

# Nonprofit Marketing Plan Template



A nonprofit marketing plan is a document that outlines the activities needed to execute any type of campaign. Fill in each section of this template to help create a successful marketing plan for your next campaign.

## Section 1: What's Working and What's Not?

Thinking back to your last campaign or past marketing activities, fill in the following:

**Campaign/Marketing Activity:** \_\_\_\_\_

What were we hoping to achieve with this strategy or campaign?

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Did we achieve our goals and objectives?

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What was most successful about this strategy or campaign?

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What didn't work as well as we'd hoped or expected?

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What can we learn from the outcomes of this strategy or campaign?

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What should we do differently next time or what can we test to see if a different approach would be more effective?

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Can any of these assets (photography, written content, video content, etc) be reused for future strategies or campaigns?

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## Section 2: Pick the Best Goal for Your Organization

What are your organization's goals? Write down anything you can think of (E.g. Acquire new donors or members, Deepen community engagement, Raise awareness, Become a thought leader and go-to resource on an issue)

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Now choose just one of the goals you listed. This will be your focus for the next three months. Small nonprofits typically see the best results when they select one priority goal per quarter. Since nonprofit organizational priorities are always changing and shifting, I recommend reviewing your nonprofit marketing plan every quarter.

Goal for this quarter:

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## Section 3: SMART Objectives

The best way to achieve the goal you decided on above is by setting objectives using something called the SMART objective framework. SMART stands for:

**Specific:** Choose an objective with one key result.

**Measurable:** Ensure you have the tools available to measure your progress along the way.

**Achievable (but Ambitious):** Given your current reality (time, money, expertise, help, etc.), choose something you know you can set out to do, but will also push you to learn more.

**Relevant:** Good objectives increase the success of the organization. Increasing donations may be more tied to your organization's overall objectives, while simply increasing Instagram followers may not.

**Time-based:** Create a realistic deadline you want to achieve this by.

For example, if your primary marketing goal is "raising awareness," then some sample SMART objectives could be:

- 50% increase in blog traffic by March.
- 25% increase in social media shares by July.
- 10% increase in Facebook post reach by October.
- 3,000 video views on YouTube by January.

Thinking of the goal you set for your organization for this quarter, use the SMART framework to write down some objectives that will help you reach it:

Objective 1:

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Objective 2:

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Objective 3:

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Objective 4:

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Objective 5:

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## Section 4: Stay Relevant

Before designing or launching a marketing plan, always ask yourself whether there are any current trends or news items you should incorporate into your strategy.

Known as “newsjacking,” this tactic can work wonders for your brand awareness efforts by leveraging common keyword searches and letting your audience know you’re current and engaged.

Do some research on social media or in the news and identify current trends in your sector:

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It’s also important to keep a close eye on holidays, awareness days and other observances and consider which of these dates align with your mission.

Identify any relevant days coming up in this quarter:

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## Section 5: Find the Right People to Support You

Successful marketing campaigns are targeted towards very specific audiences, or personas. Personas are simply fictional characters that help marketers envision someone who might respond to their marketing messages.

Personas help humanize your marketing message, as you can better imagine you are speaking to or writing for one person vs. the entire online world.

With this in mind, write down a few personas that your campaign or marketing tactic will target. Be sure to include characteristics like age, gender, occupation, interests, location, and anything else that might be relevant to your organization's mission.

**Persona 1:**

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**Persona 2:**

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**Persona 3:**

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## Section 6: Craft a Compelling Message

A fail-proof way to create a compelling message that works for any nonprofit is through the power of storytelling.

And the best part is, the stories that will resonate with your audiences are already in your community.

Use this space to brainstorm powerful stories about the people (or animals) your organization supports and how your work has helped improve their lives. If you're finding this challenging to think of on your own, ask your colleagues, volunteers, board members or send out a survey to your community.

**Story 1:**

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**Story 2:**

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**Story 3:**

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## Section 7: Choose the Best Platform to Share Your Message

Each marketing platform has a different strength and if you choose a blanket approach for every platform, your message may end up falling flat.

If you want to maximize your impact, it's important to tailor your message based on each platform's strengths.

The most popular online platforms are:

- Facebook
- X (Previously Twitter)
- Email
- Website
- Blog
- Google ads

If you're a very small nonprofit with limited staff and staff capacity, your efforts are best spent if you focus on three areas, such as:

- Optimizing your website by featuring your compelling message on your homepage;
- Communicating your ask in an email campaign to your supporters; and
- Consistently sharing your campaign on the one social network (Ex. Facebook) where your supporters are most engaged.

Use the space below to write down 3 focus areas for your campaign or marketing tactic:

**Focus Area 1:** \_\_\_\_\_

**Focus Area 2:** \_\_\_\_\_

**Focus Area 3:** \_\_\_\_\_

# Final Thoughts

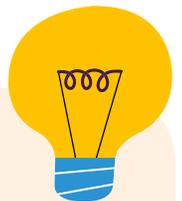
The nonprofits who take the time to create a strategic, thoughtful, and purposeful nonprofit marketing plan see the biggest impact in growing their organization. Plus there's the added bonus of avoiding overwhelm as you go.

Use this template as a guide whenever your organization is planning a specific fundraising campaign, or for any general marketing tactics you introduce.

Don't forget to come back and review your marketing plan every quarter to check on your progress, make adjustments and identify new goals. As your organization grows, your marketing plan will look different, too.

Best of luck!

P.S. For more details on how to create a nonprofit marketing plan and examples of successful campaigns from real organizations, be sure to check out [this guide](#).



## More Resources on Marketing

- [The Ultimate Guide to Nonprofit Advertising](#)
- [How to Write a Newsletter Your Members Will Actually Want to Read + 16 Ideas to Use in Your Next Email](#)
- [The Nonprofit Content Marketing Guide](#)
- [The Ultimate Nonprofit Guide to Digital Marketing](#)
- [The Complete Guide to Nonprofit Email Marketing](#)
- [How to Get Started with Cause Marketing + Examples and FAQs](#)