

Nonprofit Program Plan Template

I. Program Overview

- Name and purpose of program
- Brief description of program activities and how they achieve the purpose
- Target population served by the program

II. Alignment to Goals

- How program aligns to the organization's short and long-term goals

III. Need and Impact

- Community need or problem the program aims to address
- Desired impact and change resulting from the program

IV. Implementation Plan

- Detailed plans for how the program will be delivered
- Timeline and milestones
- Resources and budget needed

V. Partnerships

- Partners involved in program and their roles
- New partners needed to enhance program

VI. Personnel

- Staffing needs and responsibilities
- Role of volunteers in the program

VII. Communications Plan

- Key messages for program communications

- Communications channels and outreach strategies

VIII. Fund Development

- Current funding sources secured
- Additional funding needed and plans to secure it

IX. Measurement and Evaluation

- Metrics/indicators tied to program goals
- Data collection and tracking procedures
- Reporting schedule

X. Sustainability Plans

- Plans for sustainable funding and resources
- Plans for growth and improvement