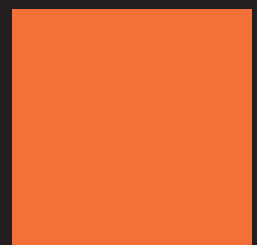
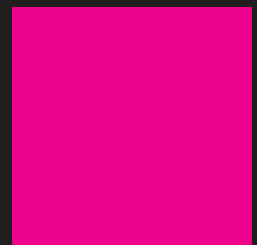
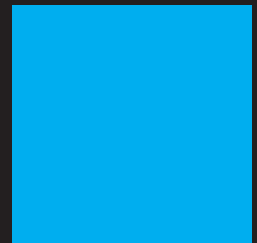
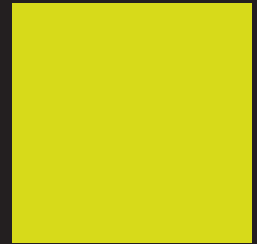


Marketing Communications Audit for Nonprofits

*Compliments of Allegra, your local
full-service marketing and print resource*



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This planning document is intended to help nonprofit organizations conduct an audit of your current marketing communications, as well as your goals for the year. Sit down with the decision makers in your organization and review these questions. Once completed, you should have the information needed to create a comprehensive marketing plan. If you need additional assistance, work with a marketing services provider, like Allegra, to help you put together a strategic plan that will drive results.

OVERVIEW

1. Nonprofit category:
2. Specific marketing efforts to be covered by plan:
3. What problem or need does your nonprofit organization fulfill? Benefits you provide?
4. What is your current positioning in the local community?
5. Business goal (number of members, value of donations, number of new donors, etc.):
6. Who is the primary audience the organization serves/helps (primary and secondary influences)? Be as specific as possible.
 - Primary – children, physically/mentally challenged, women's causes, education, etc.
 - Secondary – demographics, psychographics, lifestyles, geographies, etc.
7. What are the major obstacles to making your nonprofit more successful that marketing can address (awareness, comprehension, donations, volunteer retention)?

STRATEGY

1. What is the most important message that will drive interest in your organization's services?
2. What are the best proof statements or statistics that support those claims?
3. How do you determine a donor or potential donor's affiliation with your organization so that you can communicate relevantly with them?



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PROCESS

1. What communities do you serve? How do the recipients learn about the services you provide?
2. How do you obtain new members today (referrals, advertising, direct mail, etc.)?
3. How do you nurture their interest and convert them to donors?
4. What is your current cost to acquire a new donor?
5. Who are your “best” donors (demographics, geography, etc.)?
6. How often do you communicate with donors and potential donors and share information about the results achieved by gifts to the organization?

SITUATION ANALYSIS

1. What is your current market situation? Level of awareness? Do you have prior research or other data to support this?
2. Are there critical issues in the community (new government regulations, emerging trends, standards, business, industry or societal expectations, etc.)?

MARKETING OBJECTIVES

1. What are the marketing objectives for your nonprofit’s mission?
2. Are there any specific objectives by territory or location?
3. How will progress against marketing objectives be measured?



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MARKETING STRATEGIES

1. What improvements and/or announcements are on the horizon?
2. What new program plans are on the horizon?
3. What essential plans are evolving (special referral/incentive programs, new fundraising events, etc.)?

INFRASTRUCTURE NEEDS

1. What is the new member handling process within your organization? In your mind, is the process effective and are all roles well defined?
2. In your view, what is the primary role of marketing communications, and what particular contributions must communications make for your nonprofit to be successful?
3. List the essential tools and materials (including printed materials, presentations, Web pages, etc.) that must be developed, revised or reprinted during the planned budget period to support the organization's efforts.
4. What dollar resources will be available to support this plan during the budget period of _____ to _____ (define plan/budget period)?

Discover how Allegra can help with all of your marketing and print projects.

The help of an experienced full-service marketing and print provider like Allegra can be a vital asset when you're planning and executing a marketing plan. Sit down with one of our experienced consultants to determine the best strategy for turning your marketing plan into a profitable flow of new donors and supporters.