

Awareness Engine™

A 90-Day System for Building Cumulative Organizational Awareness

Most organizations who reach this point are not asking, “Should we communicate?” They’re asking something more specific: “Why does it still feel like no one clearly understands what we do?”

You may be communicating occasionally. You may even have strong moments — a successful event, a well-performing email, a campaign that gets attention.

But the activity isn’t building cumulative awareness. It’s intermittent. Sometimes reactive. Often disconnected from a shared structure.

Different audiences are hearing different fragments. Staff describe the organization in slightly different ways. Reinforcement depends on whoever has time that week.

Over time, that inconsistency becomes expensive.

Awareness Engine™ was built to install the structure that prevents that drift — and to do it in a way that is realistic for a time- and resource-constrained staff.

What Awareness Engine™ Is

Awareness Engine™ is a 9-step communications operating system for mission-driven organizations.

It connects:

- What your organization is trying to accomplish
- Who must understand and support that
- What those audiences need to hear
- How your story is reinforced consistently
- How progress becomes visible internally

It is not a rebrand. It is not a content calendar. It is not a campaign. It is the structure that makes awareness cumulative instead of episodic.

The 9 Steps

(What We Do — and What You Leave With)



Each step produces a tangible outcome your organization can use immediately.

Step Name	What We Do	What You Leave With
01 Define Outcomes	Translate your existing organizational priorities — even if broad or loosely defined — into measurable communications objectives that communications can directly support.	Clear 12-month communications outcomes tied to real organizational movement.
02 Identify Priority Audiences	Determine which audiences must understand and respond for your outcomes to move, and build structured Audience Profiles exploring their drivers, barriers, fears, aspirations, frustrations, and where they pay attention.	Prioritized audiences with documented psychological insight and media clarity.
03 Clarify Awareness Gaps	Evaluate where understanding breaks down across priority audiences and where reinforcement has been inconsistent or diluted.	A documented awareness gap analysis identifying what must be strengthened and repeated.
04 Define the Core Story	Develop a shared, organization-wide explanation of who you are, what you do, and why it matters — clear enough to repeat consistently across staff and channels.	A documented Core Story with guardrails for alignment and consistency.
05 Identify Engagement Paths	Map how each priority audience engages (donate, attend, advocate, partner, volunteer) and what they need to understand before taking action.	Defined engagement paths with aligned message priorities.
06 Customize Awareness Essentials, Topics & Calendar	Translate strategy into a structured 12-month reinforcement system with monthly topics, required outputs, and defined mini-campaign moments.	A complete annual awareness plan designed for reinforcement, not randomness.
07 Set Up Systems & Templates	Configure project management structure (Monday.com or your existing tool), align email platform and templates, ensure Meta Ads Manager is properly structured, and establish Canva brand kit and campaign templates.	Operational infrastructure aligned to your plan — making consistency repeatable.
08 Track Visibility & Progress	Establish simple tracking that reflects reinforcement and audience movement — not just isolated engagement metrics.	An internal dashboard and board-ready snapshot that makes awareness progress visible.
09 Write, Launch & Operate	Write and publish your first month of content (and first mini-campaign if applicable), establish workflow, and move into a sustainable cadence.	A live system in operation with a defined monthly rhythm.

AI Is Integrated Throughout

AI is incorporated across the entire system.

It supports:

- Audience insight development
- Message clarification
- Content drafting aligned to your Core Story
- Platform-aware formatting for email, social, and paid
- Persuasion devices based on evidence-based methods

You learn how to generate aligned first drafts efficiently — and refine them strategically.

The goal is not speed alone. It is faster alignment.

How It's Delivered

Awareness Engine™ runs over 13 weeks.

The first 9 weeks walk step-by-step through the system. The final 4 weeks focus on technical assistance and launch support to ensure everything is operational.

Weekly Sessions:

- One live group session per week
- All sessions recorded if you cannot attend live

Each session moves you into application — not theory. Within the 13-week timeframe, you are welcome to move at your own pace across the steps.

Weekly Work Commitment

Expect an average of **3–5 hours per week**, including:

- Attending or watching the session of the week
- Completing structured tasks
- Preparing for the next step
- Attending a Q&A coaching session

Some weeks (story development, system setup) may require slightly more time. Others less.

We provide:

- Clear worksheets
- Structured AI prompts
- Step-by-step instructions

We have intentionally designed the program for time-constrained organizational leaders — not full-time marketing departments.

Ongoing Coaching & Support (Accelerator Included)

All cohort participants become members of our **Accelerator** during the program. The Accelerator is our coaching and technical assistance program. Some like to call it the “Bat Phone.”

This includes:

- Two live coaching / Q&A calls per week
- Real-time troubleshooting
- Feedback on messaging and campaigns
- Access to masterclasses and templates
- Peer insight from other organizations
- On-demand support between sessions

You are not left alone to implement. You have access to coaching and technical assistance while you build and launch.

What Changes After 90 Days

You will have:

- Clear communications objectives shaped from existing priorities
- Defined Audience Profiles
- A documented Core Story
- A structured 12-month reinforcement system
- Installed platforms and templates
- A live first month of content
- A visible operating rhythm

Awareness stops restarting. It begins accumulating. Over time, that changes how your organization is understood — and supported.

Common Questions

“We’re already overwhelmed. Is this realistic?”

If your team is in constant reactive mode, this may feel like one more thing added to an already full plate. In practice, the point is the opposite. Awareness Engine replaces scattered effort with structure so you are not reinventing your communications every week. Most participants find that by Week 4 or 5, decisions start getting easier because the priorities are clearer, the story is clearer, and the work is no longer starting from scratch each time. The time investment is real, but it is also finite and designed for time-constrained organizational leaders, not full-time marketing departments.

“Our strategic plan isn’t very clear.”

That is common, and it does not disqualify you from this work. We are not attempting to rewrite your strategy. What we do is take what already exists, even if it is broad or loosely defined, and shape it into communications objectives your team can actually use. What became clear to us in building this program is that communications clarity often improves strategic clarity, not the other way around.

“Should we rebrand first?”

Usually, no. If your organization cannot consistently articulate who you are, what you do, and why it matters, a new visual identity will not solve that problem. It may simply decorate the confusion. Awareness Engine is built to install the structure underneath the message first, because structure precedes polish.

“What if we can’t attend live?”

That is not a dealbreaker. All sessions are recorded, and there are two coaching and Q&A calls each week to give people flexibility. Some organizations attend nearly everything live. Others work more independently and check in when they can. The program is designed to keep moving even if your schedule is imperfect, which, for most organizations, it is.

“I don’t think I can pull off the next month. Will there be another one in the future?”

Yes. We have a kick-off each month. Let us know your timing preference by filling out the form or reaching out by email, and we can keep you informed about the next opening.

“Could my coworker or team help with this project?”

Yes. In many cases, that is ideal. This work can absolutely be done by more than one person, as long as the people involved are working on the same organization’s communications and the same initiative. In fact, having a small internal team often makes it easier to build something that will actually hold once the program is over.

“Who is this for?”

This program is designed for mission-driven, community-rooted organizations that serve multiple audiences and depend on ongoing trust and support. That often includes community foundations, healthcare foundations, rural hospitals, regional nonprofits, education foundations, and civic or economic development organizations. The people

who tend to find it most useful are executive directors, CEOs, foundation presidents, advancement leaders, communications staff, and board-level leaders responsible for awareness and growth. If it feels like your organization is doing meaningful work but still has to keep re-explaining itself, you will probably recognize the pattern quickly.

“How can I pay?”

You can sign up and make a credit card payment online by [clicking here](#). If paying by ACH is easier for your organization, we can send a monthly invoice (or single invoice for total amount) instead. Just email growthinstitute@bowercomm.com and we will arrange it.

Investment

Coached (90 Days)

\$1,500/month for 3 months

We guide. Your team builds and launches.

Next Steps

1. **If you have questions**, the next step is a short conversation (online call) to answer questions, confirm fit, and determine which level of support makes sense for your organization.

[Schedule a meeting with us →](#)

You can also ask questions via email at growthinstitute@bowercomm.com.

2. **If you're ready to join the Awareness Engine**

- Sign-up and make credit card payment by [clicking here](#).
 - If you would rather have us send an invoice each month so you can pay by ACH, email us at growthinstitute@bowercomm.com to arrange it.
- Upon enrollment, we'll invite you to our Microsoft Teams channel and our kick-off call.
 - During this call we'll go through the structure of the program and determine our weekly group meeting time.
 - If you can't make this time, don't worry! We'll record it and follow-up via email.