

# Enterprise Marketing Architecture

Reentry Coding Bootcamp, Social Enterprise Arizona

PORTFOLIO WORK SAMPLE

# Liz Sahadi Smith

## Collection

Enterprise Strategy & Systems Design

## Engagement Type

Interview Presentation – Comprehensive Marketing Strategy

## Client

Reentry Coding Bootcamp, Social Enterprise Arizona

## Submitted

2025

## Scope

Full organizational marketing plan with phased implementation



*This document was developed as part of a competitive interview process.*

# How to Read This Piece

## Layer 1 — Work Submission

This is an original work submission produced as part of a competitive interview process. It represents full marketing architecture – not a summary or a sample. The work proves the thinking.

## What This Shows

- Enterprise marketing architecture
- Revenue-aligned content strategy
- Narrative repositioning (charity to investment)
- Corporate partnership revenue modeling
- Social enterprise marketing and phased implementation planning

EXECUTIVE SUMMARY

# The Firewall Between Reintegration and Collapse

This plan repositions the organization as the firewall between reintegration and collapse – not a charity, but a prevention mechanism with a measurable return.

It gives a five-person team the tools, partners and phased strategy to hit revenue targets without outrunning their own capacity. The work is designed to run independently after the engagement ends.

# Narrative Repositioning

Every communications decision in this plan flows from one fundamental reframe:

**From**

"Will you help someone who was incarcerated?"

**To**

"What happens if we don't invest in the person who's already done the work?"

- ⓘ The most at-risk population for homelessness is not the currently homeless. It is people exiting incarceration with skills and motivation who are expected to become self-sufficient immediately with no margin for error. This organization is the intervention at that exact point.

**This repositioning:**

**Moves Donors**

From pity to responsibility

**Reframes Graduates**

As an investment opportunity with a measurable return

**Engages the Public**

Makes the public feel invested in post-release success, not just incarceration

# Strategic Priorities

## 1. Fundraising-Aligned Marketing

All marketing initiatives are sequenced to support specific funding streams:



## 2. Arizona Pilot Program

Developing a replicable model for local fundraising and engagement:

- Arizona-specific partner mapping across employment pathways, housing stability and legal navigation
- Tailored outreach strategy for Arizona technology companies, including local tax incentive materials
- Arizona-specific success metrics dashboard highlighting local economic impact
- Strategic relationships with state and county reentry and workforce agencies as pipeline development partners

### Core Institutional Partners

Partner	Type	Role
State Department of Corrections and Reentry	Government	Connect to state governor initiative; develop pipeline for recruitment and graduate placement
State Workforce Development Agency	Government	Create formalized referral system; access workforce development funding streams
County Employment Initiative	Government	Align with justice-involved population commitments; develop co-marketing materials
Regional Reentry Center	Nonprofit	Establish direct service referral pathways; create shared success metrics
Regional Technology Council	Industry	Tap network of 800 member companies for employment pathways; develop industry-aligned curriculum input

### Supportive Service Partners

Partner	Type	Role
Employment Services Nonprofit	Nonprofit	Integrate job coaching, ID recovery and employer connections
Housing Stability Nonprofit	Nonprofit	Develop housing stability pathways; create shared outcome metrics
Indigenous Community Services Organization	Nonprofit	Partner on culturally responsive support services; develop specialized pathways
Legal Aid Nonprofit	Nonprofit	Streamline record expungement access; develop employer education materials

## 3. Capacity Multiplication

Extending a lean team's impact through structured volunteer and board engagement:



## 4. Content Efficiency — Monthly Capsule System

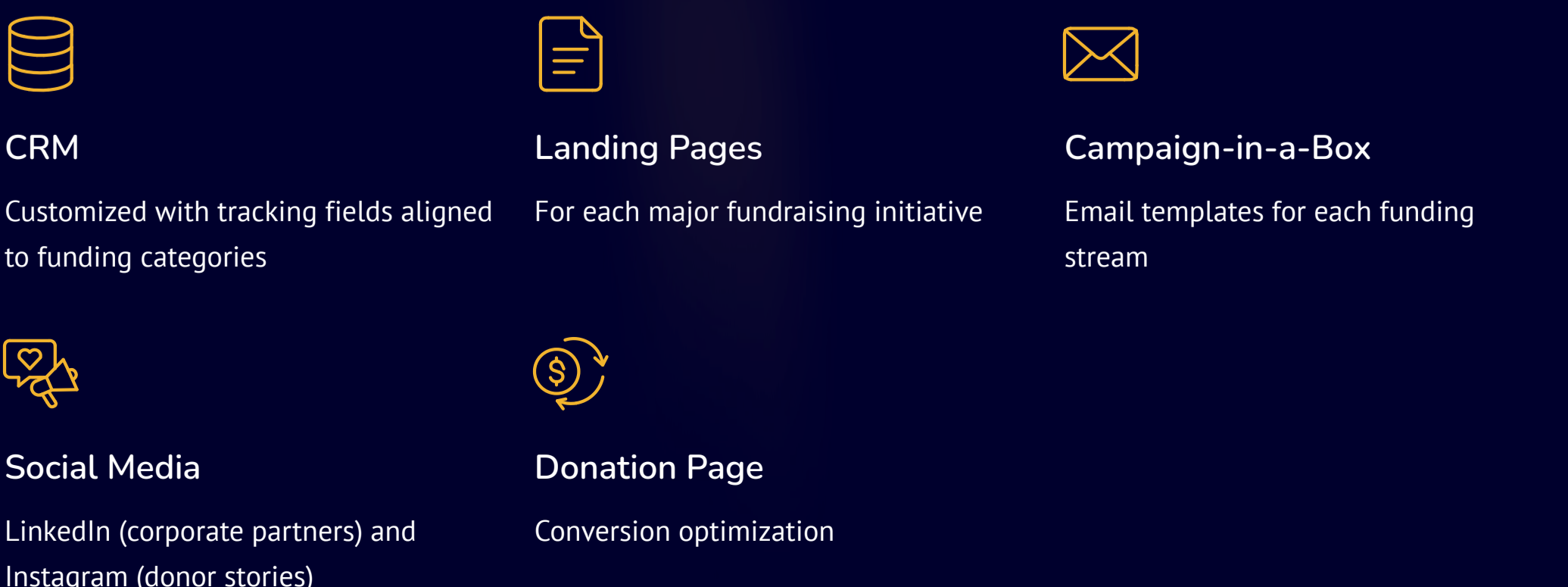
One high-impact participant story developed monthly, adapted across three formats:

<b>Foundation</b> Grant requirements	<b>Corporate</b> ESG reporting needs	<b>Individual</b> Donor emotional engagement
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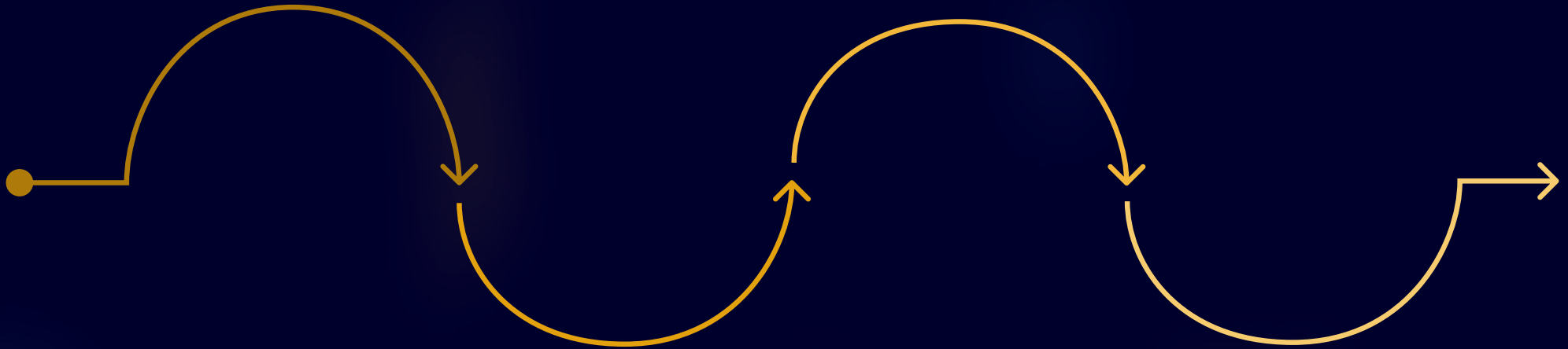
Consent architecture ensures participants have tiered options for how their stories are shared. Self-service storytelling kits empower program staff to generate content without bottlenecking through communications.

## 5. Digital Infrastructure

Essential, low-cost tools focused on donor acquisition:



# Implementation Phases



Phase	Timeline	Focus
Foundation	Q2	Core infrastructure and templates, board committee recruitment, Arizona partner mapping, foundation presentations, positioning rollout
Growth	Q3	Tiered corporate partnership launch, ESG/CSR alignment materials, volunteer content expansion, Arizona pilot materials, board ambassador program
Scaling	Q4	Individual giving campaign with prevention messaging, optimized digital conversion, full content capsule system
Optimization	Q1 2026	Refine based on metrics, scale to additional states, develop corporate retention program, full marketing automation

# Corporate Partnership Revenue Model

Rather than approaching corporations for donations, this plan positions the organization as a value provider through a tiered revenue model:



## Talent Pipeline Tier

**\$10,000 – \$25,000 annual subscription** for priority access to graduates. Custom training modules aligned to company needs. Predictable revenue in place of unpredictable philanthropy.



## Skills Development Tier

Companies contribute developers as **part-time instructors (in-kind)**. Tax benefits and curriculum alignment in exchange for industry expertise.



## Placement Success Fee

**\$2,500 – \$5,000 per successful hire** (employed six or more months). Performance-based revenue tied to measurable outcomes.

# Social Enterprise Technology Subsidiary

The subsidiary is the critical connection between the training program and sustainable employment – the exact point where second chances become real careers.

## Tech Specializations

- Web and mobile application development
- Front-end and back-end engineering
- Cloud implementation and management
- Quality assurance and testing
- Artificial intelligence and machine learning applications

## Arizona Market Focus

The Arizona tech sector faces a talent shortage and a workforce gap simultaneously. The subsidiary addresses both by creating specialized development teams for Arizona's growing industries, building relationships with local employers across technology, financial services and the public sector, and establishing the subsidiary as the go-to implementation partner for Arizona nonprofits.

## Strategic Partnerships

- Major Cloud Platform – building on existing developer scholarship program
- Women in Technology Organization – expanding mentorship and job search opportunities
- Technology companies committed to second-chance hiring

## Subsidiary Partnership Framework

Tier	Investment	Value Proposition
Bronze	\$10,000	Development services access with quarterly impact metrics for ESG reporting
Silver	\$25,000	Priority project scheduling with customized CSR impact reporting
Gold	\$50,000	Dedicated development team with specialized training on company tech stack, plus co-created case studies
Platinum	\$100,000	Complete technology solution – strategy, development and high-visibility success stories positioning the company as an innovation leader

# Metrics and Evaluation

All metrics tie directly to fundraising outcomes, with quarterly review cycles to adjust strategies based on performance.

## Fundraising & Partnerships

KPI	Target
Foundation proposal success rate	<b>35%</b>
Corporate partnership conversions	<b>10 new partners</b>
Individual donor conversion rate (website)	<b>2.5%</b>
Volunteer marketing corps size	<b>15 active contributors</b>
Content capsule production	<b>12 multi-purpose stories annually</b>
Board participation in marketing activities	<b>100%</b>

## Arizona Pilot

KPI	Target
Arizona local partner engagement	<b>12 active partnerships</b>
Arizona corporate sponsorship	<b>\$50K total</b>
Arizona earned media placements	<b>24 stories</b>

## Digital Performance

KPI	Target
LinkedIn engagement rate	<b>4%</b>
Instagram engagement rate	<b>3%</b>
Email open rate	<b>22%</b>
Email click-through rate	<b>3%</b>

**35%**

Foundation Proposals

Success rate target

**10**

New Corporate Partners

Conversion target

**\$50K**

Arizona Sponsorship

Total target

# Liz Sahadi Smith

Strategic communications executive with 25 years of experience architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

## Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate **\$18M in earned media value**. The category was adopted by partner organizations statewide.

## Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

## Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved **143% positive sentiment across 113 consecutive days** of record heat and contributed to the first heat death decline in a decade.

## Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. **91% award win rate — 20 wins from 22 submissions.**

## Growth Operations — Narrative ROI

**7x donation increase in one week:** \$15,000 annually to more than \$100,000 in seven days. Verified by Chief Development Officer. 544 national media placements generating \$18M in earned media value, verified by Cision.

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