The GoodAction Mission

Brand Statement

GoodAction empowers both corporations and non-profit organizations to foster global digital communities that amplify their social impact. Our brand is dedicated to providing innovative and user-friendly tools that enable organizations to engage with their communities and support the well-being of all stakeholders. By promoting corporate social responsibility and ethical business practices, we aim to create a more sustainable and equitable world for all.

Establishing a Strong ESG Presence to Position Product Growth

Brand Strategy Powered by Impactful Content and ESG Focus Through 2023

1

Awareness and Application

We will focus on hero content centered around a mission, ideally hosting a relief effort through GoodAction. To increase relevance and visibility, we will use holidays and combine GoodAction use cases with environmental and social applications to create priming content. Our focus will be on blogs, and we'll end the phase with a case study as a preface to the B2B module launch.

2

B2B Module Launch | Education and Promotion

With a focus on product familiarity and case studies, our hero content will be education oriented. Showcasing the power of GoodAction's platform to drive meaningful business practices and culture. We'll want to incorporate eBooks as a delivery vehicle for case studies, collecting emails along the way.

3

Good Actions | Giving Back

Phase 3 at the end of the year will be focused on giving back to the community and advocating for all. We'll cover governance efforts here to fully round of ESG market messaging. There are many charity highlights and opportunities at this stage, we'll want to focus on using the platform for public, global efforts.

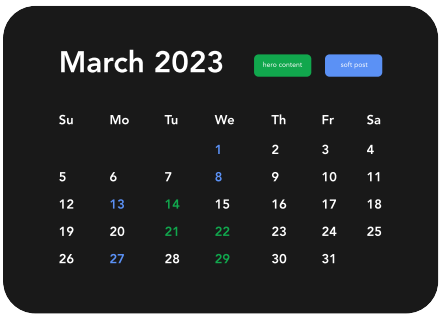
Positioning GoodAction

2023 - The Year of ESG

Phase 1

March - May

Monthly Missions meet Thought Leadership

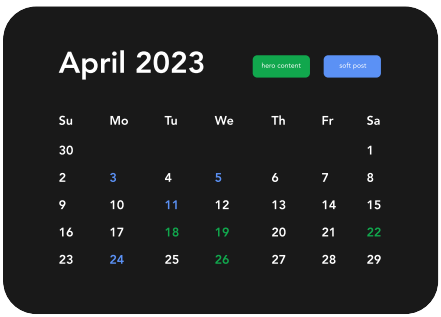


March: Clean Water | Hero: Blog (March 22)

Environment

Water for All: Take Action & Make a Difference on World Water Day

highlighting global resources and organizations that are working to promote clean water access, as well as practical tips and ways for readers to participate in the cause.

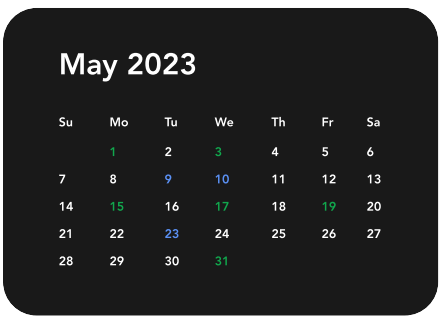


April: Sustainability | Hero: Blog (April 22)

Environment

The World is in Our Hands: 5 Ways Your Company Can Encourage Change on Earth Day

for companies looking to drive positive change on Earth Day and beyond, cover a range of ESG initiatives, engaging employees in environmental efforts, and supporting local conservation efforts.



May: Accessibility | Hero: Case Study (May 19)

Social use accessibility as a transition to the B2B module phase

Making the World More Accessible: How Prioritizing Accessibility and Inclusive Design is Creating Stronger Communities

highlighting global resources and organizations that are working to promote clean water access, as well as practical tips and ways for readers to participate in the cause.

Consider wrapping phase 1 with an addition piece of Hero content - blog.

Breaking Barriers: Leveraging Tehhnology and Inclusive Design to Cultivate Accessibility and Equity

Refining and Implementing the Strategy

The State of Things *Eventually will transfer to spreadsheet for tracking purposes*

2023 Underlying Content Themes

1. ESG
2. Data
3. Community Engagement
4. Resource Implementation + Leveraging Digitalization
5. Global Relief through Local Action

Minimum Monthly Outputs

1-2 pieces of hero content: blog, case study, webinar

1 webinar per phase and then per quarter in 2024

Acknowledgement of social holidays (ex. Juneteenth)

Acknowledgement of Global Disaster Relief (upon occurrence)

Mission	Month	Subject / Focus	Hero Piece	Day of Relevance
Clean Water	March	Environmental Impact	Blog	World Water Day (March 22nd)
Sustainability	April	Environmental Impact	Blog	Earth Day (April 22nd)
Accessibility	May	Social Impact	Case Study (eBook) + Blog	Global Accessibility Awareness Day (May 19th)
Product Launch	June	Promotion	Case Study (eBook)	Launch Date
Product Advocacy	July	Education	Case Study (eBook)	Month from Launch Date
Youth Initiative *orphanage	August	Social Impact	Blog	International Youth Day (August 12th)
Charity	September	Social Impact	Case Study (eBook)	International Day of Charity (September 5th)
Human Rights	October	Governance Impact	Blog + Webinar	United Nations Day (October 24th)
Giving Back	November	Social Impact	Blog	Giving Tuesday (November 30th)
Inclusion	December	Governance Impact	Blog + Webinar	International Day of Persons with Disabilities (December 3rd)

Action Items

Gbenga // Team

Provide Feedback for Finalizing Strategy

Add Blog Site Page

Share Key Product Features and roadmap

Blog Production for Phase 1 (upon receiving final strategy)

Christina

Finalize Strategy post Feedback

Post Set for March (3/1)

Identify Potential Organizations to Reach out and Collaborate with

Provide Delivery Dates for all items

Outline Press Release Topics through P2

Future

Confirm Roadmap + Key Product Features for B2B Module

Immediate Material Needs

Brand Guide: In Progress

Updated Pitch Deck: In Progress

One-Pager for NGOs: Est. Date TBA

Competitive Positioning: Est. Date TBA