

A Business Plan Outline

Outline

(This is a basic outline and should be adapted based on the organization)

Bold = typical strategic plan

1. **Introduction**
 - a. **Purpose**
 - b. **Process**
 - c. **Overview**
2. **Background**
 - a. **Context**
 - b. **External conditions and trends**
 - c. **Internal data and analysis**
 - d. **Comparative analysis**
3. **Strategic Focus**
 - a. **Vision, mission, goals**
 - b. **Impact, approach, distinctive competence**
 - c. **Strategic focus**
 - d. **Metrics of success**
4. Products, Services, and Programs
 - a. Core products, services, or programs
 - b. What *not* to do
5. Marketing and Communications
 - a. Demographics and psychographics
 - b. Target market profiles
 - c. Marketing and communications strategies
 - d. Strategic partners
6. Organizational Development
 - a. Leadership, management and staffing
 - i. Core functions, skills, roles
 - ii. Positions and structure
 - b. Governance
 - i. Board and committees
 - c. Information systems and technology
 - d. Facilities
7. Fundraising and Finances
 - a. Revenue model and funding approach
 - b. Projected income and expenses
8. Implementation
 - a. Critical success factors
 - b. Implementation schedule or action plan

