

# NONPROFIT STRATEGIC MARKETING PLAN WITH S.M.A.R.T. GOALS

Try Smartsheet for FREE

## YOUR ORGANIZATION

ORGANIZATION OBJECTIVES

MARKETING GOALS

## TARGET AUDIENCE

DISTINGUISHING CHARACTERISTICS

CONCERNS

RELATIONSHIP TO ORGANIZATION

ACCESS CHANNELS

## STRENGTHS & WEAKNESSES

VALUE AND CREDIBILITY

OUTLOOK

KEYWORDS

## S.M.A.R.T. GOALS

### INITIAL GOAL STATEMENT

#### 1. SPECIFIC

What do you want to accomplish? Who needs to be included?  
When do you want to do this? Why is this a goal?

#### 2. MEASURABLE

How can you measure progress and know if you've successfully met your goal?

#### 3. ACHIEVABLE

Do you have the skills/resources required to achieve the goal? If not, can you obtain them?  
Is the amount of effort required on par with what the goal will achieve?

#### 4. RELEVANT

Why are you setting this goal now? Is it aligned with overall objectives?

#### 5. TIME-BOUND

What is the deadline and is it realistic?

#### S.M.A.R.T. GOAL

Review what you wrote above and craft a new goal statement based on what your answers have revealed.

**STRATEGY**

GOAL STATEMENT

TASK 1

TASK 2

TASK 3

GOAL STATEMENT

TASK 1

TASK 2

TASK 3

**BUDGET**

PROJECTED COST

**ACTION TIMELINE**

TODAY

NEXT WEEK

NEXT MONTH

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.