

MARKETING STRATEGY TEMPLATE

1. DEFINE YOUR MISSION & GOALS

What impact do you want to make, and how will marketing help?

- Be clear on your nonprofit's purpose and values.
- Set specific marketing goals (e.g., raise awareness, increase donations, recruit volunteers).
- Ensure your marketing aligns with your overall mission.

2. IDENTIFY YOUR AUDIENCE

Who needs to hear your message?

- Think about your ideal donors, volunteers, and partners.
- Consider demographics (age, location, interests) and motivations.
- Identify their challenges and how your nonprofit provides solutions.

3. CRAFT YOUR CORE MESSAGE

What do you want people to remember about you?

- Develop a simple, compelling statement about your nonprofit's mission.
- Use clear, engaging language that resonates with your audience.
- Keep it consistent across all marketing materials.

4. CHOOSE YOUR MARKETING CHANNELS

Where will you connect with people?

- Website – Your digital home for information, stories, and donations.
- Social Media – Great for engaging and growing your community (Facebook, Instagram, LinkedIn, etc.).
- Email Marketing – Send updates, impact stories, and donation appeals.
- Events & Networking – In-person or virtual gatherings to spread awareness.
- Traditional Media – Press releases, community newspapers, or local radio.



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5. CREATE A CONTENT PLAN

What will you share, and when?

- Develop a content calendar to stay consistent.
- Balance educational, inspiring, and action-driven content.
- Use stories and visuals to make your message more impactful.

6. BUILD PARTNERSHIPS & COLLABORATIONS

Who can amplify your reach?

- Partner with other nonprofits, businesses, and influencers.
- Seek sponsorships or collaborations for shared initiatives.
- Engage with community leaders and ambassadors.

7. SET A BUDGET

What resources do you have for marketing?

- Start small and focus on free/low-cost tools (social media, email, Canva, etc.).
- Consider allocating funds for ads, design, or promotional materials.
- Track spending to make smart adjustments over time.

8. MEASURE & ADJUST

How will you know what's working?

- Set key performance indicators (KPIs) (e.g., website traffic, social media engagement, donation growth).
- Use tools like Google Analytics, Facebook Insights, and email reports.
- Be flexible—adjust your strategy based on what gets the best response.



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