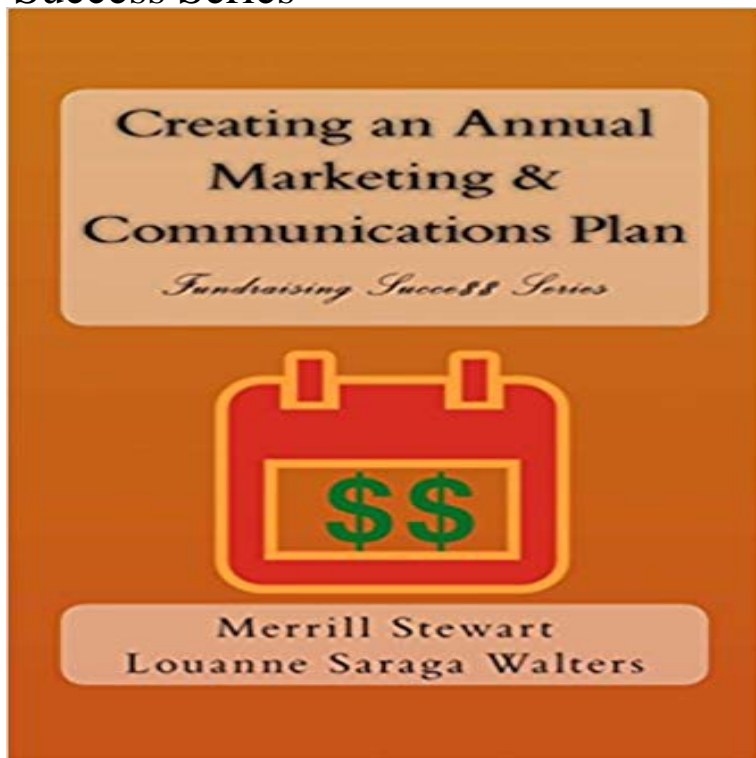


Creating an Annual Marketing and Communications Plan: Fundraising Success Series



Creating an annual marketing and communications plan is essential to engage your donors, volunteers, partners and clients year round, while taking the guess work out of the equation! With a marketing and communications plan you will harness the mission of your organization, communicate its impact, and create effective calls to action. We start by determining where you are, then decide where you want to go, and finally setting a map for getting there. This book will help you craft a marketing and communications plan that you can use all year long, tailored to your organizational goals, the size of your team and scalable to your needs.

Co-authors Merrill Stewart and Louanne Saraga Walters take you through the planning stages in a conversation designed to answer all of your questions while helping you build your plan step by step.

In Merrills words: Ive been serving as a marketing professional and teacher for several decades and specifically working with nonprofits for over a dozen years. As the President and CEO of Marketing and Business Solutions, I have the pleasure of working with nonprofit organizations of all shapes and sizes and enjoy the opportunity to guide each organization through the process of developing a plan to guide their strategy. Sometimes it is hardest for us to step back from our busy schedules and think about process and planning from a strategic approach. Creating a plan is an essential step in guiding success and I enjoy rolling up my sleeves and getting the work done. In Louannes words: I started in Communications at the tender age of 17!

Ive loved every aspect of marketing and communications, having worked in radio and tv, served as a cruise director with Royal Caribbean, and brought my communications skill set into every position I ever worked. Now, as an entrepreneur, my wife and I own My Video Voice Productions and enjoy producing

quality videos to help nonprofits, small businesses and eager entrepreneurs learn new skills in marketing/communications, development, and self growth.

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