

ONE-PAGE NONPROFIT MARKETING PLAN

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CATEGORY	DESCRIPTION
ORGANIZATION SUMMARY	
OBJECTIVES	
THE PROBLEM	
OUR SOLUTION	
COMPETITIVE ADVANTAGE	
TARGET AUDIENCE	
MARKETING STRATEGY	
RESOURCES NEEDED	

ACTION PLAN

CATEGORY	ACTION	OWNER	DATE	COST
CALLS TO ACTION				
MESSAGING				
COMMUNICATION CHANNELS				
PROMOTION				
PROGRESS MEASUREMENT METHODS				
OTHER				
OTHER				
OTHER				
REVIEW				

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