

START DATE: END DATE:

For Momentum #GivingTuesday 2018 Two-Page Planner

CORPORATE PARTNER:

NONPROFIT PARTNER:

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

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| **COMMUNICATION PLAN** | **CORPORATE PARTNER** | **NONPROFIT PARTNER** |
| **Internal Audiences**  **Primary:**  **Secondary:** |  |  |
| Message #1/Date |  |  |
| Message #2/Date |  |  |
| Message #3/Date |  |  |
| **External Audiences**  **Primary:**  **Secondary:** |  |  |
| Message #1/Date |  |  |
| Message #2/Date |  |  |
| Message #3/Date |  |  |
| **CHANNELS** |  |  |
| Hashtag |  |  |
| Website URL |  |  |
| Fundraising Website URL |  |  |
| Blog URL |  |  |
| Email Marketing |  |  |
| Newsletter |  |  |
| Intranet |  |  |
| Facebook Page |  |  |
| Facebook LIVE |  |  |
| Twitter URL/Handle |  |  |
| Instagram Page URL |  |  |
| Pinterest Page URL |  |  |
| YouTube URL |  |  |
| Snapchat Username/Filter |  |  |
| LinkedIn |  |  |
| Owned Media |  |  |
| Earned Media |  |  |
| Paid Media |  |  |
| PR Stunt |  |  |
| C-Suite Engagement |  |  |
| Board Engagement |  |  |
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