts
      5. Twitter/X posts
    - iii. Tactic 3: Social media weekly posting plan
      1. Girl Power Hour
      2. Women Crush Wednesday
      3. Fem Fact Friday
    - iv. Tactic 4: Women Crush Wednesday weekly social media posts
      1. Facebook posts
      2. Instagram posts
      3. Twitter/X posts
      4. LinkedIn posts
      5. TikTok posts
    - v. Tactic 5: Girl Power Hour weekly social media posts
      1. Facebook posts
      2. Instagram posts
      3. Twitter/X posts
      4. LinkedIn posts



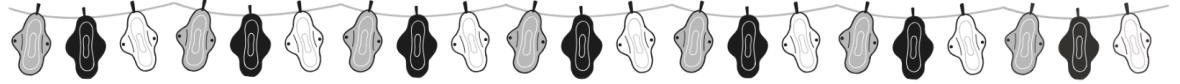
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5. TikTok posts
- vi. Tactic 6: Fem Fact Friday weekly social media posts
  1. Facebook posts
  2. Instagram posts
  3. Twitter/X posts
  4. LinkedIn posts
  5. TikTok posts
- vii. Tactic 7: I Support the Girls events social media posts
  1. The Under-Wire Tech Drive
    - a. Instagram
    - b. Facebook
    - c. Twitter/X
    - d. LinkedIn
  2. Supportive Scribbles
    - a. Instagram
  3. Campus Cups Collection
    - a. Instagram
    - b. Facebook
  4. BRA-velous Guide to Supporting the Girls
    - a. LinkedIn
  5. C (Corporate) Cups: Partnering for Support!
    - a. Instagram
    - b. Facebook
    - c. Twitter/X
    - d. LinkedIn
  6. BRA-vo Affiliate Awards!
    - a. Instagram
    - b. Facebook
    - c. LinkedIn
  7. I Sponsor the Girls!
    - a. Instagram
    - b. Facebook
    - c. Twitter/X
  8. STRAP-tivating Style
    - a. Instagram
    - b. Facebook
    - c. Twitter/X



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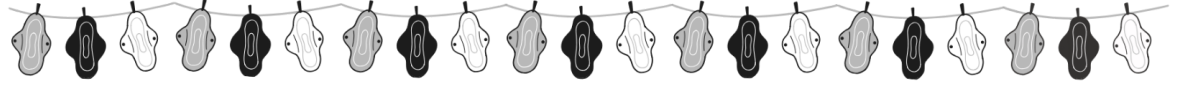


#### d. LinkedIn

2. **Objective 2:** Increase I Support the Girls' consistent event programming by 50 % and allow its affiliates and communication to demonstrate this programming from January 2024 to December 2024 in order to streamline messaging and improve digital storytelling.
  - a. Strategy: Execute a series of events on both regional and national levels targeting both internal and external audiences with the purpose of boosting programming, consistency and frequency.
    - i. Tactic 1: Execute internal events and programming within ISTG
      1. BRA-velous Guide to Supporting the Girls
      2. BRA-vo Affiliate Awards!
      3. C (Corporate) Cups: Partnering for Support!
      4. STRAP-tivating Style
    - ii. Tactic 2: Execute External
      1. Campus Cups Collection
      2. I Sponsor the Girls!
      3. Supportive Scribbles
      4. The Under-Wire Tech Drive
  - b. Strategy: Create tactical materials for series events with the purpose of streamline messaging and improve digital storytelling.
    - i. Tactic 1: Create and utilize media lists to generate national, regional and hyperlocal publication for affiliate event programming
      1. Existing affiliate states and cities
      2. Large cities, such as New York, Boston, Los Angeles and Chicago.
    - ii. Tactic 2: Create a media kit and design materials for Campus Cup Collection
      1. Flyers — Campus Cups Collection
      2. Media Advisory — Campus Cups Collection
      3. Media Alert — Campus Cups Collection
      4. Pitch — Campus Cups Collection
      5. Press Release — Campus Cups Collection
    - iii. Tactic 3: Create talking points to increase connection with the regional partners.
      1. Talking Points — University Partnership
      2. Talking Points — Corporate Partnership



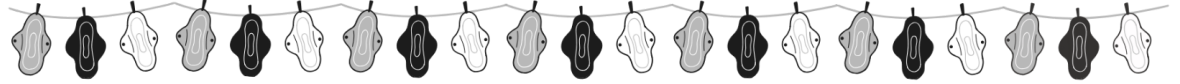
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3. Talking Points — General ISTG
4. Talking Points — The Under-Wire Tech Drive
- iv. Tactic 4: Create a media kit and design materials for The Under-Wire Tech Drive
  1. Evites — The Under-Wire Tech Drive
  2. Feature Story — The Under-Wire Tech Drive
  3. Infographic — The Under-Wire Tech Drive
  4. Media Advisories — The Under-Wire Tech Drive
  5. Media Alerts — The Under-Wire Tech Drive
  6. Pitch — The Under-Wire Tech Drive
  7. Posters — The Under-Wire Tech Drive
  8. Press Releases — The Under-Wire Tech Drive
  9. Talking Points — The Under-Wire Tech Drive
  10. Web Blurb — The Under-Wire Tech Drive
- v. Tactic 5: Create press materials and design materials for I Sponsor the Girls!
  1. Media Advisory — I Sponsor the Girls!
  2. Posters — I Sponsor the Girls!
- vi. Tactic 6: Create design materials for STRAP-tivating Style
  1. T-Shirt design — STRAP-tivating Style
  2. Sticker design — STRAP-tivating Style
  3. Mug design — STRAP-tivating Style
  4. Tote bags design - STRAP-tivating Style
- vii. Tactic 7: Create press and design materials for Supportive Scribbles
  1. Newsletter/Web Blurb — Supportive Scribbles
  2. Posters — Supportive Scribbles
- c. Strategy: Create tactical materials for the main and upcoming programs of ISTG and the ISTG as an organization with the purpose of streamlining messaging and improving digital storytelling.
  - i. Tactic 1: Create press materials for ISTG as an organization
    1. Backgrounder — I Support the Girls
    2. Executive Bio — Dana Marlowe
    3. Executive Bio — Rachael Heger
    4. Executive Bio — Erin Persaud
    5. Executive Bio — Emma Cannon
    6. Executive Bio — Sara Whitmer
  - ii. Tactic 2: Create press materials for ISTG main initiatives



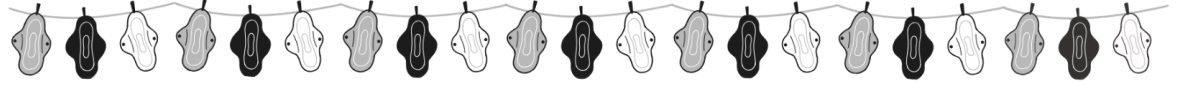
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1. Fact Sheet — D.A.S.H.
  2. Fact Sheet — Disaster Relief
  3. Fact Sheet — FLASH
  4. Fact Sheet — Force for Change
  5. Fact Sheet — SLASH
  6. Feature Story — FLASH
  7. Feature Story — Native American Reservations
  8. Press Release — BusT
3. **Objective 3:** Increase the total number of directed donations toward shipping costs by 70% over a one-year period beginning in January 2024 and ending in December of 2024.
- a. Strategy: Develop targeted donation campaigns
    - i. Tactic 1: Create an event and supportive materials for I Sponsor the Girls! program
      1. Email — I Sponsor the Girls!
      2. Media Advisory — I Sponsor the Girls!
      3. Poster — I Sponsor the Girls!
      4. Web Blurb — I Sponsor the Girls!
    - ii. Tactic 2: Create an event and supportive materials for STRAP-tivating Style program
      1. Mug design — STRAP-tivating Style
      2. Sticker design — STRAP-tivating Style
      3. Tote Bags Design — STRAP-tivating Style
      4. T-shirt design — STRAP-tivating Style
      5. Web Blurb — STRAP-tivating Style
    - iii. Tactic 3: Create supportive press and design materials for Campus Cups Collection
      1. Flyers — Campus Cups Collection
      2. Media Advisory — Campus Cups Collection
      3. Media Alert — Campus Cups Collection
      4. Press Release — Campus Cups Collection
    - iv. Tactic 4: Create supportive press and design materials for the C (Corporate) Cups: Partnering for Support!
      1. Affiliate Starter Guide Mini-Book — C (Corporate) Cups: Partnering for Support!
      2. Email — C (Corporate) Cups: Partnering for Support!



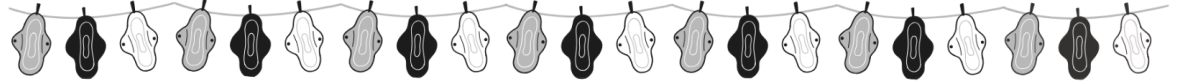
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3. Newsletter Blurb — C (Corporate) Cups: Partnering for Support!
  - v. Tactic 5: Encourage donations by educating target audiences with testimony, anecdotes, and promoting core work.
    1. Feature Story — Menopause
    2. Feature Story — Native American Reservations
    3. Opinion Editorial — D.A.S.H
    4. Opinion Editorial — Immigrants and Refugees
    5. Opinion Editorial — Menopause
    6. Opinion Editorial — Menstrual Rights
    7. Opinion Editorial — SLASH
    8. Press Release — BusT
  - b. Strategy: Enhance donor recognition
    - i. Tactic 1: Create and organize BRA-vo Affiliate Awards! with all supplementary press and digital materials.
      1. Award Certificates — BRA-vo Affiliate Awards!
      2. Email — BRA-vo Affiliate Awards Invites
      3. Newsletter Blurb — BRA-vo Affiliate Awards!
    - ii. Tactic 2: Create supportive press and design materials for Supportive Scribbles program
      1. Email — Supportive Scribbles
      2. Newsletter/Web Blurb — Supportive Scribbles
  - c. Strategy: Increase technology related donations
    - i. Tactic 1: Create The Under-Wire Tech Drive and supporting press materials and design assets.
      1. Evites — The Under-Wire Tech Drive
      2. Feature Story — The Under-Wire Tech Drive
      3. Infographic — The Under-Wire Tech Drive
      4. Media Advisories — The Under-Wire Tech Drive
      5. Media Alerts — The Under-Wire Tech Drive
      6. Posters — The Under-Wire Tech Drive
      7. Press Releases — The Under-Wire Tech Drive
      8. Web Blurb — The Under-Wire Tech Drive
4. **Objective 4:** Expand affiliate programs in previously untapped markets by 30% over a one year period beginning in January 2024 and ending in December of 2024.



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- a. Strategy: Provide current and potential affiliates with guidelines on how to best perform their responsibilities.
  - i. Tactic 1: Create an accessible affiliate book slide deck, named BRA-velous Guide to Supporting the Girls.
    1. Email — BRA-velous Guide to Supporting th
    2. Evite — BRA-velous Guide to Supporting the Girls
    3. Meeting Structure — BRA-velous Guide to Supporting the Girls
    4. Newsletter Blurb — BRA-velous Guide to Supporting the Girls
    5. Presentation Script — BRA-velous Guide to Supporting the Girls
    6. Presentation Slide Deck — BRA-velous Guide to Supporting the Girls
  - ii. Tactic 2: Create C (Corporate) Cups: Partnering for Support! program and supporting materials for promotions and media coverage.
    1. Affiliate Starter Guide Mini-Book — C (Corporate) Cups: Partnering for Support!
    2. Newsletter Blurb — C (Corporate) Cups: Partnering for Support!
    3. Email — C (Corporate) Cups: Partnering for Support!
- b. Strategy: Recognize affiliates for their accomplishments in order to validate their efforts and encourage them to continue performing at high levels.
  - i. Tactic 1: Develop an award ceremony to provide affiliates and volunteers with recognition.
    1. Certificates — BRA-vo Affiliate Awards!
    2. Email — BRA-vo Affiliate Awards!
    3. Newsletter Blurb — BRA-vo Affiliate Awards!
- c. Strategy: Provide materials concerning I Support the Girls' main initiatives to improve affiliate understanding of programs.
  - i. Tactic 1: Create all-purpose press kit for new markets
    1. Backgrounder — I Support the Girls
    2. Executive Bio — Dana Marlowe
    3. Executive Bio — Emma Cannon
    4. Executive Bio — Erin Persaud
    5. Executive Bio — Rachael Heger
    6. Executive Bio — Sara Whitmer
  - ii. Tactic 2: Create press materials for ISTGs main initiatives.
    1. Fact Sheet — D.A.S.H. Kits
    2. Fact Sheet — Disaster Relief



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3. Fact Sheet — FLASH Kits
4. Fact Sheet — Force for Change
5. Fact Sheet — SLASH Kits
6. Feature Story — FLASH
7. Feature Story — Native American Reservations
8. Press Release — BusT
9. Talking Points — FLASH
10. Web Blurb — I Sponsor the Girls!
11. Web Blurb — STRAP-tivating Style