

# The One-Page Nonprofit Marketing Plan

Fill in the seven boxes. Put it where the whole team can see it. Review the numbers monthly.

## 1. Mission Statement

The exact words you want the public to repeat. Test every campaign against this sentence.

## 2. Three SMART Marketing Goals

Specific, measurable, achievable, relevant, time-bound. "Grow the email list from 800 to 2,000 by June," not "raise awareness."

**AWARENESS GOAL**

**FUNDRAISING GOAL**

**VOLUNTEER GOAL**




## 3. Audience Segments

Separate donors, volunteers, and program participants. Split donors again: new, monthly, major, lapsed. One message per segment.

## 4. Core Message (One Sentence)

Who you serve, what changes because of you, and why now. Your board repeats this at dinner parties.

## 5. Marketing Channels (Pick Three, Master Them First)

- |                                        |                                      |                                       |                                          |
|----------------------------------------|--------------------------------------|---------------------------------------|------------------------------------------|
| <input type="checkbox"/> Website + SEO | <input type="checkbox"/> Email       | <input type="checkbox"/> Social media | <input type="checkbox"/> Google Ad Grant |
| <input type="checkbox"/> Direct mail   | <input type="checkbox"/> Events / PR | <input type="checkbox"/> Peer-to-peer | <input type="checkbox"/> Partnerships    |

Our three focus channels, in order:

## 6. Budget and Calendar

Even volunteer-run orgs need a budget line. Map giving season, awareness months, and events.

**MONTHLY MARKETING BUDGET (\$)**

**KEY DATES THIS YEAR**



## 7. The Numbers We Review Monthly

Email list size, donation conversion rate, donor retention, volunteer sign-ups. Vanity metrics fund nothing.

**KPI 1 + CURRENT NUMBER**

**KPI 2 + CURRENT NUMBER**

**KPI 3 + CURRENT NUMBER**




## This Month's One Focus

The single campaign, story, or channel getting your best hours for the next 30 days, and who owns it.

The rule that makes this work: one great channel beats five neglected ones, and one strong story becomes a blog post, three social posts, an email feature, and a mail insert. Consistency, not spend, is what compounds.