



# TB Alert digital catalyst relaunch strategy

## About the strategy

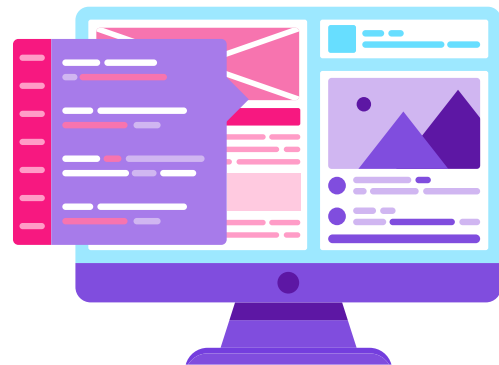
As TB Alert embarks on an exciting new chapter, we are embracing a "digital-first" strategy to amplify our impact and reach. This ambitious plan involves significantly enhancing our online presence for fundraising and income generation, including through social media marketing and online course provision. We are also developing a new data-driven fundraising strategy, focusing on corporate partnerships and influencer marketing.

A pivotal element of this relaunch is the search for a new Patron, a global leader who passionately cares about health equity and social justice, recognising TB as the ultimate inequality. Our previous patron, Archbishop Emeritus Desmond Tutu, brought significant international attention and credibility to TB Alert's mission due to his personal connection to TB and his wider passion for human rights. We are seeking a new patron who can not only lend their name and gravitas but also actively propel our vital work forward, building on this incredible foundation.

This combined strategy, including the patron search, will serve as a "digital catalyst". It will be used to generate content and publicity to reinvigorate relationships with existing donors and attract new ones. This approach will also allow us to gather valuable analytics on our audiences to inform the broader digital relaunch.

Your feedback on these initiatives is crucial as we move forward in strengthening our fight against TB.

## Enhanced online presence



## New Patron search



## Insight

