**Unit 6 Assignment: Marketing Plan**

***Name:***

**Target Market**

Identify each of the segments of the client market, including donor demographics, and list each of them.

Specify how your organization plans to reach each target audience group identified.

**Mission and Goal Statement**

Prepare a mission and goal statement that clearly defines the overall purpose of the organization, including what it is that your organization hopes to accomplish for the clients you serve.

**Set Outcome Objectives**

Define specific and measurable outcome objectives for each target audience. What do you want the results to be of your marketing activities? How many clients do you want to serve in the coming year?

What kinds of results do you expect to see with the organization’s stakeholders?

How much money will you need to raise this year?

How many volunteer hours do you hope to log?

**Develop Strategies Through Process Objectives**

Apply organizational management strategies to identify the steps you can take to accomplish your outcome objectives. What will you need to do to accomplish results you desire? What steps will you take to reach this outcome objective?

**Action Plan**

The action plan should be written in a manner that makes it easy to determine who is to do what by when. How will your organization go about implementing the defined marketing strategies identified in the process objectives? Who is responsible for each component of the plan? What is the timeline for each activity to be implemented?

**Budget**

How is the marketing plan built into the organization’s budget? What resources will be allocated to the marketing plan?

**Monitoring**

How will you evaluate your progress and make any necessary adjustments to the plan? What is the system for evaluation of both outcome and process objectives? Who is responsible for seeing that reporting and review procedures are followed? How will progress be measured?

**References**

***Please include at least three scholarly sources listed in APA format.***