

SAMPLE NONPROFIT MARKETING PLAN

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YOUR ORGANIZATION

ORGANIZATION GOALS

MARKETING GOALS

TARGET AUDIENCE

DISTINGUISHING CHARACTERISTICS

CONCERNS

RELATIONSHIP TO ORGANIZATION

ACCESS CHANNELS

STRENGTHS & WEAKNESSES

VALUE AND CREDIBILITY

OUTLOOK

KEYWORDS

STRATEGY & OBJECTIVES

GOAL STATEMENT

TASK 1

TASK 2

TASK 3

BUDGET

PROJECTED COST

ACTION TIMELINE

TODAY

NEXT WEEK

NEXT MONTH

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