[LOGO]

**SAMPLE Marketing & Communications Plan**

**Strategic Planning Goals**

* Rebrand organization
* Develop website that informs, connects and encourages financial support for mission
* Create annual marketing & communications calendar to ensure consistent, relevant messaging

**Assets**

* Brand
* Website
* Facebook
* Board contacts
* Email List
* Monthly Newsletter

**Calendar**

* January X – ABC Day
* May Y – ABC Week

**Unique Value Proposition**

* We are the only nonprofit that X – see related blog at: <https://socialimpactarchitects.com/value-proposition>

**2022 Goals**

* Be consistent in branding
  + Create branding guide
  + Monitor efforts
* Be consistent in communications
  + Continue monthly newsletter
  + Regular FB posts on news and kudos

**Quarterly Goals**

* Q1: Creating branding guide; Review all assets against best practices
* Q2: Decide on events/work during ABC Week
* Q3: Execute Giving Day campaign; prepare Year End Campaign assets
* Q4: Execute Year End campaign; review assets against goals above; develop 2022 plan