



Content Marketing Strategy Template for Nonprofits

Organization/agency overview

In a paragraph or two, summarize who you are, your mission and what you do.

Marketing goals overview

Briefly summarize the goals of your overall marketing strategy.

Content marketing goals

Explain how content will support the overall marketing strategy. Think of this like a [theory of change](#) for a program. “The content will get _____ results by doing _____.”

Audience

Describe the specific stakeholders you want to attract and connect with using content marketing. Do you want to reach influencers within your local business community? Individual small donors? Prospective partners at other nonprofit organizations? Then summarize what you know about their [marketing persona](#) (or donor persona) and where they can be reached.

Conversion goals

Describe specifically what you want your target audience to do after engaging with your content. This should be reasonable and probably a single step toward your overall goals. These are often called micro-conversions. Examples include: sharing an article; signing up for more information; downloading a resource; clicking through to a specific page on your website where you will appeal to them more directly.

Measuring

What metrics will indicate progress toward your conversion goals, and what data can you reasonably gather? Start with the data already available in your existing marketing technology such as Google analytics on your website or open rates from your email service provider.

Messaging

What phrases and taglines express your mission and activities? This should be easy: just pull snippets from your website or existing marketing plan or marketing collateral.

Content voice

Describe what prospects should “hear” when they read your content. Are you provocative, inviting, educational, inspirational?

Writing style and tone

This overlaps somewhat with brand voice, but now give additional direction to how your company’s voice translates into guidelines for the written word. Is anything particularly preferred or discouraged?

Types of content

Blogs, white papers, ebooks, op-eds? Describe one or two kinds of content you will begin to develop and your particular approach to those formats. For example, will your blog posts be more like opinion/essay pieces or more like actionable/how-to pieces? How long will they be and what detail or scope will they have?

Examples to consider

Sometimes the clearest way to direct your efforts is to identify other examples you admire. Spend some time documenting other content marketing projects you would like to emulate, from nonprofits or elsewhere.

Positioning

Describe what makes your agency different. If you are an after-school program, what messages or values should infuse your content to distinguish it from the content at any other after-school program? Help writers understand your organization’s unique point of view.

Other context and resources

Miscellaneous notes not already covered but that writers should know. Don’t forget to explore [The Ultimate Guide to Content Marketing for Nonprofits](#).

