

Marketing and Fundraising Strategy.

Combined
Goal 1:

Marketing
Objective 1:

Target
Markets:

Value
Proposition:

Marketing Budget:

Expected Income:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:



Marketing and Fundraising Strategy.

Weighting (%):

Fundraising
Objective 1:

Donor
Segments:

Fundraising
Activity:

Tactics:

Onboarding

Support

Recognition & Appreciation

Retention & Advocacy

Marketing and Fundraising Strategy.

Marketing
Objective 2:

Target
Markets:

Value
Proposition:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:



Marketing and Fundraising Strategy.

Weighting (%):

Fundraising
Objective 2:

Donor
Segments:

Fundraising
Activity:

Tactics:

Onboarding

Support

Recognition & Appreciation

Retention & Advocacy

Marketing and Fundraising Strategy.

Marketing
Objective 3:

Target
Markets:

Value
Proposition:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:



Marketing and Fundraising Strategy.

Weighting (%):

Fundraising
Objective 3:

Donor
Segments:

Fundraising
Activity:

Tactics:

Onboarding

Support

Recognition & Appreciation

Retention & Advocacy

Marketing and Fundraising Strategy.

Marketing
Objective 4:

Target
Markets:

Value
Proposition:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:



Marketing and Fundraising Strategy.

Weighting (%):

Fundraising
Objective 4:

Donor
Segments:

Fundraising
Activity:

Tactics:

Onboarding

Support

Recognition & Appreciation

Retention & Advocacy

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Combined Goal 1:

Objectives:

Responsible Accountable Supporting Consulted Informed

Marketing and Fundraising Strategy.

Risk Register:

Risk :	Likelihood: (1-5)	Impact: (1-5)	Risk score: (L X I)	Mitigation strategies:
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