



**For *Momentum* #GivingTuesday Two-Page Planner**

**CORPORATE PARTNER:**

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**NONPROFIT PARTNER:**

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**START DATE:** \_\_\_\_\_ **END DATE:** \_\_\_\_\_

<b>CAMPAIGN THEME:</b>	
<b>CAMPAIGN GOALS:</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<b>CAMPAIGN METRICS:</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>
<b>CORPORATE PARTNER ASSETS/DELIVERABLES:</b>	
<b>NONPROFIT PARTNER ASSETS/DELIVERABLES:</b>	

COMMUNICATION ASSETS	CORPORATE PARTNER	NONPROFIT PARTNER
<b>AUDIENCES</b>		
<b>Internal Audiences</b>		
Message 1		
Message 2		
Message 3		
<b>External Audiences</b>		
Message 1		
Message 2		
Message 3		
<b>DIGITAL CHANNELS</b>		
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		