

# GOALS

GYE's goal is to help every Yid who is struggling with pornography or masturbation get help in the most *efficient* and *professional* way possible.

To achieve this GYE needs to be *scalable* for the masses by having a solid online platform that can help 100,000 people achieve real lasting change.

That's why in 5780 our primary focus will be to build a new program, based on cutting-edge science, and our rich experience in helping people over the past 10 years. It will include the best of what GYE is already famous for, as well as many innovations. In addition, the new program will offer significant personal support features.

Finally, in the upcoming year we will create a strong social media presence through meaningful content that will draw people to sign-up to the new program.



# NEW PROGRAM FEATURES

## PERSONALIZED GUIDES

After signing up users will receive a *personalized* guide with suggested first steps. The suggestions will be based on the questionnaire users fill out during registration, and will take into account the nature and extent of their struggle, gender, age, and more.

## INTERACTIVE TOOLS & VIDEOS

Online interactive tools to help increase motivation, make a plan, dealing with falls, long term recovery and lifestyle balance. There will also be printable equivalents. The new platform will also include instructional videos and articles to teach core concepts and strategies.

## INTELLIGENT EMAIL SERIES

Instead of a "one size fits all" approach, every member will get daily emails that are appropriate for their situation and stage of recovery. The emails will arrive in a planned sequence starting at sign-up. We will also have "member journey" emails where members get action-oriented messages depending on what they did on the site and which previous emails they opened.

## NEW APP

An app to increase engagement rates. With the app we will be able to reach users with push notifications even when they don't check their email (members often sign up with anonymous email addresses which they don't check frequently). It will also make our new program accessible to those who don't have an open browser on their phone.

## ONLINE COURSES

Structured online courses for people who want to dig deeper into specific recovery related topics.

## CHAT & FORUM

Invest in improved technology for our forum and chat so that they are as user friendly as possible. We will also offer a training program for volunteers who want to be moderators on the forum and chat.

## PARTNER PROGRAM

The partner program algorithms will be improved to greatly increase accurate matches.

## INCREASE ADHERENCE

Automatic follow up system to check-in periodically with members and reengage users who have become inactive.

## ASSESSMENTS

Professional evaluations through surveys to check success rates among users and to guide continuous improvements of our program.

## HOTLINE PLUS

For the people that do not have internet access, we will create an automated phone system with a menu of pre-recorded messages that can be used as an alternative to the site.



# PERSONAL SUPPORT

Depending on the availability of funds to hire qualified support staff, the new program would offer significant personal support features.

## PERSONAL CONSULTATIONS

- Welcome new members personally to make them feel cared for, and to ensure they start moving in the right direction.
- Answer any questions and offer specialized advice.
- Referrals to local PA and SA groups.
- Identify if the person needs therapy and offer viable options.
- Allow members to schedule a time to call or chat when they feel stuck.



# GYE ANNUAL BUDGET 5780 (2019-20)

NEW ONLINE PROGRAM	
Content & Media Production	100,000
Web & App Programming	100,000
Technology Engineer	90,000
Program Director	90,000
Support Staff	180,000
	<b>560,000</b>

MARKETING & SOCIAL MEDIA	
Creative & Content Director	90,000
Advertising	60,000
	<b>150,000</b>

OPERATING EXPENSES	
Hebrew, Yiddish & Spouses Staff	54,000
Web Services & Software Licensing	50,000
General & Administrative	70,000
	<b>174,000</b>

<b>TOTAL</b>	<b>884,000</b>
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Goal for 5780 matching campaign: \$500,000  
 Commitments needed BEFORE campaign: \$250,000  
 (The remainder will be raised over the coming year)