

Membership campaign marketing plan

Use this demo schedule as a starting point for mapping out your next campaign. MPP recommends experimenting with a sprint-style timeline as well as a weeks-long one to determine which your organization can better manage and which your audience responds to better.

Sprint-style campaign	Weeks-long campaign	Message type	Segmentation	Campaign Email Example Links
2 - 3 weeks <i>pre-launch</i>	2 - 3 weeks <i>pre-launch</i>	Stewardship message	Version 1 To current members Version 2 To full email list	Version 1 Voice of San Diego Version 2 The Hechinger Report
1 week out <i>pre-launch</i>	1 week out <i>pre-launch</i>	Renewal message	Members who have lapsed or will lapse in the near future	InsideClimate News
Thursday <i>launch</i>	Week 1	Standalone appeal	Version 1 To non-members Version 2 To current members <i>current members are some of your most engaged audience members and many step up to give more than once throughout a given year. It's best to include them in campaigns, at least for one message</i>	Version 1 Bridge Magazine Version 2 Honolulu Civil Beat
Saturday	Week 2	Standalone appeal	To non-members <i>exclude anyone who has donated since the campaign started</i>	Montana Free Press
Tuesday	Week 3	Standalone appeal	To non-members <i>exclude anyone who has donated since the campaign started</i>	YR Media
Thursday	Week 4	Standalone appeal	To non-members <i>exclude anyone who has donated since the campaign started</i>	Center for Public Integrity
Friday	Week 5	Final plea	To non-members <i>exclude anyone who has donated since the campaign started</i>	International Consortium for Investigative Journalists
Tuesday	Week 6	Thank you message	To entire list	NJ Spotlight

