

# 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 5: Marketing Plan

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

Describe how you intend to provide your service and who will use it. How will people know about the service? Describe your distribution plan and advertisement plan. Describe how you are going to market the mission, the vision, the activities, the results? Describe how you will reach potential customers and clients, how they will learn about the organization?

Give the details of your marketing plan. Will you use fliers, the Internet, local newspapers and media, e- or snail-mailings, website, blog, social networking, communication network or word of mouth?

As with any other business the new nonprofit has to include in its marketing plan product positioning. Placing the NPO and its mission in front of its customers, clients, constituents, possible supporters and volunteers is vital to the success of providing the service. How will people know your address, your telephone number, how to reach you?

For many new NPOs the marketing plan seems to be to have a web page up and running. I am surprised by the development of a web presence before the group is even incorporated. Do not be confused by this - I believe in a web presence but it is only one part of the marketing plan that has to be broader. How will your organization handle public relations? How will you protect privacy when required?

Who can speak for the organization? Will there be a committee of the board to develop and hand marketing and public relations? If there will be such a committee, discuss its role here. If there is no experience in the group concerning marketing, how will you overcome this barrier? How will the organization handle bad publicity and other risks? Has the board detailed a risk assessment? There is a relationship between the mission of the organization and the marketing of the organization. For some material showing that discussion see [http://www.independentsector.org/mission\\_market/index.html](http://www.independentsector.org/mission_market/index.html)

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

1. How do you intend to provide your service?
2. How will people know about this service?
3. What is your distribution plan?
4. What is your investment plan?
5. How are you going to market the mission, vision, the activities, and the results?
6. How will you reach potential customers?
7. How will potential customers learn about your organization?
8. What are the details of your marketing plan?
9. How will people know your address, your telephone number, how to reach you?

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### Questions to Guide Discussion, Research, and Writing: (continued)

10. How will your organization handle public relations?
11. How will you protect privacy when required?
12. Who will speak for your organization?
13. Will there be a committee board?
14. What will the committee board be in-charge of doing?
15. If there is no experience in the group, what will you do to overcome that?
16. How will your organization handle bad publicity?
17. What is the relationship between the mission of the organization and the marketing organization?