

Fundraising Campaign On A 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
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			