



## How to Start a Nonprofit Organization (Checklist)

1. **Decide on the Type of Nonprofit Organization you Want to Open.** 
  - a. Identify a social need or problem you'd like to address.
  - b. Determine whether your NPO would positively contribute towards this issue.
  - c. Find out if there are existing NPOs addressing the same problem.
  - d. Attract like-minded people to work with you.
  - e. Create a mission statement.
  
2. **Write a Business Plan.** 
  - a. Executive summary.
  - b. Business description.
  - c. Market analysis.
  - d. Organization management.
  - e. Sales strategy.
  - f. Funding needs.
  - g. Financial projections.
  
3. **Secure Financing.** 
  - a. Determine the many possible ways your NPO will generate money.
  - b. Consider charging fees for services and products, soliciting private contributions and donations, and applying for government grants.
  
4. **Choose a Name.** 
  - a. Choose a name that aligns with your brand and mission statement.
  - b. Check your name's availability.
  - c. Reserve your corporate name.
  
5. **Recruit Your Board.** 
  - a. Recruit members who have the right blend of skills and experience.
  - b. Recruit members with access to financial resources.
  - c. Recruit members with management, legal, or marketing expertise.
  - d. Recruit members with access to community networks.
  
6. **Incorporate Your Nonprofit Organization.** 
  - a. Choose your legal structure.
  - b. Register with your State.
  - c. Apply for Nonprofit tax-exempt status.
  - d. Obtain the necessary licenses and permits.

7. **Identify Premises for Your NPO's Headquarters.** 
  - a. Consider the cheapest options available.
  - b. Contact organizations that donate office equipment and furniture to Nonprofits.
  - c. Determine if you really need a space.
  - d. Calculate costs. 
    - i. Find out what's in your budget.
    - ii. Total utilities.
    - iii. Total technology costs.
    - iv. Total rent and maintenance.
  - e. Shop around.
  
8. **Hire Employees.** 
  - a. Write a job description.
  - b. Post on a job board.
  - c. Review applications and resumes.
  - d. Interview candidates.
  - e. Check references.
  - f. Send a job offer.
  - g. Fill out the mandatory IRS forms.
  - h. Invest in the right technology.
  
9. **Brand and Advertise.** 
  - a. Craft your brand. 
    - i. Write an elevator pitch.
    - ii. Find out who your customers are.
    - iii. Decide what kind of brand personality you want to have.
    - iv. Determine what you want people to associate your brand with.
  - b. Connect with customers through advertising. 
    - i. Set up email marketing software.
    - ii. Set up SMS marketing software.
    - iii. Create social media accounts for your business.