

# Marketing Plan Template

Sample

<b>Product</b>	<b>Your Organization</b>	<b>Program A: After-school art program</b>	<b>Program B</b>	<b>Program C</b>
<b>Target Audience</b>	Foundations, Corporate Sponsors	Lower-income middle school Students		
<b>Our competitive advantage, unique value</b>	Effectiveness as reflected in outcome measurements, Community Reputation	Bread of offerings, quality of instruction (instructors are current professionals)		
<b>Key Messages</b>	Low cost, high efficiency, Outcomes	Fun, learn exciting graphic art skills, visibility of your work.		
<b>Communication Medium</b>	In-person	School newsletters, teachers, student referrals		
<b>Timing</b>	In conjunction with budgeting, grant cycles	Continuous, emphasis on August and December		
<b>Specific Vehicles</b>	Development Dir, Ex. Dir	XYZ School Newsletter, PTO Meeting,		

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