

Nonprofit Marketing Plan Template

Organization Name:

Campaign Name:

Prepared By:

Date:

1. Overview

Mission Statement / Campaign Purpose

Goals & Objectives

2. Target Audience

• Primary Audience:

• Secondary Audience:

• Key Messages:

3. Strategies & Tactics

Marketing Channels

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

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Key Activities

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