

**SAMPLE NONPROFIT  
BUSINESS PLAN OUTLINE TEMPLATE**

Try Smartsheet for FREE

PRESENTED TO:

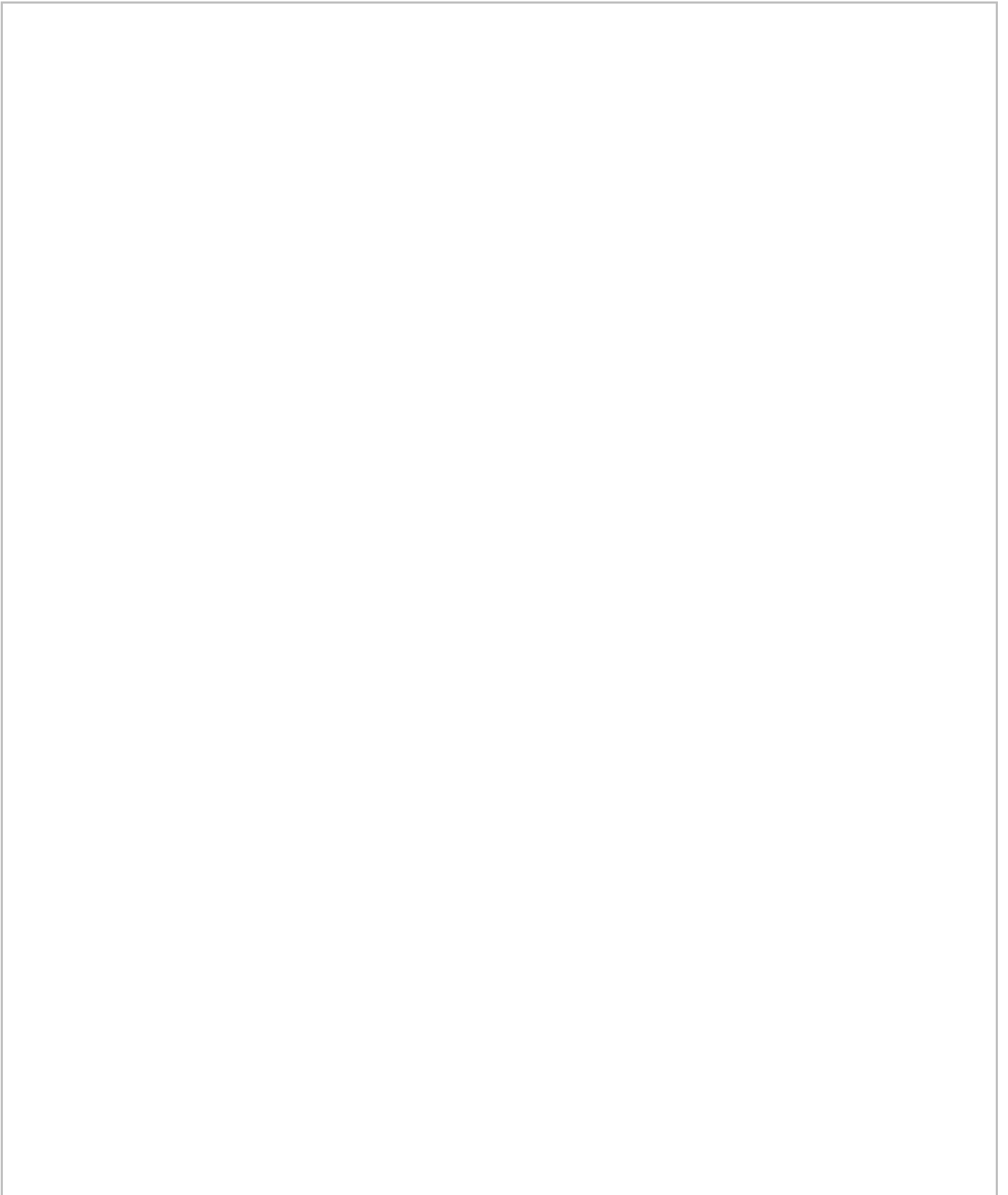
DATE PREPARED

CONTACT

TABLE OF CONTENTS

- 1. EXECUTIVE SUMMARY ..... 3
- 2. ORGANIZATION OVERVIEW ..... 4
  - 2.1 ORGANIZATION BACKGROUND ..... 4
  - 2.2 MISSION STATEMENT AND VISION STATEMENT ..... 4
  - 2.3 OPPORTUNITY ..... 4
  - 2.4 PROGRAM/PRODUCT/SERVICE CURRENT OFFERINGS ..... 5
  - 2.5 PROGRAM/PRODUCT/SERVICE FUTURE OFFERINGS ..... 5
  - 2.6 OBJECTIVES AND SUCCESS INDICATORS ..... 6
- 3. market and industry analysis..... 6
  - 3.1 MARKET RESEARCH ..... 6
    - 3.1.1 MARKET SIZE AND TRENDS..... 6
    - 3.1.1 TARGET MARKET..... 7
    - 3.1.1 COMPETITORS ..... 7
  - 3.2 INDUSTRY TRENDS ..... 7
- 4. MARKETING PLAN ..... 8
  - 4.1 MARKETING CHANNELS..... 8
  - 4.2 PROMOTIONS AND OUTREACH PLAN ..... 8
- 5. OPERATIONS PLAN ..... 9
- 6. FINANCIAL PLAN.....10
  - 6.1 ASSUMPTIONS AND RISKS .....10
  - 6.2 FINANCIAL STATEMENTS.....10
  - 6.3 FORECASTS .....11
  - 6.4 COST MANAGEMENT.....11
  - 6.5 CONTRIBUTIONS AND FUNDING SOURCES .....12
  - 6.6 FUNDRAISING METHODS.....12
- 7. APPENDIX .....13

## 1. EXECUTIVE SUMMARY



2. ORGANIZATION OVERVIEW

2.1 ORGANIZATION BACKGROUND

2.2 MISSION STATEMENT AND VISION STATEMENT

2.3 OPPORTUNITY

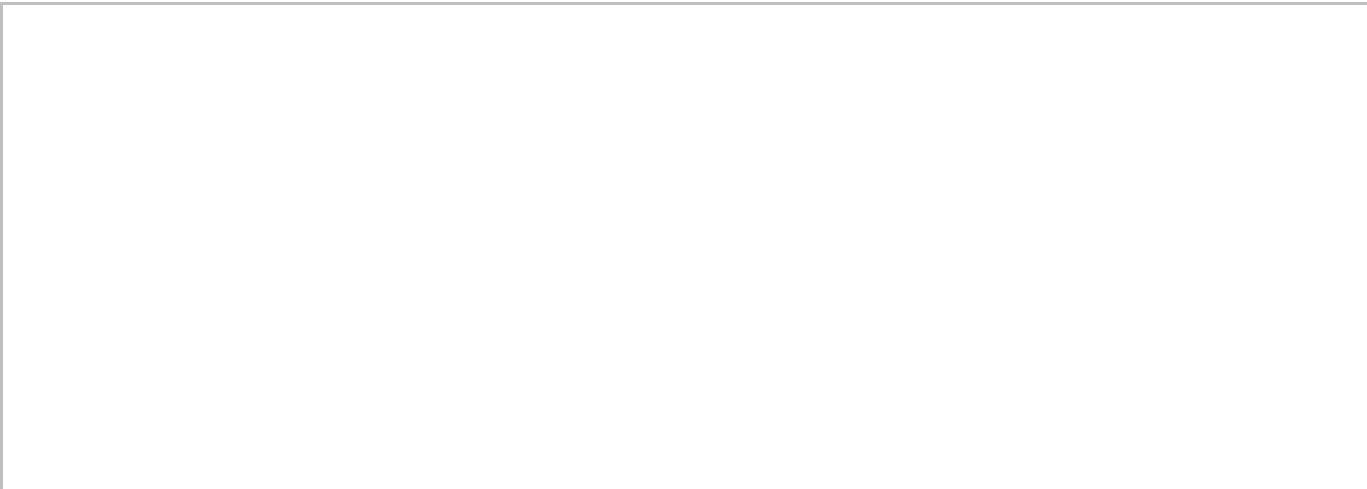
2.4 PROGRAM/PRODUCT/SERVICE CURRENT OFFERINGS

[Empty box for current offerings]

2.5 PROGRAM/PRODUCT/SERVICE FUTURE OFFERINGS

[Empty box for future offerings]

2.6 OBJECTIVES AND SUCCESS INDICATORS



3. MARKET AND INDUSTRY ANALYSIS

3.1 MARKET RESEARCH

3.1.1 MARKET SIZE AND TRENDS



3.1.1 TARGET MARKET

According to our market research, our target customers have the following characteristics in common:

SEGMENT 1		SEGMENT 2	
AGE		AGE	
GENDER		GENDER	
OCCUPATION		OCCUPATION	
INCOME LEVEL		INCOME LEVEL	
HIGHEST LEVEL OF EDUCATION		HIGHEST LEVEL OF EDUCATION	
MARITAL STATUS		MARITAL STATUS	

3.1.1 COMPETITORS

3.2 INDUSTRY TRENDS

4. MARKETING PLAN

4.1 MARKETING CHANNELS

A large, empty rectangular box with a thin black border, intended for the user to input their marketing channels strategy.

4.2 PROMOTIONS AND OUTREACH PLAN

A large, empty rectangular box with a thin black border, intended for the user to input their promotions and outreach plan.



5. OPERATIONS PLAN




6. FINANCIAL PLAN

6.1 ASSUMPTIONS AND RISKS

6.2. FINANCIAL STATEMENTS

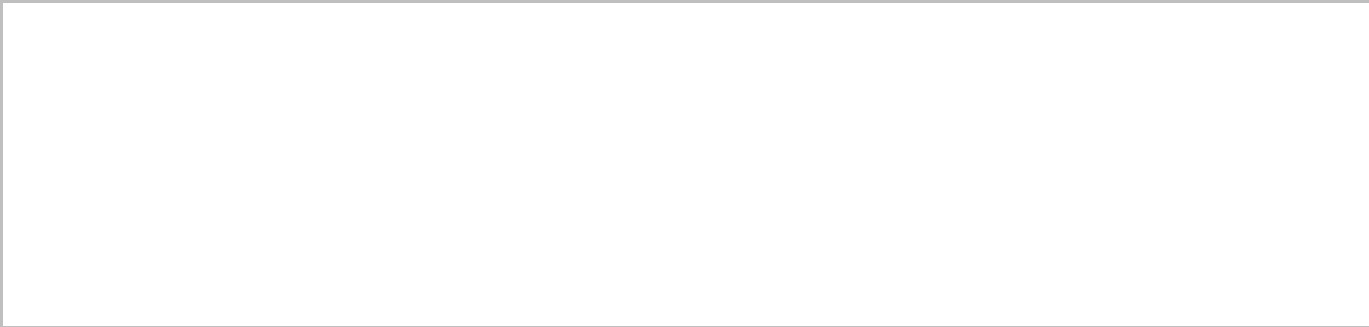
6.3 FORECASTS

A large, empty rectangular box with a thin black border, intended for the user to provide their sales forecasts.

Insert chart and or graph depicting your sales forecasts below:

A large, empty rectangular box with a thin black border, intended for the user to insert a chart or graph depicting their sales forecasts.

6.4 COST MANAGEMENT

A large, empty rectangular box with a thin black border, intended for the user to provide information related to cost management.

6.5 CONTRIBUTIONS AND FUNDING SOURCES

[Empty rectangular box for content]

6.6 FUNDRAISING METHODS

[Empty rectangular box for content]

3. APPENDIX



**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.