

Simple Content Strategy Template for Nonprofits

1. Set Your Goals

- What do you want to achieve with your content?
 - ☐ Raise awareness
 - ☐ Get more donations
 - ☐ Attract volunteers
 - ☐ Build relationships with supporters
- Write your **main goal** here:
 - *Example: Increase website traffic by 20% in six months.*

2. Know Your Audience

- Who are you trying to reach?
 - ☐ Donors
 - ☐ Volunteers
 - ☐ The community
 - ☐ Other nonprofits
- What do they care about?
 - *Example: Donors want to know how their money helps.*
- Where do they spend time online?
 - *Example: Facebook, Instagram, email newsletters.*

3. Choose Your Content Types

- What kind of content will you create?
 - ☐ Blog posts
 - ☐ Videos
 - ☐ Social media posts
 - ☐ Email newsletters
 - ☐ Infographics
 - ☐ Success stories
 - ☐ Live Q&A sessions

4. Plan Your Content Schedule

- How often will you post?
 - ☐ Daily
 - ☐ Weekly
 - ☐ Monthly
- Example content calendar:

Week	Content Type	Topic	Platform
1	Blog post	How Donations Change Lives	Website & Facebook
2	Video	Behind-the-Scenes of Our Work	Instagram & YouTube
3	Social Media Post	Volunteer Spotlight	Instagram & LinkedIn
4	Email	Monthly Impact Update	Email Subscribers

5. Tell Engaging Stories

- Share real stories of people impacted by your work.
- Use photos and videos to make your content more personal.
- Example format:
 - Meet [Name], who [describe their challenge]. Thanks to our supporters, [describe the positive change].

6. Promote Your Content

- Where will you share your content?
 - ☐ Website
 - ☐ Social media
 - ☐ Email newsletter
 - ☐ Online communities
 - ☐ Paid ads (if budget allows)

7. Track & Improve

- What will you measure?
 - ☐ Website visitors
 - ☐ Social media likes/shares
 - ☐ Email open rates
 - ☐ Number of donations or volunteers
- How will you improve?
 - If one type of content isn't working, try a different format.
 - Ask your audience what they like most.