



EMMA'S TORCH

Team 3 - Project I

Team

Elizabeth Jennings - Customer Journey and Funnel

Mariana Vidal - Marketing Strategy and Content

Hai Oliveira - SEO, Analytics and Branding

Robert Lee - Web Design and Website



Executive Summary

The Problem

For refugees arriving in America, one of the hardest challenges is finding employment. A job provides more than a paycheck—it offers a chance to build connections, practice language skills, and regain a sense of purpose and self-worth after a disorienting transition.

Rebranding and Marketing for Greater Impact

Emma's Torch addresses this challenge by providing culinary and employability training that helps refugees secure meaningful careers in the food industry. To extend its impact, we plan on rebranding and executing a targeted marketing plan focused on increasing community engagement by 15% over four months and boosting donor retention by 25% in six months. By enhancing its digital presence, leveraging storytelling, and strengthening donor relationships, we aim to secure lasting support for Emma's Torch mission.

Value Proposition and Impact

Emma's Torch provides top-notch culinary training to refugees and help them find meaningful careers in the food industry.

By the end of 2023 85% of graduates have been placed in culinary jobs. 91% have retained those jobs after the first 6 months and they have increased their projected annual income by 6x.



Marketing Goals and KPI Measurement Plan

Objectives	KPIs	Data Sources
Enhance Community Engagement and Volunteer Reach by 15% in 4 months	Subscribers to the program, Page Performance, Forms Data	Subscriptions and Volunteer Email Sign Ups; Forms
Increase Monthly and Yearly Donation Retention by 25% in 6 Months	Donor Retention Rate, Average Donation Value, ROAS	Donation Platform Analytics, Email, ROAS
Increase Awareness by 30% in 4 Months	Users/new users, Bounce Rate, CPL, CTR, ROAS	Website Traffic Analytics, Facebook Insights, Instagram Insights
Expand Social Media by 25% in 3 Months	Number of followers, Engagement Rates,	Platform Analytics like Instagram Insights; Facebook Insights
Improve Website Traffic by 20% in 3 Months	Bounce Rates, Subscriptions, CPL	Website Traffic Analytics, Keyword Position Tracking
5 New Corporate Sponsorships within a Year	Sponsorship Revenue Growth, Impressions, Conversion Rate	CRM (Customer Lifetime Value); Sponsorship Tracking Tools

Customer Journey and Conversion Funnel

From Hello to Helping Hands: Guiding
You Through The Conversion Funnel



Elizabeth
Jennings

Target Audiences



Primary Target Audience

Audience Profile: Women 33-48 (Highly Educated, Senior Roles)

- **Demographics:** Highly educated, High level jobs
- **Industries:** Finance, tech, corporate management
- **Passions:** Social justice, long-term impact from donations
- **Values:** Transparency, measurable outcomes
- **Preferred Communication:** Email, LinkedIn, Facebook
- **Engagement:** Trust builds through regular updates showing how their contributions directly impact the cause

This audience seeks clear evidence of the lasting impact their donations create and prioritizes open, consistent communication.



Secondary Target Audience

Secondary Audience: Men 40-55 (Professionals in Social Work, Education, Leadership)

- **Demographics:** Professionals in social work, education, community leadership
- **Values:** Strong alignment with personal values and community impact
- **Engagement:** Seek both local and global change opportunities
- **Preferred Communication:** LinkedIn, community forums, email
- **Engagement Drivers:** Clear, direct communication and collaboration with like-minded individuals
- **Appreciation:** Regular updates on how their involvement drives positive outcomes

This audience focuses on personal values and meaningful change, thriving on straightforward communication and opportunities for collaboration.

Contributor Persona

(primary target audience)



Jenna Generous

Compassionate
Philanthropist and
Activist

Demographics	<ul style="list-style-type: none">FemaleAge: 36New York, NY
Social Background	<ul style="list-style-type: none">Senior Executive at a Fortune 500 CompanyStrong Values in Social JusticeStays active in humanitarian causes both locally and globally
Goals and Aspirations	<ul style="list-style-type: none">Feel fulfilled by knowing her contributions have a real, positive impact.Develop lasting, reliable relationships with organizations she supports.Encourage others to get involved in making positive changes.
Content Interests	<ul style="list-style-type: none">Stories of impactful social justice initiativesInsights on leadership and professional growthGlobal travel experiences and cultural exploration
Other Interests	<ul style="list-style-type: none">Exploring new travel destinations and cultural experiencesAttending exclusive networking events and professional meetupsDiscovering innovative leadership trends and personal growth activities
Technology/Devices Used	iMac, Macbook, iPhone, Air Pods, Apple Watch

Contributor Persona

(secondary target audience)



**Doug
Donation**
Community
Advocate

Demographics	<ul style="list-style-type: none">Male49Los Angeles CA
Social Background	<ul style="list-style-type: none">He is a Social worker and community leader.Passionate about helping his community.He is involved in other community projects and organizations.
Goals and Aspirations	<ul style="list-style-type: none">Make a bigger impact by collaborating with trusted organizationsBuild connections with fellow community leaders who share his valuesUse his expertise to support and enhance community and refugee programs
Content Interests	<ul style="list-style-type: none">Innovations in social advocacy and charity workInsights into effective community engagement and leadershipTrends in personal development and self-improvement
Other Interests	<ul style="list-style-type: none">Discovering the latest in tech gadgets and innovationsParticipating in outdoor adventures and fitness challengesEnjoying local food festivals and culinary experiences
Technology and Devices Used	Iphone, Laptop, tablet

Customer Journey

**Awarenes
s**



Social Media, Blogs, Website (CTR, Engagement Rate, CTR)

**Consideratio
n**



Email, Website (Time On Page, Page Views, Conversion Rate)

**Donatio
n**



Website, Email (Donation Conversion Rate, Average Donation Size, Email Open Rate)

**Retentio
n**



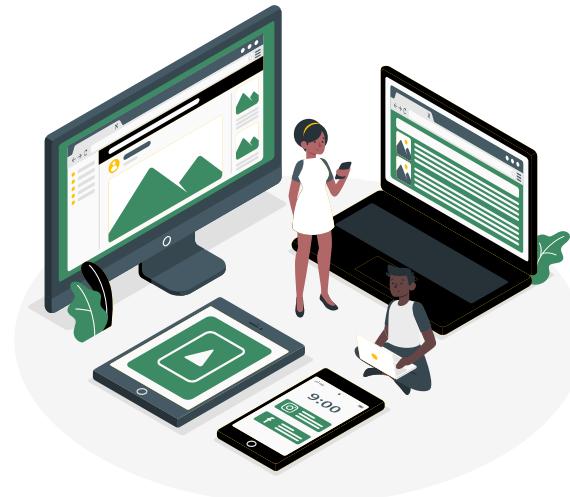
Email, Social Media (Social Media Engagement Rate, Retention Rate.)

**Advocac
y**



Email, Social Media (Social Media Shares, Referral Program Participation)

Marketing Strategy and Content Marketing



Mariana
Vidal

Marketing Strategies

Emma's Torch leverages platforms like LinkedIn, Facebook, and Instagram to enhance awareness, drive traffic, boost engagement, and improve the retention of donors and volunteers. Through content campaigns, SEO, and personalized audience interactions, KPIs will be tracked to ensure goals are met within the set timeframe.

Igniting Our Campaign

Essential components for a successful launch

Blog Posts:
Informative and engaging articles on their impact.

Backlinks:
Links from reputable sites to boost SEO and credibility.

Website Content:
Optimized content to enhance user experience.

Social Media Content:
Engaging posts to drive awareness and interaction.

Instagram Post: Cooking tips from kitchen staff and students.

LinkedIn Post: Statistics highlighting the impact of donations.

Blog Post: Behind-the-scenes look at Emma's Torch activities.

Newsletter Post: CTA for volunteering or making a donation.

Instagram KPI:
Number of likes and shares.

LinkedIn KPI:
Engagement rate (likes, shares, comments).

Blog Post KPI: Number of blog post shares and comments.

Newsletter KPI: CTR on donation and volunteer links.

Campaign Launch

Content Strategy

KPI Tracking

Crafting Impactful Content

Guide to content creation

Measuring Success

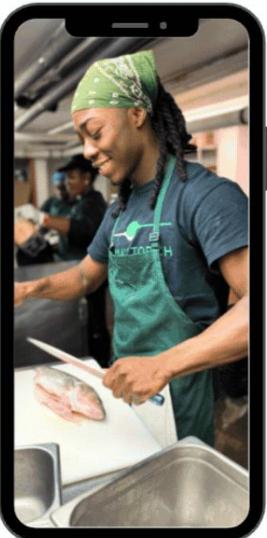
Track and analyze performance

Content Marketing



Develop targeted content campaigns on social media to showcase the success of the culinary training program.

Instagram - Cooking Tips



Create a series of Instagram videos featuring culinary tips from students and instructors that followers can replicate at home and invite followers to volunteer and be a part of the change.

Volunteering

Linkedin - Impact

LINKEDIN

85% of Graduates from Our Culinary Training Program Secure Employment—You Can Help Us Do Even More

At Emma's Torch, we don't just teach culinary skills—we prepare our students for real-world success. Did you know that 85% of our graduates secure employment in the culinary industry after completing our program?

Your support helps refugees gain skills and confidence to start new lives. As a monthly donor, you ensure our program continues to provide quality training and support, helping more graduates find meaningful jobs.

👉 Learn how you can contribute to creating more success stories.
[Insert Link]



Backlinks

Donation

Website - Behind The Scenes



WEBSITE

Launch a “Behind the Scenes” blog series with videos showcasing the staff, training facilities, and kitchens, giving donors a closer connection to the organization’s mission.

Blog Posts will display Sign Up options to build a connection leading to our campaigns.

[Sign Up](#)

Newsletter

Send personalized updates to subscribers through newsletters engaging with other channels and promotions.

Donation

Volunteering



Dear JENNA GENEROSITY,

We would like to start with a sincere thank you! Your recent contribution/interest in volunteering with Emma's Torch makes a huge difference in the lives of refugees who are rebuilding their futures through our initiatives.



At Emma's Torch, we believe in the power of empowerment. Our Culinary Training Program provides refugees with the tools they need to begin new careers. Thanks to supporters like you, we are able to provide the materials, mentorship, and infrastructure to ensure that these individuals have a real chance at success.

Your generosity helps us continue transforming lives and creating real opportunities for those who need it most.

To learn more about the impact of your donations or how you can stay involved

Visit our website for more information ►

We're excited to invite you to be part of our mission.

By joining, you'll stay connected with the positive impact Emma's Torch is making in the community. -One meal at a time. See how our students are doing!

Follow our Social Media

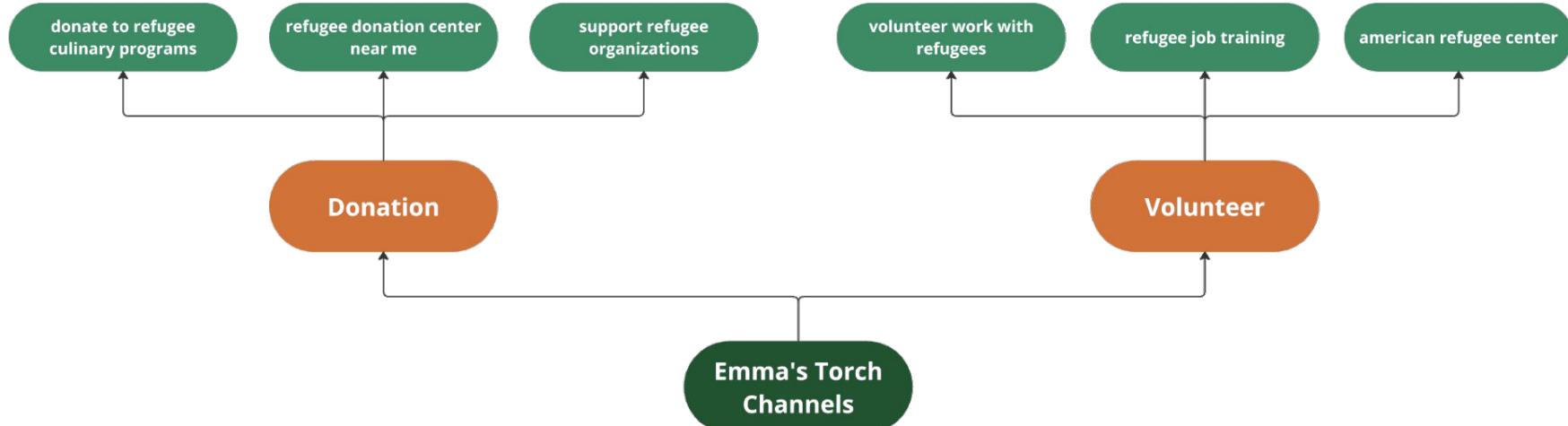
SEO, Analytics and Branding



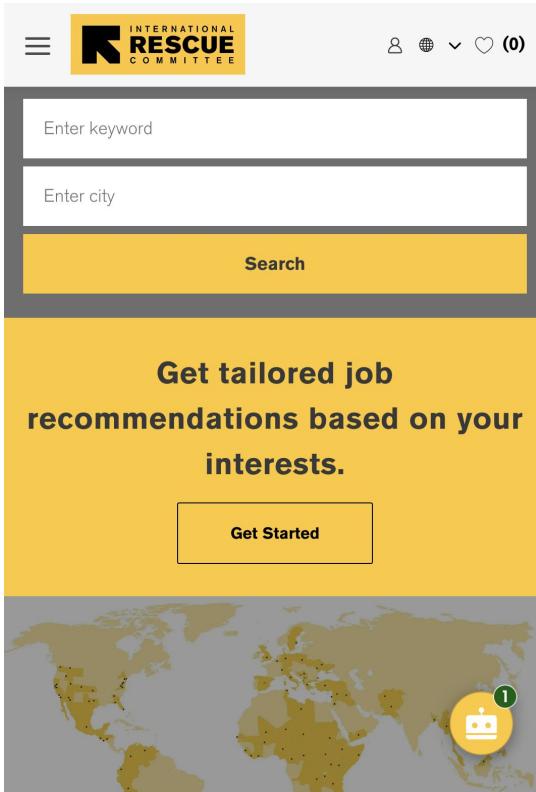
Hai
Oliveira

Keywords

All Roads Leads to Emma's Torch



Backlinks



INTERNATIONAL
RESUCE
COMMITTEE

Enter keyword

Enter city

Search

Get tailored job recommendations based on your interests.

Get Started

1



RCUSA
Refugee Council USA

News and Media

Advocating for the rights of forcibly displaced people.

Find breaking news and analysis from RCUSA below.

Media inquiries for RCUSA staff or coalition members can be sent to the Director of Advocacy and Communications at media@rcusa.org.

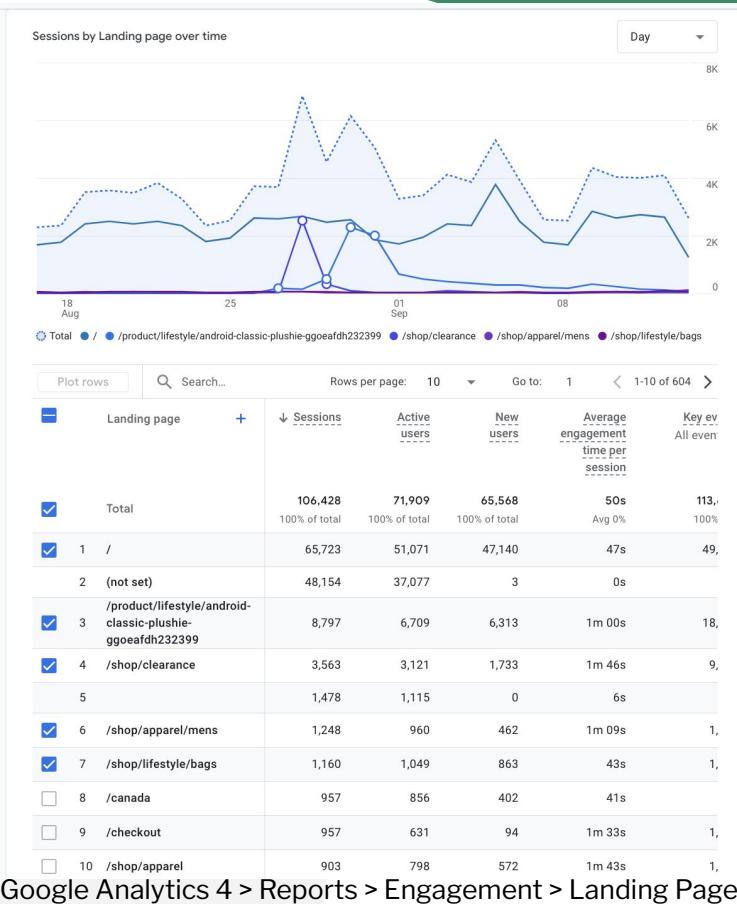
MEDIA CONTACT

Mariam Sayeed media@rcusa.org



Using keywords like '**refugee job training**,' and '**refugee donation center**' to help us reach **high authority** organizations like International Rescue Committee and Refugee Council USA to collaborate on **articles and reports** about refugee rights, education, and success stories. By doing that we can **drive high-quality traffic** to Emma's Torch channels as well as **improve visibility**.

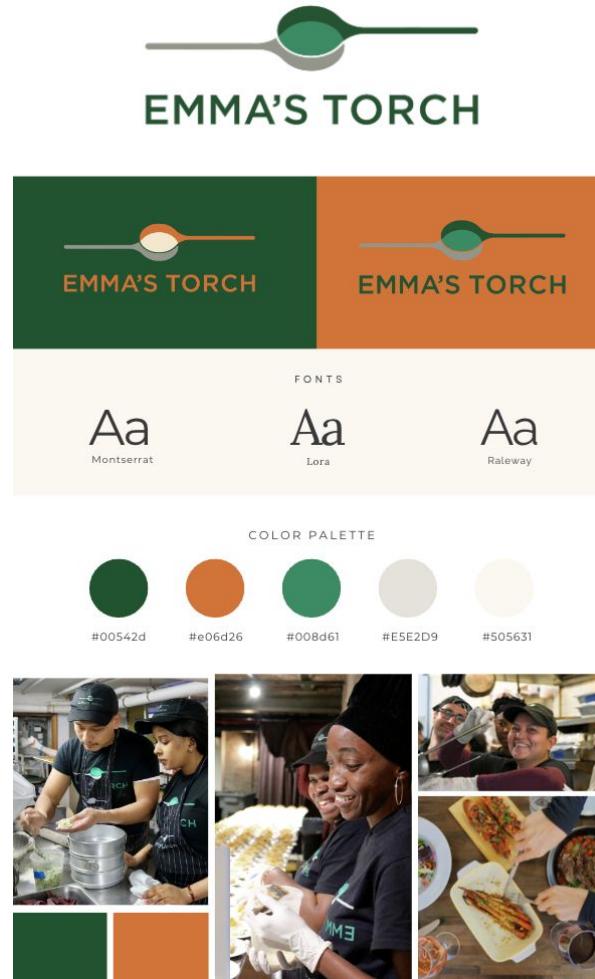
Site Analytics



To keep our campaign on track, we will monitor user engagement and content effectiveness. By comparing new and returning visitors, tracking popular pages, and key actions like volunteer sign-ups, we'll refine our strategy. Additionally, analyzing donation data, landing pages, and exit pages will optimize conversion paths and boost financial sustainability. With GA4 tools, we aim to **enhance our insights and drive better results.**

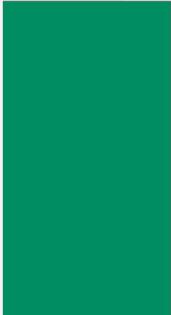
Branding

Emma's Torch rebranding introduces fresh colors, fonts, and styles to create a **warm, welcoming atmosphere** while **maintaining transparency and an informative tone**. This rebrand goes beyond the seriousness of their mission, celebrating the power of connection through the universal language of food, helping refugees transform challenging transitions into hopeful new beginnings.

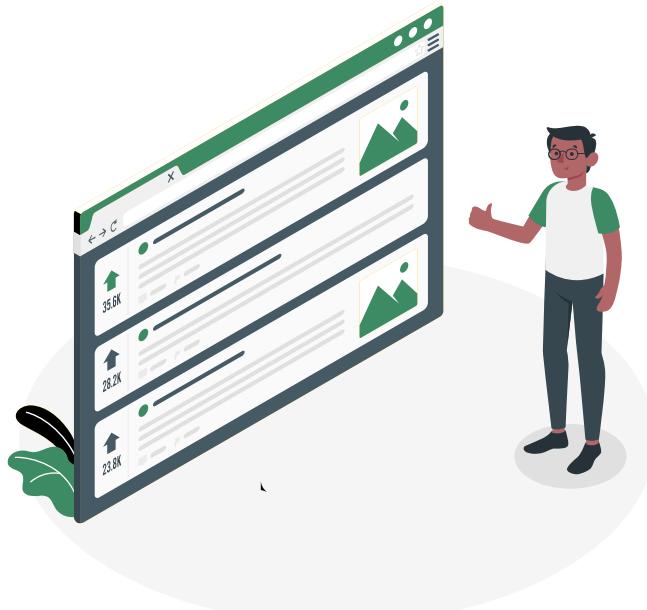


Images

Using vibrant images of students, classrooms, and meals enhances the brand's mission while improving navigation and UX by creating a visually engaging, intuitive environment.



Website and Web Design



Robert
Lee

Website



Appendix



Summary
C. Journey, Content
SEO, Authority
Site Analytics
Website Data
Branding
Conclusion

Executive Summary

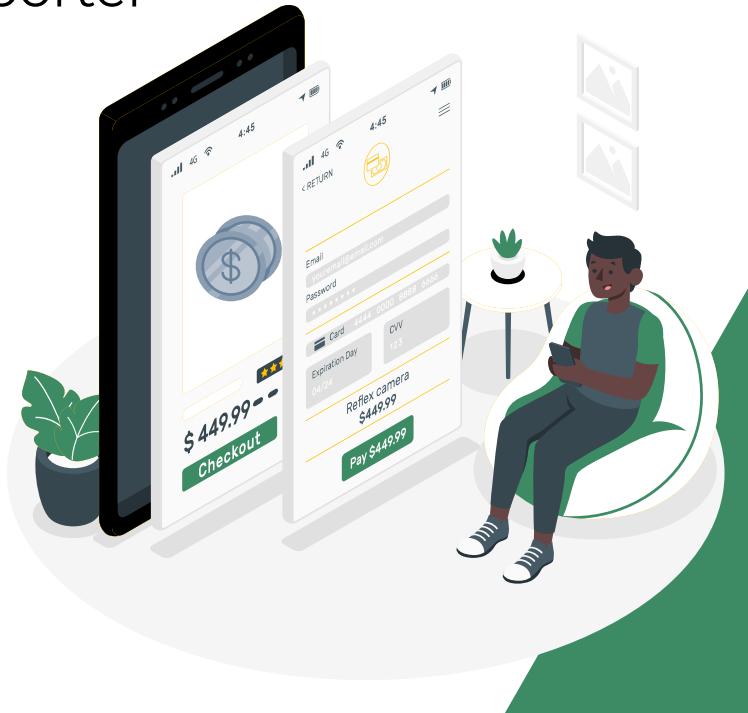
Our marketing strategy for Emma's Torch aims to boost visibility using a multi-channel approach that includes social media, SEO, and engaging content. We'll connect with audiences through campaigns like "Behind the Scenes" videos and success stories, building trust and encouraging donations and volunteer involvement.

The appendix details our content, keyword research, and outreach plans, aligning with the nonprofit's goals. By updating the brand identity and enhancing the website experience, we'll simplify the donation process and improve user engagement. With targeted SEO and analytics, we aim to increase donor retention by 25%, secure corporate sponsorships, and expand volunteer outreach for long-term support.

Customer Journey

From Curious to Committed: The Journey of Every Supporter

The customer journey starts with building awareness about the organization using social media and blogs. Then, people learn more about the organization by checking out detailed content and resources on its website. After that, they can decide to donate and get a confirmation. To keep people engaged, the organization shares updates and interacts on social media. Finally, supporters share impactful stories and encourage others to join in, which helps the organization reach more people. To know how well everything is working, the organization looks at metrics like how many people click on their links and how many of those people end up donating.



Customer Funnel

	A	B	C	D	E	F
1	Jenna Generosity	Awareness	Consideration	Purchase(Donate)	Retention	Advocacy
2	Touchpoints	Social Media (Facebook Feed and Relevant Groups) Website	Email (Weekly Newsletter) Website	Website(Donation Page) Email (Confirmation Email)	Email Social Media (Facebook)	Social Media (Facebook Feed and Groups) Email(Referral Program)
3	Actions	Jenna sees a meaningful ad on Facebook about the program's impact on refugees. She clicks the link to our website, learns more about us, and signs up for our newsletter.	Jenna researches our website, analyzing impact reports, exploring donation options, and reading testimonials from donors and culinary students in our newsletter.	After Jenna completes the donation form and finalizes the payment process, she reviews the confirmation email, which also contains hyperlinks to more articles of her interest on our site.	Reads email updates about the organization and success stories from other donors. Reads and interacts with social media posts thanking our donors and updating the community about the program.	Jenna will use a referral link from a targeted email when sharing posts, impact stories, testimonials, and current news about our non-profit organization on her social media news feed and relevant social media groups. She will inform her network about Emma's Torch, engaging them with our cause and attracting potential donors and
4	KPIs	Click-Through Rate (CTR): Percentage of users who clicked on the ad or post. Engagement Rate: Likes, shares, and comments on the post or ad.	Time on Page: Average time Claire spends on key pages (impact reports, testimonials). Page Views: Number of pages viewed during her visit. Conversion Rate: Percentage of visitors who go from exploring to making a donation.	Donation Conversion Rate: Percentage of users who complete the donation after landing on the donation page. Average Donation Size: The average amount donated. Cart Abandonment Rate: Percentage of users who start but do not complete the donation process. Email Open Rate: Percentage of confirmation emails opened.	Social Media Engagement: Likes, shares, and comments on posts related to donor impact. Retention Rate: Percentage of donors who make repeat donations or engage with ongoing updates	Social Media Shares: Number of times Claire shares content related to Emma's Torch. Referral Program Participation: Number of referrals made by Claire if a referral program is in place. Growth in New Donors/Volunteers: Increase in new donors or volunteers attributed to Jenna referrals or advocacy efforts.

Customer Journey

A Path to Donation



Content Marketing

How will we improve content marketing on the website?

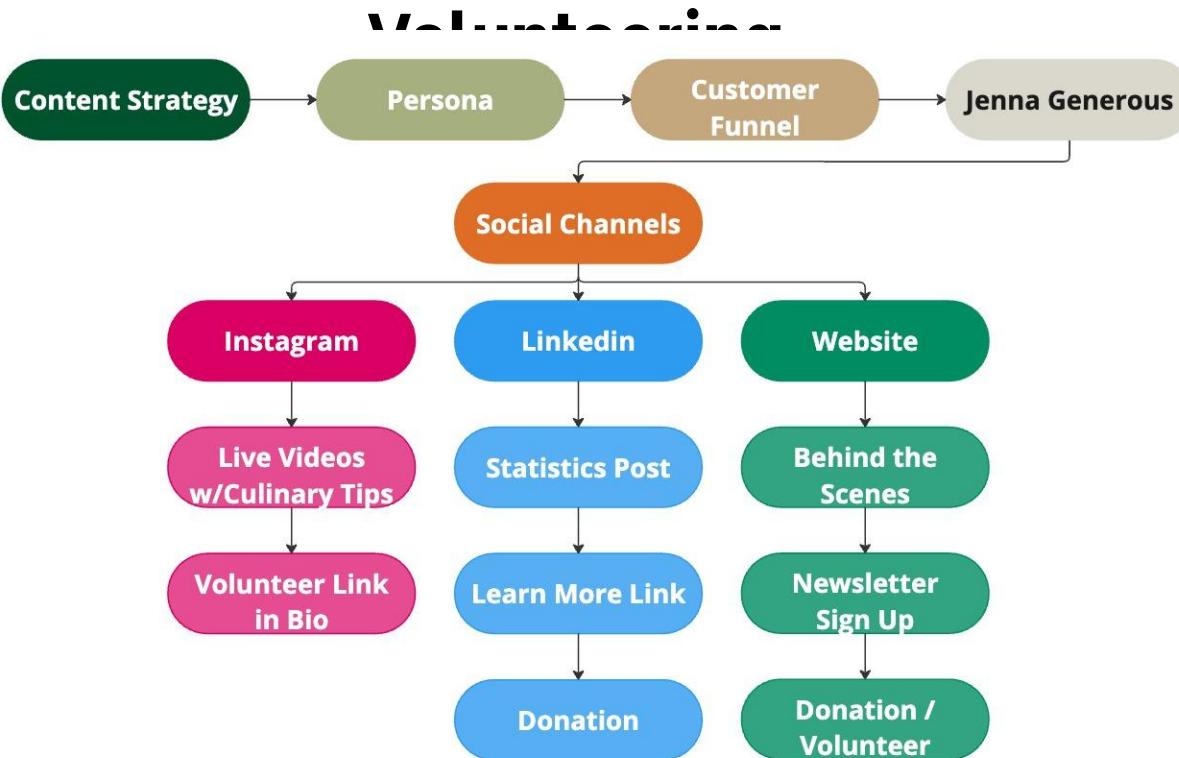
- Create detailed guides on culinary techniques, with downloadable e-books available as a thank-you for donations, fostering a sense of contribution.
- Launch a “Behind the Scenes” blog series with videos showcasing the staff, training facilities, and kitchens, giving donors a closer connection to the organization’s mission

Strategies to Increase Visitor Engagement on the Website;

- Develop a “Corporate Donor Wall of Fame” page that highlights key corporate partners and their contributions, publicly thanking them and inspiring other companies to get involved.
- Create a “Where Are They Now?” blog series that follows former students’ careers in the culinary field, encouraging donations to support future students

Content Strategy

A Path to Donation and



Keyword SemRush Analysis

<input type="checkbox"/> Keyword	Intent	Volume	Trend	PKD %	KD %	CPC (USD)
+ Volunteer opportunities	C	14,800		70 ●	48 ●	2.43
+ Refugee donation center near me	T	110		51 ●	19 ●	3.60
+ Help the refugees	I	90		68 ●	37 ●	2.63
+ Refugee volunteer opportunities near me	T	90		58 ●	32 ●	5.56
+ Refugee nonprofits	I	40		64 ●	76 ●	2.55
+ Education for refugees	I	30		49 ●	18 ●	5.02
+ Employment preparation program	n/a	20		n/a ●	n/a ●	2.63
+ How can I help refugees in my area	n/a	20		n/a ●	n/a ●	2.16
+ How to help Refugee Families	n/a	20		n/a ●	n/a ●	0.00
+ How to volunteer to help refugees	n/a	20		n/a ●	n/a ●	1.59

Keyword Google Keyword Planner

Keyword ideas Forecast Saved keywords Negative keywords

refugee job training, culinary education for refugees, refugee donation center, How to help refugee families, How to help refugee students, Use different keywords for more results [Edit](#)

📍 United States 🇺🇸 English Google Sep 2020 – Aug 2024

Broaden your search: [+ charity organizations](#) [+ refugee help organizations](#) [+ refugee charity organizations](#) [+ charity](#) [+ help organizations](#) [+ refugee donation](#) [+ donation](#)

 [Exclude adult ideas](#) [X](#) [Add filter](#) 15 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> refugee job training	10 – 100	0%	0%	Low	–	–	–
<input type="checkbox"/> refugee donation center	10 – 100	0%	0%	Low	–	\$2.19	\$7.92
<input type="checkbox"/> how to help refugee families	10 – 100	0%	0%	Low	–	–	–

Keywords you provided

<input type="checkbox"/> refugee job training	10 – 100	0%	0%	Low	–	–	–
<input type="checkbox"/> refugee donation center	10 – 100	0%	0%	Low	–	\$2.19	\$7.92
<input type="checkbox"/> how to help refugee families	10 – 100	0%	0%	Low	–	–	–

Keyword ideas

<input type="checkbox"/> best refugee charity	100 – 1K	0%	0%	Low	–	\$5.23	\$38.15
<input type="checkbox"/> refugee donation center near me	100 – 1K	-90%	-90%	Low	–	\$1.39	\$5.62
<input type="checkbox"/> best charity to help refugees	10 – 100	0%	-100%	–	–	–	–
<input type="checkbox"/> refugee donation centers near me	100 – 1K	-90%	-90%	Low	–	\$1.39	\$5.62
<input type="checkbox"/> top refugee charities	10 – 100	+∞	0%	Medium	–	–	–

Authoritative Web Pages

- **Refugee Council USA:** Highly reputable organization focused on advocacy and support for refugees in the U.S.
 - **Outreach Strategy:** Collaborate on content around refugee success stories or culinary training programs that align with their mission.
- **International Rescue Committee (IRC):** A leader in refugee aid and economic empowerment, aligned with your vocational training mission.
 - **Outreach Strategy:** Reach out for partnerships on educational programs or collaborative content on refugee integration through culinary training.
- **UNHCR – The UN Refugee Agency:** The global authority on refugee welfare, with a focus on sustainable job training programs.
 - **Outreach Strategy:** Request links by offering high-quality, in-depth content on refugee education and job training initiatives, highlighting how they support long-term refugee well-being.
- **Amnesty International:** A global advocate for human rights and refugee welfare, including vocational training initiatives.
 - **Outreach Strategy:** Propose collaborations on articles or reports about refugee rights, education, and economic empowerment through vocational training.
- **Refugees International:** A leading advocate for refugee self-sufficiency and resource access.
 - **Outreach Strategy:** Offer success stories and content on how culinary education helps refugees gain self-sufficiency and integrate into new communities.

Authoritative Web Pages

Continued

- **The New York Times – Refugee Section:** High domain authority and reputation for in-depth reporting on global refugee crises.
 - **Outreach Strategy:** Offer guest pieces or opinion articles on innovative nonprofit approaches to refugee job training, particularly in NYC.
- **World Relief:** A well-established organization helping refugees resettle and find employment.
 - **Outreach Strategy:** Request links by highlighting the employment success stories from your culinary programs and offering to contribute valuable content.
- **Culinary Institute of America (CIA):** A top educational institute that could be interested in supporting culinary programs for marginalized communities.
 - **Outreach Strategy:** Explore partnerships or link requests by highlighting the vocational training aspect of your nonprofit, focusing on how culinary skills can help refugees enter the food industry.
- **Food52 (Food Media Platform):** A popular platform in the culinary world with an audience that values social responsibility.
 - **Outreach Strategy:** Request links by creating collaborative content around how food empowers refugee communities, providing educational opportunities in culinary arts.

Site Analytics

Increase Visibility and Awareness:

- Google Analytics > Acquisition > Overview > Channels (See an overview of the different channels driving traffic to the website to better understand visibility sources.)
- Google Analytics > Acquisition > All Traffic > Source/Medium (View specific sources and mediums to track which platforms contribute most to website visibility.)
- Google Analytics > Audience > Demographics > Overview (Analyze the age, gender, and other demographic details of audience to see if visibility efforts are reaching the right people.)

Drive Website Traffic:

- Google Analytics > Acquisition > All Traffic > Channels (Track traffic by channel to understand which sources are driving the most visitors.)
- Google Analytics 4 > Reports > Engagement > Pages and Screens (Review which landing pages attract the most traffic and serve as key entry points for visitors.)
- Google Analytics > Acquisition > All Traffic > Referrals (See which external sites are sending visitors and which can reveal partnerships or content driving referral traffic.)



Site Analytics

Enhance Engagement and Volunteer Reach:

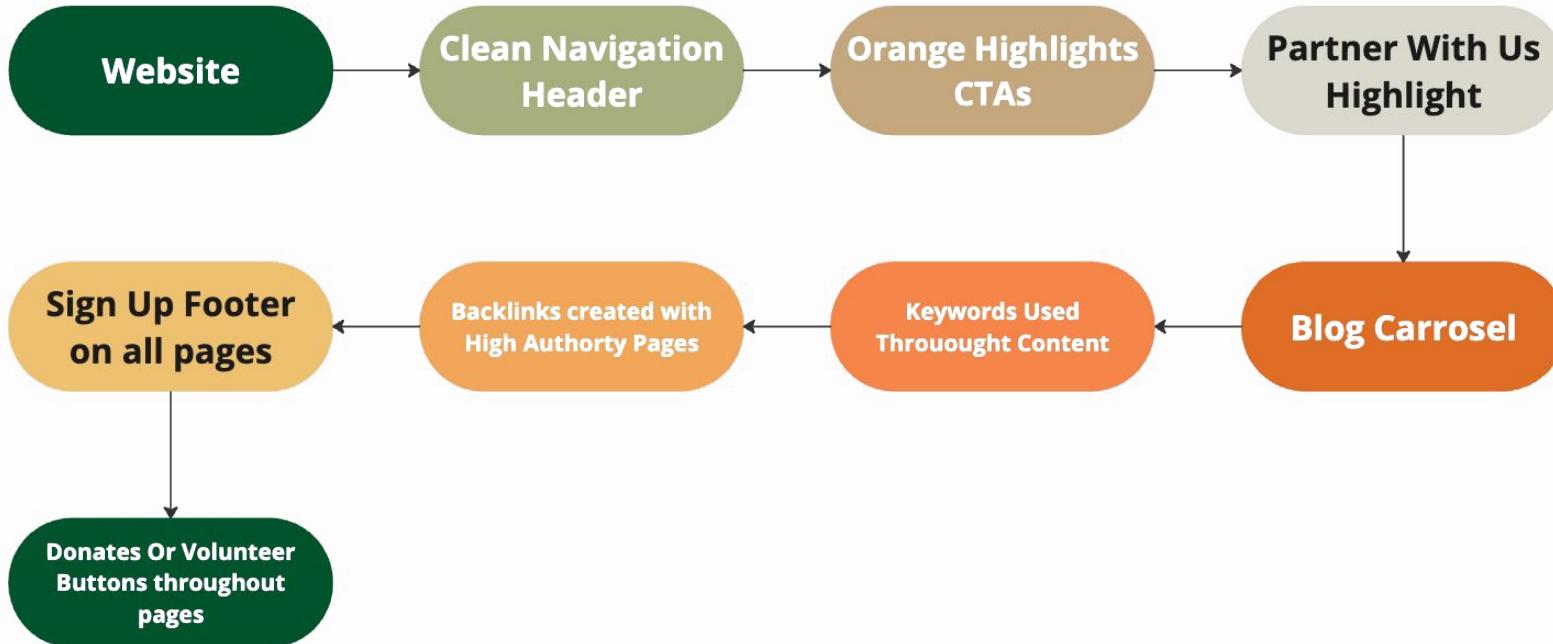
- Google Analytics > Audience > Behavior > New vs Returning (Compare engagement between new visitors and returning visitors to track retention and how often people come back to engage with your content.)
- Google Analytics > Behavior > Site Content > All Pages (Identify which pages are most popular and engaging, giving insights into what content attracts and retains users.)
- Google Analytics > Behavior > Events > Overview ((Track specific interactions, such as volunteer sign-ups or other key actions, by setting up event tracking to measure engagement with critical actions on the site.)

Strengthen Financial Sustainability:

- Google Analytics > Conversions > E-commerce > Overview (Monitor donation data, including total revenue, average donation value, and transaction volume for financial performance.)
- Google Analytics > Conversions > Goals > Goal Flow (Analyze how users move through key processes like donation forms or volunteer sign-ups. Identify drop-offs to optimize and increase conversions.)
- Google Analytics > Behavior > Site Content > Exit Pages (Identify the pages from which users most frequently exit your site, revealing potential problems with donation pages or content that discourages action.)

Website Flow

A Path to Donation and Volunteering



Title Tags

Current Title Tag and Description:

```
<title>Emma's Torch </title>
<meta http-equiv="Accept-CH" content="Sec-CH-UA-Platform-Version, Sec-CH-UA-Model" /><link rel="icon" type="image/x-icon" href="https://images.squarespace-cdn.com/conten
<link rel="canonical" href="https://emmastorch.org/">
<meta property="og:site_name" content="Emma's Torch "/>
<meta property="og:title" content="Emma's Torch "/>
<meta property="og:url" content="https://emmastorch.org"/>
<meta property="og:type" content="website"/>
<meta property="og:description" content="Our restaurant is home to a social enterprise that empowers refugees through culinary education and job readiness training."/>
```

Improved Title Tag and Description:

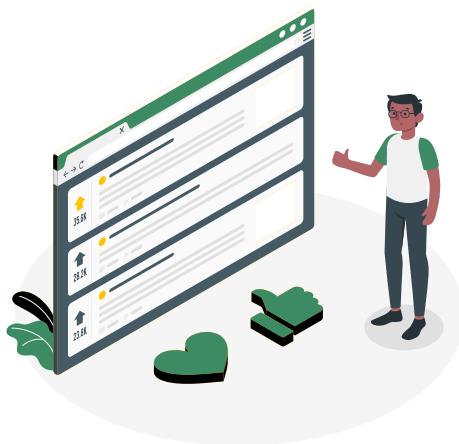
```
<title>Emma's Torch – Empowering Refugees through Culinary Training & Job Placement</title>
<meta name="description" content="Emma's Torch is a nonprofit that empowers refugees through culinary education, job
training, and placement, providing them with essential skills to build a better future."/>
```

Keyword Optimization: Incorporates relevant keywords like "Empowering Refugees" and "Culinary Education & Job Training," which can improve search visibility.

Clear Purpose: It quickly communicates the nonprofit's mission, making it more attractive to both search engines and users.

Branding: Keeps "Emma's Torch" at the front to maintain strong brand recognition.

Metadata



Google

TIP: Help refugees

All Images Videos News Maps More

About 608,000,000 results (0.54 seconds)

emmastorch.org
See how we are Empowering Refugees with Culinary Training
Invest in the future. Learn how your generosity can help us empower refugees through culinary education. Click to find more.

chooselove.org
Choose Love: Homepage
Choose Love does whatever it takes to help refugees and displaced people with everything from lifesaving search and rescue to food and legal advice.

rescue.org › topic › refugees-america
Refugees in America | International Rescue Committee (IRC)
Ways to help right now: · Help the IRC support refugee families in crisis with a donation: Donate now · Take action. · Look for IRC volunteer opportunities ...

Robots.txt

Key improvements to Emma's Torch's robots.txt include consolidating disallow rules for efficiency and blocking non-SEO-friendly query parameters to prevent unnecessary indexing. Less relevant bots were removed, focusing on major crawlers like Google. These changes optimize crawling, boost site visibility, and reduce server load.

Old:

```
# Squarespace Robots Txt

User-agent: GPTBot
User-agent: ChatGPT-User
User-agent: CCBot
User-agent: anthropic-ai
User-agent: Google-Extended
User-agent: FacebookBot
User-agent: Claude-Web
User-agent: cohene-ai
User-agent: PerplexityBot
User-agent: Applebot-Extended
User-agent: AdsBot-Google
User-agent: AdsBot-Google-Mobile
User-agent: AdsBot-Google-Mobile-Apps
User-agent: *
Disallow: /config
Disallow: /search
Disallow: /account$
Disallow: /account/
Disallow: /commerce/digital-download/
Disallow: /api/
Allow: /api/ui-extensions/
Disallow: /static/
Disallow: /*?author=*
Disallow: /*&author=*
Disallow: /*?tag=*
Disallow: /*&tag=*
Disallow: /*?month=*
Disallow: /*&month=*
Disallow: /*?view=*
Disallow: /*&view=*
Disallow: /*?format=json
Disallow: /*&format=json
Disallow: /*?format=page-context
Disallow: /*&format=page-context
Disallow: /*?format=main-content
Disallow: /*&format=main-content
Disallow: /*?format=json-pretty
Disallow: /*&format=json-pretty
Disallow: /*?format=ical
Disallow: /*&format=ical
Disallow: /*?reversePaginate=*
Disallow: /*&reversePaginate=*
Sitemap: https://emmastorch.org/sitemap.xml
```

New Improved:

```
# Emma's Torch Robots.txt

User-agent: *
Disallow: /config
Disallow: /search
Disallow: /account
Disallow: /commerce/digital-download
Disallow: /api
Allow: /api/ui-extensions
Disallow: /static

# Disallow query parameters that are not SEO-friendly
Disallow: /*?author=*
Disallow: /*&author=*
Disallow: /*?tag=*
Disallow: /*&tag=*
Disallow: /*?month=*
Disallow: /*&month=*
Disallow: /*?view=*
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Sitemap: https://emmastorch.org/sitemap.xml
```

Similar Nonprofits Analysis

Similar Nonprofits	Effective Strategies	Opportunities for Growth
https://www.migratefuel.org/	<ul style="list-style-type: none">• Immersive, hands-on cooking experiences• Personal connection through chef stories• Easy, intuitive booking process	<ul style="list-style-type: none">• Limited post-class engagement• No clear progression for repeat customers• Few digital learning options
https://www.foodeducationfund.org/	<ul style="list-style-type: none">• Clear career pathways for students• Structured, easy-to-follow programs• Strong partnerships for job placement	<ul style="list-style-type: none">• Limited online resources• Long process for program entry• Little direct user interaction outside schools
https://ccapinc.org/	<ul style="list-style-type: none">• Smooth mentorship and support experience• Easy access to scholarship info• Clear application process for students	<ul style="list-style-type: none">• Lacks refugee-specific UX• Complicated job placement steps• Limited online tools for users
https://hotbreadkitchen.org/	<ul style="list-style-type: none">• User-friendly application for training• Clear job placement journey• Inclusive, community-focused UX	<ul style="list-style-type: none">• Minimal online learning tools• Limited digital customer engagement• Localized service area limits reach

Brand Voice

The brand voice is designed to be familiar, friendly, informative, and trustworthy. This tone helps connect with donors, partners, and volunteers. It also clearly shares the nonprofit's mission. The brand uses emotional language paired with facts. This builds a real connection with the audience. Keeping the same tone across the website, social media, and print materials strengthens trust and relatability.

Color Scheme

The color scheme reflects the core values and mission of Emma's Torch. Two shades of green symbolize growth, renewal, and a welcoming atmosphere, representing the fresh starts refugees experience through the nonprofit's programs. The addition of a vibrant orange introduces warmth, energy, and optimism, emphasizing the new opportunities provided. To balance these lively colors, two neutral tones are used to create a professional and grounded feel, maintaining clarity and readability while adding sophistication.

COLOR PALETTE



#00542d



#e06d26



#008d61



#f3f3f3



#505631

Font Selection

- Montserrat is a modern, approachable sans-serif font that works well for headings and titles. Its clean lines make the brand appear friendly yet professional, contributing to a welcoming and trustworthy identity.
 - Libre Franklin is a sans-serif font that combines modernity with a forward-looking feel, making it ideal for body text. It provides a clean, contemporary look while maintaining readability and approachability, making it perfect for longer pieces like blog posts or case studies.
 - Raleway is an elegant sans-serif font, best suited for subheadings and call-to-action buttons. Its sophistication enhances readability and highlights key points while keeping the design visually appealing.

FONTS

Aa

Montserrat

Aa

Libre Franklin

Aa

Raleway

Conclusion

By focusing on authentic storytelling, personalized content, and a more welcoming brand identity, we will deepen connections with our audience and foster long-term trust and transparency.

The improvements in SEO and content strategy will boost website traffic, making it easier for new supporters to discover and engage with Emma's Torch. These efforts will help achieve key goals, including a 25% increase in donor retention and securing corporate sponsorships, setting Emma's Torch on a path for continued growth and impact.