

Campaign on a page

Campaign Name:

Fundraising Period:

Fundraising
Goal

Target Market:

Campaign
Mechanism:

Core Message:

Target
Participants:

Target Avg
Fundraising
Amount:

Promotional plan	Awareness		Engagement		Conversion		Retention	
	Paid TV		Organic social		Registration webpage		Email journey	
	Paid Radio		Direct mail		Fundraising webpage		Incentives	
	Out of home (billboard etc)		Telemarkting		Fundraiaing guide		Merchandise	
	PR/Media		Email Marketing		Social community		Digital badges	
	Paid Social		SMS		Printed assets		Feedback surveys	
	Digital Advertising		Editorial		Social assets		Competitions	
	Webpage		Native content		Digital retargeting		Impact communications	
	SEM		User generated content				Thank you comms	
	Affiliate Marketing							
	Influencer Outreach							