

Marketing Plan “Mini” Audit

- ✓ Who are your three target markets, in priority order?
- ✓ What are the defining characteristics of the target markets?
- ✓ When asked about the organization, do all board, members, staff, and volunteers say something that sounds the same?
- ✓ Have you changed mission, name, or logo more than three times in the last two years?
- ✓ Do you have a standard “style sheet” for all communications – verbal, written, and electronic?
- ✓ Do all spokespeople for the organization have three key speaking points to focus on whenever the opportunity presents itself?
- ✓ Do you have a strategic goal that specifically defines “to develop awareness” or “to enhance outreach”? How do you measure success for that goal?
- ✓ What mechanisms are in place to translate awareness into some specific action?
- ✓ Do people external to the organization perceive the organization the same way people internal to the organization perceive it? How do you know?
- ✓ Which is more effective for your organization – a newsletter, a special event, or a webpage? Why?
- ✓ What contact do you have with members and donors on a regular basis?
- ✓ What is the relationship between program staff and membership / development staff?
- ✓ Are program staff (and board) responsibilities for engaging constituents explicit and clearly understood?
- ✓ What systems and protocols are in place to turn a member to a donor to a lifelong, loyal and engaged constituent?