

# 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?
<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?  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>