

The Do-Good Strategic Plan Template for:

Non Profits, Charities and Volunteer Organizations

Developed by:



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MARKETING AND COMMUNICATION PLAN

| What groups do we need to serve most? | What do they need to hear from us? | What is the best way to find and communicate with them? | When will we communicate with them? How often? | How will we know if they have heard our message? |
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| <i>Try to divide your audience into groups – service users, community leaders, funders, etc. There may be several groups but they will need you to communicate slightly different messages to them.</i> | <i>What need do they have? What problem can you solve for them?</i> <i>In the case of community leaders, etc., what do they need to hear about us?</i> | <i>Where are they? Do they communicate online? In person? Are there networking groups, events, or trainings that you can participate in to give an opportunity to communicate with them?</i> | <i>Will you reach out to them daily? Hold networking events once a month? Hold a supporter's luncheon? Send out a quarterly newsletter?</i> | <i>If this works, how will you know they have heard you? What will success look like?</i> |
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