

Anatomy of a Nonprofit Marketing Plan

Title Page

- Include name of the organization, time period that the plan covers and completion date.
- Brand the title page with logo and website address
- Identify author of plan
- Mark the document "CONFIDENTIAL REPORT"

Table of Contents

- List contents of the plan in the order they appear & cite page numbers
- List tables, graphs & diagrams on separate page
- List appendices that will be included at end of marketing plan

Executive Summary

- One or two pages that form the overview of the plan
- Highlight areas of the plan that are critical to readers
- Provide information how the plan will help the organization attain success

Organizational Background

- History of nonprofit
- Description of services to date
- Description of how many people served to date
- Major partners & funders to date

Situation Analysis

- **EXTERNAL ENVIRONMENT**
 - a) Funding Climate
 - b) Comparative analysis of other organizations
 - Direct competition
 - Indirect competition
 - c) Understanding of your organization's market position relative to your competition
 - d) Social, cultural, technological, ecological, economic, and political factors that affect your nonprofit
- **INTERNAL ENVIRONMENT**
 - a) Mission