Need a Communications Plan? Here's What It Should Look Like







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Communications Director Mentoring

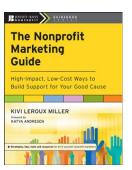
Program. The ultimate six-month professional development program for nonprofit communications directors.

January–June and July-December sessions.



Kivi Leroux Miller

Founder and CEO Nonprofit Marketing Guide @npmktgd @kivilm #npcomm











What does a nonprofit communications plan look like?







Who are we trying to reach? (Who cares?)

What's our message to them?
What do we want them to do and
why should they?
(So what?)

What's the best way to deliver that message to those people?





Target People Who Lean Your Way





- Geography

 (e.g., in a certain neighborhood)
- Behaviors

 (e.g., only votes in Presidential years, opens newsletter)
- Interests (e.g., which programs)



Clear, Specific and Limited Calls to Action

TO DO LIST

1. SO

2. MANY

3. THINGS

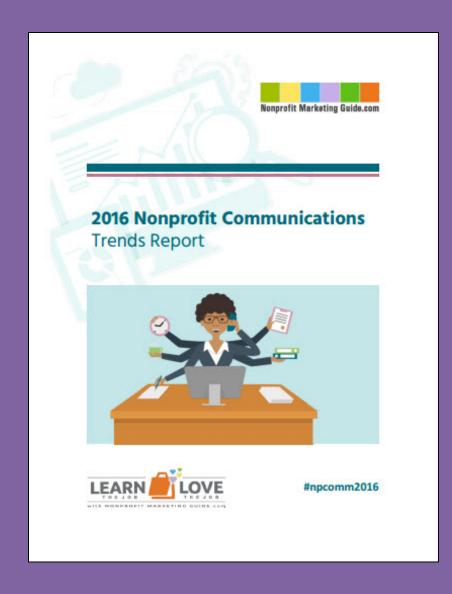


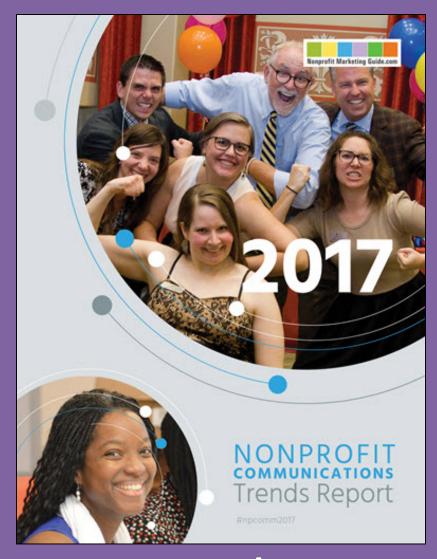


Marketing Strategy. Answers the big questions about how communications achieves mission-related goals.

Big Picture Communications
Timeline. Roadmap to the life of your
nonprofit, month by month.

Editorial Calendar. What's actually communicated when and where.





npmg.us/2016

npmg.us/2017

1

Marketing Strategy



Nonprofit Marketing Strategy Outline

1. Organizational and Marketing Goals

What is your organization's main one or two goals? What are your one-three marketing goals that convey how marketing will contribute to the organization goal?

2. Situation Analysis

What are the internal and external factors that affect this work? May also include a marketing audit.

3. Key Groups of Supporters/Participants to Reach

Who are the 1-3 top groups of people (e.g. target audiences) you need to engage to meet your goals? What are the habits, values and preferences of each group, described in personas?

4. Calls to Action

What do you need these key groups of people to do? Be specific! Will often include a series of steps leading to a particular action.

5. Framing the Message

What are the core messages that you want to communicate to these groups as you lead up to and present your calls to action to them? Include the Benefit Exchange (Why should they care? What's in it for them?) and Challenges/Barriers (What challenges do you and they face in following through on your calls to action)?

6. Strategies (or Approaches, or Positioning)

What are the best ways to achieve your marketing goals (e.g., do you need to create a certain type of content for them, or build a network, or train them in some way?) How will you position your organization in this relationship (e.g., trusted friend, leading expert, innovative problem solver)?

7. Primary Tactics

What will you do to bring these strategies to life? What are the primary communications channels you'll use to connect your organization to your key groups?

8. Resources

What will it take to implement the plan – include time, talent, treasure (\$). Who is doing what with what resources?

9. Benchmarks and Measures

What are 3-5 five concrete, specific and measurable (when possible) indicators that you are moving toward meeting your goals? How will you measure progress and what are you benchmarking yourself against?













Strategies, Approaches, Positioning









Benchmarks and Measures



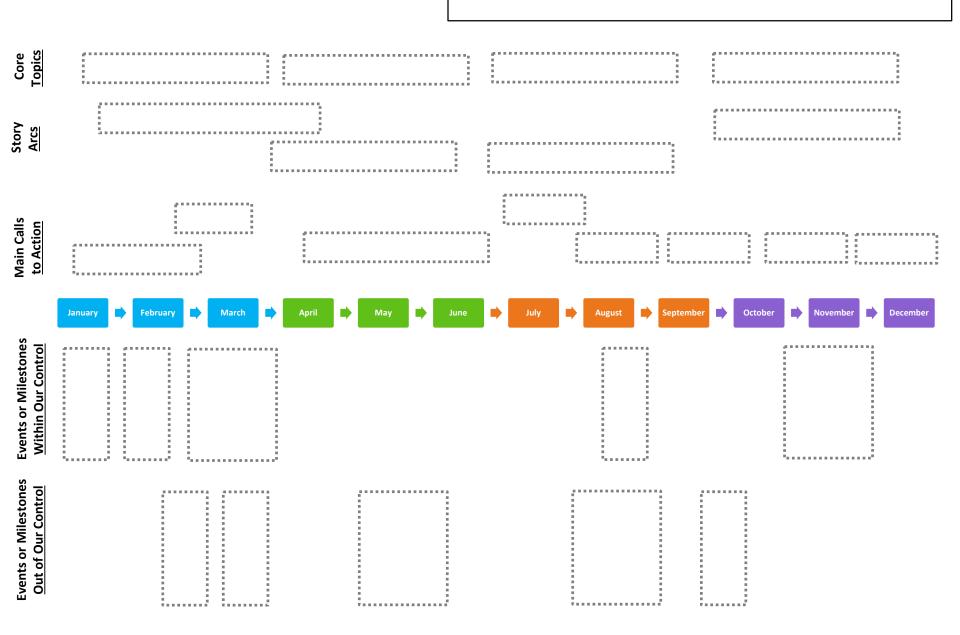


Big Picture Communications Timeline



Big Picture Communications Timeline

Core Topics









What are your primary calls to action throughout the year?

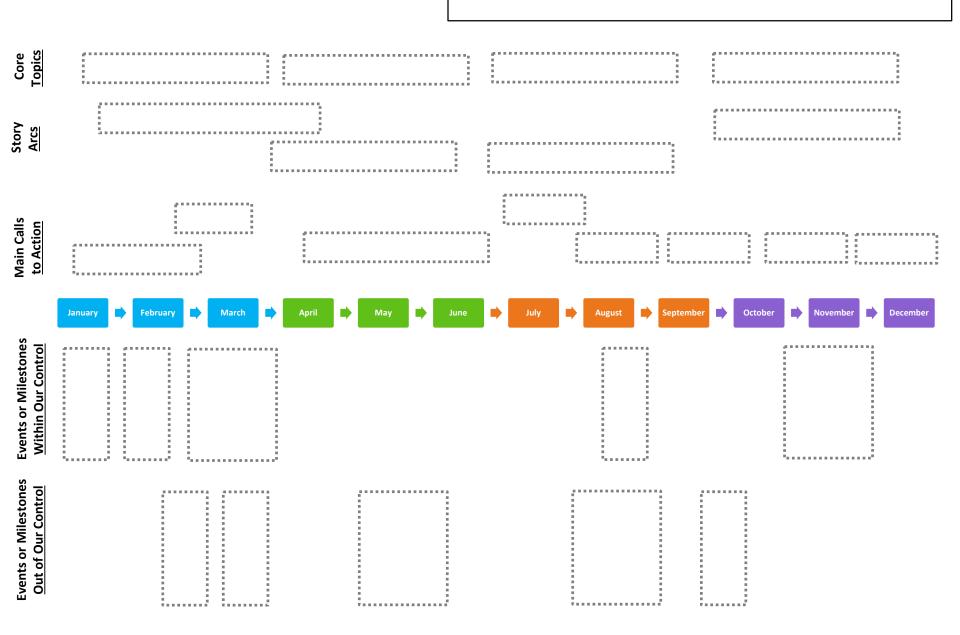


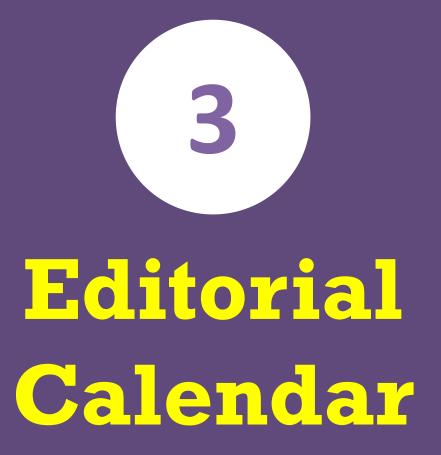


Bad Answer!

Big Picture Communications Timeline

Core Topics





An Editorial Calendar is a tool to manage and schedule the publication of strategic content across multiple channels.





Strategic messages that get you closer to your goals – WHAT is the content about?



THE WAY FORWARD

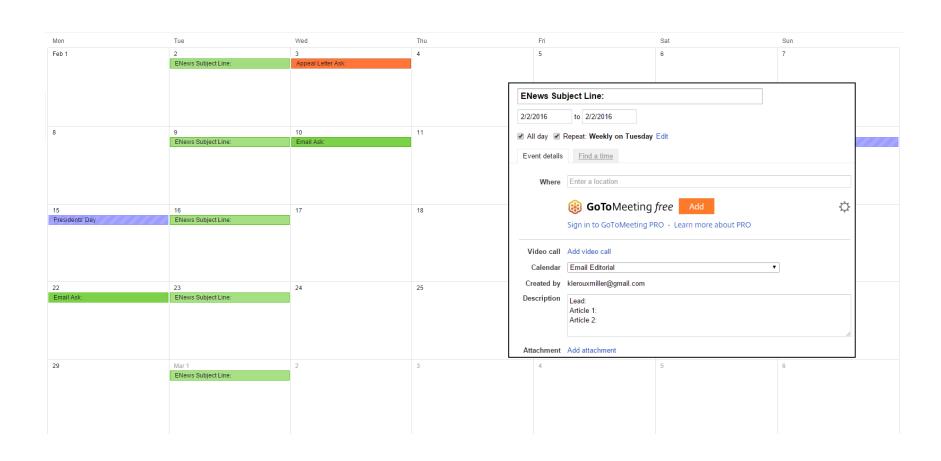
You can also add optional elements like

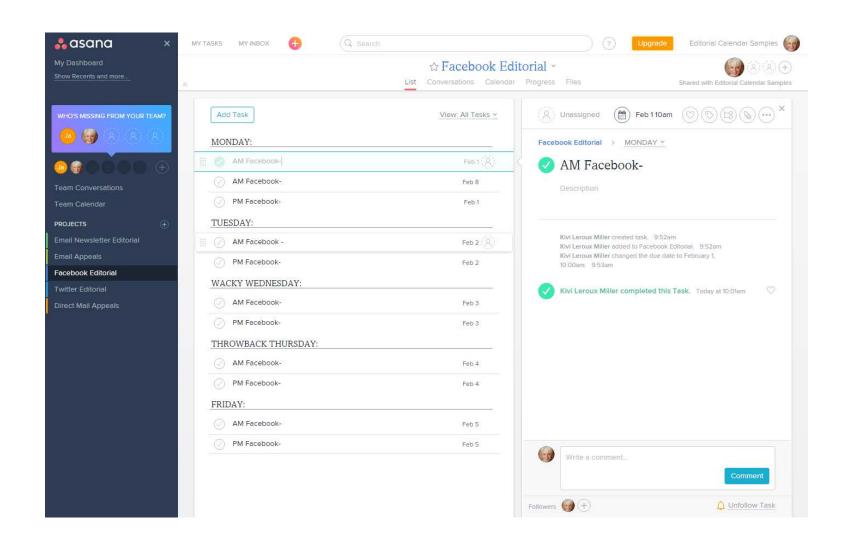
- Who is responsible
- Internal deadlines
- Creative brief or direction
- What stage the content is in (eg, idea, draft, review, approved, published)
- Notes or conversations as the content is created
- Post-publication metrics

An Editorial Calendar in a Spreadsheet at Its Most Basic Level

4	Α	В	С	D	E	F	G	Н
		Email Newsletter	Email Appeals	Direct Mail Appeals	Facebook		Twitter	
W	eek of Feb 1							
		Lead:		Ask:	M:	M:	M:	M:
		2:			T:	T:	T:	T:
		3:			W:	W:	W:	W:
					Th:	Th:	Th:	Th:
					F:	F:	F:	F:
W	eek of Feb 8							
		Lead:	Ask:		M:	M:	M:	M:
		2:			T:	T:	T:	T:
		3:			W:	W:	W:	W:
					Th:	Th:	Th:	Th:
					F:	F:	F:	F:
W	eek of Feb 15							
		Lead:			M:	M:	M:	M:
		2:			T:	T:	T:	T:
•		3:			W:	W:	W:	W:
					Th:	Th:	Th:	Th:
					F:	F:	F:	F:
W	eek of Feb 22							
		Lead:	Ask:		M:	M:	M:	M:
		2:			T:	T:	T:	T:
		3:			W:	W:	W:	W:
					Th:	Th:	Th:	Th:
					F:	F:	F:	F:
W	eek of Feb 29							
		Lead:			M:	M:	M:	M:
		2:			T:	T:	T:	T:
		3:			W:	W:	W:	W:
					Th:	Th:	Th:	Th:
					F:	F:	F:	F:

A Basic Editorial Calendar in Google Calendars





Which is most important?

It depends on what's holding you back now, and what you have control over.

Who are we trying to reach? (Who cares?)

What's our message to them?
What do we want them to do and
why should they?
(So what?)

What's the best way to deliver that message to those people?



Let's stay in touch!

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