



# A BUSINESS PLAN -

FOR WHEN YOU WANT TO ASPIRE  
AND INSPIRE

Mapping Your Way to Success

A Business Plan is your map to success. Remember when you looked at a road map before taking that summer vacation? Now we use GPS on our phones!

A Business Plan is the same concept. It's a road map for your business that can save you time and money while helping you avoid taking wrong turns.

From financial planning to program planning we can help build a plan that speaks directly to your vision, mission and organizational aspirations.

BUSINESS PLANS HELP AVOID WRONG TURNS

“If you don't know where you are going, you'll end up someplace else.”  
— Yogi Berra



# WHAT IS A NONPROFIT BUSINESS PLAN?

“A nonprofit business plan describes your nonprofit as it currently is and sets up a roadmap for the next three to five years. It also lays out your goals and plans for meeting your goals. Your nonprofit business plan is a living document that should be updated frequently to reflect your evolving goals and circumstances.”

~ *Ilma Ibrisevic, Donorbox Blog*



# ELEMENTS OF A STRONG BUSINESS PLAN

- Executive Summary
- Mission, Vision, Values
- Background & Structure
- Market Analysis
- Competitive Analysis
- Products & Services
- Marketing & Sales
- Operations
- Evaluation & Assessment
- Financial Planning & Projections



# WHY A BUSINESS PLAN MATTERS

- **Strategic clarity:** Developing a concrete description of the impact for which the organization will hold itself accountable over some specified period of time (its intended impact) and the cause-and-effect logic explaining how its work will lead to that impact (its theory of change);
- **Strategic priorities:** Determining what specific actions and activities must take place to achieve the intended impact;
- **Resource implications:** Understanding the resources--financial, human, and organizational--needed to pursue these priorities and mapping out a plan to secure them;
- **Performance measures:** Establishing the quantitative and qualitative milestones that make it possible to measure progress toward the intended impact.

**Business Planning for Nonprofits: What it is and why it matters**

*Kelly Campbell and Betsy Haley*

*The Bridgespan Group*



# READY TO MAP YOUR FUTURE?

Contact us today. We can walk you through the elements of a strong plan, timeline and costs for developing your path to success.

We can also review your existing plan including budgets to see how those documents align with your mission, vision and values.



## Pen in Hand LLC

Barbara McCullough-Jones  
Managing Director

[www.peninhandsolutions.com](http://www.peninhandsolutions.com)

[barbara@peninhandsolutions.com](mailto:barbara@peninhandsolutions.com)

971-208-7441