



Apples to Apples Learning

Apples to Apples Learning

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1.0 Marketing Vision

Mission

Apples to Apples Learning mission is to provide a learning alternative to the child that needs extra help, and to celebrate and promote the learning for our youth. The Orlando Library will be the home of Apples to Apples, and will provide a learning environment for the Society to pursue its mission.

Included in the mission will be special consideration for education for our youth in the Orlando, FL area. The Orlando Library will become the base for these youths to learn and develop a passion for new things. It will be a place to utilize, enjoy, learn, and discover. It will also be a workplace of inclusion and respect, with a main focus on the development of creativity and ideas.

- **Commitment:** Apples to Apples wants to inspire learning, strong interpersonal skills, and instill a sense of hope in the future.
- **Responsibility:** The focus of Apples to Apples is to empower youth in establishing goals and following through on commitments.
- **Possibility:** We want to expand the perspective of young people and help them expand their minds.
- **Support:** We will help give support to individual children and influence them by a support system.

1.1

Goals

Our goals at Apples to Apples Learning are to take kids out of bad environments and give them a positive and fun atmosphere to learn. They will benefit in the class room but also in life. Our hopes are to one day prepare these children to graduate High School and get accepted to a University. We hope to raise enough money through marketing for our nonprofit.

1.2

Purpose

We want this generation of children to have a strong educational backbone; to have an opportunity to get the same education as all children regardless of finances, in hopes that we teach them to enjoy learning and pursue their education for many years to come.

1.3

Gap Dashboard

Weekly measurements of key metrics will be averaged for each month and entered in the Gap dashboard. The tactical and personal goals are easily measured, but the number for our strategic business goals bear watching. We've linked the revenue goals to our Sales Forecast Plan and Actual tables, where we can track gaps in individual service purchases more closely.

Apples to Apples Learning Organization

We assume that if key marketing metrics match projections, so will our revenue and larger strategic goals. Monthly review meetings with all marketing and sales personnel will help us figure out which parts of the marketing strategy are working best, and how to correct any hitches in the process.

Table: Gap Dashboard

<i>Gap Dashboard</i>			
	FY 2015	FY 2016	FY 2017
Personal			
Executive Director	30,000	30,000	32,000
Fundraising/Grant Coordinator	30,000	30,000	32,000
Mentor Recruitment Coordinator	24,000	24,000	24,000
Youth Referral Manager	24,000	24,000	24,000
Office Manager	24,000	24,000	24,000
Total People	20	20	20
Total	132,000	132,000	136,000

2.0

Ideal Vision

To obtain enough revenue to be able to afford supplies to teach these children. Also obtain enough volunteers to help tutor and teach. To grow our organization big enough to help hundreds or even thousands of children in the Orlando, FL and one day expand to other cities.

2.1 Market Description

Demographics

- Kids ages 4-15 that need extra help with school work.
- Parents that can't afford to get extra help for their children.

Psychographics

- Children that want to learn more but don't have the financial help.
- Parents that want their kids to succeed but don't have the financial help.

Behaviors

- Kids with positive attitudes about learning.
- Parents that are looking to better their kid's lives but need help with finances.

Geographic

- The immediate geographic target is in the city of Orlando.
- The extended geographic target is Central Florida.

3.0

SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the organization, and describes the opportunities facing Apples to Apples.

Strengths

- Strong networking within the nonprofit community in Orlando.
- Extensive branding and graphic design experience.
- Superior volunteers.

Weaknesses

- Lack of organization awareness.
- Limited marketing budget.
- Limited supplies.

Opportunities

- Growing statistics of children that need help.
- Large number of word-of-mouth marketing from satisfied parents.

Threats

- Competition from other nonprofit organizations in Orlando, FL developed for learning.
- Lack of brand awareness.

4.0 Web Plan

Web Plan

Apples to Apples Learning has decided to develop a website where we can market our nonprofit and also collect donations.

To do this most effectively, we plan on using testimonials, videos, images (including photos when appropriate), and narrative that is both compelling and transparent. We plan on showing not only the good that we do, but the open and honest approach we take to fulfill your mission. You can send this message through your website.

4.1 Social Media Plan

Social Media

Apples to Apples Learning will use the following social media websites to market our nonprofit.

- Facebook
- Twitter
- Google +
- Instagram
- Pinterest
- Youtube

All of these provide avenues for telling the world about the good work we are accomplishing. We plan on the viewer to hear (and watch) heartwarming stories, stories that show your triumphs, and stories that demonstrate the needs you are trying to address. It's quick, dynamic and interesting

5.0

Lead Generation Plan

We will create an integrated lead generation system consisting of:

- Web site
- White Papers and Educational Material for download
- E-Newsletter
- Blog
- Articles
- Social Media

6.0

Marketing Calendar

Daily: Dedicate at least 20 minutes each day to developing marketing. Great things to do on a daily level are:

1. Call and see how they are doing, just to find out. Random acts of kindness rarely go unnoticed.
2. Re-write a piece for the marketing kit.
3. Research the newest advancements in our community.

Weekly: The easiest way to create weekly goals is by determining your monthly goals and working backwards. If we set ourselves the goal of creating a new marketing brochure to be sent out at the end of the month, divide the work up between the weeks of the month.

Week 1: Purchase the list for the mailing

Week 2: Write the copy for the brochure

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Week 3: Design the layout for the brochure and add in the copy

Week 4: Order the brochure to be printed and mailed

Although this takes longer than spending all the time in one week and getting it completed, being able to cut it down to bite-size pieces means that we have a greater chance of actually getting it completed.

6.1 Monthly

Months	Marketing Theme
1 January	Strategy
2 February	Core message
3 March	Marketing materials/kit
4 April	Website/blogs/direct mail
5 May	referrals
6 June	Word-of-mouth
7 July	prospecting
8 August	events
9 September	brochure
10 October	prospecting
11 November	event
12 December	prospecting

Table: Milestones

<i>Milestones</i>					
	Start Date	End Date	Budget	Manager	Department
Advertising					
Business plan completion	5/1/2014	5/31/2014	\$0	ABC	Marketing
Set up Office	5/1/2014	5/31/2014	\$0	ABC	Department
Official release of the website	5/1/2014	5/31/2014	\$0	ABC	Department
Other	5/1/2014	5/31/2014	\$0	ABC	Department
Total Advertising Budget			\$0		

7.0 Marketing Training Game

Conclusion

Marketing is not something that should be implemented randomly as the mood strikes, nor should it be eliminated when times are tough. Marketing is the most effective way for any nonprofit organization to build loyalty within its targeted audience, opening lines of communication and adding value.

It is critical to consider that the impression a nonprofit organization makes and the experience people have with it are expressed by everything that represents them, from:

Apples to Apples Learning Organization

- The look and content of all print and electronic materials
- The quality of the programs/ events
- The attitude of the staff
- The board members who represent the organization
- The alliances they form
- Always market strategically; stay laser-focused on your goals Bring energy to your marketing
 - Be proactive, attentive and responsive to all supporters
- Be a good listener – know what donors, volunteers and clients want
- Leverage your board – they should be your best advocates
- Draw on a mix of tactics to generate loyalty and passion

- Form meaningful alliances and be continuously on the look out for new relationships
- Re-evaluate your marketing tactics frequently and be open to new ideas

Appendix

Table: Marketing Expense Budget

<i>Marketing Expense Budget</i>	<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	Aug
Web site, article marketing, blogging, social mktg	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Newsletter	\$100	\$100	\$100	\$100	\$100	\$0	\$100	\$100	\$0	\$100	\$0	\$100
Advertising including media	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Marketing Kit	\$500	\$500	\$500	\$500	\$500	\$500	\$400	\$400	\$500	\$500	\$500	\$500
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Total Sales and Marketing Expenses	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$1,500	\$1,500	\$1,500	\$1,500	\$1,600	\$1,500	\$1,600

Appendix

Table: **Funding Forecast**

<i>Funding Forecast</i>	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Private Donations	\$3,150	\$3150	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$4,000	\$3,000	\$3,000
Federal/State Contacts	7,000	6,900	6,900	6,900	6,900	6,900	6,900	6,900	6,900	6,900	6,900	6,900
Private Foundations	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
School Districts	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Business Sponsors	2000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Fundraising Campaign	1500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Other	\$21,150	\$ 21,050	\$20,900	\$20,900	\$20,900	\$20,900	\$20,900	\$20,900	\$20,900	\$20,900	\$20,900	\$20,900

Appendix

Table: Gap Dashboard

<i>Gap Dashboard</i>	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Personal												
Executive Director	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Fundraising/Grant Coordinator	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Mentor Recruitment Coordinator	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Youth Referral Manager	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Office Manager	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Total People	5	5	5	5	5	5	5	5	5	5	5	5
Total	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000