



Nonprofit Communications Planner

Create a memorable, shareable donor experience year-round. Integrated fundraising campaigns—where your messaging is consistent across all channels—is a proven, successful communications strategy. Use this month-by-month planning template to sync up your direct mail, email blasts, social media, and website to increase brand recognition and donor engagement.

- Map out your annual communications plan for donors and prospects.
- Plan each activity's messaging, goals, and call to action.
- Designate target audiences for each communication.
- Break down which channels you'll use to delivery your message.

13 Essentials of Successful Communications Planning

Activity: What you're going to do (spring gala, year-end campaign, major donor holiday cards, new donor outreach).

Purpose: Why you are running the campaign (donor acquisition, retention, upgrade, major giving).

Goals: What you hope to achieve (\$ raised, # of donors, # new donors).

Target Audience(s): Who you are contacting (current donors, major donors, monthly giving program, prospects).

Timeframe: The schedule of your campaign, from planning through completion (include both prep month and campaign month).

Theme: The overarching theme of your activity (thank you, we miss you, join us, celebrate).

Strategy: Your overall approach and specific tactics (incorporate photo and video, increase social media presence, use local celebrities and community leaders as spokespeople, partner with similar nonprofits in area).

Key Message: The primary takeaway or idea (Give Big This #GivingTuesday, Donors Make a Difference, Save the Date).

Call to Action: What you want people to do (donate, become a member, volunteer, RSVP).

Channels: How you will communicate your message (direct mail, email, social media, text, phone).

Elements: The physical (and digital) pieces of your campaign (letter, envelope (outer and remit), colorful inserts, photos, video, call script).

Program: The area of work your campaign will support (annual fund, education programs, specific initiative).

Lead Team Member(s): Person responsible for campaign's overall execution and delegation (executive director, development director).

Cost: How much the campaign cost (projections and actuals).

January

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

February

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

March

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

April

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

May

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

June

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

July

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

August

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

September

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

October

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

November

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
PROGRAM	
LEAD TEAM MEMBER	
COST	

December

ACTIVITY	
PURPOSE	
GOALS	
TARGET AUDIENCE	
TIMEFRAME	
Prep Month	
Campaign month	
THEME	
STRATEGY	
KEY MESSAGE	
CALL TO ACTION	
CHANNELS	
ELEMENTS	
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LEAD TEAM MEMBER	
COST	



Donor Management Made Easy

Every piece of information about your donors and contacts adds a new layer to your relationship with that individual. Use your data to discover why they support your nonprofit, what programs interest them, what communications they respond to, and what events they attend. Organized, accessible information improves engagement, deepens relationships, and reveals a treasure trove of stories and testimonials.

Network for Good believes in the power of small nonprofits. We believe a donor management system should save you time and improve efficiency, in order to free you up to do the good you do in your community.

A collage of three devices displaying the Network for Good software interface. The desktop monitor in the background shows a dashboard with a navigation menu on the left containing "Quick Add +", "Dashboard", and "Contacts". The main content area features a line chart showing donation trends from January to December, with two data series: "All donations" (green line) and "Recurring donations" (blue line). Below the chart are four summary cards: "All donations Raised this year \$28,400 (+5%)", "Average donation \$127 (+8%)", "Recurring \$11,400 (+1%)", and "Number of donations \$223 (+5%)". A donut chart below these cards shows the distribution of donations by category: General (27%), Lifesavers Spay/Neuter (21%), Facilities Improvement (18%), Canine Companions (17%), Emergency Medical (9%), and Second Chance (8%). The tablet in the foreground displays a "Personal Fundraising Coach" profile for Simon Holloway, with a "Schedule Session" button and a "Your Documents" section. The smartphone in the foreground shows a list of donation options for "PAWS for the CAUSE", including amounts like \$10, \$25, \$50, and \$100, with descriptions such as "Provides \$10 to 5 kittens" and "Covers a Microchip for a Dog". A circular callout on the right side of the desktop screen highlights a "Recent" activity log with entries like "Stephanie Holland setup a recurring donation of \$50" and "Julia Wells donated a one-time gift of \$400 view giving history".