



Non-Profit Business Plan


Business Plan


2020 - 21


Non Profit Business Plan Template


Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

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Executive Summary



REMEMBER

Although it is normally written last, your executive summary provides an introduction to your entire business plan.

The first page should describe your non-profit's mission and purpose, summarize your market analysis that proves an identifiable need, and explain how your non-profit will meet that need.

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Organization summary



TIP

Summary of: What is the name of your organization? Write something about what it is doing?

Detail the organizational structure of your nonprofit – how your organization works and the key people who make everything happen.

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Start Writing here...

Mission



TIP

You can describe the mission of your nonprofit in detail here.

Include information about your commitment to a good cause, for example, or how you support the local community.

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Marketing Strategy



TIP

Places the project within a comprehensive exterior context and discusses outside competition, a process for targeting and attracting clients and customers.

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Start Writing here...

Fund request and its utilization



TIP

How much funds are you going to raise?
how will you utilize it ?

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Start Writing here...

Founding Members



TIP

Write about who started this initiative and why they started?
How far they reached? and who is helping them?

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Start Writing here...

Products, Programs, and Services



TIP

This chapter gives progressively point by point data on precisely what your non-profit organization does.

1. What products, programs, or services do you provide?
2. How does your non-profit benefit the community?
3. What need does your nonprofit meet and what are your plans for meeting that need?

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Customer and Market Analysis



TIP

This chapter expounds on available investigation that you addressed in the executive summary. Clarify the issues that influenced you to choose to begin a non-profit organization. Research those issues in detail to decide what number of individuals are influenced, their identity, where they live, and how your non-profit will contact them.

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Marketing Plan



A marketing plan is fundamental for a non-profit to achieve its objectives. In the event that your non-profit is now in action, describe in detail all present promoting activities: any effort activities, campaigns, and other activities. Be specific about results, activities, and costs. Outline your plan for reaching your beneficiaries and marketing activities, highlighting specific outcomes.

Base your marketing plan on the four P's: Product, Price, Place, and

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Operational Plan



This chapter describes the physical necessities of your business's operation, such as your business's physical location, facilities, and equipment. Depending on what kind of business you'll be operating, it may also include information about inventory requirements, suppliers, and a description of the manufacturing process.

how your non-profit plans to convey organizational activities. In the

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Team Members



TIP

Describe the people who are crucial to your organizations and any staff changes you plan as part of your business plan. Please set out the descriptions (backgrounds & expertise) of your Board / Trustees / Volunteer Management Committee. Staff and organizational structure are extremely important for a non-profit.

Clarify the distinctive dimensions of the board, financial sponsors

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Management Team



JOHN DOE

Manager- john.doe@example.com



JANE DOE

Treasurer- jane.doe@example.com

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Advisory Board



JOHN DOE

Mentor & Adviser john.doe@example.com

Impact of a nonprofit



A nonprofit seeks to create social change and social return on investment, not just a financial return on investment.

Your impact plan should be precise about how your nonprofit will achieve “Step 2: Heart of the Matter”. It should include details on what change you’re seeking to make, how you’re going to make it, and how you’re going to measure it.

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Financials



REMEMBER

Although you are not trying to make a profit, This is one of the most important sections of your nonprofit business plan. Creating a financial plan will allow you to make sure that your nonprofit has its basic financial needs covered.

Delineate your different sources of funding. Every nonprofit needs a certain level of funding to stay operational, so it's essential to make sure your organization will meet at least that threshold

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Fundings

Click to [Add Funding](#)

This is just a placeholder to add funding data.

Personnel and Operating Expenses

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Click to [Add Expense](#)

This is just a placeholder to add expenses data.

Click to [Add Personnel](#)

This is just a placeholder to add personnel data.

CashFlow Statement

Appendix



This chapter is where you will attach any documentation that proves your claims to be a non-profit. The documents include an organizational flow chart, current fiscal year budget, a list of the board of directors, your IRS status letter, balance sheets, and so forth.

These documents will differ generally relying upon the correct idea of benefit, yet ought to dependably incorporate your full financial relat

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