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& SPECIAL EVENTS

Apex Management & Special Events, Inc.
Service: *Nonprofit Business Plan Development*

In order to apply for funding, a nonprofit organization must have a business plan. The business plan demonstrates that you have *more* than a good, philanthropic idea. The business plan answers a funder's questions -- why, what, how, and when. Every donor, large and small, wants to know, "If I give you money, what will be the impact on the people you are trying to help? What will change for them?" The business plan answers these questions **and** establishes that you have systematically thought through the processes necessary to achieve your goals. Even if you are funded, a business plan is a vital tool to help you get your nonprofit started efficiently and avoid costly mistakes.

Business plans range from short and simple to lengthy and complex. The business plan you develop will depend on your situation; however, it must have enough detail to be a road map for all that want to help you -- volunteers, donors and staff -- to turn your vision into reality. Following are the basic topics that should be covered:

- **Title page** – The name and address of your organization, your name, phone number, web page or email address.
- **Executive Summary** – A short, high level summary of your complete business plan.
- **Description of your Nonprofit** – Overview of the function of your nonprofit; the service you will provide, the community you will serve and how. List specific activities and functions.
- **Market situation** – The current situation and conditions that exist. How will your service change the current situation?
- **Mission / Vision** – What is your goal? What change or impact do you want to make? Not the "means" to the goal.
- **Operations** – Where will your nonprofit be? Think "bricks and mortar." What will you need to start up and sustain your operation?
- **Marketing Plan** – How will people know about your service? How will they learn what specific services you offer and how you are different from other providers?
- **Evaluation** – How will you measure the effectiveness of your activities?
- **Management & Staff** – Who will direct and manage day to day operations? How many people will be involved? What will be their roles?
- **Board of Trustees** – Will you have a Board? What will their function be?
- **Funds required for start up and beyond** – How and where will you raise funds? How much will you need and specifically how will the monies be used?
- **Financial statements and projections** – Spreadsheets with budgets and projections for the next 3 years.

In addition, often a cover letter is necessary showing how your nonprofit's mission is in accord with the Funder's or Foundation's own mission.

Apex Management & Special Events, Inc. has the expertise to help you work through each or any phase of the process and assist you in writing the plan. This time consuming, but vital work is the first step to the beginning of a successful, sustainable nonprofit organization.