

## Short to medium term marketing plan

| Category                                                                                                                                     | Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reason for existence:                                                                                                                        | •                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| What sets your charity apart from the rest:                                                                                                  | •                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| How do you want to be seen?                                                                                                                  | •                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Who is your ideal donor:                                                                                                                     | 1.<br>2.<br>3.                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| What's in it for your donor?                                                                                                                 | 1.<br>2.<br>3.                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| What do you need to accomplish in the next 12 months? Make sure objectives are SMART (Specific, measurable, achievable, realistic and timed) | 1. To set up our Localgiving.com page to provide an online channel for donation as soon as possible<br>2. To increase donations via Localgiving.com page by x% in x months<br>3. To promote monthly direct debit availability via Localgiving.com page by x month<br>4. To achieve regular and sustained monthly donations of £x by x month<br>5.<br>6.<br>7.                                                                                            |
| How are you going to do this?                                                                                                                | Summary of your marketing strategy                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Having identified your donors, what are the key messages to each target group?                                                               | 1. Emotional message – What will get to the heart of the donor?<br>2. Benefits message – Is there a benefit to the donor from his/her donation?<br>3. Value message - What value will the donation bring to the community?<br>4. Feature based message – Is there a direct service/feature of your organization that the donation will be contributing towards?<br>5. Aspiration message – How will the donation help those in need achieve their goals? |

What marketing activity will help you reach your goals?

1. **Online**
  - a. Website
  - b. Blog
2. **Social media marketing**
  - a. Twitter, Facebook, LinkedIn, MySpace, Digg,
3. **Database**
  - a. Increasing contacts on database
4. **Email marketing**
  - a. Promoting your campaign by email using Mailchimp.co.uk / Charityemail.co.uk
5. **Events** – Ongoing calendar of events
6. **Networking events/ sponsorship**
7. **Advertising** – online and offline
  - a. Local radio
  - b. Local press
  - c. Online advertising – Google grants
8. **Public relations**
  - a. Press releases
  - b. Liaising with journalists
9. **Marketing collateral**
  - a. Letter headed paper
  - b. Business cards
  - c. Email signatures

Who is going to be responsible for which action?

- 1.
- 2.
- 3.
- 4.

|                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Additional volunteers required? What skills are required? | <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| How will you ensure you have achieved your goals?         | <ul style="list-style-type: none"> <li>• <b>Online</b> <ul style="list-style-type: none"> <li>• Google Analytics – increase in traffic?</li> <li>• Alexa.com – page ranking, user demographics</li> <li>• Email responses via Mailchimp.co.uk/ charityemail.co.uk</li> <li>• Twitter feedback – number of Retweets</li> <li>• Facebook ‘likes’ and level of interaction</li> </ul> </li> <li>• <b>Offline</b> <ul style="list-style-type: none"> <li>• Response to Events – survey</li> <li>• Response to press release</li> <li>• Increase in number of contacts on database</li> <li>• Is there greater awareness of your cause as a result of local advertising</li> </ul> </li> </ul> |