

Sample Marketing and Communications Plan

A PROSPECTS 30 PROSPECTS	B PROSPECTS 60 PROSPECTS	C PROSPECTS 200 PROSPECTS	D PROSPECTS 400	E PROSPECTS EVERYONE ELSE
<p><i>Messaging is highly personalized. Group requires the most time, resources, and face-to-face meetings.</i></p>	<p><i>Messaging is specific and tailored to the group. Increasing the affinity is key with this group.</i></p>	<p><i>Higher affinity so they require targeted messaging which can be applied across the board. Specific people can be pulled for a targeted mailing.</i></p>	<p><i>Broad messaging plan but depending on certain criteria specific people in this group can be pulled for a targeted mailing.</i></p>	<p><i>Broad spectrum messaging across various platforms.</i></p>
<ul style="list-style-type: none"> • Newsletter • Annual Report • Monthly eBlast • Supporter Event • Holiday Card • All Events • Most Peer to Peer cultivation • Targeted marketing messages/materials 	<ul style="list-style-type: none"> • Newsletter • Annual Report • Monthly eBlast • Supporter Event • Thanksgiving Card • All Events • Peer to Peer cultivation • Targeted marketing messages/materials 	<ul style="list-style-type: none"> • Newsletter* • Annual Report* • Monthly eBlast • Website • Print Ads • Social Media • Targeted Mailings • Events (some) 	<ul style="list-style-type: none"> • Newsletter* • Annual Report* • Monthly eBlast • Website • Print ads • Social Media • Targeted Mailings 	<ul style="list-style-type: none"> • Newsletter* • Annual Report* • Monthly eBlast • Website • Print ads • Social Media