

ONE PAGE BUSINESS PLAN FOR NONPROFIT ORGANIZATIONS

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ORGANIZATIONAL OVERVIEW

OUR VISION	
OUR MISSION	
OUR PURPOSE	

WHAT WE DO AND WHY WE DO IT

WHO WE SERVE	
THE PROBLEM WE ARE SOLVING	
WHAT WE OFFER	
HOW THE COMMUNITY BENEFITS	

MARKETING PLAN

MARKETING ACTIVITY	EXPECTED OUTCOME	PROJECTED COST

KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIMEFRAME AND HOW THEY WILL BE MEASURED

1	
2	
3	
4	
5	

FINANCIAL PLAN

CURRENT FINANCIAL STATUS	3-5 YEAR PROJECTION

FINANCIAL PLAN

FUNDRAISING METHOD	GOAL	USE OF FUNDS

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