****

**Nonprofit Business Plan Template**



Business Plan

**Organization Name**

Prepared By: Name

Date Prepared: MM/DD/YY

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Executive Summary

Purpose of the Plan

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Organizational Objectives

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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

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Vision

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Organizational Background

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Leadership Profile

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SWOT Analysis

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| **Strengths** | **Weaknesses** |
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| --- | --- |
| **Opportunities** | **Threats** |
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Community and Beneficiaries

Beneficiary Groups

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Community Needs Assessment

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Stakeholder Input

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Programs and Services

Customer Segments

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Market Opportunity

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Program Delivery Plan

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Fundraising and Revenue Plan

Funding Strategy

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Revenue Sources

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Donor Engagement

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Marketing and Outreach Plan

Awareness Strategy

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Community Partnerships

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Volunteer Recruitment

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Impact Measurement and Evaluation

Key Impact Areas

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Metrics and KPIs

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| --- | --- | --- | --- |
| **Key Area** | **Metric / KPI** | **Target / Goal** | **Tracking Frequency** |
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Reporting Strategy

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Financial Plan

Overview

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Projected Funding and Expenses

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Quarterly Budget

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| --- | --- | --- | --- | --- | --- |
| **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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