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**[LOGO HERE]**

Marketing and Communications Plan

[Organization Name], [Month, Year]

| **HOW TO USE THIS TEMPLATE**  **To use this document in Google Docs**, sign in to your Google Account, go to File > Make a Copy. Rename your copy and get started editing.  **To edit this document in Microsoft Word**, go to File > Download and select Microsoft Word.  This template is intended as a starting point for your organization’s marketing plan. Customize the sections to meet your needs, and refer back to our [Nonprofit Marketing Plan guide](https://www.bluehillsdigital.com/articles/nonprofit-marketing-plan-framework-template/?utm_source=gdoc&utm_medium=document&utm_campaign=nonprofit-marketing-plan-template) for more tips. |
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# Mission Statement

[INSERT YOUR MISSION STATEMENT HERE]

# Vision Statement

[INSERT YOUR VISION STATEMENT HERE]

# Theory of Change

[INSERT YOUR THEORY OF CHANGE HERE]

# Audiences

[INSERT DESCRIPTIONS OF YOUR AUDIENCES HERE]

## [Audience 1]

[DESCRIPTION OR INFORMATION DRAWN FROM AUDIENCE PERSONA]

## [Audience 2]

[DESCRIPTION OR INFORMATION DRAWN FROM AUDIENCE PERSONA]

## [Audience 3]

[DESCRIPTION OR INFORMATION DRAWN FROM AUDIENCE PERSONA]

# Actions

[INSERT INFORMATION ABOUT THE MOST IMPORTANT ACTIONS YOU WANT AUDIENCE MEMBERS TO TAKE – SOME EXAMPLES ARE INCLUDED BELOW]

* Make an online donation
* Subscribe to receive email alerts
* Submit a volunteer application form
* Register for an event
* Download an information packet
* Complete an online advocacy action

# Audiences and Actions Grid

[COMPLETE THE GRID BELOW TO SHOW WHICH ACTIONS YOU WANT DIFFERENT AUDIENCES TO TAKE]

| **AUDIENCE** | **ACTIONS** |
| --- | --- |
| [AUDIENCE 1] | * Make an online donation * Complete an online advocacy action |
| [AUDIENCE 2] | * Sign up for email alerts * Complete the volunteer application form * Complete an online advocacy action |
| [AUDIENCE 3] | * Download an information packet * Request a media interview |

# Messages with Calls to Action

[PROVIDE SAMPLE MESSAGES AND CALLS TO ACTION TO BE USED AS STARTING POINTS FOR COMMUNICATION WITH THE AUDIENCES LISTED ABOVE, TO PERSUADE THEM TO TAKE ACTION]

# Communication Channels

[COMPLETE THE GRID BELOW TO LIST THE COMMUNICATION CHANNELS YOU HAVE IDENTIFIED AS PRIORITIES]

| **CHANNEL** | **AUDIENCES** | **CURRENT STATUS** |
| --- | --- | --- |
| Website |  |  |
| Email marketing |  |  |
| Twitter |  |  |
| Instagram |  |  |
| Content marketing |  |  |
| Media relations |  |  |

# Assets and Resources

## People

[DETAIL STAFF, CONTRACTORS, CONSULTANTS, ADVISORS WHO CAN CONTRIBUTE TIME AND EXPERTISE]

## Content

[DETAIL EXISTING CONTENT YOU CAN USE OR REPURPOSE FOR FUTURE MARKETING EFFORTS]

## Budget

[DETAIL THE FINANCIAL RESOURCES CURRENTLY BUDGETED FOR MARKETING AND COMMUNICATIONS. LINK TO YOUR MARKETING COMMUNICATIONS BUDGET HERE IF APPLICABLE]

# Objectives and Goals

[COMPLETE THE GRID BELOW WITH OGSM FRAMEWORK CONTENT. DUPLICATE THE GRID IF YOU NEED TO DETAIL MORE THAN ONE HIGH-LEVEL OBJECTIVE]

| **OBJECTIVE** |  | | | | |
| --- | --- | --- | --- | --- | --- |
| **GOALS** | **STRATEGIES** | **MEASURES** | | | |
| **INITIATIVE** | **METRICS** | **PERSONNEL** | **TIMELINE** |
| [GOAL 1] |  |  |  |  |  |
| [GOAL 2] |  |  |  |  |  |
| [GOAL 3] |  |  |  |  |  |

# Implementation Plan and Timeline

[DETAIL THE STEPS YOU WILL TAKE TO IMPLEMENT THE MARKETING INITIATIVES OVER TIME. USE A CALENDAR HERE, OR LINK TO YOUR ORGANIZATIONAL CALENDAR OR PROJECT MANAGEMENT TOOL.]

[IN YOUR TIMELINE, BE SPECIFIC ABOUT WHEN THE PROJECT TEAM AIMS TO REACH SPECIFIC MILESTONES, AND WHEN THE TEAM WILL MEET TO REVIEW PROGRESS.]

# Evaluation Plan

[PROVIDE DETAILS ABOUT (1) WHICH KEY METRICS WILL BE USED TO MONITOR PROGRESS, (2) WHEN THEY WILL BE REVIEWED BOTH DURING AND AFTER THE PLAN TIME PERIOD, AND (3) HOW REPORTS OR DASHBOARDS WILL BE GENERATED AND SHARED.]