NONPROFIT ROADMAP

# Mission & Vision

This defines the purpose and your long term goals.

# Value Proposition

The problem you are solving IS your value proposition. Just make sure to get to the HEART of your problem, and not just address the symptoms.

# Goal & Outcomes

Specific, measurable goals, and outcomes the organization is striving to achieve.

# Timelines

Action Steps

IT’s time for some VERBS! This section may get wordy, but it is all about the steps you are going to take in order to achieve your goals.

Consider your individual assets, taxes, and everyday operations when structuring your business.

**7** Metrics

**6** Budget

What are we raising funds for? Give a summary of what we need to raise funds for and what/where the money will be coming in and out to make the organizaiton run!

How do how do we determine if we were successful? Metrics can help us strive for goals and assess how well we have reached them in a clear, concise way.

