

# 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/>



### SECTION 1: Corporation Description

#### **Description & Overview:**

Here you will give an overview of the function of your organization. Discuss briefly a history of how the idea of the organization began, its projected size (building needs, space, employees, equipment and tasks), a description of the service you will provide, how you will provide it and the community or the market your organization will be in.

Character is the general impression you make to a prospective supporter, contributor or funder. Describe the character of your organization and its leadership. Discuss the values this organization and its leadership exhibit. Discuss the credibility of the principals, the problem being addressed, goals and objectives, purpose, methods and evaluation to be utilized.

What are the benefits offered by the organization to the target population? Supporters and funders will form a subjective opinion as to whether or not you are sufficiently trustworthy actually to be able to perform the service and to handle the funds. The educational background and experience of the board and staff will be reviewed. The quality of the references and the background and experience of your leadership and employees will also be taken into consideration. Discuss those items here.

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

1. How did the idea of the organization begin?
2. What is the projected size of the organization (building needs, space, employees, equipment and tasks)?
3. Can you describe the service you will provide?
4. Describe how you would provide the services to the community or market.
5. Describe the character of your organization and its leadership.
6. Discuss the values the organization and its leadership exhibit.
7. Can you give credibility to the principals of the organization (the problem being addressed, goals and objectives, purpose, methods and evaluation to be utilized)?
8. What are the benefits offered by the organization to the target population?
9. Can you narrow down what kind of staff you'll hire (education, experience, quality of the references, backgrounds)?