

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							