Nonprofit Organization Business Plan

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# Executive Summary

[Name of business] is a new nonprofit organization (NPO) that will be established in [city/town] by founders [list names of founders]. The nonprofit organization is dedicated to tackling the issue of x in [city/town] by providing [describe the services you will offer]. [Name of business]’s customers will benefit from [list the ways your NPO will benefit your customers].

Initially, [name of business] will be supported by a personal investment from each of the founders and funding through special NPO government grants.

## Mission Statement

“To inspire, educate, and empower people who suffer from [insert issue here]”

## Distinctives

* Direct services.
* Community programs.
* Advocacy for policy change.
* Workshops.

## 

## Investment Opportunities

Although [business name] has enough capital to support operations on a small scale, capital from private investors in the nonprofit will be needed to pay for legal fees, rent, advertising, hiring employees, and more. This will be achieved through a combination of loans, memberships, and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a [corporation, trust, or association] in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has not yet been found.

## Launch

Pending finances and the lease of a suitable headquarters, [business name] will tentatively open its doors to customers on/in [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from NPO government grants and donor funding. Secondary sources of revenue include fees for services and products from the private sector.

# Operations & Management

## Leadership

**Chairperson** – [Name and brief bio]

**Vice-Chairperson** – [Name and brief bio]

**Secretary** – [Name and brief bio]

**Treasurer** – [Name and brief bio]

**General Administrator** – [Name and brief bio]

**Membership Manager** – [Name and brief bio]

[Business name’s] board members will be chosen on their suitability for the role, financial contributions, management, legal, marketing, or NPO expertise, and community networks.

# 

# Marketing

## Product Profile

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Press/Media Coverage
    3. Information Packets
    4. Loyalty Incentives
    5. Ad Campaigns
    6. Community Events

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

Between 2005 and 2018, the total number of NPOs increased by 10.4%, from 1.41 million to 1.56 million. By 2015, NPOs contributed an estimated $985.4 billion to the US economy. **Donor support for NPOs also remains healthy.**Funding from private businesses, individuals, and various foundations totaled at $410.02 billion, three percent up from 2016.

In the state of [state name], there are several NPOs and for-profit businesses that offer services to our customer base. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing similar companies:

* [Company name] – Brief description.
* [Company name] – Brief description.
* [Company name] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/statement-of-sources-and-uses-download-201908151.xlsx)

## Financial Operations

1. Leasing Real Estate
2. Hours of Operation
3. Staffing
4. Professional Services
5. Advertising

## Revenue Projections

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your NPO has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Expanding your community outreach programs, workshops, and direct services
* Expanding your building
* Opening a second location
* Hiring more specialized workers