

Fundraising Campaign Plan

**Campaign
Name:**

**Fundraising
Period:**

**Launch
Date:**

**Campaign
Objective:**

**Campaign
Mechanism:**

**Target
Market:**

**Fundraising
Goal:**

**Campaign
Budget:**

**Target
Participants:**

**Target Avg
Fundraising
Amount :**

**Campaign
Background
and
Considerations:**

Fundraising Campaign Plan

Supporter Pathway 1. Registration

2. Activation

3. Completion

Objectives:

Tactics:

Marketing Plan:

Awareness	Engagement	Conversion	Retention
Paid TV	Organic Social	Registration Webpage	Email Journey
Paid Radio	Direct Mail	Fundraising Webpage	Incentives
Out of Home (Billboard)	Telemarketing	Fundraising Guide	Merchandise
PR/Media	Email Marketing	Social Community	Digital Badges
Paid Social	SMS	Printed Assets	Feedback Surveys
Digital Advertising	Editorial	Social Assets	Competitions
Webpage	USG	Digital Retargeting	Impact Communications
SEM			Thank You Comms
Affiliate Marketing			
Influencer Outreach			

Fundraising Campaign Plan

Key Messages And Storytelling:

Campaign
Theme:

Core
Message:

Supporting
Messages:

Story Bank:

Personal Story

Participant Story:

Impact Story:

Call to action:

What you need

Format

Content Requirements:

Video:

Images:

Written content:

Audio:

Graphics:

12 Week Comms Schedule

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Week 10

Week 11

Week 12

Fundraising Campaign On A Page

This page summarises your campaign blueprint for sharing with your board, volunteers and key stakeholders. Complete the full plan on pages 1 to 5 first, then use this page.

Campaign Name:

Fundraising Period:

Target Market:

Core Message:

Fundraising Goal:

Campaign Mechanism:

Target Participants:

Target Avg Fundraising Amount :

Marketing Plan:

Awareness	Engagement	Conversion	Retention
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PR/Media	Email Marketing	Social Community	Digital Badges
Paid Social	SMS	Printed Assets	Feedback Surveys
Digital Advertising	Editorial	Social Assets	Competitions
Webpage	USG	Digital Retargeting	Impact Communications
SEM			Thank You Comms
Affiliate Marketing			
Influencer Outreach			