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# "I Have a Dream" Foundation

## Report on Strategy

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### 1.0 Overview

"I Have a Dream" Foundation is a nonprofit organization helping to break the cycle of intergenerational poverty by providing long-term support to students. The nonprofit and their website were founded in 1981 by Eugene Lang. [2] Its aim is to motivate and empower children from low-income communities to reach their education and career goals by providing a long-term program by mentoring, tutoring and enrichment, along with tuition assistance for higher education. [2] This organization aims to lessen high school dropout rates by providing educational opportunities, recreational programs. [5]

It is clear "I Have a Dream" Foundation is proud to provide high-quality support and required a website and educational marketing services to match this level of service. In 2018 they refreshed their brand. [3] It is evident that their brand refresh made their website look cleaner on the outside, however when you take a look inside their data and overall site experience intertwining with their social media accounts there are a number of improvements "I Have a Dream" can improve their SEO and content strategy.

### 2.0 Competitive Analysis

"I Have a Dream" does a great job showcasing how they are living by their mission every day unlike their competitors. They do this by providing examples and constructing their content in a very easy way to digest. Their [history timeline](#) gives their visitors a transparent view of their progress over the years. Furthermore, their history timeline is a fun and easy way to interact with historical content. "I Have a Dream" Foundation did an excellent job [refreshing their website](#), however can learn a lot by looking at what their competitors are implementing, practicing and enforcing.



"I Have a Dream" Foundation's Homepage [5]

## OUR HISTORY



**1985**  
**NEW YORK TIMES:**  
**"FINANCIER**  
**NURTURES 'YOUTHS'**  
**DREAMS"**

In 1985, Eugene M. Lang agreed to an interview with the New York Times—he had been working with the P.S. 121 class for 5 years, and something seemed to be working. Of the 52 students remaining in the New York area, all remained in High School, and the 11th graders were stopping by Mr. Lang's office in preparation for college applications. Mr. Lang had also since hired Johnny Rivera to support the students from day to day, the first Program Director in what would soon become the "I Have A Dream" Foundation. This 1985 press propelled what would become a national movement, as dozens more programs inspired not only by Mr. Lang's

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"I Have a Dream" Foundation's Interactive History Timeline [5]

After consolidating "I Have a Dream" Foundation's competitors strengths and weaknesses I have identified differences and similarities among their competitors. The similarities and differences below will help "I Have a Dream" Foundation to continue to develop their content strategy.

"I Have a Dream" Foundation Competitive Analysis				
	"I Have a Dream" Foundation	Futures in Education	I Know I Can	10,000 Degrees
Website Blog	✓	✓	✓	✓
Facebook	✓	✓		✓
Twitter	✓	✓		✓
Instagram	✓	✓		✓
Have Search on Homepage	✓		✓	✓
Artificial Intelligence Search				✓
Feature Donate on Homepage	✓	✓	✓	✓
Use Quotes on Homepage	✓		✓	
Top of Search Results on Google Search of Non-profit	✓	✓	✓	✓

"I Have a Dream" Foundation's Competitive Analysis Preview

[View Full Competitive Analysis >](#)

## Competitors:

- [10,000 Degrees](#)
- [I Know I Can](#)
- [Futures in Education](#)
- [American College Fund](#)

## Similarities:

- All five non-profits use a blog on their website
- All competitors have a search bar on their website besides Future in Education.
- All blogs rank top search result in Google with non-profit name
- All five non-profits use compelling imagery of kids and adults throughout their website.
- All five companies expose their Audited Financials and Form 990.
- "I Have a Dream" Foundation spends the most in Fund Expenses and has the highest Fund Efficiency (\$0.29).
- "I Have a Dream" Foundation and I Know I Can have a Donor Privacy Policy while 10,000 Degrees and Futures in Education do not.
- All five companies list their board members and key staff on their site.

## Differences:

- All competitor blogs have posts within the last 3 months. "I Have a Dream's" last post was May 2018. Posting more frequently with engaging information targeted at their users would be very beneficial for "I Have a Dream" Foundation. [1]
- Only 10,000 degrees has artificial intelligence search.
- "I Have a Dream" Foundation spends the most in Fund Expenses and has the highest Fund Efficiency (\$0.29). [2]
- "I Have a Dream" Foundation has the highest liabilities to assets (38.5%).
- "I Have a Dream" Foundation has the lowest revenue (\$2,982,641) out of its competitors and net assets (\$586,279).
- Growth is the lowest out of the nonprofits included in my competitive analysis. [2]
- All competitors have over 100 HTML pages. "I Have a Dream" only has 23 HTML pages. Having more pages on their website would increase the exposure of "I Have a Dream" Foundation's website. [1]
- All competitors use meta-descriptions for pages. Especially, for their blog posts. "I Have a Dream" currently does not use any meta descriptions on their pages or posts.

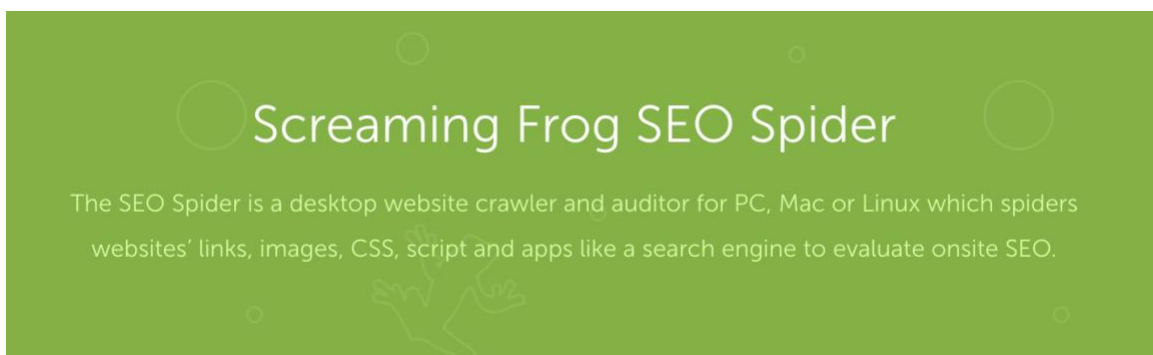
It will be important to learn from our competitor's mistakes, build off their strengths and immerse our brand into our strategy effectively every day.

## Interactive Components

"I Have a Dream" uses an interactive feature to display their nonprofit history. (<https://www.ihaveadreamfoundation.org/our-history>). It does not work as well on mobile as their competitors' interactive features/elements. They may want to consider making it mobile friendly or removing it on mobile all together considering the interaction is very sophisticated. "I Have a Dream" can learn a lot from I Know I Can's programs and events calendar (<https://iknowican.org/calendar/>) interactive experience. They do a great job with their user path to take you the steps to find what program is right for your child.

## 2.1 Website Audit – Social Media

For the "I Have a Dream" Foundation's website audit I used [Screaming Frog SEO Spider](#) to evaluate their website code. What I discovered was that "I Have a Dream" is not using any Meta-descriptions on any of their pages. When they do create them, they should be extremely descriptive summarizing their page's content. Meta descriptions that reveal why someone might want to read the article or create a story that the user may want to complete reading. Splash Copywriters states that their company finds that emotional content is their marketing is ammo and should never be ignored. [12, Par. 8-24] Compared to "I Have a Dream" Foundation's competitors, "I Have a Dream" does a better job with their page titles. They use page titles that are specific to the page they are on followed by their website's name.



Screaming Frog SEO Spider was used to conduct Web Analysis below [9]

### **Here is an example of a poor title:**

"View 1099s - "I Have A Dream" Foundation"

This is a poor title, because most users may not understand what "View 1099s" is it a blog, or a date/event? As you can see by viewing the URL this page title references, [www.ihaveadreamfoundation.org/view-990s/](http://www.ihaveadreamfoundation.org/view-990s/), a "1099s" is a report gross proceeds from their exchange of real estate and royalty payments. Additionally, their page title for their blog "Blog - "I Have A Dream" Foundation could be more specific to what their blog is all about.

### **Here is an example of a good title:**

"Dreamer to Dreamer Mentoring - "I Have a Dream" Foundation.

Although, we may not know what "Dreamer to Dreamer" consists it was a good idea that they included the word "Mentoring" in their page title. This will increase the traffic to this page looking for mentoring.

"I Have a Dream" Foundation's page titles are also included in their links. [1] This allows their pages to be easily found and searched for in Google. Creating a specific URL that consists of a protocol, domain name, and path will create a specific the location of a resource (such as a web page) on the internet and increase their overall ranking on Google. [11]

[View Full Website Audit](#)

## **2.2 Social Media Presence:**

"I Have a Dream" Foundation only post 2 to 4 times every five months. They do not have many interactions to their posts and do not have many followers on their social media networks. They have been using 1 to 2 hashtags per post on all of their social media platforms.

### **Content "I Have a Dream" Foundation posts:**

"I Have a Dream" Foundation writes and publishes educational uplifting content, holidays (Martin Luther King Day etc.), has mentor sponsor posts, recent donations, recent grants.



## “I Have A Dream” Foundation Receives Grant from Cathay Bank

BY “I HAVE A DREAM” FOUNDATION | OCTOBER 31, 2017

We are thrilled to announce that the “I Have A Dream” Foundation has received a \$7,500 grant from Cathay Bank to fund our general operations. Cathay Bank awards grants to organizations that display leadership and vision, and provide tangible benefits to low- and moderate-income communities. “We want to thank Cathay Bank for recognizing us as a [...]

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“I Have a Dream” Foundation’s Blog Post Preview [5]

**“I Have a Dream” Foundation is currently using the below social media sites:**

- Facebook
- Twitter
- Instagram
- LinkedIn

## 2.1 Conclusion

Aligning “I Have a Dream” Foundation’s content strategy inside their website and outside their website to the latest SEO techniques and will be crucial to the success of their non-profit. Although, they share similar user interface elements as their competitors it is evident that their meta descriptions, page titles, and HTML pages can use some work after diving deeper into their content. With a disciplined mindset they will be able to achieve their goals, put themselves above their competitors and stay grounded into ‘I Have a Dream” Foundation’s beliefs and mission.

## Sources –

[1] Casey, Meghan (2015-06-06). The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right (Voices That Matter) (p. 123). Pearson Education. Kindle Edition.

[2] [charitynavigator.org](http://charitynavigator.org)

[3] <https://www.awwwards.com/sites/i-have-a-dream-foundation>

[4] <https://www.charitynavigator.org/index.cfm?bay=search.compare&compare=3263,7803,6466,17169,11013>

[5] [ihaveadreamfoundation.org](http://ihaveadreamfoundation.org)

- [6] [futuresineducation.org](http://futuresineducation.org)
- [7] [10000degrees.org](http://10000degrees.org)
- [8] [iknowican.org](http://iknowican.org)
- [9] Screaming Frog SEO Spider <https://www.screamingfrog.co.uk/seo-spider/>
- [10] <https://www.mockupworld.co/free/category/macbook/page/3/>
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- [12] <https://www.splashcopywriters.com/blog/meta-description>