



*tredeau***design**  
*communications for nonprofits*

## Checklist: Baseline Materials to Gather/Itemize

- Vision, Mission, Values Statements
- Business Plan
- Strategic Plan
- Communications Plan
- Audience(s) Descriptions
- Website and/or Blog
- Social Media Plan/Presence
- Stationery Suite
- Newsletters (Print and/or Email)
- Brochures, Flyers or Postcards
- Advertisements
- Presentations or Webinars
- Signs or Banners
- Annual Reports
- Fundraising Appeals/Campaigns
- Other Campaigns
- Grants
- Media Kit/Press Releases
- Videography and Photography
- Other Materials: