Sample Marketing Plan

# Goal:

To promote higher brand awareness and engagement around Pie Society to increase realized planned gifts to community nonprofits. Add 10 families to Pie Society.

# Target Audience:

40+ philanthropic population, active givers, professional advisors

# Top Line Message:

Leave a Legacy/It Takes All of Us

# Big Idea:

For Waco. Forever.

Pie Society

## Elements:

* (5) Waco Trib Ads
* (4) Texas Modern Living Ads
* (4) Anchor News Ads
* (4) Chamber Quarterly Ads
* (4) KWBU Radio Spots
* (1) Symphony program
* Social Media boosts
* (10) Giving Connection Episodes
* (1) Pie Society party
* House Party/Theme Party
* Holiday Reception
  + To include prospects
* Stewardship
  + Personalized letters to DAF holders at anniversaries
  + Birthday cards
  + Giving milestones

**Messages:**

* Because my legacy will make our nonprofit community even stronger.
* Because if we all leave a slice, we’ll ensure a brighter tomorrow.
* Because there’s no problem we can’t solve together.
* Because together, we can create our best future.

**Advertising Subjects**

* MAC Donor
* Community Donor
* Nonprofit
* Legacy Donor