

Nonprofit Marketing Strategy Outline

1. Organizational and Marketing Goals

What is your organization's main one or two goals? What are your one-three marketing goals that convey how marketing will contribute to the organization goal?

2. Situation Analysis

What are the internal and external factors that affect this work? May also include a marketing audit.

3. Key Groups of Supporters/Participants to Reach

Who are the 1-3 top groups of people (e.g. target audiences) you need to engage to meet your goals? What are the habits, values and preferences of each group, described in personas?

4. Calls to Action

What do you need these key groups of people to do? Be specific! Will often include a series of steps leading to a particular action.

5. Framing the Message

What are the core messages that you want to communicate to these groups as you lead up to and present your calls to action to them? Include the Benefit Exchange (Why should they care? What's in it for them?) and Challenges/Barriers (What challenges do you and they face in following through on your calls to action)?

6. Strategies (or Approaches, or Positioning)

What are the best ways to achieve your marketing goals (e.g., do you need to create a certain type of content for them, or build a network, or train them in some way?) How will you position your organization in this relationship (e.g., trusted friend, leading expert, innovative problem solver)?

7. Primary Tactics

What will you do to bring these strategies to life? What are the primary communications channels you'll use to connect your organization to your key groups?

8. Resources

What will it take to implement the plan – include time, talent, treasure (\$). Who is doing what with what resources?

9. Benchmarks and Measures

What are 3-5 five concrete, specific and measurable (when possible) indicators that you are moving toward meeting your goals? How will you measure progress and what are you benchmarking yourself against?