



NURTURING
THE FUTURE
OF FAMILIES

A ROADMAP AND CALL TO ACTION



2024 Strategic Plan

Building a community dedicated to cultivating the future of families by offering essential childcare support and resources to ensure success.

CURRENT AS OF
8 JANUARY 2024



CREATED BY:
JASMINE GODBOLT

A Message from our Founder



DEAR VALUED COMMUNITY,

I BEGIN WITH HEARTFELT GRATITUDE, THANKING YOU FOR YOUR CONTINUED SUPPORT, WHETHER YOU PLAY A ROLE AS A FUTURE DONOR, SPONSOR, OR STAKEHOLDER. IT BRINGS ME GREAT JOY TO SHARE THE 2024 STRATEGIC PLAN WITH OUR ESTEEMED SUPPORTERS, SERVING AS A ROADMAP TO ACHIEVE OUR GOALS FOR THE YEAR AND FURTHER SCALE OUR COMPANY.

REFLECTING ON THE JOURNEY, IT'S INCREDIBLE TO THINK THAT MY ONCE PASSION PROJECT, INITIATED IN MY COLLEGE DORM ROOM FIVE YEARS AGO, HAS NOW BECOME MY FULL-TIME CAREER. IF SOMEONE HAD TOLD ME IN 2021, WHEN I MADE THE DECISION TO QUIT MY JOB AND BET ON MYSELF AND MY VISION, THAT I WOULD BE HERE TODAY, I WOULDN'T HAVE BELIEVED IT. THE PATH AHEAD WASN'T ALWAYS CLEAR, BUT I CONSIDERED THE IMPACT OUR ORGANIZATION MADE DURING THE TWO-YEAR BETA TEST AT NCCU, SUPPORTING STUDENT-PARENTS WITH A RELIABLE CHILD CARE RESOURCE AND FOSTERING A COMMUNITY OF DEDICATED NANNIES. THESE NANNIES, A GROUP OF TALENTED INDIVIDUALS, SHOWCASED A PASSION FOR CHILDCARE, SOUGHT TO EXPAND THEIR PROFESSIONAL DEVELOPMENT, AND GAINED VALUABLE EXPERIENCE IN THE INDUSTRY, MAKING THEM TOP TALENT IN THEIR RESPECTIVE CAREERS.

IN 2023, WE RECEIVED CAPITAL FOR THE FIRST TIME, ENABLING US TO INVEST IN THE COMPANY'S STARTUP COST, INCREASE BRAND AWARENESS, AND COVER OPERATIONAL EXPENSES. THE PAST YEAR TAUGHT ME A VALUABLE LESSON: TO REFINE OUR BUSINESS PLAN, ENSURING CLARITY FOR FUTURE CONTRIBUTORS WHO ARE PREPARED TO OFFER INCREASED FINANCIAL SUPPORT ONCE OUR SOPS AND KPIS ARE WELL-DEFINED, AND WE HAVE A STRONGER PROOF OF CONCEPT.

THIS REALIZATION HAS LED TO **THE UNVEILING OF NESTING NANNIES' 2024 STRATEGIC PLAN**—A CLEAR ROADMAP OUTLINING THE SUCCESS AND SCALABILITY OF OUR ORGANIZATION OVER THE NEXT 12 MONTHS. I AM CONFIDENT THAT NESTING NANNIES WILL EMERGE AS THE LEADING FRANCHISE IN THE CHILDCARE SPACE OVER THE NEXT FIVE YEARS, OFFERING AN INNOVATIVE APPROACH TO HELP SOLVE THE NATIONAL CHILDCARE CRISIS. OUR FOCUS IS ON NURTURING OUR MARKET WITH CONVENIENT SERVICES, RESOURCES, AND THE SUPPORT NEEDED FOR THEIR FAMILIES TO THRIVE.

THANK YOU FOR BEING AN INTEGRAL PART OF THIS JOURNEY. TOGETHER, WE CAN MAKE A SIGNIFICANT IMPACT ON THE FUTURE OF FAMILY AND CHILDCARE.

WITH GRATITUDE,
JASMINE GODBOLT
CEO/FOUNDER, NESTING NANNIES

VISION STATEMENT

Nesting Nannies **envisions becoming one of the world's most impactful childcare agencies by introducing this program to communities globally.** Simultaneously, we aim to identify, train, and attract top-tier childcare professionals. In May 2024 we plan on launching our inaugural pilot program with a corporation, local communities, nonprofit, or higher-education institution to solidify our concept's success. Our overarching vision entails executing our mission with innovation, creativity, and distinctive approaches we vision a lasting impact **contributing to the success of the future of family.**



MISSION STATEMENT

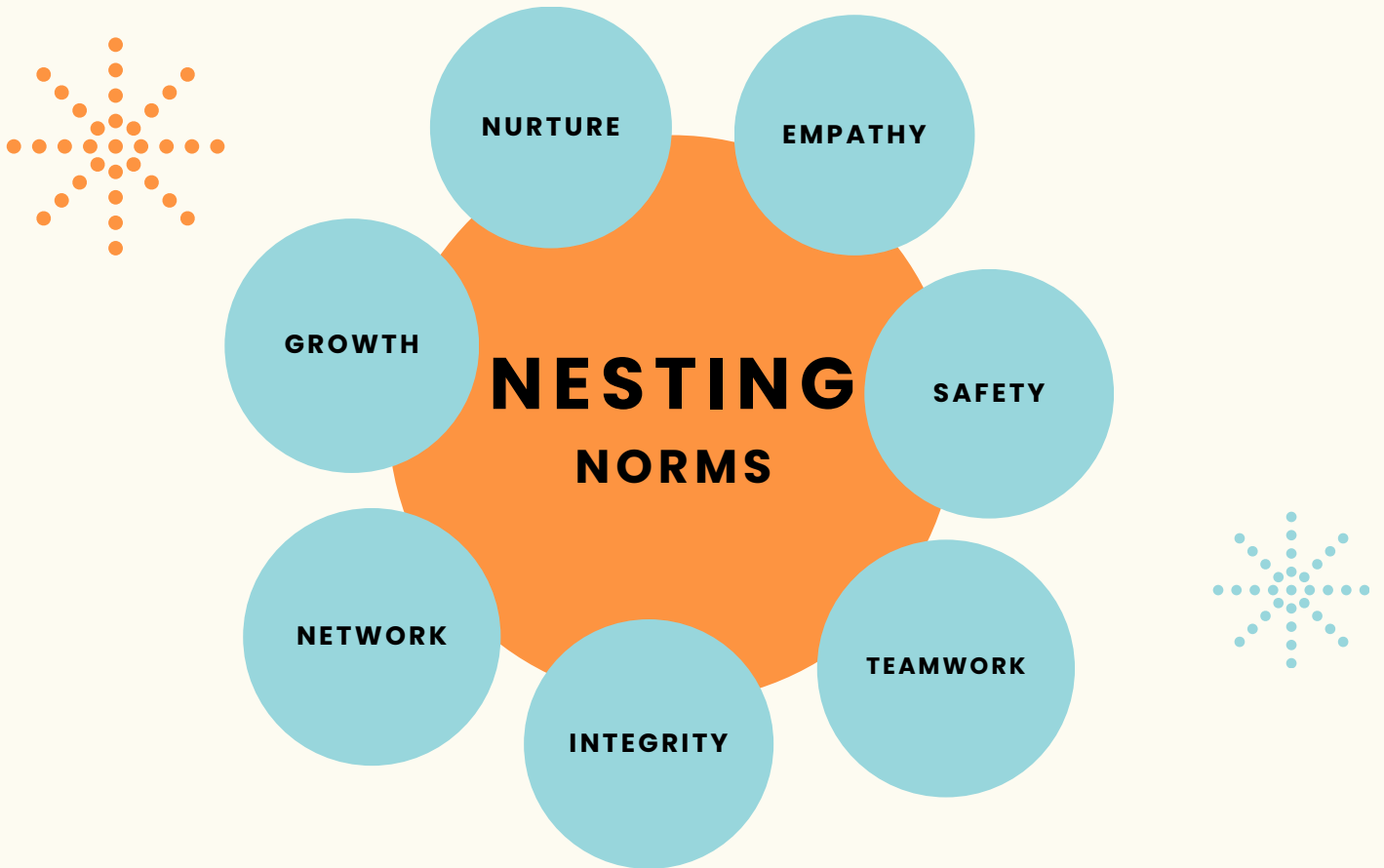
Our mission is to make a meaningful impact on the national childcare crisis. **We will achieve this by offering accessible, reliable, and innovative family support, childcare, and resources for student-parents and working families.** Our aim is to support your everyday working family for a brighter future. Concurrently, we are cultivating a community to train and nurture the next generation of childcare professionals who will lead in this space.





Company Values

The Nesting Nannies, **NESTING NORMS** are the foundation of our company culture and how we choose to serve and assist our target market. These core values of — **Nurturing, Empathy, Safety, Teamwork, Integrity, Network, Growth** — guides us in the work we do everyday.



At Nesting Nannies, we're dedicated to fostering a **nurturing** and safe space, ensuring families are heard and treated warmly. Our unique curriculum is designed to make learning enjoyable for children of all ages, supporting their educational development in a fun and engaging way. We strive to provide an unforgettable childcare experience, encouraging everyone, whether a child, family member, colleague, partner, or client, to want to return.

Empathy is at the core of our values. When working with parents, we recognize the diverse challenges they may face, and we prioritize demonstrating unwavering compassion, mindfulness, understanding, and kindness throughout their journey. **Safety** is our top priority, and we've implemented careful procedures and ongoing training to make sure parents, partners, institutions, and children feel secure when using our services.

Within our **team**, we actively cultivate a community of highly skilled childcare professionals. Our commitment revolves around nurturing a collaborative, productive, and efficient team environment where every individual is regarded as a valuable asset. **Integrity** is fundamental to our approach, guiding our dedication to honesty and truthfulness in both our professional and personal endeavors. **Networking** is highly valued, and we instill in our team the importance of cultivating strong connections to enhance overall worth. As a company, **growth** is a foundational value, and we welcome the challenges of change and evolution to ensure ongoing prosperity across various facets of our business.



NESTING NANNIES



Quarterly Roadmap to Excellence

EMPOWERING PROGRESS, ENABLING SUCCESS



Now, the Awaited Moment Unfolds: Delve into the intricacies of each quarter's meticulously crafted objectives, essential for the successful execution of our strategic plan over the next 12 months. Gain valuable insights into our focused approach towards accomplishing milestones and driving sustained growth.



Q1: Igniting Growth & Impact

Q2: The Pilot & Proof of Concept Validation

Q3: Empowering Futures, Building Communities

Q4: Harmonizing Growth, Expanding Horizons



Q1 Roadmap: "Igniting Growth & Impact"

Enhance Brand Awareness

- Increase brand visibility and recognition
- Launch a targeted social media campaign.
- Collaborate with influencers for brand promotion.
- Host a virtual event to showcase company values and initiatives.

Monthly Newsletters

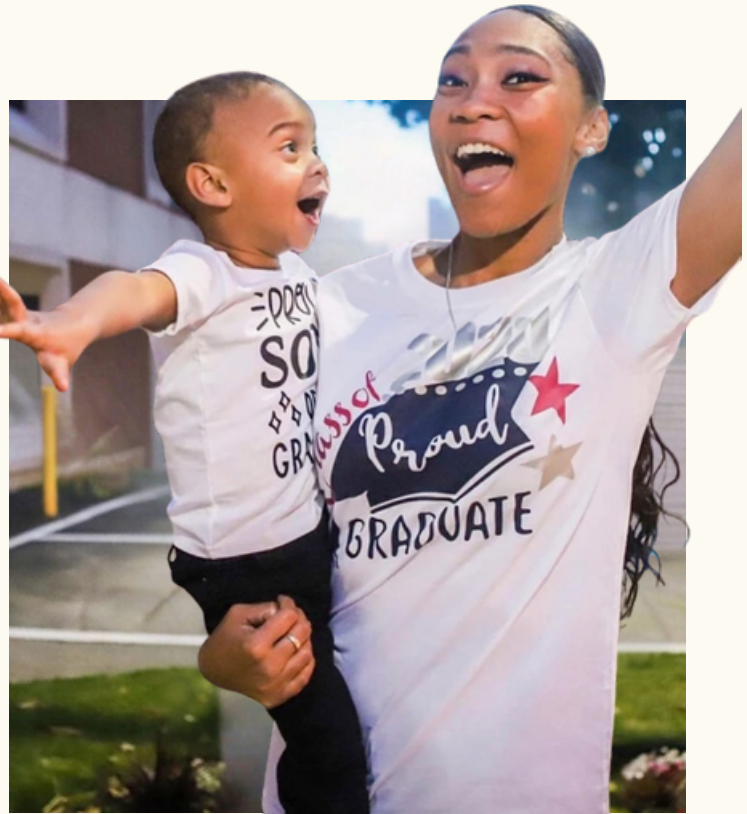
- Establish consistent communication with our growing community
- Develop a content calendar for monthly newsletters.
- Highlight key achievements, upcoming events, and industry insights.
- Implement a subscriber feedback mechanism for continuous improvement.

Build Relationships Teaching

- Foster meaningful connections through educational initiatives.
- Launch a webinar series on industry-related topics.
- Establish partnerships with educational institutions for knowledge-sharing.
- Develop downloadable resources for audience education

Invest in Automation Sales Funnel Software

- Streamline and optimize the sales process.
- Research and select a suitable automation sales funnel software.
- Implement automation for lead nurturing and conversion tracking.



Invest in Operational Expenses

- Allocate resources efficiently for business growth
- Conduct a thorough analysis of current operational needs.
- Identify areas for cost optimization.

Hire Marketing Consultant & Virtual Assistant

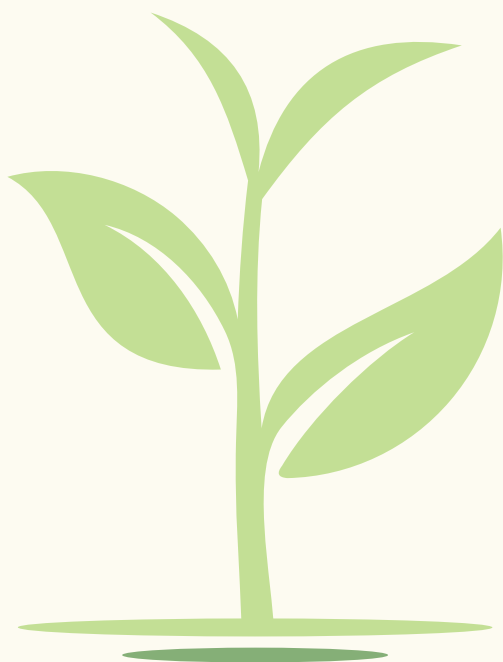
- Leverage external expertise for strategic marketing initiatives.
- Define specific areas requiring consultancy.
- Collaborate on comprehensive marketing strategies
- Increase operational efficiency through administrative support.
- Define tasks and responsibilities for the virtual assistant.

Form Nonprofit "The Grounded Foundation"

- Research legal requirements for nonprofit formation.
- Establish a philanthropic arm to support community initiatives.
- Develop a mission statement and organizational structure.
- Prepare to launch "The Grounded Foundation" and initiate community outreach.

Start 8-Week Recruitment Initiative

- Develop a curriculum for the recruitment program.
- Attract and retain top talent through a structured recruitment campaign.
- 4-steps recruitment process
- Selection day for final stage of process
- Advertise and promote the program to attract candidates.
- Conduct interviews and select participants.





Q2 Roadmap: The Pilot & Proof of Concept Validation

Complete Recruitment Initiative for Spring 24' Cohort

- Network with prospective clients for pilot
- Offer letters to prospective community members
- Start training and certifications for community
- Application review and selection

Spring 24 Cohort of Nesting Nannies Virtual Retreat & Induction Ceremony

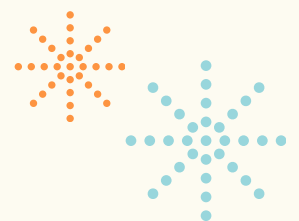
- Venue Selection and Booking
- Program Planning and Content Development
- Finalize Logistics and Confirm Attendees
- In-person Community Induction Ceremony
- Submit RFP for contract for first booking

Conduct Inaugural Pilot Program with Client

- Launch Inaugural Pilot Program
- Confirm logistics for the pilot with our client
- Execute pilot Program with Spring 24' cohort
- Track data for the express to develop proof of concept for stakeholder

Contract with Waitlist Clients for Bookings

- Reach out to clients on the waitlist, ensuring a personalized and smooth onboarding process.
- Clearly communicate services, pricing, and any new offerings.
- Implement a feedback system to gather insights and improve the overall client experience.
- Explore opportunities for upselling or cross-selling additional services.





Q3 Roadmap: Empowering Futures, Building Communities ✨

Announce Non-profit to Organization

- Develop a comprehensive communication plan to announce the launch of the non-profit organization.
- Craft a compelling narrative highlighting the mission, vision, and key initiatives.
- Utilize various channels, including social media, local news outlets, and community partnerships
- Organize a launch event to engage the community and build initial support.

Community Back to School Drive

- Collaborate with local schools, businesses, and community organizations to organize the drive.
- Set up collection points in strategic locations within the community.
- Develop a marketing campaign to raise awareness and encourage participation.
- Establish partnerships with potential sponsors for donations and logistical support.

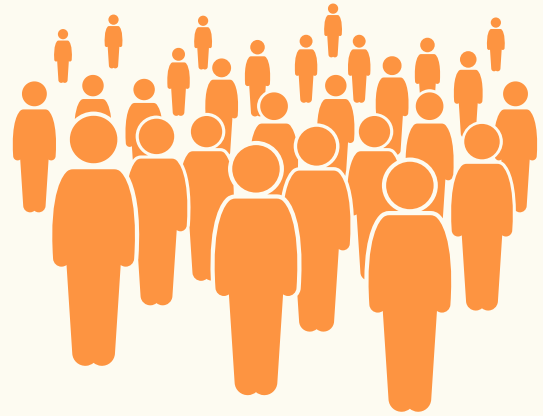
Start Production for Daycare Diaries Docuseries

- Finalize pre-production tasks, including script development, location scouting, and talent selection.
- Begin principal photography and coordinate with the production team to ensure a smooth process.
- Develop a marketing strategy to create anticipation for the docuseries.
- Establish a social media presence and engage with the audience to generate buzz.

Start Recruitment for Fall 2024 Cohort of Nesting Nannies

- Develop a targeted recruitment strategy, focusing on diverse channels to attract a wide range of candidates.
- Highlight the benefits of joining the Fall 2024 Cohort, including training programs and career advancement opportunities.
- Streamline the application and interview process for efficiency.
- Leverage social media, industry forums, and local networks to promote the recruitment drive.

Q4 Roadmap: Harmonizing Growth, Expanding Horizons



Bookings with Clients (HBCU Homecoming)

- Identify target clients and prioritize outreach efforts.
- Develop a tailored marketing campaign for HBCU Homecoming attendees.
- Leverage social media and other platforms to create buzz and engagement.
- Establish clear communication channels with clients to ensure seamless bookings.

Learn about Real Estate (Prepare for The Grounded Hub)

- Conduct a thorough analysis of the real estate market trends and opportunities.
- Attend relevant workshops, webinars, and networking events in the real estate industry.
- Collaborate with real estate experts and mentors for insights and advice.
- Develop a comprehensive understanding of the local real estate landscape.

Identify First Investment Property

- Define investment criteria and objectives for the first property.
- Research potential properties based on financial viability and strategic location.
- Engage with real estate agents, brokers, and other professionals for guidance.
- Evaluate risks and benefits, considering long-term growth potential.

Philanthropy Initiative: Wellness Weekend Collaboration with Strategic Partnership

- Identify key stakeholders and potential partners for the Wellness Weekend.
- Develop a detailed plan for the Wellness Weekend event, including activities and collaborations.
- Establish partnerships with local businesses, healthcare providers, and wellness experts.
- Create a marketing strategy to promote the event and maximize community participation.

Release 2024 Annual Impact Report

- Gather data and information on the company's achievements, projects, and impact throughout the year.
- Work closely with the marketing and design teams to create a visually appealing and informative report.
- Clearly articulate the company's mission, values, and future goals.



PRELIMINARY FINANCIAL PROJECTIONS

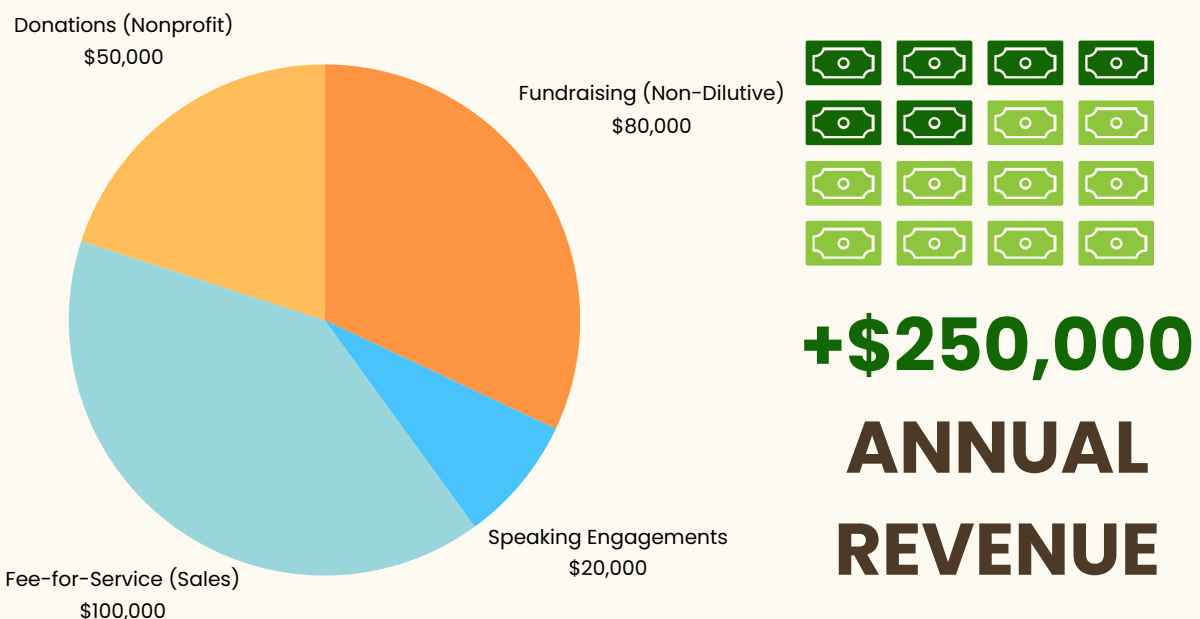


To align with the objectives outlined in our 2024 Strategic Plan, Nesting Nannies aims to bolster our resources throughout the plan's duration. This entails allocating funds for various components, including recurring annual expenses such as competitive salaries for exceptional staff to champion and propel our strategic goals, operational costs, training initiatives, programs, and strategic endeavors.

In our pursuit of excellence, Nesting Nannies is committed to fortifying our marketing systems, refining internal operations, and expanding our community outreach. We aspire to achieve our financial targets by providing top-notch services to prospective clients and the community at large, with an **anticipated total revenue of \$250,000 dedicated to fulfilling our strategic plan.**

To secure the necessary resources for these investments, we are implementing **a targeted fundraising plan that will engage nonprofits, corporations, individuals, and government entities. Additionally, we plan to generate revenue by offering our services to clients, establishing partnerships with strategic allies, and adopting a fee-for-service business model.** This multifaceted approach ensures the sustainability and success of our initiatives.

2024 REVENUE MODEL



For questions about our 2024 Strategic Plan or to request more information on ways to invest in our work, please contact:

THENESTINGNANNIES@GMAIL.COM
OR VISIT WWW.THENESTINGNANNIES.COM

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NURTURING
THE FUTURE
OF FAMILIES

SCHEDULE A DISCOVERY CALL

BEGINNING **MAY 2024**, SERVICES WILL BE ACCESSIBLE



**WE'D LIKE TO THANK YOU FOR
YOUR GENEROUS SUPPORT!**