

Nonprofit Marketing Plan Template

From *Total Focus Marketing Plan Workshop*
<http://nancyandkivi.com/>

1. Goals

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

2. Benchmarks and Measures

What are 3-5 five concrete, specific and measurable (when possible) steps to complete en route to achieving your marketing goals? How will you measure progress?

3. Situation Analysis

What is the environment in which you are working? Also includes marketing audit.

4. Target Audiences

Who are the 1-3 top audience segments you need to engage to meet your goals and benchmarks? What are the habits and preferences of each group described in personas?

5. Calls to Action

What do you need your target audience to do? Be specific!

6. Framing the Message

Benefit Exchange: Why should your target audiences care? What's in it for them?
Challenges/Barriers: What challenges do you and they face in following through?

7. Strategies

What are the best ways to achieve your marketing goals?

8. Tactics

What will you do to bring these strategies to life? What are the channels you'll use to connect your organization and your audience?

9. Resources

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

10. Work plan

What are your specific to-dos to implement the plan?