

## Nonprofit Program Plan Template

### I. Program Overview

- Official name of the program
- 2-3 sentence summary of the program's purpose and activities
- Overview of how the program activities aim to achieve the stated purpose
- Target population program intends to serve, including detailed demographics like number of people, age, gender, ethnicity, income levels, geography, special needs, etc.

### II. Alignment to Goals

- Explain how this program fits into 1-2 of the organization's short and long-term strategic goals
- Clarify the specific objectives within those goals this program will address

### III. Need and Intended Impact

- Describe the community need, problem or opportunity the program aims to address
- Outline the intended impact and change in the community, population, etc. as a result of the program's success

### IV. Implementation Plan

- Detailed description of how the program will operate and be delivered to the target population
- Step-by-step implementation plan with timeline and milestones
- Resources needed for implementation like staffing, volunteers, facilities, equipment, materials, etc.
- Program budget overview and key expenses

### V. Partnerships

- List any existing partners involved in program and their respective roles
- Identify new partner organizations or entities that could help strengthen and expand program reach and impact
- Outline partnership development plans and next steps

## VI. Personnel

- Specify staffing requirements and responsibilities for successful program implementation
- Describe volunteer needs, recruitment plans, roles, and management

## VII. Communications Plan

- Key messages and talking points for internal and external communication about the program
- Communication channels like events, print/digital marketing, social media, etc.
- PR and outreach strategies to engage target populations, stakeholders, media, etc.

## VIII. Fund Development

- Current funding sources already committed to the program
- Additional funding needed to operate and grow the program
- Specific fundraising plans, targets, and timeline

## IX. Measurement and Evaluation

- Output, outcome and impact metrics tied back to program goals and objectives
- Data collection, management and tracking procedures
- Process for compiling reports and communicating progress to stakeholders

## X. Sustainability Plans

- Strategies to sustain funding streams, resources, staffing, partnerships, etc.
- Plans to scale, improve or expand the program over time

Let me know if you would like any section of the program plan expanded further. I'm also happy to provide examples for any part of the outline.