

# Nonprofit Business Plan Template



# Business Plan

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# Executive Summary

## Purpose of the Plan

## Organizational Objectives

## Key Impact Metrics

Metric	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual Total
Funds raised (\$)					
Beneficiaries served (#)					
Programs delivered (#)					
Volunteer hours contributed					
Donor retention rate (%)					

# Organizational Overview

## Mission

## Vision

## Organizational Background

## Leadership Profile

# SWOT Analysis

Strengths	Weaknesses

Opportunities	Threats

## Community and Beneficiaries

Beneficiary Groups

Community Needs Assessment

Stakeholder Input

**Programs and Services**

Customer Segments

Market Opportunity

Program Delivery Plan

## Fundraising and Revenue Plan

### Funding Strategy

### Revenue Sources

### Donor Engagement

## Marketing and Outreach Plan

### Awareness Strategy

### Community Partnerships

### Volunteer Recruitment



# Impact Measurement and Evaluation

## Key Impact Areas

## Metrics and KPIs

Key Area	Metric / KPI	Target / Goal	Tracking Frequency

## Reporting Strategy

# Financial Plan

## Overview

## Projected Funding and Expenses

## Quarterly Budget

Category	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual Total
Program expenses (\$)					
Personnel and staff (\$)					
Operating expenses (\$)					
Marketing and outreach (\$)					
Technology and tools (\$)					
Fundraising expenses (\$)					
Contingency and other (\$)					
Total expenses (\$)					

Timeline and Milestones

Quarter	Strategic Goal	Key Initiative	Milestone
Q1			
Q2			
Q3			
Q4			

Appendices and Supporting Documents

Document Type	Description

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