

## Positioning Plan Outline - Sample

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- 1) Introduction
  - a) Description
  - b) Purpose and goals
  - c) Methodology
  
- 2) Situation Analysis
  - a) External trends and issues
  - b) Industry analysis
  - c) Comparative analysis
  - d) Market information
  - e) Perceptions
  - f) Opportunities
  
- 3) Organizational Capacity
  - a) Assets
  - b) Distinctive competence
  - c) Obstacles
  
- 4) Position Analysis
  - a) Current position, brand, image
  - b) Positioning opportunities and alternatives
  - c) Scenarios
  
- 5) Selected Position
  - a) Strategic issues
  - b) Target market and marketing implications
  - c) Brand and image
  - d) Strategic focus
  
- 6) Organizational Implications
  - a) Strategic plan
  - b) Design and development
  - c) Programming and outreach
  - d) Strategic alliances

If you would like additional  
information about Strategic  
Positioning, contact  
[jennifer@nonprofitimpact.com](mailto:jennifer@nonprofitimpact.com)  
to request a free copy of our booklet  
on this topic.