

# **Nonprofit Business Plan Outline**

## **I. Executive Summary**

- A. Mission Statement
- B. Vision Statement
- C. Overview of the Organization
- D. Key Objectives and Goals
- E. Summary of Financial Projections
- F. Funding Requirements

## **II. Organization Description**

- A. History and Background
- B. Legal Structure (501(c)(3) status, etc.)
- C. Description of Programs and Services
- D. Target Population/Community
- E. Geographic Area of Operation

## **III. Market Analysis**

- A. Community Needs Assessment
  - 1. Data and Research Findings
  - 2. Stakeholder Input
- B. Target Demographics
- C. Competitive Analysis
  - 1. Similar Organizations
  - 2. Unique Value Proposition
- D. Opportunities and Challenges

## **IV. Marketing and Outreach Strategy**

- A. Marketing Goals
- B. Branding Strategy
- C. Target Audiences
- D. Communication Channels (social media, events, newsletters)
- E. Community Engagement and Partnerships

## **V. Program Development**

- A. Description of Programs/Services
- B. Goals and Objectives for Each Program
- C. Implementation Plan

- D. Evaluation and Impact Measurement
- E. Timeline for Program Launch

## **VI. Management and Organizational Structure**

- A. Organizational Chart
- B. Board of Directors
- C. Staff Roles and Responsibilities
- D. Volunteer Involvement
- E. Professional Development Plans

## **VII. Financial Plan**

- A. Budget Overview
  - 1. Revenue Sources (grants, donations, fundraising)
  - 2. Expenses (program costs, administrative costs)
- B. Funding Strategy
  - 1. Grants and Funding Applications
  - 2. Fundraising Events 3. Individual Donor Programs
- C. Financial Projections (3-5 years)
- D. Financial Controls and Accountability

## **VIII. Sustainability Plan**

- A. Strategies for Long-term Funding
- B. Building Community Support
- C. Diversifying Revenue Streams
- D. Risk Management Plan

## **IX. Appendices**

- A. Supporting Documents (letters of support, research data)
- B. Detailed Financial Statements
- C. Program Development Worksheets
- D. Bios of Key Personnel

***Questions or need additional information? Contact The Foundation for Northwest Illinois***

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