

# NONPROFIT STARTUP BUSINESS PLANNING CHECKLIST TEMPLATE

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CHECKBOX	TASK	ASSIGNED TO	DUE DATE
	Research market to evaluate competitors and find gaps in service offerings		
	Determine resources needed to get organization and programs up and running		
	Research the process for registering and establishing a nonprofit in your specific state		
	Conduct SWOT analysis to analyze the internal and external environment		
	Assess and evaluate risks		
	Clearly define your organizations mission		
	Establish the short- and long-term objectives of your organization		
	Establish and differentiate your target market (e.g. donors, volunteers, partners)		
	Develop a marketing and promotions plan for each of the defined target audience segments		
	Develop a plan for fundraising		
	Develop a plan for diversified revenue sources		
	Create a timeline and define the milestones		
	Define roles and responsibilities		
	Identify performance success metrics to track		
	Establish the frequency and scheduling of meetings		
	Create a board portal to store all documents related to duties, expectations, and responsibilities		
	Other		
	Other		

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