



Next Steps Now That Your Nonprofit Has Been Created

Now that you have set up and are starting your new nonprofit, here are your next steps:

- 1. Open a bank account.** Make sure you have your certified articles of incorporation, your EIN, and individuals who have signatory authority when you set up your bank account. We recommend that you first call the bank to find out any additional information you may need. Larger banks do not require you to be a 501(c)(3) to open up a bank account, but smaller banks may require it, so contact the bank to find out.
- 2. Mission statement.** Keep it short and sweet. It's your elevator pitch. This will be the statement you can print on your brochures or use as an introductory statement on your website and it will be used over and over again.
 - Summarize what your nonprofit hopes to accomplish.
 - How it plans to do it.
 - Who will benefit?
- 3. Description of Programs and Services**
 - Describe the programs or services you will be providing.
 - Explain the problems in society.
 - The solutions that your nonprofit will do to fix the problems.
 - How it will be accomplished.
- 4. Identify Your Target Donors**
 - a. Research other organizations that are providing similar services.
 - b. Contact other nonprofit organizations to gather input.
 - c. Identify potential sources of funding: donations from corporate entities, private foundations, the government, or individuals.
 - d. How to reach out to those donors/funders.
- 5. Website.** Use your elevator pitch and description of your organization's activities and leaders.
 - Provide examples of your organization's accomplishments (including pictures).
 - Let visitors know how they can learn more about your organization and how to become involved with your organization.

- Create a logo
 - Consider hiring someone such as Fiverr and Upwork to help with your website and logo.
 - Again, research other websites to get an idea of the content you want to create.
6. **Appeal letter.** It's the letter where you seeking donations. The letter should describe your organization, goals, accomplishments, why it's raising money, and how your generous contributions will help the organization reach its goal.
- Set a goal to learn about writing an effective appeal letter (attend a workshop, read sample letters, etc.).
 - Send a rough draft to others to review - chances are, you will revise this letter dozens of times
 - Create a calendar where you will send a letter at least once a month
 - Decide the method: email, letter, social media, calls, texts.

Whew! I know what you are thinking: that's a lot of work. You're right, which leads to my last two steps.

7. **Delegate Duties and Responsibilities - Don't Try to Do Everything Yourself.**
- General appeal letter.
 - Giving Tuesday.
 - Year-End Letter. These three can be accomplished simultaneously because you're using your elevator pitch, you're identifying your target donors, you're explaining the problems in society, and what your nonprofit will do to fix these problems. So you will be repeating the same information throughout these three appeal letters. The purpose is to be consistent
 - Website.
 - Target Donors using social media platforms - know your target audience, then research effective use and examples of
 - a. LinkedIn
 - b. Facebook
 - c. Twitter
 - d. Instagram
 - e. TikTok
 - Online platforms accepting online donations. Venmo, PayPal (discounted for nonprofits), Stripe (discounted for nonprofits), Donorbox, Square (6% plus transaction fee).
 - **Make sure everyone is held accountable - set a deadline to accomplish these tasks.**
8. **Recruit Volunteers - Consider Committees for:**
- Fundraising and earned revenues.
 - Public relations and marketing.

- Board governance goals.
- Financial management goals.

Anderson offers a Mastermind Class where we hold a monthly workshop to help nonprofits create a website, a mission statement, apply for grants, and an appeal email or appeal letters - all the essential items for a nonprofit to get started and succeed.

So please reach out to us at nonprofits@andersonadvisors.com if you're interested in joining our Mastermind Class.