

2025 MARKETING, FUNDRAISING, PRINT, and MAIL PLANNING CHECKLIST

Planning ahead ensures your marketing and fundraising efforts are seamless and effective.

Use this checklist to set yourself up for success in 2025:

Set Clear Goals

- Define your marketing and fundraising objectives for 2025.
- Identify key performance indicators (KPIs) to measure success.
- Establish a timeline for achieving your goals.

Budget Preparation

- Allocate funds for marketing, print, and mailing projects.
- Factor in additional costs for digital campaigns, analytics tools, and unexpected needs.

Data Review and Segmentation

- Update and clean your contact lists.
- Segment your audience based on demographics, behavior, and interests.
- Identify opportunities for personalized communications.

Content Strategy

- Plan content themes and messaging for the year.
- Outline your campaign calendar, including direct mail, email, and digital components.
- Prepare content for key fundraising seasons (e.g., spring appeals, year-end giving).

Creative and Design Prep

- Refresh branding elements if needed.
- Plan for the design of key materials, such as brochures, postcards, flyers, and social media graphics.
- Ensure designs align with your campaign themes and target audience preferences.

Print and Mail Strategy

- Identify the printed materials needed for your campaigns.
- Coordinate with your print and mail provider to reserve production slots.
- Explore options for variable data printing to enhance personalization.

Omnichannel Integration

- Plan how to integrate direct mail with digital channels like email, social media, and ads.
- Set up retargeting campaigns to reinforce messaging across platforms.
- Use QR codes or PURLs to bridge print and digital experiences.

Timeline and Production Schedule

- Establish deadlines for creative, printing, and mailing.
- Account for holidays and busy seasons to avoid delays.
- Work backward from campaign launch dates to ensure timely execution.

Testing and Optimization

- Plan A/B tests for mail and digital campaigns.
- Use analytics to monitor performance and make data-driven adjustments.
- Gather feedback from your team and audience for continuous improvement.

Partner with a Trusted Provider

- Collaborate with a partner like Wordsprint to handle all aspects of your campaigns.
- Take advantage of their expertise in print, mail, and omnichannel marketing.
- Schedule a consultation to ensure your 2025 plans are achievable and impactful.