

**Sample Marketing Plan**  
**(Remember the *two questions* as you create your plan!)**

Marketing Projects: Overview

Month	Marketing Activity	Point Person
March	<ol style="list-style-type: none"><li>1. Gala</li><li>2. Donor Newsletter</li><li>3. Social Media</li></ol>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
April	<ol style="list-style-type: none"><li>1. Employee Newsletter</li><li>2. Annual Report</li><li>3. Social Media</li></ol>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol>
May	<ol style="list-style-type: none"><li>1. New Summer Outreach Materials</li><li>2. Spring Fling Event</li><li>3. Direct Mail Appeal</li><li>4. Social Media</li></ol>	<ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li><li>4.</li></ol>

## Marketing Projects: Specific

<b>Event/ Collateral</b>	<b>Activity</b>	<b>Pt Person</b>	<b>Date</b>
Gala	<ol style="list-style-type: none"> <li>1. Save-the-date</li> <li>2. Invitation</li> <li>3. Program booklet</li> <li>4. Silent auction signage</li> <li>5. Press release</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
Donor Newsletter	<ol style="list-style-type: none"> <li>1. Articles due</li> <li>2. First draft written</li> <li>3. Layout completed</li> <li>4. Final proof</li> <li>5. Distributed via email</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>