# NONPROFIT BUSINESS PLAN TEMPLATE

Business Plan For:

Organization Name:

Primary Contact:

Physical Address:

Telephone:

URL:

Email address::

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## Executive Summary

The first page, your executive summary, should describe your nonprofit's mission and purpose, summarize your market analysis that proves an identifiable need, and explain how your nonprofit will meet that need.

It should answer questions such as:

• What is your history? What is your mission and vision?

• How are you planning to achieve your purpose?

• What will be your primary product, program or service?

• How are you going to finance your activities?

• If you are applying for financing, how are you going to use the money?

The executive summary should be concise, precise, and complete. It also needs to be eye-grabbing.

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## Executive Summary (cont.)

What does your nonprofit do? What cause are you contributing to? These are the types of questions to briefly answer in this section of your business plan.

Start the nonprofit description with a [mission statement.](https://donorbox.org/nonprofit-blog/nonprofit-mission-statement/) If you followed Step 2 of our process, this should be easy.

Other items you could consider including in the Executive Summary are:

*• Nonprofit Strengths*

Discuss what sets your nonprofit apart from others. Answer questions such as: What are the strengths of the nonprofit? What are the strengths of the team? How will these strengths fit in with the market?

*• Legal Form*

Disclose your legal form and make note of why you selected a particular legal form of ownership.

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## Products, Programs and Services

Use this section to describe, in depth, the products and/or services your nonprofit will offer.

This can include a variety of additional information, such as:

• Description of your current program(s)

• Description of program(s) you’d like to run in the future

• Illustrations

• Photos

Other information to include in this section:

• How do your programs and services make a positive change?

• Product/ Program comparison

Every service/program you provide must be documented in detail, complete with their funding sources and benefits.

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## Marketing Plan

Due to the length of this section, most organizations create a separate marketing plan. However, it is still important to include a brief version of the marketing plan in your nonprofit business plan.

Below are four factors to include the marketing section of your business plan:

**1. Market Research**

Explain the trends in your market and the need for your nonprofit's services. Explain your niche: the need in the market you are helping meet, as well as facts and statistics that document the need.

• Primary research - With primary research, you gather and present your own data.

• Secondary research - With secondary research, you rely on published information.

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**2. Constituency**

Identify your target constituency (beneficiaries), including their location, characteristics, and needs. Who do you serve? What outcomes do they experience as the result of your services? For each group, you must create a demographic profile that includes:

• Age

• Gender

• Location

• Income

• Occupation

• Education

• Any other details specific to your nonprofit

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**3. Competitors and Collaborators**

Answer these two primary questions:

• Which organizations will provide competition?

• Which organizations are potential collaborators?

When answering these questions, be as specific as possible. Like any for-profit, you have to compete with every other nonprofit that serves your niche. There are only so many donors, sponsors, and volunteers to go around.

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**4. Strategy**

As the name implies, this discusses how you will market your products, programs and services. This section can include:

• Promotions

• Advertising

• Budget

• Marketing methods at different stages of the nonprofit: startup, growth, etc.

This section is where you detail how you plan to raise awareness for your cause. You could also include, if the space allows:

• Do you already have local traction?  
• Is someone on your team a master of social media marketing tactics?  
• Examples of past campaigns and their effectiveness, if relevant.

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## Operational Plan

This is an opportunity to discuss the day-to-day operation of the nonprofit, including employees, processes, location, and other related details.

Your operational plan should focus on the following:

*• Location:* the offices, amount of space required, and if all employees will work on site.

*• Legalities:* permits, licensing, insurance coverage, trademarks, patents, and copyrights.

*• Governing structure:* do you operate with a board of directors, a board of advisors, professional consultants? What are their roles?

*• Organizational structure:* A separate segment in this section explains staff roles, with a breakdown of who handles specific responsibilities. Also highlight the number of employees, type of employees, existing staff, pay structure, employee responsibilities, and the use of contractors/freelancers.You may also want to include projected staff additions, with clear benchmarks indicating when staff can be added.

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## Impact Plan

Clearly outline how your nonprofit will achieve your mission/vision/purpose.

Your impact plan should answer the following questions:

*•* What change are you seeking to create?

*•* What goals are most meaningful to the people you serve or the cause you’re fighting for?

*•* How can you best achieve those goals?

*•* What are the specific objectives you’re going to achieve?

*•* How are you going to measure the change you’re creating?

*•* How will you use what you learn?

*•* How will you tell people about it?

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## Financial Plan

While there is no guarantee that things will go as planned, this section will help estimate the financial future of your nonprofit.

The financial plan should include the following:

• Summary of your past and future:

- Cash Flow Statements

- Balance Sheets

- Income Statements

• A budget addressing your organizational expenses, including salaries drawn.

• A list of all potential revenue streams and a detailed explanation for your approach in acquiring them: business partners, sponsors, major donors, monthly donors, annual donors, government grants, foundation grants, subscriptions, and fundraising events.

• Your nonprofit’s debts and income (bonds, holdings, endowments).

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## Appendix

Include in your appendix resumes of key staff, board member lists, pertinent charts and graphs, promotional material, strategic plan, [mission and vision statements](https://www.thebalance.com/how-to-write-the-ultimate-nonprofit-mission-statement-2502262), and [annual report](https://www.thebalance.com/write-nonprofit-annual-report-2502336). You could include more specifics of management qualifications, letters of endorsement, or details of your market research. You could also include your organization’s operational and financial structure: organizational flow chart, current fiscal year budget, a list of the board of directors, your IRS status letter, balance sheets, and so forth.

These documents will vary widely depending on the exact nature of your nonprofit. Don’t cram this section with unnecessary documents – a maximum of 5 pages is more than enough.

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