


# NON-PROFIT BUSINESS PLAN [YEAR]




[Your Organization Name]

[Your tagline]

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# 1.

## Executive Summary

Organization summary

Mission

Marketing Strategy

Fund request and its utilization

Founding Members



**REMEMBER**

Although it is normally written last, your executive summary provides an introduction to your entire business plan.

The first page should describe your non-profit's mission and purpose, summarize your market analysis that proves an idea, and explain how your non-profit will meet that need.

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## Organization summary



**TIP**

Summary of: What is the name of your organization? Write something about what it is doing?

Detail the organizational structure of your nonprofit — how your organization works and the key people who make everything happen.

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## Mission



**TIP**

You can describe the mission of your nonprofit in detail here.

Include information about your commitment to a good cause, for example, or how you support the local community.

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## Marketing Strategy



**TIP**

Places the project within a comprehensive exterior context and discusses outside competition, a process for targeting and attracting clients and customers.

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## Fund request and its utilization



**TIP**

How much funds are you going to raise?

how will you utilize it ?

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## Founding Members



**TIP**

Write about who started this initiative and why they started?

How far they reached? and who is helping them?

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# 2.

## Products, Programs, and Services



**TIP**

This chapter gives progressively point by point data on precisely what your non-profit organization does.

1. What products, programs, or services do you provide?
2. How does your non-profit benefit the community?

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# 3.

## Customer and Market Analysis



**TIP**

This chapter expounds on available investigation that you addressed in the executive summary. Clarify the issues that influenced you to choose to begin a non-profit organization. Research those issues in detail to decide what number of individuals are influenced, their identity, where they live, and how your non-profit will contact them.

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4.

## Marketing Plan



**TIP**

A marketing plan is fundamental for a non-profit to achieve its objectives. In the event that your non-profit is now in action, describe in detail all present promoting activities: any effort activities, campaigns, and other activities. Be specific about results, activities, and costs. Outline your plan for reaching your beneficiaries and marketing activities, highlighting s

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# 5.

## Operational Plan



**TIP**

This chapter describes the physical necessities of your business's operation, such as your business's physical location, facilities, and equipment. Depending on what kind of business you'll be operating, it may also include information about inventory requirements, suppliers, and a description of the manufacturing process.

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# 6.

## Team Members

Management Team

Advisory Board



TIP

Describe the people who are crucial to your organizations and any staff changes you plan as part of your business plan. Please set out the descriptions (backgrounds & expertise) of your Board / Trustees / Volunteer Management Committee. Staff and organizational structure are extremely important for a non-profit.

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## Management Team



JOHN DOE

Manager - [john.doe@example.com](mailto:john.doe@example.com)



JANE DOE

Treasurer - [jane.doe@example.com](mailto:jane.doe@example.com)

## Advisory Board



JOHN DOE

Mentor & Adviser [john.doe@example.com](mailto:john.doe@example.com)

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7.

Impact of a  
nonprofit



**TIP**

A nonprofit seeks to create social change and social return on investment, not just a financial return on investment.

Your impact plan should be precise about how your nonprofit will achieve “Step 2: Heart of the Matter”. It should include details on w

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# 8.

## Financials

Fundings

Personnel and Operating Expenses

CashFlow Statement



## REMEMBER

Although you are not trying to make a profit, This is one of the most important sections of your nonprofit business plan. Creating a financial plan will allow you to make sure that your nonprofit has its basic financial needs covered.

Delineate your different sources of funding. Every nonprofit needs a certain level of funding to stay operational, so it's essential to

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## Fundings

### Projected Funding Data

Here you can embed your projected funding data from financial forecasting.

## Personnel and Operating Expenses

### Projected Expense Data

Here you can embed your projected expenses data from financial forecasting.

### Projected Personnel Data

Here you can embed your projected personnel (employees) data from financial forecasting.

## CashFlow Statement

9.

Appendix



**TIP**

This chapter is where you will attach any documentation that proves your claims to be a non-profit. The documents include an organizational flow chart, current fiscal year budget, a list of the board of directors, your IRS status letter, balance sheets, and so forth.

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