

# 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?