

Chapter 1 : Communications & Marketing | Center for Nonprofit Excellence in Central New Mexico

A good nonprofit marketing plan is interlinked from top to bottom. Without good tactics, a strategy will not successfully complete an objective, rendering the success.

This should not be the case. Organizations must promote their causes to attract potential donors and volunteers. A strategic marketing plan defines how an organization will effectively communicate its mission and goals, and drive its target market to action. Determining your target market will allow you to tailor your message appropriately and chose the right channels to reach them. Start with what you know. Research similar organizations and their marketing efforts. Take a look at your current donors and discover as much about them as you can. Identify general characteristics or demographics: Also determine their habits or psychographics: Once you identify your target market, determine how you can segment them so you can reach them more effectively. A market segment is a group of people with similar wants, needs, and desires. By dividing your target market into buckets you can more effectively communicate with them. Set goals and objectives Marketing goals provide the direction and desired outcome of your overall marketing plan. Goals should address what you want to do, why you want to do it, and what you desire to achieve. Objectives are more focused and specific. They clarify the goal with measurable, attainable, and realistic components. They should identify a specific target audience, state a measurable outcome, and set a time frame for attaining your goals. Identify communication methods Your marketing plan should outline how you will communicate your message to your target market. This is where psychographic information comes into play, since choosing the right method for your audience is key. Knowing what magazines and newspapers they read, websites they visit, and social media sites they frequent can help you develop a strategic plan. While some of these require a budget, many tactics cost time, not money to deploy.

Chapter 2 : The Marketing Matrix: Six Elements of a Nonprofit Marketing Plan

While many nonprofit marketing plans simply sit on a shelf gathering dust, there IS a way to build a better plan you'll actually use - one that maps your marketing goals to your organization's goals and strategic plans, helps you prioritize and make time for what matters and identifies the best strategies and tactics for moving your.

We will be working with the government and security agencies to design programs that will get youths who make up the largest percentage of those involved in crimes engage in productive activities that will not only reduce the crime rates in our society, but also contributes to the growth of the country Canada and the United States of America We are quite aware that it is a holistic task to combat crime in the United States of America, which is why we have developed software applications that will help us measure our productivity per time and we have also partner with the bureau of statistics so as to continue to get the relevant statistics that will guide us in developing our programs. **Benefits Our Client Stand to Gain When They Patronize Our Non-Profit Organization** When it comes to what our clients stand to gain when they patronize our services as a non-profit organization, we have decided to classify it into two folds; what youths who pass through our series of programs and empowerment center stands to gain and also what people that fund our foundation stands to gain as well. In view of that, here are the benefits youths and financiers of our foundations stands to gain when they patronize our foundation: **Acquire quality skills that will help them set up their own business and make a living for themselves.** Keep them engage in productive activities that will keep them away from crimes. As regards our financiers, we will ensure that they get good value for their money. **Strategic Marketing Alliance with Our Competitors in the Non-Profit Industry** The nature of non-profit industry encourages strategic marketing alliance with other competitors in the industry. This is possible especially when our competitors are not directly involved in similar projects that our non-profit foundation is engaged in. They would rather do all they can to maximize any opportunity they have with donor agencies and philanthropists et al. The cases where you can enter strategic marketing alliance with your competitors in the non-profit industry is when your competitors are offering complimentary services to the services you offer and also when they have the opportunity to attract specific donor agencies that sponsors related to what you are into and different from what they offer. For example, if you run a non-profit foundation that that is into youth empowerment and fighting crime, you can easily partner with a non-profit organization that runs a health base, research base or climate change related organization. **Our Client Retention Strategies Ways to Improve Our Customer Experience** As regard a non-profit organization that depends majorly on donations and grants from the government, donor agencies and philanthropists, all our retention strategies will be geared towards ensuring that we continue to access funds from any source that we are able to build relationship with. One thing is certain, if we are able to execute useful projects and produce effect results from them, it will go a long a way to communicate to our donors that their monies is been utilized as it out to be. In essence giving our donors good value for their monies is our number one retention strategies. The truth remains that, if they noticed that their donations is being used judiciously, they will be willing to give more especially if they have. Aside from that, we will also ensure that we carry every of our financier and volunteers along before executing any project and also during the course of the project through to completion and commissioning. This will give them a sense of belonging. We also ensure that we effectively manage our relationship with all our donors and volunteers; we will celebrate them on their birthdays, their anniversaries and all of their special occasions. However, we are not only out there to services the youths who we intend working with, but also all our donors and volunteers; the financiers of our projects and volunteers as well. We will also ensure that we give hampers to every of our donors during Christmas seasons. **After Sales Service and Customer Support Services** Our non-profit foundation will ensure that we carry our financiers along during the execution and completion of any project and also to always go back to ascertain that the projects we delivered in any community is intact and fulfilling the purpose it is meant for. In view of that we will maximize our customer relationship management software applications so as to keep in touch with them and to make sure we carry them along when we have any empowerment program that we know will benefit them. How old are you and what are your

key skills? What new skills would you want to learn if you have the options to learn them for free? Are you gainfully employed or do you run your own business? How would you want us to communicate with you when we want to pass useful information about our non-profit foundation that will benefit you? Have you ever been involved in a crime and what do you think you can do to stay away from crime? Have you ever donated money to a non-profit organization before? If you have enough spare time would you be willing to serve as a volunteer in any of our events, programs and projects? Can you list donor agencies and philanthropists that you know can donate to our cause? Are you satisfied with our programs and projects? If not what areas would you want us to improve on or what projects would you want us to list among the projects we are working on?

Chapter 3 : Your One-page Nonprofit Marketing Plan | Ryan Nonprofits

This 8-step nonprofit marketing plan covers the bare bones of a digital strategy. Yet you can go much deeper with search engine optimization, paid social media, online technology, and marketing automation.

What Is Your One Message? What is the one message you want your intended audience to remember? What is the one call to action you want your audience to answer? Who is Your Market? Remember that everybody is not your audience. Who might help you reach this audience? Are there partners with whom you have alliances? What other groups, ambassadors, fans, and advocates share your enthusiasm for your cause and can help reach your intended audience? What Methods Will Be Relevant? Effective marketing plans are not conceived and executed in a short time. Plan at least three months out, and consider the timing and intersection of your message, market, and medium. Where will you conduct the campaign? Where is the most promising intersection of message, market, and medium? Will it require advocacy, public relations, digital, print, or traditional advertising? When is the right time to conduct your campaign? How long should your campaign run? When must you start planning for a year-end campaign? How frequently should you share the message? Do you need to create content such as a blog article, event page, or landing page in anticipation of tactical planning? How you reach your intended audience begins with creating meaningful content i. Think of a touch point as the point or intersection where your message and the medium you use to deliver that message touches your intended audience. The effectiveness of your touch points is dependent on the quality of your content. For example, after analyzing the effectiveness and reach of its current Facebook, Twitter, and email list, a nonprofit society that relies on publication sales to fund its mission decided to focus on Facebook and email as its primary touch points. Twitter would be allowed to grow organically, recognizing that it is not an efficient way to reach and build its intended audience or sell its products. Choose your media and tactical touch points based on where you will have the most success reaching your intended audience. Integration means that your messaging, marketing, and methods have continuity between the elements. Your method for collecting donations must create a straightforward and memorable donor experience. Content and Insight Marketing: Publish content on your website to inform and inspire your intended audience, drawing them into your cause and making them want to be part of your story. Snapchat, Pinterest, and Instagram may also have their place in your continuum if the platform is suitable for delivering your message to your intended audience. Print remains an effective medium to reach your audience. According to independent research from Sappi Paper, digital media engages sight and sound, but print engages sight, sound, touch, and smellâ€”making your message potentially more memorable. Consider how you can integrate Facebook Live, Twitter video, and Instagram video stories as additional video platforms. Let that sink in. Integration between touch points allows you to measure and share content. For instance, Instagram is owned by Facebook. Images posted on Instagram are easily shared on Facebook and Twitter, including links to content. Custom or shortened links created with bit. The cost of any marketing plan must be measured in personnel time, creative investment, and media expenses. How much will vary depending on the extent of your marketing plan. Do not forget to consider the value of your investment as you evaluate your ROI return on investment and ROE return on engagement. Attract and engage donors to a new website that sells literature products and resources, empowering the intended audience to be advocates for the shared cause 2. What is the one message to convey? The products and resources are easy-to-read and targeted to specific groups, making them easy to share and appealing to the recipient. What is the call to action? Visit to learn more, read examples, and purchase a product. Who is the intended audience we are trying to reach? Men and women in the continental U. Who are our partners, advocates, and ambassadors that can help amplify our message? Among Facebook and email communities, encourage sharing of motivational and inspirational messages based on our for-sale products. The society is engaged with its community on Facebook, Twitter, via email, and through a Google AdWords grant campaign. The most relevant methods are digital and social media, due to limited means for print-based marketing and the distribution of the audience across the continental U. What specific platforms or communication mediums will have the most success in reaching our intended audience, in order of priority?

Email, social media, Google AdWords. How will we reach our audience with the message and content we want them to hear? Email to the intended audience directly two times per month, with a minimum of seven scheduled weekly posts to Facebook. Pause current Google AdWords campaign and create a new targeted campaign based on audience and product push. How much will this campaign cost? Creative and social media management included in the monthly subscription of service and creative agency retainer. Within the context of a strategic communications strategy, this campaign serves as one component of a month marketing plan. Whether you think of a marketing plan as a roadmap or a matrix, beginning with the end in mind and including the elements of Motive, Message, Market, Medium, Method, and Means will ensure your plan is intentional, consistent, and cohesive.

Chapter 4 : Digital Marketing Plan For Nonprofits: The Definitive Guide ()

Non-Profit Marketing Plan - Revenue Generation AND MARKETING STRATEGY Sources of Income for the Foundation At Pro-Youth Foundation, our major source of revenue is accessing grants from donor agencies and individuals who are interested in partnering with us to reduce the crime rate in United States of America and Canada.

Email Opt-In Rate Customer Lifetime Value As your marketing ramps up, some of your focus should be on finding opportunities to lift your organic search. The best way to measure that growth is with Google Analytics. Selecting the Landing Page dimension will filter data to show individual page performance. Clicks are important because they show value. The more clicks a page receives the more valuable it must be. Intangible measurements, on the other hand, are more difficult to quantify simply because people behave in unexpected ways. To first understand this, we need to put ourselves in the shoes of those who engage with our brand. We can then uncover why visitors take a particular action on your page. Or, why they choose to leave without converting. Was the information not appealing? Was the data not convincing? Is the layout of your site overwhelming? Is the donation process frustrating? Fortunately, the technology exists to help us answer some of these questions. Heat maps and click maps are helpful to show what content is most useful to visitors. You can see where people fall off from your page or if interactive content, like videos, get watched. My favorite feature by far is the recording tool that screen captures visitor activity and behavior. By acknowledging this pain point, Habitat For Humanity set up a page that targets the phrase: Over 10, visits every month. They then use that traffic as an opportunity to target donors by adding a call to action. You can uncover audience insights to get search traffic like Habitat For Humanity: Survey visitors to your website Track audience engagement Leverage Facebook audience insights Survey Visitors On Your Website Sending a survey to your email subscribers is one of the best ways to gain insight into their wants and needs. But what if instead of surveying your subscribers, you could also survey anyone who visits your site? By placing a survey tool on your website you can prompt visitors to answer 1 to 2 step survey questions. Start by asking about the kind of topics they want to read, the content medium they enjoy most or which channel they prefer to receive updates from your organization. You can even ask visitors what their willingness is to pay for webinars, training sessions or memberships to price your offers. Online surveys also provide a way to collect data from your audience as you continue to write content to meet their needs. Track Audience Engagement By looking at social engagement you can determine trends in the type of articles or offers your audience enjoys and shares most. For example, the American Diabetes Association tend to receive a high amount of engagement for research related posts: The top 10 articles on diabetes research average 17, shares. While the top 10 articles on diabetes recipes average 12, shares. This exercise will you give an idea of what topics will get the most social exposure for your organization. Facebook Audience Insights Leveraging Facebook audience insights goes even deeper by providing the demographics, interests, likes, and behaviors of your audience. Set up a Facebook pixel on your site. Create a custom Facebook audience that targets people who visit your site. Wait a few days for the data to populate before visiting Audience Insights. For example, the page likes tab shows all the pages your visitors like: As well as spending habits: You can segment your audience further by using the left drop-down menus. For example, you can filter out visitors who have donated to a charitable cause in the past. Under the Advanced drop down go to Behaviors and then Charitable Donations: This got me to thinking: Are they swimming in traffic and leads? Digging a little deeper into the traffic metrics I found something interesting: The keyword phrase with the highest traffic is ALS. I found the same to be true when looking at all the top nonprofit websites. The majority of web traffic for most organizations come from branded keywords. Branded keywords are phrases that people search for and associate with your brand. Remember the Ice Bucket Challenge? Fast forward to and the phrase is searched over 60, times per month, is an annual event that generates millions of dollars in donations and is synonymous with the ALS Association. Because the ALS Association were the first to use Ice Bucket Challenge in their digital marketing, their website built authority and trust for that phrase. So how can you create branded keywords that will generate awareness for your organization? It all starts by integrating your nonprofit

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marketing strategy. Define your marketing goals to help identify your primary strategies to get results. Setting expectations and KPIs to measure your digital marketing success. Uncover audience insights and align your content offerings to match their needs. Create a strong online brand to establish authority on the topics you write about. Sign up and get the latest posts on digital marketing for nonprofits. Make sure to check your email for free marketing tips!

Chapter 5 : A Sample Non-Profit Marketing Plan Template

Your nonprofit marketing plan's strategy has to be about them. T - Technology Once you understand your people, objective, and strategy, you can confidently select the tools and tactics you'll use for your campaign.

The demand for their services always outstrips the money available to support their causes. A SWOT analysis is a common technique they use to understand their internal strengths S and weaknesses W and to identify the external opportunities O and threats T. Conducting a SWOT analysis is fairly straightforward. Nonprofit leaders should assemble their best and most engaged strategic thinkers, such as the board and executive management staff, to discuss and brainstorm about four critical areas. Create a four-quadrant matrix for them to view. Therefore, under the strengths label, your team should identify the positive factors associated with the element being examined. For example, the nonprofit might offer a new, innovative product or service, or it might have an extensive network through which it can share resources and communicate about its services. Other strengths can include its location, its funder base and its expertise. Many larger nonprofits also enjoy a long history which affords them a good, solid reputation in their communities. Weaknesses Remember to focus on internal deficits that make up weaknesses in a nonprofit SWOT analysis. Typical weaknesses include small staffs and scant resources. If a nonprofit wants to deliver services to , people as part of its strategic plan, weaknesses like these need to be considered. Other less noticeable weaknesses include being not so unique, a board that has little resource development experience, and an unclear mission. In addition, having had bad press or any recent damage to reputation can be a severe weakness that is hard to overcome. Video of the Day Brought to you by Techwalla Brought to you by Techwalla Opportunities The strategic thinkers must do an environmental scan and begin looking outside for the factors that help and hurt its chances of successfully implementing its plans. Opportunities can be developed by doing a needs assessment of the community or population your nonprofit serves. Are there emerging needs that no other nonprofits are fulfilling? For example, many nonprofits found niches in assisting families with rising unemployment and foreclosures in the recent economic downturn. Likewise, others have filled the spaces left by nonprofits that also faltered in the economy. Even in a saturated nonprofit market, opportunity lies in joining forces. If you merge or form an alliance with like-minded organizations, the banded effort could reach more people and share the funding. Threats that nonprofits typically encounter include very large nonprofits expanding into their base service areas and other nonprofits producing the same services. In addition, foundations frequently cut back on funding or change their own priorities. Useful Topics for Nonprofits Inherent to nonprofit operations is a constant tug-of-war between its mission and what it has the capacity to do based on its resources and environment. SWOT analyses clarify strategic plans and offer directions for the future. Still there are important issues that govern nonprofits that must be considered in SWOTs, including how plans align with mission, budget constraints, competitive position, programming and communications capacity, and funding and resource maximization.

Chapter 6 : How to Develop an Effective Nonprofit Marketing Plan - Balance Point Payroll

This doc complements Fundamentals of Nonprofit Marketing A strategic marketing plan is a must! Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.

Organizational Description This section should include information that will be informative, particularly to readers from outside of the organization. Brief overview of history of organization
Description of major products and services Overview of major accomplishments and other highlights during history of organization
Mission Statement The mission statement is a concise description of the purpose of the organization. It answers the question: Why does our organization exist? When answering this question, include the nature of your products and services, and the various groups of customers that buy the products and services. The mission statement should provide continued direction and focus to your plans and operations. Post your mission statement throughout your organization, on all stationery, in your plan documents, etc. For additional assistance, see *Writing Mission Statements*. What do you hope for your organization and customers? Ideally, it should be written in a compelling, inspirational fashion. Post your vision statement throughout your organization. For additional assistance, see *Writing Vision Statements*. The board and chief executive should regularly reference the values statement to provide guidance to the nature of how the organization should operate. For additional assistance, see *Writing Values Statements*. Appendix C includes information to organize this analysis. Your goals are likely to be modified somewhat as you give more attention later on to product design. You also will probably have goals that directly in regard to building, producing and selling products or services to your customers. **Write Down Goals to Address Issues Below**, write down the strategic goals that must be achieved in order to address the issues listed in Appendix C. Think about what must be achieved in order to address the issues. Consider goals over the term of your strategic plan, but look very closely at the next year especially. For additional assistance, see *Strategizing*. Next, **Associate Strategies with Each Goal** Next , under each goal, write down the major approaches or strategies that must be used to achieve each goal. Consider strategies over the term of the strategic plan, but especially over the next year. Does each goal and its associated strategies really contribute toward the mission and vision of the organization. Will the goals be reached by using strategies that are closely aligned with the values of the organization? If not, then very closely reconsider whether you want to pursue those goals and associated strategies. **Goals and Strategies Cont.** Make copies of this page as needed.

Chapter 7 : 3+ Sample Non-Profit Strategic Plan Templates - Word, PDF | Free & Premium Templates

Strategy helps you begin the journey; a marketing plan serves as a map to guide you to your destination. Forming the Matrix of Your Marketing Plan Think of your marketing plan as a matrix woven from the elements of Motive, Message, Market, Medium, Method, and Means.

Executive Summary As the heading implies it is a summary of the entire plan and is prepared after the complete plan document has been drawn up. It gives stakeholders, advisors and staff brief information about what the organization is currently doing and what it is up to in the coming period. Learn how it works to create a nonprofit strategic business plan that is founded on a standard template How it works to create a strategic plan for non-profit organization

2. Vision and Mission Statement A Vision statement tells the whole world "what" the NPO wants to achieve and for what purpose it is in existence. It sets the boundaries within which employees can decide and act towards achieving results and also informs third parties like investors, vendors, and clients dealing with the organization what the NPO expects from them. Values Goodwill is the strongest asset to any NPO. As a non-profit organization, an NPO has to approach government and non-government entities for aid and donations to fund their activities and also approach the community for support to their service. Such entities would donate and support only if the NPO has a strong goodwill and reputed name. To ensure this, any NPO has to have a work culture based on good values, which are listed as part of the strategic plan to remind all internal staff and external stakeholders the values recognized and adhered by the NPO. Values respected by a typical NPO would include qualities like integrity, trustworthiness, honesty, transparency, teamwork, accountability, etc.

Campaigning the Cause The NPO has to sell its laudable cause, purpose and the change it wants to bring about through its service to governments, foundations, philanthropic entities and individuals to obtain grants and raise funds. The success of its operations and achievement of the goals entirely depends on funds raised through various campaign methodologies adopted by the NPO. In a for-profit organization, the marketing function is very important as this brings in the revenues for the organization without which the organization will not survive. In an NPO, products, and services are not marketed but the cause and purpose are sold as a noble concept to governments and foundations that give grants to NPOs. Similar to any marketing activity, the NPO should plan its campaign of conveying its message to such entities and convincing them to make grants in its favor. This section details exhaustively everything an NPO has to do to raise the targeted funds, leaving no stone unturned, including the message, whom to approach, how to approach and grant seeking methodologies. Having stated the Vision, Mission, and Values of the NPO, and detailing the campaign to be adopted to sell the cause, the strategic plan should now lay down Goals, Tasks and Key Performance Indicators to be achieved.

Goals and Tasks The purpose of preparing a strategic plan is to achieve definite goals and complete specific tasks by the end of the plan period. NPOs are generally service providers and a goal could be a number of beneficiaries to be serviced during the plan period. When plan period is 3 to 5 years, long term-goals can be broken down into annual goals under the SMART rule and any shortcoming in one year can be made good in the subsequent plan year. Such goals identified and defined help employees of the NPO to clearly understand what they have to do and achieve. In the course of operations during the plan period when actual performance is compared with the goals set, employees can find where they stand and take necessary steps if needed to achieve the goals as planned. Goals set also help NPO management to monitor whether the resources of people, money, and technology are used appropriately to achieve the set goals. Where deviations are found, the NPO management can take corrective measures to bring back the NPO activities on the right and planned track. Hence it is important to clarify and list all the goals and targets to be achieved by the NPO. It informs everyone in the organization what the NPO is planning to achieve in the current plan period and in the period immediately following. Efficient and productive use of donated grants and funds will strengthen the goodwill and image of the NPO helping it to raise funds with ease in the future. To deploy resources efficiently, the strategic plan identifies and sets benchmarks as key performance indicators that would be used to measure and show how efficiently the NPO activities have been conducted during the plan period. As the very name implies, Key Performance Indicator

KPI is a measure that tells how efficiently a key activity has been performed. Key activities that determine the success of an organization are listed and measured periodically to find how efficiently the organization is functioning. In a transportation industry, the number of passengers transported or quantum of cargo carried may be a key factor. In a service industry, like for example insurance, the number of policies sold will be a key performance indicator. When goals are broken into key performance activities and benchmarks are set for such activities, comparison of actual performance with such benchmarks "indicates" how efficiently activities are being performed. As mentioned above competing insurance service providers can compare their key performances and strive to improve their efficiency to beat the competition. An NPO should derive the maximum benefit out of its resources as they have been obtained after sustained efforts from donors. Hence an NPO should set key performance indicator for every activity possible to measure the utilization of its resources. The more the benefit, the better are the chances of getting more grants and donations in the future.

Human Resources Human resources development and deployment is a very important factor for the success of any organization. The strategic plan has to detail existing human resources, additional manpower needed to execute targets set, training needs of staff, authority and accountability in performing various tasks and empowerment to take decisions in right time. The strategic plan should also clearly define the organization hierarchy such that operational issues are properly escalated and solved in right time without wastage of resources. Having set goals and tasks along with key performance indicators to measure efficiency, the NPO should now analyze their strengths and opportunities to make use of and their weaknesses, threats, and risks to be cautious about while executing the strategic plan. A large army could be his strength, lack of adequate firepower or air support could be his weakness, civil disturbance in the opponent country could be an opportunity to attack while the opponent country having a stockpile of nuclear weapons could be a threat! Similarly, business strategies are drawn up after analyzing business strengths, weaknesses, opportunities and threats, termed as SWOT Analysis. The SWOT Analysis includes not only the listing of strengths, weaknesses, opportunities, and threats but also how they are going to be managed. The NPO should plan how it is going to use its strengths to increase its activities in raising more funds to serve more beneficiaries, how it is going to overcome its weaknesses, how it is going to use opportunities to expand its activities and what steps it is going to take to meet a threat. Sustenance of activities is a very important requirement for any NPO and to ensure this the NPO has to identify and leverage its strengths and opportunities to overcome weaknesses and threats.

Risk Analysis Most of the activities of an NPO are dependent on environmental or outside factors beyond the control of the NPO, having an inbuilt element of risk while being performed. Hence an NPO having defined its goals and targets should identify possible risks that may arise while executing the strategic plan to achieve the goals. After listing the risks, an NPO should detail how it is going to avoid and manage the risk if it occurs. A shortfall in revenue in a for-profit organization can be met with short and long-term borrowings from investors and lending agencies. But in an NPO shortfall in revenue will undermine its activities and to sustain its present activities and growth plans, an NPO should always be raising sufficient funds from targeted sources. To ensure this an NPO should identify the risks that may occur in obtaining the needed funds and be ready with alternate and precautionary actions in its strategic plan against such risks.

Financial Projections The strategic plan is to be quantified to monitor performance and evaluate results achieved. A Financial Projection of revenues and expenses is to be drawn up for the current period and the plan period. Generally, it is a three year period for which projections are made to be as realistic as possible. For the immediate current period, the annual plan is broken down into monthly or quarterly plan for effective monitoring of actual performance and timely correction of deviations. In a for-profit business organization improving the bottom line will be the objective, measured by projected profit to be achieved during the plan period. In an NPO where profit is not the motive, Financial Projections fix expense budgets to be within allocated resources for various activities. Where expenses go beyond the projected limits, the NPO management takes corrective action to bring down such expenses. An NPO Financial Projection also forecasts grants to be received and funds to be raised during the plan period. The staff team entrusted with this activity should ensure that the targeted grants and funds are raised to meet the expenses planned during the plan period. Where it is found that the planned fund-raising is falling below targeted values, the NPO management

should increase its efforts in this regard to raise the shortfall grants and funds. Measurement of Success The strategic plan should specify clearly how the NPO will measure the success of its activities. This will be a measurement of its services, as an NPO, since there would be no profit to judge the success of any NPO operations. In this section, details of what to measure and how to measure the various achievements of the NPO is explained. What to measure will generally be based on goals and tasks set by the NPO to be achieved during the plan period. How to measure success will be a methodology used to measure the actual performance of NPO compared to the targets set for each goal. The strategic plan is not only for guiding the NPO in the right direction but should also help in monitoring the activities of the NPO. A management reporting and information system should be in place to report actual performance to the corporate management. Variance reports should be prepared periodically and circulated to concerned staff for taking corrective action, well in time. Conclusion Strategic Plan for a non-profit organization is essential as resources are scarce while their applications are always high. Strategic Plan helps to utilize resources effectively and efficiently, thereby performing better and achieving the goals set in the annual plan. When set tasks are accomplished as planned, the NPO is recognized as a good performer by governments, foundations, and philanthropists enabling the NPO to obtain higher grants and raise more funds for its activities in the following years. Download this sample template in Microsoft Word docx format.

Chapter 8 : How to create a marketing plan – Knowhow Nonprofit

Marketing IS the process by which nonprofits combine a range of strategies that work together to create awareness, generating a positive image by communicating effectively with a targeted audience.

Chapter 9 : Sample Strategic Plan Template for Non-profit Organizations

A strategic marketing plan outlines how an organization will effectively convey its mission and goals to others to incite viable action on its behalf. Identify Target Market.