



Helping nonprofits and NGOs worldwide thrive in challenging times

A marketing plan for your nonprofit organization

Part 1: Purpose and Mission

- Purpose/Goals of This Plan
- Organization Mission and Value(s) Statement
- Executive Summary / Presentation Materials

Part 2: Your Status Today

- Analysis: Current Services and Product(s)
- Analysis: What's Working and Not Working? (Strengths, Weaknesses)
- Analysis: Current Client/Customer Base
- Analysis: Current Market Share/Penetration
- Analysis: Current Competitor(s)
- Analysis: Current Financial Condition
- Analysis: Current External Forces (Opportunities and Threats)
- Research/Data Needed
- Board/Staff Resources Available

Part 3: Marketing Strategy and Objectives

- Your Competitive or Differential Advantage ("Value Proposition")
- Organizational or Product Life Cycle
- Maximizing Past and Current Successes ("Go fishing where the fish are!")
- Expanding Market Share/Penetration
- Collaboration and Partnerships
- Program Cost/Benefit (Mission vs. Money)
- Long-Range Revenue Goals (1-3 years)

Part 3: Messaging

- Essential Themes/Wording
- Audience Segregation
- Campaign messages (short-term) vs. mission messages (long-term)

Part 4: Tactics

- Tactical Decisions: Target Market
- Tactical Decisions: Product
- Tactical Decisions: Promotion
 - Print
 - Electronic/Social Media
 - Earned and/or Paid Media
 - Outreach/Presentations

- Tactical Decisions: Fees or pricing

Part 5: Budgeting, Performance and Measurement

- Setting the Marketing Budget
- Implementation: Timelines, deadlines
- Evaluating Success

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