

One-page Nonprofit Marketing Plan Template

Dates of Plan: _____

<p>First, make sure that your services/programs are high quality. Your best marketing is to deliver great mission-driven programs and then benefit from a set of strong referrals.</p> <p>Assuming that your programs are in good shape, then address the following questions:</p>	
<p>I. Target Market Who, specifically, is your organization's target client/customer?</p>	
<p>II. Their Needs What, specifically are their key needs that your organization can meet?</p>	
<p>III. Your Services How, specifically, does your organization <i>uniquely</i> meet their key needs?</p>	
<p>IV. Marketing Actions How, specifically, will you tell your target clients that your organization can uniquely meet their needs (web site, network alliances, email newsletter, etc.)?</p> <p>List up to three key marketing strategies that your organization will focus on during the next 12 months.</p>	