

START DATE: END DATE:

For*Momentum* #GivingTuesday Two-Page Planner

CORPORATE PARTNER:

NONPROFIT PARTNER:

|  |  |
| --- | --- |
| **CAMPAIGN THEME:** |  |
| **CAMPAIGN GOALS:** | **1.** |
|  | **2.** |
|  | **3.** |
| **CAMPAIGN METRICS:** | **1.** |
|  | **2.** |
|  | **3.** |
| **CORPORATE PARTNER ASSETS/DELIVERABLES:** |
| **NONPROFIT PARTNER ASSETS/DELIVERABLES:** |

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| **COMMUNICATION ASSETS** | **CORPORATE PARTNER** | **NONPROFIT PARTNER** |
| **AUDIENCES** |  |  |
| **Internal Audiences** |  |  |
| Message 1 |  |  |
| Message 2 |  |  |
| Message 3 |  |  |
| **External Audiences** |  |  |
| Message 1 |  |  |
| Message 2 |  |  |
| Message 3 |  |  |
| **DIGITAL CHANNELS** |  |  |
| Website URL |  |  |
| Website #s |  |  |
| Fundraising Website URL |  |  |
| Fundraising Website #s |  |  |
| Blog URL |  |  |
| Blog #s |  |  |
| Email Marketing / Newsletter |  |  |
| Email Marketing #s |  |  |
| Intranet |  |  |
| Intranet #s |  |  |
| Press Releases / Media Page |  |  |
| Media Contact #s |  |  |
| Facebook Page URL |  |  |
| Facebook #s |  |  |
| Twitter URL/Handle |  |  |
| Twitter #s |  |  |
| Instagram Page URL |  |  |
| Instagram #s |  |  |
| Pinterest Page URL |  |  |
| Pinterest #s |  |  |
| YouTube Channel URL |  |  |
| YouTube #s |  |  |
| Snapchat Account |  |  |
| Snapchat #s |  |  |