

## Checklist #2: Develop Your Plan

<b>GETTING READY:</b>	<b>NOTES</b>
<input type="checkbox"/> Decide who will participate in the planning process (typically the board of directors)	
<input type="checkbox"/> Consider others who might have valuable input, including community activists or professionals in your field	
<input type="checkbox"/> Include people who have business planning and project planning experience	
<b>DRAFT YOUR PLAN:</b>	<b>NOTES</b>
<input type="checkbox"/> Write a concise and compelling mission statement describing your nonprofit's overarching purpose	
<input type="checkbox"/> List your nonprofit's specific goals, objectives, planned activities, and program areas: <ul style="list-style-type: none"> <li>– what your nonprofit will do</li> <li>– the population you will serve</li> <li>– the geographic area you will serve</li> <li>– the reasons the community need the services of your nonprofit</li> <li>– include a timeline</li> </ul>	
<input type="checkbox"/> Determine who will be doing the work and list their names	
<input type="checkbox"/> Write what makes your nonprofit unique. What sets you apart from other nonprofits that provide the same or similar services?	
<input type="checkbox"/> List what staff you will need to offer your programs and when and how you will hire the staff	

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<b>DRAFT YOUR PLAN:</b>	<b>NOTES</b>
<input type="checkbox"/> Write how you will let the community know that you exist and are providing services (marketing plan)	
<input type="checkbox"/> Write how you will raise the funds you need to start up and operate for the first year (fundraising plan)	
<input type="checkbox"/> Include your budget	
<input type="checkbox"/> Have someone you trust from your community look over your plan and make edits or suggestions	
<input type="checkbox"/> Submit your business plan to the board for review and approval	