

2021 Planning & Priorities

FOR DIGITAL MARKETING & FUNDRAISING

Use this digital marketing and fundraising checklist as you think about your work ahead—new programs, new products, or expanding your reach. Do you know your organization’s digital strengths and weaknesses? Where are you on the fundamentals?

PART 1: AUDIENCE DEVELOPMENT & GROWTH

	⊗	?	✓
Audience Personas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engagement Journeys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Core Messages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audience Insight Data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maximize and Optimize Capture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 2: WEBSITE ENGAGEMENT

	⊗	?	✓
Clear User Paths & Content Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calls-to-Action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dynamic Content & Storytelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landing Pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Remarketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 3: EMAIL PROGRAM

	⊗	?	✓
List Hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign Planning & Calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Segmentation & Personalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcome Series	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reengagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 4: SOCIAL MEDIA ENGAGEMENT

	⊗	?	✓
Planning, Content, & Cadence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Style, Tone, & Voice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active Listening & Conversation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paid Social Opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

THREE TACTICS I WANT TO IMPLEMENT

- 1.
- 2.
- 3.