

# Communications Plan

Group Name:  
Group Lead(s):  
Team Members:

**Group/Organization Description:**

**Fundraising Goals**

**Dollar Goal:**  
**Donor Goal:**  
**Why?:** *Consider tying your dollar goal to a specific outcome (ie. \$5,000 supports XXX students or \$5,000 will provide a new service within the program)*

Item Needed	Dollar Amount

**Team Roles:**  
List all key team members, what they will do, and contact information

*Possible Roles (not required):*  
Content creator (video, photos)  
Writer  
Marketing Lead  
Social Media Lead  
Stewardship Lead (thanking donors)

**Champions:**

Supporters willing to fundraise on your behalf during the campaign

*Aim for at least 5 dedicated Champions*

Faculty:  
 Alumni:  
 Students:  
 Other:

**Target Audience:**

What type of person would be interested in supporting your organization?

**Content:**

- Goals
- Photos or video
- Descriptive text telling fund's story and need

**Text** (description, stats, etc.)

Need:

Have:

**Stories**

Need:

Have:

**Photos**

Need:

Have:

	<p><b>Short Videos</b></p> <p>Need:</p>	<p>Have:</p>
<p><b>Channels:</b> List key channels you intend to use including size of audience</p>	<p><b>Social Media</b> (how can you incorporate “Stories” or “Live”?)</p> <p><b>Email lists</b></p> <p><b>Website</b></p> <p><b>Personal Outreach</b> (key people you will ask to donate and dollar amount you think they will donate)</p> <p><b>Networks</b> (e.g., Family, alumni of college, Greeks, professional networks)</p> <p><b>Other</b> (Community partnerships, events, meetings/presentations, mail)</p>	
<p><b>Outreach Plan:</b> Layout all your planned communications including emails, social media posts, story page updates, etc.</p>	<p><b>Pre-Launch</b></p>	
	<p><b>During the Campaign</b></p>	
	<p><b>Thank You's and Follow Up</b></p>	

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**Potential Roadblocks:**

Listing them out  
beforehand can help you  
get ahead of them

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**Questions?**

**Contact:**

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