



Giving Day Communications Plan Template

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Organizational Mission, Brand Strategy, Campaign Theme

The mission and vision/brand strategy should be something your organization already has in place. Cut and paste it here to make sure your campaign is accountable to larger organizational goals.

Mission: _____

Brand Strategy: _____

Campaign Theme: _____

Campaign Objectives (1-3)

Objectives should clearly indicate what your campaign should accomplish. It's much better to have 1 clearly-defined objective than 3 fuzzy ones.

1. _____

2. _____

3. _____

Primary audience(s) (1-2)

The fewer, more tightly-defined you keep your audiences the easier it is to reach them. If you have more than 1 primary audience, make sure your key message and support points (below) are relevant to both audiences. If that becomes difficult, consider splitting your campaign into two, one for each audience.

1. _____

2. _____

Key Message (1) and support points (2-5)

Key messages and supporting points should be *clear* and *succinct*. This is not the place for creative or eye-catching words, save those ideas for when you're executing the deliverables of the campaign.

Key Message _____

Supporting points

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Detailed list of Tactics

Be descriptive here. Instead of "email," write "series of 3 emails that share (x) client need story, (y) donor impact hero story and (z) ask to be part of the solution." This will help you keep your team accountable, get buy-in from senior leaders, and stay on track as you execute the campaign.

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

- 7. _____

Channels

As many as you need/can afford. Better to do a few channels well than spread too thin. There's no shortage of content out there in the world before you start your campaign. Don't seek to add to it, seek to cut through it with something powerful.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Assets

The tools you have to help achieve your objectives. Assets are the stories that tell the impact of your supporters and your need for greater support. They come in various formats—images, long-form copy, videos, social media badges, and more.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Budget & Analysis

What do your activities cost you, and how will you measure if you have met your objectives? A Key Performance Indicator (KPI) could be an email click-through rate, a percentage increase in donations, or a direct mail response, for example). Rather than listing every activity individually, you may want to group them into buckets, for example: direct mail, social media, phone calls, advertising, etc.

\$ _____

Deliverable	Budget	Analysis (KPI)
1. _____	\$ _____	_____

- 2. _____ \$ _____
- 3. _____ \$ _____
- 4. _____ \$ _____
- 5. _____ \$ _____
- 6. _____ \$ _____
- 7. _____ \$ _____