

ONE PAGE BUSINESS PLAN FOR NONPROFIT ORGANIZATIONS

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ORGANIZATIONAL OVERVIEW	
OUR VISION	
OUR MISSION	
OUR PURPOSE	

WHAT WE DO AND WHY WE DO IT	
WHO WE SERVE	
THE PROBLEM WE ARE SOLVING	
WHAT WE OFFER	
HOW THE COMMUNITY BENEFITS	

MARKETING PLAN		
MARKETING ACTIVITY	EXPECTED OUTCOME	PROJECTED COST

KEY OBJECTIVES AND SUCCESS METRICS	
OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIMEFRAME AND HOW THEY WILL BE MEASURED	
1	
2	
3	
4	
5	

FINANCIAL PLAN	
CURRENT FINANCIAL STATUS	3-5 YEAR PROJECTION

FINANCIAL PLAN		
FUNDRAISING METHOD	GOAL	USE OF FUNDS

One-Page Plan Template

STRATEGIC PLAN

FOUNDATION

Our Mission - Why do we exist?

Our Core Values: How will we behave?

COMPETITIVE ADVANTAGE & STRAT.

How will we win?

How will we play?

STRATEGIC PRIORITIES (3 YEAR), COMPANY GOALS (1 YEAR), ACTIONS (90 DAYS)

Financial Results

Strategic Priorities

2019 Goals

Customer Success

Strategic Priorities

2019 Goals

Internal/Operational Excellence

Strategic Priorities

2019 Goals

People Expertise

Strategic Priorities

2019 Goals

KEY PERFORMANCE INDICATORS

How we measure success?

VISION

Where are we going?

IMPLEMENTATION

How will we hold ourselves accountable?

Strategy: One-Page Strategic Plan (OPSP)

Organization
Name:

People (Reputation Drivers)

Employees

Customers

Shareholders

- | | | |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
		<table border="1"> <tr><td>Future Date</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap/Cash</td><td></td></tr> </table> <p>Sandbox</p>	Future Date		Revenues		Profit		Mkt. Cap/Cash		<table border="1"> <tr><td>Yr Ending</td><td></td></tr> <tr><td>Revenues</td><td></td></tr> <tr><td>Profit</td><td></td></tr> <tr><td>Mkt. Cap</td><td></td></tr> <tr><td>Gross Margin</td><td></td></tr> <tr><td>Cash</td><td></td></tr> <tr><td>A/R Days</td><td></td></tr> <tr><td>Inv. Days</td><td></td></tr> <tr><td>Rev./Emp.</td><td></td></tr> </table>	Yr Ending		Revenues		Profit		Mkt. Cap		Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.					
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Strengths/Core Competencies

- _____
- _____
- _____

Weaknesses:

- _____
- _____
- _____

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Your Name: _____

Date: _____

Process (Productivity Drivers)

Make/Buy
Sell
Recordkeeping

- | | | |
|----------|----------|----------|
| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

ACTIONS (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																										
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Trends

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

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ONE PAGE PLAN

THE BASICS	LONG TERM	RIGHT NOW
OUR PURPOSE	5 YEAR NUMERICAL TARGETS	1 YEAR NUMERICAL TARGETS
OUR BRAND PROMISE	OPPORTUNITIES	1 YEAR GOALS
✓	1.	1.
✓	2.	2.
✓	3.	3.
CORE VALUES	THREATS	TOP COMPANY GOAL
✓	1.	
✓	2.	
✓	3.	
PLAYING FIELD	TRENDS	QUARTERLY ACCOUNTABILITIES
✓	1.	
✓	2.	
✓	3.	
OUR BHAG	5 YEAR GOALS	
	1.	
	2.	
	3.	
	4.	
	5.	
PARKING LOT		
✓	✓	✓
✓	✓	✓