



betterworld

Operations:
Business Plan Template
for Nonprofits

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1. Executive Summary

This section offers a high-level overview of the entire plan. It should be concise but capture the essence of your organization. Complete it last, but place it here for clarity.

- Organization Name: _____
- Date Established: _____
- Location: _____
- Legal Structure: _____

Mission Statement

Describe the purpose of your organization and the social issue it aims to address.

Vision Statement

What is the long-term impact you aim to achieve?

Core Values

1. _____
2. _____
3. _____

Summary of Key Programs and Services

1. _____
2. _____
3. _____

Impact Goals (1-3 years)

1. _____
2. _____
3. _____

2. Organizational Structure

Board of Directors

- Chairperson: _____
- Members and Expertise:
 1. _____
 2. _____
 3. _____

Staffing Plan

- Executive Director: _____
- Key Staff and Their Roles:
 1. _____
 2. _____
 3. _____

Volunteers (if applicable)

Recruitment and Management Strategy:

Organizational Chart (Attach or Describe):

3. Market Analysis

Needs Assessment

Explain the social problem or community need your organization addresses.

Target Population

Who will benefit from your programs and services?

Competitive Landscape

Identify organizations providing similar services.

Gap Analysis

How does your nonprofit fill a unique or unmet need?

4. Programs and Services

- Program Name: _____
- Description: _____
- Target Audience: _____
- Objectives: _____
- Outcomes: _____
- How Will Success Be Measured? _____
- Annual Program Budget: _____

5. Marketing and Outreach Plan

Branding Strategy

Describe your key messages and visual identity.

Marketing Channels

List platforms you'll use to promote the organization.

Community Engagement Strategy

How will you involve your stakeholders, beneficiaries, and community?

Partnerships and Collaborations

List organizations you will partner with or collaborate on initiatives.

6. Fundraising and Development Plan

Revenue Streams

Identify your income sources such as grants, donations, and sponsorships.

Fundraising Campaigns

Campaign Name:

Grant Strategy

Describe key grants and their deadlines.

Donor Management Tools and Strategies

What tools will you use to build and maintain donor relationships?

7. Operations Plan

Location and Facilities

Where will you operate? Physical or online presence?

Technology and Tools

List systems and tools for program delivery, operations, and communication.

Risk Management Plan

Describe how you will mitigate operational, financial, and legal risks.

8. Financial Plan

Start-up Costs (if applicable):

Annual Operating Budget:

12-Month Cash Flow Forecast:

Provide projections for income and expenses each month.

9. Impact Measurement and Evaluation

Key Performance Indicators (KPIs):

What metrics will you use to measure success?

Data Collection Methods:

How will you gather data to assess progress?

Evaluation Plan:

How often will you assess and improve your programs?

10. Sustainability Plan

Long-Term Goals (3-5 Years):

What strategic objectives do you hope to achieve?

Revenue Diversification:

How will you ensure long-term financial stability?

Succession Plan:

Describe leadership transition strategies.

11. Appendix

Attach any additional documents that support your plan, such as:

- Detailed budget sheets
- Board member bios
- Strategic plans
- Marketing materials