**Online Fundraising Strategy Map**

**Part 4 + 5: Draft your Communications Plan**

Using the SMART goals that you developed relating to participation in either GlobalGiving’s 2018 #GivingTuesday and/or Year-End Campaigns and retention efforts thereafter, craft your Communications Plan. Feel free to add additional rows and alter spacing, as needed. Share your final communications plan via the relevant Facebook post.

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| **Associated SMART Goal** | **Audience** | **Message** | **Channel** | **Content** | **Timeline** | **Lead** |
| List one SMART goal here | Who is your audience? How did you identify it? Characteristics? | What is your call to action? | What channel(s) will you use? (e.g. email, social media) | What resources do you need to share your message (e.g. photos, stories, films)? Be as specific as possible in what the content will entail (e.g. text, photo, link). | When will you conduct the work?How often?  |  |
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