

Marketing Campaign Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners and Resources Who do you need to partner with to deliver the project? How will you secure sponsorship or in-kind donations from your partners? What key resources do you need to bring this to life? <ul style="list-style-type: none">• Intellectual/ creative• People• Physical• Financial• Technical	Key Activities What is your flagship event or activity? What happens to engage those outside of the event? What do you need to do to put this into action?	Value Proposition What makes your idea unique and different? What value are you adding to your target audience?	Promotional Strategy What infographics / text will you use to spark interest in the campaign? How can you use persuasive language to ensure engagement? Where will your promotional content be used?	Customer Groups How will your idea grab the interest of the audience? Why will they care?
	Key Metrics What are your quantifiable goals that will show you that your campaign worked? What metrics will you use to demonstrate this campaign had an impact and reached a wide audience?		Channels How do you reach your target audiences? How can you ensure you engage with those who are the hardest to reach?	
Funds Out (Cost Structure) What are the most important costs: <ul style="list-style-type: none">• Resources• Activities Is your idea realistic and in budget?		Funds In (Revenue Streams) What is the most significant source of funds for your project? If you are relying on in-kind donations, how have you secured these?		