

Nonprofit Marketing Plan Template

Organization Overview

Mission Statement:

Key Stakeholders:

Program Director:

Marketing Team Point of Contact:

Design Team Point of Contact:

Volunteer Program Point of Contact:

[] Point of Contact:

Goal: Priority:

S: M: A: R: T:

Goal: Priority:

S: M: A: R: T:

Goal: Priority:

S: M: A: R: T:

Audience Overview

Current Audience:

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Target Audience:

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Donor Segments

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Donor Persona

GENERAL INFO	NONPROFIT RELATIONSHIP
Name	How they heard about you
Profession	Average donation amount
Income	Volunteering time
Age	Previous support history
Neighborhood	Preferred communication method
	Causes they support

