

Community Boost

2024 Nonprofit Marketing Plan Template



COMMUNITY BOOST

How to Use This Template

To edit this version of the template, select File > Make a Copy

To download as a Microsoft Word document select File > Download > Microsoft Word

This template is great for nonprofit marketers who want to create a clear and measurable marketing plan for this year. It includes sections for inputting your:

- Mission Summary
- Your Organizations Initiatives
- Target Market
- Donor Personas
- SMART Goal Setting
- Marketing Channels



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[Logo]

[TEMPLATE + EXAMPLES]

Company Name

Marketing Plan

Organization Summary

Organization Summary: This is where you explain what you do, how you do it, why you do it, and who is a part of it.

Our Organization

What is the name of your organization, where is it located, how long you have been serving the community, your industry, etc?

Our Vision

A vision statement describes the organization's purpose, what your nonprofit is striving for, and what it wants to achieve.

Our Mission

Explain why your organization exists, whom it serves, and how it serves them.

Our Marketing Leaders

Include the name of each team member in your marketing department, their job title, and a brief description of their duties. You can even include headshots, areas of expertise, education, or anything that makes your team members credible.



COMMUNITY BOOST

Organization Initiatives

This is where you will describe what your marketing department is doing to help your organization meet overarching goals. You will want each initiative to include how it will be measured.

Example: [Organization Name] has the goal of [overarching goal]. To help our organization achieve this goal, the marketing department will pursue the following initiatives this year:

Initiative #1 - Raise \$350,000 Through Digital Fundraising

Description:	This year, we will work to raise \$350,000 online
Goal of Initiative:	We'd like to increase our fundraising through online channels throughout the year to capture + retain more (and younger) donors.
Metric to Measure:	Monthly traffic to donation page, Conversion rate.

Initiative #2 - Grow our email list + Invest in automate email marketing strategies

Description:	This year, we will work on growing our email list so that it becomes one of our top channels for re-engaging donors and turning one-time givers into recurring givers.
Goal of Initiative:	To consistently grow our list each month to nourish our community. We want this channel to become a reliable way to contribute to our monthly fundraising goals.
Metric to Measure:	50 new subscribers per month / 20% open rate / 7% CTR

Your turn! Here's a blank template:

Initiative #1 -

Description:	
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Goal of Initiative:	
Metric to Measure:	

Initiative #2 -

Description:	
Goal of Initiative:	
Metric to Measure:	

Initiative #3 -

Description:	
Goal of Initiative:	

Metric to Measure:	
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SWOT Analysis

Conduct a SWOT analysis of your organization to help identify your Strengths, Weaknesses, Opportunities, and Threats. This will help your team continue doing what you do best, take advantage of potential opportunities, defend against challenges, and make improvements.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> ● What is working ● What we are good at ● What our donors/community likes about us 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> ● What needs improvement, strengthening, or fixing ● What have we received negative feedback on
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ● What can we start doing that we don't already do ● What our donors might soon want/expect ● What can we do to stand out or compete? 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ● Who could take our current/potential donors ● What could hinder our growth ● What roadblocks do we have

Here's a blank template to conduct your own analysis.

<p><u>Strengths</u></p>	<p><u>Weaknesses</u></p>
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<u>Opportunities</u>	<u>Threats</u>

Target Audience

Understanding who you're marketing to is key. Here's how to outline your ideal donor in a clear and manageable way:

- 1. Know Your Donors:** Look at who currently supports you. What do they have in common? Age, location, or interests? This is your starting point.
- 2. Simple Surveys:** Occasionally, send out short surveys to your donors or community. Ask about their interests and feedback. Use these insights to understand who cares about your cause.
- 3. Watch and Learn:** Pay attention to what's happening in communities you serve. Notice trends or common concerns. This helps you find people who might support your cause.
- 4. Create Mini Profiles:** Based on what you know, create a simple profile for your typical donor. Include basic details like age range, interests, and why they might care about your work.
- 5. Keep It Real:** Always be ethical with any information you collect. Respect privacy and be transparent about how you use data.
- 6. Act and Adjust:** Use what you learn to guide your outreach. Try different messages and see what works. Be ready to learn and change your approach as needed.

By focusing on these simple steps, you can get a clear picture of who is likely to support your cause and how best to engage with them. This will help you use your resources wisely and build stronger connections with your donors.

Example: A coastal preservation/restoration organization

We are targeting those who reside on the west coast of the United States, predominantly in California, and are between the ages of 21-35. These individuals may have experienced damage or pollution of the waterways in their neighborhoods. They are both male and female, college-educated, live an active/outdoors lifestyle.

Your turn!

We are targeting...

Donor Personas

A donor(buyer) persona is an exemplary description of your ideal donor based on the characteristics you defined in your target market research. Try to come up with at least 2 different personas.

Example: A coastal preservation/restoration organization

Persona 1: Ryan, a young active male.

Lifestyle: Ryan works remotely from his condo 15 minutes from the beach in San Diego. He gets up early to go surfing every morning before work, is single, owns a dog, and is financially stable.

Personal Background: Ryan is 27 years old, grew up in San Diego, and loves the beach.

Their Challenges/Pain Points: The coastline he loves to surf is often polluted, or off-limits due to oil spills. He wants to keep surfing every day but it is becoming dangerous.

Business Background: Has a degree in marketing and works for a tech company. He does surf photography as a side hustle.

Where They Go For Information: Ryan consistently uses social media on a daily basis but is mostly on Instagram. He mostly uses his phone to do information searches.

Here's a template for you to fill in:

Persona Name:

Lifestyle	
Personal Background	
Challenges/Pain Points	
Business Background	
Where They Go For Information	

Competitive Analysis

Now that we know our target market and donor personas, who do we expect to compete with? List each organization name followed by what they do, and what they might do better than your organization from a marketing perspective.

For example:

Organization A:

What They Do	Org A is a nonprofit that organizes community events to clean the coastline.
How We Compete	This competitor has paid Google Ads running for the same keywords we would like to rank for organically.

Organization Name:

What They Do	
How We Compete	

Organization Name:

What They Do	
How We Compete	

Define Your SMART Goals

Now that you have done some research and analysis, it's time to create goals for your department to strive for. SMART is an acronym for specific, measurable, attainable, relevant, and time-bound. You will want to use these guidelines for every goal you create. Here's a template to get you started.

GOAL #1

S Specific	What specifically are we trying to achieve? Why is this goal important? Who/what is involved?
M Measurable	How will we measure success? What milestones need to be set and met?
A Attainable	What steps do we need to take to attain this goal? Do we have the tools/systems in place to achieve this goal? If so, what will we use?



R Relevant	Is this relevant for our long-term objectives? Is this the right time?
T Time-bound	What is the time frame for this goal?

Duplicate this table for each of your goals.

GOAL:

S Specific	
M Measurable	
A Attainable	
R Relevant	
T Time-bound	



Marketing Channels

What channels will you be using to generate awareness? How will you be tracking the success of these channels? Will you have a different approach for each channel? Start by describing the purpose of the channel, and then the metric you will be using to measure success. Any means in which you promote your brand is considered a marketing channel like email, social media, your blog, youtube, social media advertising, search advertising etc.

Example:

Social Media Channel: Instagram @welovetheocean123

<u>Purpose of Channel:</u> Brand Awareness	<u>Metric to Measure:</u> Average XXX impressions per month
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Email Newsletter/Promotions

<u>Purpose of Channel:</u> Re-engage donors / Build community	<u>Metric to Measure:</u> XX% Open Rate / Drive X amount of donations
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Here are some blank templates to fill in:

Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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[Logo]

[FULL BLANK TEMPLATE]

Company Name

You can use the below template in your own document to completely fill out your nonprofit marketing plan for the year! Let's get started!

Marketing Plan

Organization Summary

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<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>



Target Audience

Who are you marketing to? This is where you'll need to do some market research that will help you outline your ideal donor. The most common ways to segment your audience are by demographics, lifestyle, geographics, and behavioral traits. Focus on key characteristics like age, location, pains, triggering events, personal challenges, goals, career. Who are the people that would feel inclined to donate to your organization?

We are targeting...



Donor Personas

A donor(buyer) persona is an exemplary description of your ideal donor based on the characteristics you defined in your target market research. Try to come up with at least 2 different personas.

Persona 1 Name:

Lifestyle	
Personal Background	
Challenges/Pain Points	
Business Background	
Where They Go For Information	

Persona 2 Name:

Lifestyle	
Personal Background	
Challenges/Pain Points	
Business Background	
Where They Go For	



Information	
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Competitive Analysis

Now that we know our target market and donor personas, who do we expect to compete with? List each organization name followed by what they do, and what they might do better than your organization from a marketing perspective.

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What They Do	
How We Compete	

Organization Name:

What They Do	
How We Compete	



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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

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<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Channel:

<u>Purpose of Channel:</u>	<u>Metric to Measure:</u>
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Conclusion and Next Steps:

You've now walked through the Community Boost 2024 Nonprofit Marketing Plan Template, a streamlined guide designed to help you articulate and strategize your marketing efforts effectively. From clarifying your mission and vision to identifying your target audience, setting SMART goals, and choosing the right marketing channels, this template is your roadmap to a successful year.

Ready to Make an Impact?

As you embark on implementing your marketing plan, remember, you're not alone. Community Boost is here to help put your ideas into action. Whether you're determining the best channels, crafting compelling content, or seeking ways to engage more deeply with your audience, we're just a message away.

Once you've outlined the channels and tools you'll be using for your marketing this year, reach out to us. Our team is eager to support you in bringing your vision to life and driving your mission forward. Let's collaborate to create impactful, meaningful change this year.

[Reach out to our team of experts and let's boost your community together!](#)



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