**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12399&utm_source=template-word&utm_medium=content&utm_campaign=Nonprofit+Business+Plan-word-12399&lpa=Nonprofit+Business+Plan+word+12399)**

**Nonprofit Business Plan Template**



Business Plan

**Organization Name**

Prepared By: Name

Date Prepared: MM/DD/YY

Contents

[Executive Summary 3](#_Toc201566417)

[Key Business Metrics 3](#_Toc201566418)

[Business Overview 4](#_Toc201566419)

[SWOT Analysis 5](#_Toc201566420)

[Local Market Analysis 5](#_Toc201566421)

[Target Market 6](#_Toc201566422)

[Product or Service Offerings 7](#_Toc201566423)

[Marketing and Sales Plan 8](#_Toc201566424)

[Competitive Positioning 8](#_Toc201566425)

[Business Operations 9](#_Toc201566426)

[Team and Hiring Plan 9](#_Toc201566427)

[Quarterly Performance 10](#_Toc201566428)

[Financial Plan 10](#_Toc201566429)

[Timeline and Milestones 11](#_Toc201566430)

[Appendices and Supporting Documents 11](#_Toc201566431)

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** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |