

Nonprofit Marketing Plan Template

Organization Overview

Mission Statement:

Key Stakeholders:

Program Director:

Marketing Team Point of Contact:

Design Team Point of Contact:

Volunteer Program Point of Contact:

[] Point of Contact:

Goal: Priority:

S: M: A: R: T:

Goal: Priority:

S: M: A: R: T:

Goal: Priority:

S: M: A: R: T:

Audience Overview

Current Audience:

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Target Audience:

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Donor Segments

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Donor Persona

GENERAL INFO	NONPROFIT RELATIONSHIP
Name	How they heard about you
Profession	Average donation amount
Income	Volunteering time
Age	Previous support history
Neighborhood	Preferred communication method
	Causes they support

Messaging and Communication Plan

Language and Tone

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Primary Call to Action

Primary Call to Action

Branding

COLOR	LOGO	FONT

Reporting Method

#1 KPI

#2 KPI

#3 KPI

[illegible]