

# Nonprofit Marketing Plan Template

Organization Name:

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Campaign Name:

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Prepared By:

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Date:

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## 1. Overview

Mission Statement / Campaign Purpose

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Goals & Objectives

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## 2. Target Audience

- Primary Audience:

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- Secondary Audience:

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- Key Messages:

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## 3. Strategies & Tactics

Marketing Channels

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e.g. Email, Social Media, Events...

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Key Activities

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#### 4. Timeline

List phases, milestones, or key dates

#### 5. Budget

Estimated campaign budget

#### 6. Success Metrics / Evaluation

List metrics, KPIs, or evaluation methods

#### 7. Roles & Responsibilities

Who is responsible for what?

#### 8. Notes