



## Content Strategy for [Organization Name]

### 1. Content Goals

Define the purpose and goals for your content strategy. Write a short statement about you're using content marketing and list the goals you want to achieve over a defined timeline.

Goal	How to measure it?
E.g. To grow online brand awareness	Impressions, reach, website traffic

### 2. Competitor Analysis

What's already out there? See what other nonprofit organizations are doing. What kind of content are they posting? Which channels are they using?

Content Name	Format	Website	How to beat?	Where
E.g. 10 Ways to Care for your Pet	Listicle article		E.g. More longer list with unique and better ideas	E.g. #1 on Google for "customer research ideas"

### 3. Resource Analysis

Determine the resources you will need to execute your content marketing strategy. Decide on how many people will be involved, tools you will use, and the budget of the overall strategy.

#### People

Name	Role	Time

## Tools

Name and link	Description

## Budget

Expenses	Cost
Expense 1 (E.g. Cost of social media scheduling tool)	
Expense 2	
Expense 3	
Expense 4	
Total Expenses	Total Cost

## 4. Content Guidelines

To maintain a consistent image for your nonprofit across all platforms, define content guidelines aligning with overall brand guidelines.

Tone of voice	
Content calendar	
Style guide	

Format	
Topics	
Frequency	
Distribution	
Notes	

## 5. List your content ideas

Develop 4-5 content topics related to your cause and programs that will be the focus of your content strategy for the next few months. For example, an animal rescue could focus on:

Name or concept	Format	Description
E.g. 10 Ways to Care for your Pet	List article (blog)	E.g. Expanded list post of 20 different ideas for taking care of pets. Might

		organize into groups: quick, easy, and more.

## 6. Schedule your content

List down on which content distribution channels your nonprofit will publish content and date of posting.

Name or concept	Format	Publication channel	Publication date
E.g. 10 Ways to Care for your Pet	List article (blog)	Website	XX.XX.XXXX