

[Non-Profit's Name]



[Non-Profit Organization]

[Address]

[City, State, Zip]

[Website: <https://www.URL.org>]

[Name of Owner or Contact], [Title]

[Phone]

[Email]



Contents

Confidentiality Agreement	3
Executive Summary	4
Purpose	4
Introduction	4
Problem/Need	4
Solution	4
The Market Size	5
Leadership & Management	5
Funding	6
Organizational Structure	8
Overview	8
Legal Structure.....	8
Founded	8
The Organization’s Founders	8
Location.....	8
Hours of operation	8
Mission	9
Vision [Insert Vision Statement here (optional)]	9
Company Summary	10
Non-Profit Description	10
Services	10
Images.....	11
Revenue & Donations.....	12
Goals	12
Milestones	12
Keys to Success	12
Competition & Competitive Analysis	13
Competition	13
Competitive Advantages.....	13
Management Summary.....	14
Organizational Chart.....	14
Leadership Team Roles	14
Management / Key Roles	15
[Name, Title].....	15
[Name, Title].....	15
[Name, Title].....	15
Management Summary	15
Staff & Volunteer Plan	15
Staff Positioned Planned	16



The Market Size & Trends	18
Demographics	20
Target Market.....	24
Marketing Strategy	25
Marketing	25
Web Plan.....	26
Marketing Programs	26
Creating the Team	26
Public Relations	27
<i>Vision Focus</i>	27
<i>Target Focus</i>	27
Positioning.....	27
SWOT Analysis (<i>optional</i>)	28
Strengths	28
Weaknesses	28
Opportunities.....	28
Threats	28
Funding	29
Funding	29
Use of Funds/Costs	29
Exit	29
Conclusion	30
Appendix	31
<i>Financial Plan</i>	31
<i>Other</i>	31

(Note: right click on the Table of Contents to auto update contents of the table)



Confidentiality Agreement

The undersigned reader of **[Company's Name]** Non-profit Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **[Business Founder's Name(s)]**.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **[Non-Profit Organization]**.

Upon request this business plan document will be immediately returned to **[Business Founder's Name(s)]**.

Signature

Name (typed or printed)

Date

This business plan does not imply an offering of securities.



Executive Summary

(Note: The executive summary is a mini version of the plan and can be somewhat repetitive. You can do this section last.)

Purpose

The purpose of this business plan is to ____ (i.e. establish, expand) the **[type of Non-Profit]** while showcasing the expected operations, goals, and mission over the next five years. The Non-profit was founded by **[Business Founder's Name(s) or the Board]**.

Introduction

[Non-Profit Organization] (Also referred to as "The Organization", "The Company", "The Non-profit", and "The Business") is a **[start-up or established]** **[type of Non-Profit]** business created to _____

(i.e. social welfare, helping the environment, working for a cure for cancer, build awareness against bullying, etc.) to appeal to **[a diverse range of individuals, the local community, all children around the world, etc.]**. The organization is located in **[City, State]**.

The outlook for the future of **[City, State, or the industry, the cuase]** is promising. *(If a start-up add: The Non-Profit organization will launch on ____ 202_.)*

The Non-Profit Organization offers _____.

(Example: assistance to those who do not have housing, provides education on childhood bullying, bring awareness to environmental issues, etc.)

Problem/Need

(Example 1: There are no non-profit organization in the area that provide _____ (i.e. education on social problems, concentration on social needs, financial assistance to the community, etc.)

(Example 2: The area is in need of a non-profit organization providing _____ (i.e. focus on poverty in the community, youth outreach programs, awareness of health diseases in the community, etc.)

Solution

The Non-Profit Business will solve this problem/need by _____.

(Example 1: The Non-Profit Business will solve this problem by _____ (i.e. opening a site that provides assistance, providing a voice for the problem, developing community outreach program, etc.)



(**Example 2:** [the Non-Profit Organization] will provide the needed support and involvement that will _____ (make a difference in the people's lives, help reduce poverty, create afterschool programs for at risk youth, etc.).

The Market Size

(In this section search online for a few statistics that show the industry size.)

(**Example 1:** taken from <https://nccs.urban.org/publication/nonprofit-sector-brief-2018#giving-amounts>

Non-Profit Organization's Facts at a Glance *(always adds a source or footnote)*

- Approximately 1.56 million nonprofits were registered with the Internal Revenue Service (IRS) in 2015, an increase of 10.4 percent from 2005.
- The nonprofit sector contributed an estimated \$985.4 billion to the US economy in 2015, composing 5.4 percent of the country's gross domestic product (GDP).
- Of the nonprofit organizations registered with the IRS, 501(c)(3) public charities accounted for just over three-quarters of revenue and expenses for the nonprofit sector as a whole (\$1.98 trillion and \$1.84 trillion, respectively) and just under two-thirds of the nonprofit sector's total assets (\$3.67 trillion).
- In 2017, total private giving from individuals, foundations, and businesses totaled \$410.02 billion (Giving USA Foundation 2018), an increase of 3 percent from 2016 (after adjusting for inflation). According to Giving USA (2018) total charitable giving rose for the fourth consecutive year in 2017, making 2017 the largest single year for private charitable giving, even after adjusting for inflation.
- An estimated 25.1 percent of US adults volunteered in 2017, contributing an estimated 8.8 billion hours. This is a 1.6 percent increase from 2016. The value of these hours is approximately \$195.0 billion.¹

Leadership & Management

The Board of Director's is comprised of individuals whose backgrounds consist of ____ (years' experience in the non-profit industry.)

(Biography, experience, or resume will go below in the plan; here just mention the owner(s)/board of director(s) name and title, with a few sentences about experience)

[Name, Title] - [Experience]

¹ <https://nccs.urban.org/publication/nonprofit-sector-brief-2018#giving-amounts>



[Name, Title] - [Experience]

[Name, Title] - [Experience]

(**Example:** John Smith, *Executive of the Board*: John has 15 year of experience as a non-profit organization as a director. He has successfully launched several non-profit organizations that are still making a difference.

Funding

[\$Amount] of funding is needed over the next year for **[Insert uses here]**. (**Example:** renovations, furniture, equipment, supplies, legal fees, marketing, and training.)

OR

[No funding is needed at this time. The Board of Directors has provided the necessary capital.]

Continue reading the business plan below.

[Insert Image
Here]

[Insert Image
Here]





Organizational Structure

Overview

Legal Structure

The legal structure of the **[Non-Profit Organization]** is a _____.

(A common example is a 501(c)(3); Note: A nonprofit organization can organize itself in four ways - as an unincorporated association, a trust, a corporation, or limited liability company. However, the IRS only recognizes LLCs as a nonprofit 501(c)(3) if all its members are 501(c)(3) organizations. *Consult your attorney or accountant for the option you will use.*)

Founded

[Month, Year]

The Organization's Founders

The Company is founded by:

[Name, Title]

[Name, Title]

Location

[Address]

This location **[has been, will be]** selected because _____ **[It is close to public transportation, it is near the church, it is in an affordable location, it is in a area with a high need, close to our target market].**

Hours of operation

[Insert days and Hours of Operation. i.e. Sunday – Saturday 8:00 am 8:00 pm]

[Insert Image Here]



Mission

[Insert Mission Statement here]

*(Example 1) - The **non-profit organization's** mission is to _____ (i.e. be a beacon of hope, help those less fortunate, provide education to those who need help).*

*(Example 2) - **[Non-Profit Organization]** mission is to help facilitate _____ (i.e. provide clean water to those who don't have it, provide meals for those who need a hot meal, and financial assistance for those who need a helping hand).*

Vision [Insert Vision Statement here (optional)]

*(Example) **[Non-Profit Organization]** organization will be known for (i.e. helping keep the oceans clean of plastics, providing a safe harbor from abusive spouses, etc.)*

[Insert Image
Here]

[Insert Image
Here]



Company Summary

Non-Profit Description

[Non-Profit Organization] offers _____.

Example: This is a good place to mention anything special such as, *the Non-Profit Business offers (i.e. financial assistance to those in need, provides housing for those affected by abuse, provides daycare for those who are low-income, helps clean the oceans of plastic material)*

Example: (Organizations Name) is dedicated to providing (i.e. a fun, safe, and educational) atmosphere for individuals in the community.

The [Non-Profit Organization] will focus on _____ (*i.e. assisting with educating child age school kids about bullying, helping provide meals for the homeless, help to end the battle of cancer, etc.*) The [Non-Profit Organization] will provide a _____ (*i.e. etc. safe, warm, inviting, friendly*) atmosphere with the _____ (*i.e. children, parents, individuals etc.*) in mind. The Non-Profit Organizations goal is to be _____ (*i.e. a voice for those who need it, able to provide love and support to those in need, pillar to the community, etc.*)

The **Non-Profit Organization** will hire a staff or train volunteers that has a strong background in (i.e. teaching, education, specialized training and organizational skills) They will have had experience working in a (type of non-profit organization) and will be trained to know what is expected in their individual roles.

Services

The Non-Profit Organization will provide the following services:

- [insert]
- [insert]
- [insert]

Explain what services you will be providing: i.e.

- *Food for low-income families*
- *Financial assistance to those who are at-risk*
- *A ride for seniors*
- *Educational materials*
- *Provide shelter for homeless veterans*
- *After school programs for children*



The **Services** will focus on _____. (i.e. Helping those who are in need, provide support for abuse victims that need help leaving their current situations, looking for ways to serve our fellow brothers and sisters thru service projects) The (**Non-Profit Organization's Name**) will benefit the (**community, city, state, world**) in _____ (i.e. standing for a cause that people can get involved with, help those who would otherwise be left behind, lending a voice to a special cause, etc.)

Here is an example of the Non-Profit Programs:

[Here is where you put your educational programs, written or visual]

Images

[Inset any additional images here of the Non-Profit Organization]

[Insert Image Here]	[Insert Image Here]
[Insert Image Here]	[Insert Image Here]



Revenue & Donations

The **[Non-Profit Organization]** will make money to support the organization from _____ (Donations, grants, sales, memberships, etc.). *All profits, revenue, sponsorships, donations, surplus, etc. will go back into the organization each year as the business is a non-profit.*

Goals

The **[Non-Profit Organization]** has established goals in order to fulfill its objective of operating and growing this business establishment:

- To find 50 families that need financial assistance
- Help provide Meals for 100 Seniors
- Get \$250,000 in donations from community business and private donations
- Organize 10 beach clean ups
- Visit 100 Elementary/Middle/High Schools to raise awareness about childhood bullying

Milestones

[Non-Profit Organization] expects to achieve the following milestones:

Date	Milestone
[Date 1]	Finalize lease agreement
[Date 2]	Design and build out [Non-Profit Organization]
[Date 3]	Hire and train initial staff
[Date 4]	Launch [Non-Profit Organization]
[Date 6]	Reach funding goals of \$ _____

Keys to Success

(Pick 3-5, such as:

- Working together as a team and not individual wins
- Develop good working environment
- Be pro donor support and share our success with them
- Have multiple streams of funding support
- Highly technical and using social media platforms)
- Open to what the community will need



Competition & Competitive Analysis

Competition

Competition in the (local, regional, national) area is _____ (*I.e. somewhat sparse, not accessible, not applicable, etc.*).

[Company Name] faces competition from the following companies or organizations:

- (*Competition name*) – *Brief description.*
- (*Competition name*) – *Brief description.*
- (*Competition name*) – *Brief description.*

(**Example:** ABC Organization - website - location - Offers services in the local area; however, they do not offer programs _____ .)

Competitive Advantages

The **[Company Name]** competitive advantage is _____ (*I.e. high-quality program, experienced staff, the solutions, and location.*)

OR

[Company Name] will have several competitive advantages including:

(**Example:** pick 3-5 things such as the examples below)

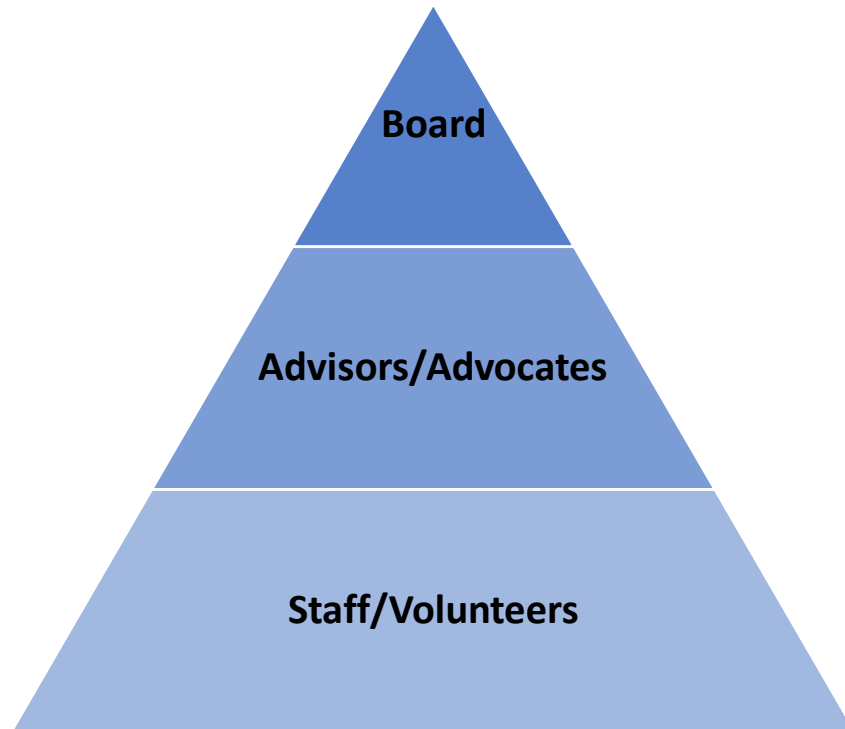
- *Location*
- *Quality Programs*
- *Friendly staff & volunteers*
- *More variety of services*
- *Convenient hours of operation*





Management Summary

Organizational Chart



Leadership Team Roles

Any organizations success stems from the skills, commitment, and vision of the individuals who oversee it.

- **Executive:** All leadership positions, including key committee chairs; provides oversight to all board activities.
- **Chair/President:** Oversees the work of the entire board and committees, leads meetings, ensures adherence to bylaws, prepares Chair-Elect.
- **Vice-Chair/President:** Support and back-up for chair, usually the Chair/President-Elect.
- **Treasurer:** Compiles and shares budgets, financial statements and other financial information, acts as signee for bank accounts and large checks.
- **Secretary:** Maintains records of board discussions and actions and makes info available to others.



The board members recognize that in any growing organization that Leadership often has to fill more than one role.

The Non-Profit Business will be having a **Board of Directors** and a **Program Director** [Insert Board Members name(s) here].

Management / Key Roles

[Name, Title] - [Experience, biography, or resume]

Role: [Name] will be responsible for _____. (i.e. operations, marketing, etc.)

[Name] is a [title] who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (i.e. communications, leading, training, etc.)

[Name, Title] - [Experience, biography, or resume]

Role: [Name] will be responsible for _____. (i.e. operations, marketing, fund raising etc.)

[Name] is a [title] who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (i.e. communicating, leading, training, etc.)

[Name, Title] - [Experience, biography, or resume]

Role: [Name] will be responsible for _____. (i.e. operations, marketing, etc.)

[Name] is a [title] who has _____ -years of experience of working in _____.

[Name] is good at _____, _____, and _____. (i.e. organizations, strong communication skills, community outreach, etc.)

Management Summary

The [Non-Profit Organization] recognizes that in any growing organization management personnel often have to fill more than one role. As a result, a gap or gaps may exist until the **Organization** is developed enough to have a specific person for every task required. The [Non-Profit Organization] currently has everything covered and feels confident that each task is being handled competently by management and volunteers.

The [Non-Profit Organization] has a board and a team that has considerable experience together and shares knowledge in many different fields of business and in life.

Staff & Volunteer Plan

Management has adopted an effective interview process designed to staff the Non-Profit organization with highly qualified people for each position. Each applicant will be rated



and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

The [Non-Profit Organization] knows that having a personnel plan is in good proportion to the size of the non-profit organization. The staff will include both full-time employees and part-time employees, who will work various shifts based on peak hours and need.

Staff Positioned Planned

(Note: Most nonprofit enterprises are organized similarly to regular for-profit companies. For example, both kinds of organizations will typically have management positions like executive directors, as well as jobs in accounting/bookkeeping, human resources, and media/technology. However, there are other jobs that are unique to the nonprofit sector, but which can generally be categorized into the existing typical corporate divisions.

For example, the outreach coordinator in a nonprofit promotes the mission of the organization among the local community. For more information on each job title, check out the Bureau of Labor Statistics' [Occupational Outlook Handbook](#).

Most Common Nonprofit Job Titles

Nonprofit Job Titles List

- Administrator
- Advisor
- Advocacy Director
- Assistant
- Community Organizer
- Community Outreach Advocate
- Community Outreach Coordinator
- Community Outreach Specialist
- Coordinator
- Coordinator of Planned Giving
- Counselor
- Development Officer
- Director
- Donor Relations Manager
- Educator
- Executive
- Executive Director of Nonprofit
- Fundraiser
- Fundraising Coordinator
- Fundraising Manager
- Grant Administrator



- Grant Coordinator
- Grant Proposal Manager
- Grant Writer
- Grant/Contracts Specialist
- Housing Counselor
- Lobbyist
- Manager
- Marketing Associate
- Member Services Director
- Membership Assistant
- Nonprofit Fundraiser
- Online Activist
- Planning Manager
- Program Associate
- Program Officer for Foundation
- Project Manager
- Public Relations Manager
- Recruiter
- Social Media Coordinator
- Social Worker
- Specialist
- Supervisor
- Team Leader
- Volunteer Coordinator
- Volunteer Director
- Volunteer Manager
- Special Events Coordinator

*In order to execute on the **[Non-Profit Organization]**'s business model, the organization needs to perform many functions including the following:*

(Pick any that apply)

- Setting goals and objectives of the non-profit
- Developing programs and services
- Managing financial risk of the non-profit
- Advocating for non-profit's mission & vision
- Fund raising and donor's support



The Market Size & Trends

(Insert as many or as few examples, reports, stats, or trends; just make sure to add the sources in the text or footnote.)

Example:

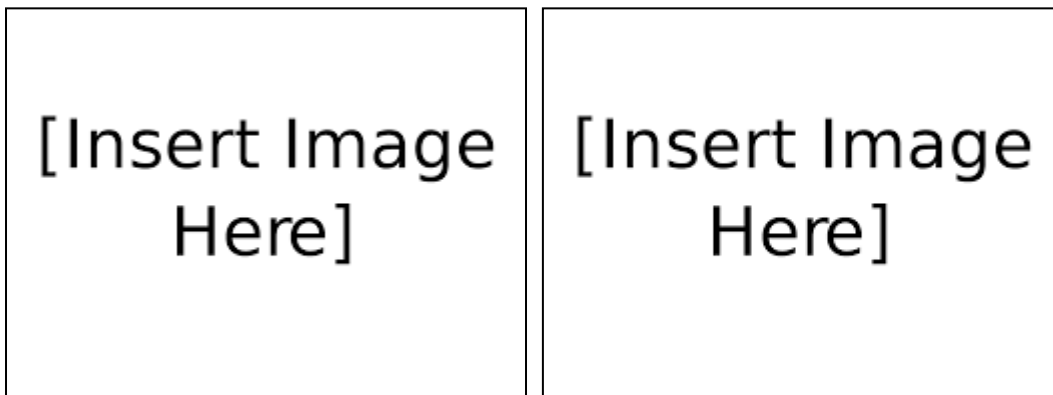
- Approximately 1.56 million nonprofits were registered with the Internal Revenue Service (IRS) in 2015, an increase of 10.4 percent from 2005.²
- The nonprofit sector contributed an estimated \$985.4 billion to the US economy in 2015, composing 5.4 percent of the country's gross domestic product (GDP).
- Of the nonprofit organizations registered with the IRS, 501(c)(3) public charities accounted for just over three-quarters of revenue and expenses for the nonprofit sector as a whole (\$1.98 trillion and \$1.84 trillion, respectively) and just under two-thirds of the nonprofit sector's total assets (\$3.67 trillion).
- In 2017, total private giving from individuals, foundations, and businesses totaled \$410.02 billion (Giving USA Foundation 2018), an increase of 3 percent from 2016 (after adjusting for inflation). According to Giving USA (2018) total charitable giving rose for the fourth consecutive year in 2017, making 2017 the largest single year for private charitable giving, even after adjusting for inflation.
- An estimated 25.1 percent of US adults volunteered in 2017, contributing an estimated 8.8 billion hours. This is a 1.6 percent increase from 2016. The value of these hours is approximately \$195.0 billion.

² <https://nccs.urban.org/publication/nonprofit-sector-brief-2018>



Example:

The U.S. nonprofit sector has never had more assets at its disposal, but neither has it faced such pressing demands. During the boom years of the 1990s, the sector grew enormously. By 2000, nonprofit assets had reached \$2 trillion, and total revenues exceeded \$700 billion. And as the baby boomers move into their prime giving years over the next two decades, they are expected to bequeath or donate trillions of dollars. Unfortunately, the demands on nonprofits are growing as fast, if not faster. Pressures to cut government spending are shifting more social burdens onto charities—a trend that will intensify when the 76 million baby boomers start retiring and the government is forced to spend an even larger share of its resources on health care and pensions. As nonprofits are increasingly called upon to do more, it's important to take a hard look at how the sector operates. ³



³ <https://hbr.org/2003/05/the-nonprofit-sectors-100-billion-opportunity>



Demographics

(You can use the census, census quick-facts, or online search to discover demographics in the city or county in which your establishment resides)

Example 1:⁴

Fact	Salt Lake City, Utah
Population estimates, July 1, 2019, (V2019)	NA
Population estimates, July 1, 2018, (V2018)	200,591
Population estimates base, April 1, 2010, (V2019)	NA
Population estimates base, April 1, 2010, (V2018)	186,443
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	7.60%
Population, Census, April 1, 2010	186,440
Persons under 5 years, percent	6.40%
Persons under 18 years, percent	20.60%
Persons 65 years and over, percent	10.80%
Female persons, percent	48.60%
White alone, percent	73.10%
Black or African American alone, percent	2.30%
American Indian and Alaska Native alone, percent	1.40%
Asian alone, percent	5.40%
Native Hawaiian and Other Pacific Islander alone, percent	1.50%
Two or More Races, percent	3.40%
Hispanic or Latino, percent	21.60%
White alone, not Hispanic or Latino, percent	65.40%
Veterans, 2014-2018	7,012
Foreign born persons, percent, 2014-2018	16.70%
Housing units, July 1, 2018, (V2018)	X
Owner-occupied housing unit rate, 2014-2018	48.40%
Median value of owner-occupied housing units, 2014-2018	\$289,200
Median selected monthly owner costs -with a mortgage, 2014-2018	\$1,534
Median selected monthly owner costs -without a mortgage, 2014-2018	\$482

⁴ <https://www.census.gov/quickfacts/fact/table/saltlakecitycityutah/PST045219>

Insert
Logo
Here

Median gross rent, 2014-2018	\$938
Building permits, 2018	X
Households, 2014-2018	78,229
Persons per household, 2014-2018	2.43
Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	78.50%
Language other than English spoken at home, percent of persons age 5 years+, 2014-2018	26.40%
Households with a computer, percent, 2014-2018	92.80%
Households with a broadband Internet subscription, percent, 2014-2018	81.80%
High school graduate or higher, percent of persons age 25 years+, 2014-2018	88.50%
Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018	45.70%
With a disability, under age 65 years, percent, 2014-2018	7.40%
Persons without health insurance, under age 65 years, percent	15.10%
In civilian labor force, total, percent of population age 16 years+, 2014-2018	71.20%
In civilian labor force, female, percent of population age 16 years+, 2014-2018	64.80%
Total accommodation and food services sales, 2012 (\$1,000)	961,646
Total health care and social assistance receipts/revenue, 2012 (\$1,000)	3,140,405
Total manufacturers shipments, 2012 (\$1,000)	11,969,157
Total merchant wholesaler sales, 2012 (\$1,000)	10,292,791
Total retail sales, 2012 (\$1,000)	4,071,084
Total retail sales per capita, 2012	\$21,504
Mean travel time to work (minutes), workers age 16 years+, 2014-2018	19.4
Median household income (in 2018 dollars), 2014-2018	\$56,370
Per capita income in past 12 months (in 2018 dollars), 2014-2018	\$34,711
Persons in poverty, percent	17.90%
Total employer establishments, 2017	X
Total employment, 2017	X
Total annual payroll, 2017 (\$1,000)	X
Total employment, percent change, 2016-2017	X
Total nonemployer establishments, 2017	X
All firms, 2012	24,710

Insert
Logo
Here

Men-owned firms, 2012	13,482
Women-owned firms, 2012	6,970
Minority-owned firms, 2012	3,327
Nonminority-owned firms, 2012	19,325
Veteran-owned firms, 2012	1,969
Nonveteran-owned firms, 2012	20,510
Population per square mile, 2010	1,678.00
Land area in square miles, 2010	111.11
FIPS Code	"4967000"

Example 2:

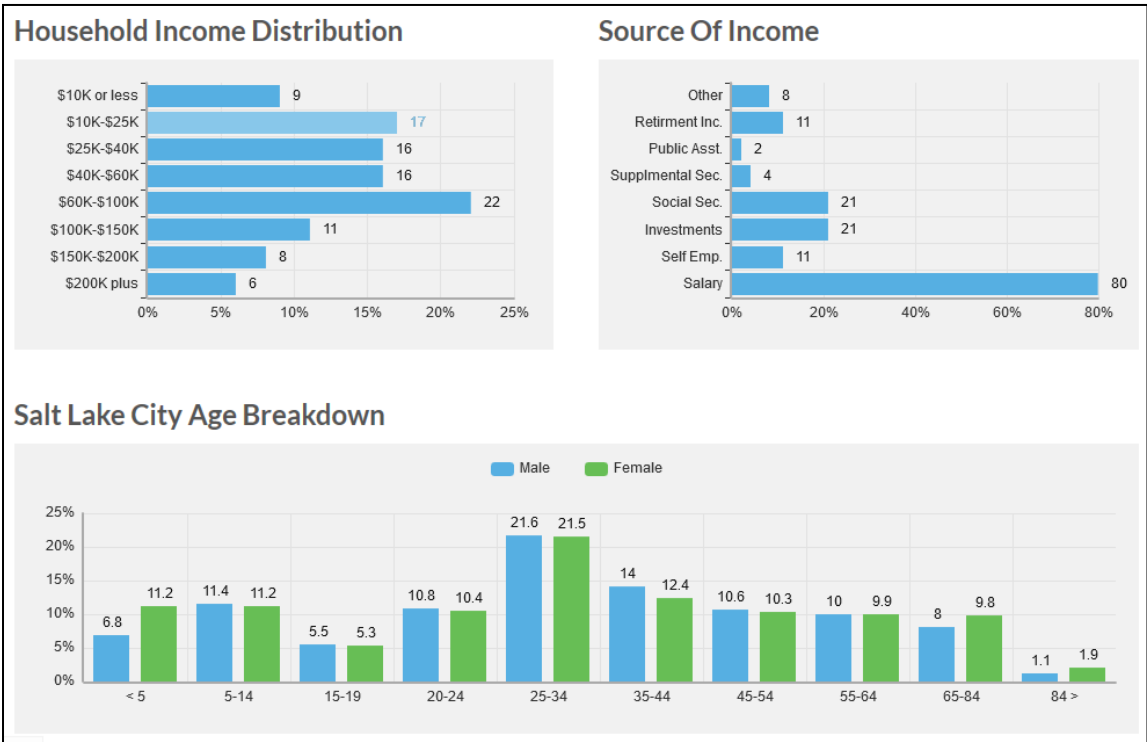
Salt Lake City demographics profiles⁵

Statistic	Salt Lake City	Utah	National
Population	191,446	2,948,427	318,558,162
Population density (sq mi)	1,722	40	91
Median age	31.8	30.3	37.7
Male/Female ratio	1.1:1	1.0:1	1.0:1
Married (15yrs & older)	46%	60%	55%
Families w/ Kids under 18	47%	51%	43%
Speak English	73%	85%	79%
Speak Spanish	16%	10%	13%

⁵ <https://www.areavibes.com/salt+lake+city-ut/demographics/>



Salt Lake City, UT has a population of 191,446 and is the 127th largest city in the United States. The population density is 1,722 per sq mi which is 4204% higher than the Utah average and 1800% higher than the national average. The median age in Salt Lake City is 32 which is approximately 5% higher than the Utah average of 30. In Salt Lake City, 46% of the population over 15 years of age are married, 73% speak English, and 16% speak Spanish. 48% of Salt Lake City residents were born in Utah, 34% were born out of state, 1% were born outside of the United States, and 18% were foreign born.





Target Market

The **[Non-Profit Organization]** will focus on _____ (i.e. *youth*, families, low-income individuals, group organizations, donors, supporters) such as, _____ (i.e. private donors and business in the community) that want to participate in helping in our organizations cause.

OR

The target market is:

- **[insert]**
- **[insert]**

Example: *Who are the individuals will be and where will you target them?*

- *i.e. Women and men ages 18-40*
- *i.e. College students in the area*
- *i.e. Local business owners*
- *i.e. Schools*

<p>[Insert Image Here]</p>	<p>[Insert Image Here]</p>
----------------------------	----------------------------



Marketing Strategy

The strategy is for **[Non-Profit Organization]** to succeed by helping individuals or groups that are in need of assistance.

The **[Non-Profit Organization]** will focus on maintaining quality and establishing a strong identity in _____ (the area, the industry, the state). The main focus in marketing will be to _____ (i.e. increase individual awareness in the surrounding area, build awareness, find business that will sponsor the cause). The Board and leadership team will direct all of the marketing efforts toward the goal of explaining who **[Non-Profit Organization]** is and what it does. **[Non-Profit Organization]** will execute the concept so that _____ (word-of-mouth, the people, and social media) will be the main marketing force.

[Non-Profit Organization] will create an appealing work environment. **[Non-Profit Organization]** will be talked about how the organization can be of help to the (i.e. local, national, state, country, city).

Marketing

[Non-Profit Organization] utilizes several marketing methods include the following:

(Pick 3-7 methods you will use, examples below)

- **[Insert]**
- **[Insert]**
- **[Insert]**
 - *Advertising*
 - *Content Distribution*
 - *Content Marketing*
 - *Direct Marketing*
 - *Emails*
 - *Events*
 - *Face-to-face Sales*
 - *Flyers, Business Cards, Brochures*
 - *Grand Opening Internet Advertising*
 - *Mobile Marketing*



- *Networking*
- *PR*
- *Search Engine Optimization*
- *Social Media*
- *Video Production*
- *Website Design*
- *Word-of-Mouth*
- *Yellow Pages Advertisements*

Web Plan

[Non-Profit Organization] will have a website.

URL: _____

[Non-Profit Organization] understands the importance of a website and online information about the service that are offered.

It will be the virtual business card and portfolio for the organization, simple, informative, and well designed. The site will offer the services that are available and contact to reach the staff, at **[Non-Profit Organization]**. **[Non-Profit Organization]** will also have a social media accounts to let individuals interested in the services. Individuals will be able to send us online.

Marketing Programs

Social Media is Key: With **social media** becoming one of the main forms of marketing for many organizations, effective outreach strategies are incredibly important.

A good **outreach strategy** will be incredibly effective.

Creating the Team

The Non-profit will create a team; make a List (volunteers, influencers, investors, partners, etc. The Non-profit will engage in fundraising (youth events, partner events, fees for workshops, conference fees, etc.)

- Community Awareness
- Website
- Media
- Social Media
- Promotional Materials



Public Relations

- Develop press kit
- Distribute press release to local media
- Build media relationships
- Develop and distribute success or need stories to the media

Vision Focus

1. _____ (Community, Cause, National, etc.) Involvement
2. _____ (Mission, Program, Services) Information
3. Communication in the _____ (Area, Community, Region, World)

Target Focus

1. _____ Expertise in _____ (List the industry, i.e. homelessness, after-school programs, etc.)
2. _____ (Program) Services
3. Excellent Training for _____ (the team, the neighborhood, the community, schools, the nation)

Positioning

The **[Non-Profit Organization]** takes the position that its primary role in the community is being a provider of services **[type of services]**. The Non-Profit Organization is here for _____ (i.e. everyday people, professionals, donors, etc.). This is how **[Non-Profit Organization]** will distinguish itself in the (Community, state, industry) . The **(Non-Profit Organization)** wants the target market to think about **[Non-Profit Organization]** whenever people talk about the best place for **[type of services offered]**. The organization wants them to choose **[Non-Profit Organization]** because people associate it with great service(s).



SWOT Analysis (optional)

(Pick 3-5 in each category; examples below)

Strengths

- [insert]
- [insert]
- [insert]
 - *Industry trends*
 - *Need market*
 - *Quality services*
 - *Variety of services*

Weaknesses

- [insert]
- [insert]
- [insert]
 - *High operational costs*
 - *Increased prices*
 - *Limited amount of volunteers*
 - *Losing donors*

Opportunities

- [insert]
- [insert]
- [insert]
 - *Not many Non-Profit Organizations in the ____ (local, regional, national, global) area*
 - *Private donors and community businesses*
 - *Development of alternative services*
 - *Introduce new services*

Threats

- [insert]
- [insert]
- [insert]
 - *Flow of donor's contributions or lack of donations*
 - *Changes in tax code for Non-Profits Organizations*
 - *Community support dropping for the Organization*



Funding

Funding

[\$Amount] of funding is needed over the next year for **[Insert uses here]**. (*Example: renovations, furniture, equipment, supplies, legal fees, working capital, marketing, and training.*) Total costs will be \$____, \$____ of which will be contributed by **[private donors, the board, or businesses donations]**).

OR

[No funding is needed at this time. The (Non-Profit Organization/Board, Sponsor) has provided the organization with sufficient capital.]

Use of Funds/Costs

Total costs are estimated to be:

- **[Insert]**
- **[Insert]**
- **[Insert]**

Examples:

- *Building \$____*
- *Equipment*
- *Insurance*
- *Inventory*
- *Legal*
- *Marketing*
- *Renovations*
- *Technology*
- *Working capital*

Exit

[Non-Profit Organization] is _____. (i.e. not looking to exit at this time, is open to merging with other non-profits, etc.)



Conclusion

Thank you for reading.

[Non-Profit Organization] would like to_____. (i.e. introduce “Non-Profit Organization” in City, State or similar.)

This business plan contains an overview of all the planning that is required for this non-profit. Location, staff, and services, etc. are some important aspects that the **[Board of Director(s)]** of the Non-Profit Organization will focus on. Plans for marketing, and human resources will be prepared as mentioned above.

With the growing demand for services, **[Non-Profit Organization]** will leverage its proximity to **[Location, mission, resources]** to build _____ (a core group of repeat community users, members, awareness).

The **[Board of Director(s)]** believe that this concept will provide _____ (i.e. new experiences to the local community, solve a problem for the homeless in the area, fill an afterschool need).

The **[Non-Profit Organization]** believes that its prospects for establishing and continuing a successful Organization in this community are excellent.

The Leadership team and Board seeks a relationship with a **[lender/investor/doors/grantors, etc.]** that can help **[Non-Profit Organization]** grow the business.

The **[Non-Profit Organization]** values your time, and hopes that you’ve learned all about the **[Non-Profit Organization]** value, mission, vision, goals and plans to make a difference.





Appendix

Financial Plan

Other