



Nonprofit Business Plan (Starter Template)

1. Executive Summary

A snapshot of who you are and why you exist.

- **Organization Name:**
 - **Organizational Legal Status, if applicable:** (U.S. or International)
 - **Mission Statement:**
 - **Primary Programs or Services:**
 - **Target Community / Population:**
 - **Location of Service:**
 - **Funding Needs (Year 1):**
 - **Why This Matters:** (brief problem + solution) *It should answer "Why is this important?"*
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2. Mission, Vision & Values

This is the passion that God called you to lead.

Mission

What you do, who is served, and why this work is needed.

Vision

The long-term change you hope to see in the world.

Core Values

(These are examples)

- Integrity & transparency
 - Compassion & dignity
 - Local leadership
 - Stewardship of resources
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3. Problem Statement / Community Need

Describe the issue you are addressing or the need you see in the world.

- What problem exists?
- Who is affected?
- Why current solutions are insufficient
- What happens if nothing changes?

Use **real stories or lived experience**. A statistic could be helpful to include.

4. Programs & Services

Describe what you do.

Program 1: (Name)

- Purpose
- Activities/programs
- Who it serves
- Expected outcomes – the success you hope to see

Program 2: (Optional)

- Purpose
- Activities
- Outcomes

Keep your answers short and clear.

5. Impact & Outcomes

How you measure success.

- Short-term outcomes (knowledge gained, access to resources, relief offered)
- Long-term outcomes (behavior change, sustainability)
- How impact is tracked (stories of participants, numbers participated, reports)

Examples:

- Number of people served
- Training completed
- Improved access to services

- Community leadership development
 - Story of an individual - transforming from _____ to _____.
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6. Target Audience & Stakeholders

Who do you want to invite into what God is doing through your mission?

Beneficiaries

Who directly benefits from your work?

Partners

Identify potential churches, schools, NGOs, local leaders, fiscal sponsor

Supporters

Identify potential donors, volunteers, prayer partners, advocates

7. Operations Plan

How the organization runs day-to-day.

- Leadership structure
 - Key roles (staff or volunteers)
 - Decision-making process
 - Policies you want in place (financial accountability, safeguarding, etc.)
 - Fiscal sponsor or legal structure (if applicable)
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8. Marketing & Communication Plan

How people will hear about you.

- Website
- Social media
- Email newsletters
- Hosting meetings - storytelling & testimonials
- Events or church partnerships

Focus on **relationship-based communication**, not advertising.

9. Fundraising & Revenue Plan

How you will sustain the work.

Funding Sources

- Individual donors
- Monthly giving
- Grants
- Churches or foundations
- Events or campaigns

Year 1 Goals

- Total funds needed
 - Number of donors
 - Monthly vs. one-time gifts
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10. Budget Overview (Summary)

You don't need detailed spreadsheets, just overall estimates.

Expenses

- Program costs
- Administration
- Fundraising

Income

- Donations
 - Grants
 - Other income
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11. Risks & Challenges

Be honest. This builds trust.

- Funding sustainability
- Staffing capacity
- Political or cultural challenges

- Infrastructure limitations

Include how you plan to address them.

12. Timeline & Milestones (Year 1)

Key goals with rough timing.

- Month 1–3: Setup, partnerships, planning
- Month 4–6: Launch programs
- Month 7–12: Evaluate, adjust, grow support