



Nonprofit Marketing Plan Template

Part One: Know Your Nonprofit Organization

a. *Establish Goals—What do you want to accomplish?*

What are your organization's three main goals for the next 12 to 18 months?

- 1.
- 2.
- 3.

b. *Conduct a Situation Analysis— What makes you unique? What distinguishes your group?*

Know your strengths, weaknesses, opportunities and threats. List them here:

Strengths

Weaknesses

Opportunities

Threats

- 1.
- 2.
- 3.
- 4.
- 5.

Part Two: Know Your People—Define Your Target Audience

- a. *Identify the three groups of people whose help you need AND are most likely to help OR most risky not to engage*

Who can you serve most effectively?

1. Donors
2. Volunteers
3. Clients

- b. *What does your target audience value?*

- 1.
- 2.
- 3.

- c. *What are some common characteristics your audiences share?*

- 1.
- 2.
- 3.

Part Three: Know Your Messages, Methods and Inbound Tactics

- a. *Framing the Message*

- What is your mission and why does it matter?

- 1.
- 2.
- 3.

- What are the barriers you face: What's in the way of you attracting and retaining top quality donors and volunteers?

- 1.
- 2.
- 3.

b. Best Methods—To achieve your marketing goals

How can you best motivate your supporters? Prioritize your options – which include:
Branding/Positioning, Message Development, Content Creation, Relationship Building

- 1.
- 2.
- 3.
- 4.
- 5.

c. Best Tactics—Put your methods into action

- 1.
- 2.
- 3.
- 4.

Part Four: Put It All Together

a. Resources—What it takes

Time Commitment - Roles and Responsibilities

Who does what?

How much time will it take?

Is training needed?

Financial Commitment - Budget

How much does the initiative cost?

Track ROI – look at expenditures and results.

b. Benchmarks and Measurement— Get to goal

Benchmarks: What are three to five concrete, specific and measurable (when possible) steps to achieve each marketing goal?

- 1.
- 2.
- 3.
- 4.
- 5.

Ask yourself -

What is working best?

Which activities are driving loyal supporters?

What messaging generates action across all generations?

- c. *Step-by-Step Work Plan—Start with a 30-day plan, begin implementation then build out your plan to 90 days*

Elements: Create a spreadsheet that includes every task that needs to be done, who tackles each task, start date and deadline for each task.