

# Social Entrepreneur Project

## Business Plan Assignment & Questions by Section

FROM: The Nonprofit Business Plan - Program Precedes Money. Planning Precedes Program, **Don Griesmann's Nonprofit Blog**. SATURDAY, JULY 26, 2008 <http://dongriesmannsnonprofitblog.blogspot.com/>

*Here is an outline about what you should cover in your business plan. Each topic should be touched on in the Plan.*



### Title Page & Executive Summary

**Title Page:** The Title Page will have the name of your organization, a list of the board of trustees or directors, the chief executive officer (I will refer to this person throughout this paper as the "executive director"), and the office address, telephone and fax numbers. If there is an e-mail address and a web site, include them as well. If you have a logo, you may want to include it here. Note: some States call the board "trustees" and some States refer to the board as "directors". There is no real difference; use the word that is in your State nonprofit law.

**Executive Summary Description & Overview:** Actually you will write this **last**, but it should be placed right after the Title Page. The reason you will write this last is that it summarizes briefly all the material following. The Executive Summary will tell the reader how the nonprofit is organized. It tells who you are and the function of the nonprofit organization. If you are looking for grants and money or will conduct fundraising activities, it will summarize your method and purpose for raising money that way.

Key elements of the Executive Summary include clear identification of the organization, at least one sentence each on credibility, history, the problem being addressed, experience, goals and objectives, purpose and methods, assessment and evaluation. Include budget totals - total project cost, funds already obtained. Be sure it is brief, it is clear, it is interesting and it is truthful. This can also serve as a separate brief document to leave with potential supporters.

#### **Questions to Guide Discussion, Research, and Writing:**

1. What is your organization? Define it in one clear sentence.
2. Why is your organization credible? (one sentence)?
3. What is the history & the problem being addressed by your organization? (one sentence)
4. What are the goals, objectives, of your organization? (one sentence)
5. What is your purpose and what methods will you use to accomplish it? (one sentence)
6. What kind of assessment and evaluation will your organization use to measure effectiveness?
7. What is your budget (Include only budget totals - total project cost, funds already obtained.)