



Adapted from “Field Guide to Consulting and Organizational Development in Nonprofits”  
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## Typical Types of Systematic Plans in Nonprofits

It’s important that all systems in an organization operate in a systematic manner – that they are designed with clear goals and with means to assess the progress toward those goals. The following plans are some examples of common systematic plans in nonprofit organizations.

### Advertising and Promotion (Per program)

- Target group(s) served by the program?
- Program’s benefits to each target?
- How to convey benefits to each target?
- Who conveys benefits and when?
- How to convey the benefits?
- What resources do they need?
- Costs to get and use those resources?

### Board Development Plan

- Results of Board assessment?
- Areas that need improvement?
- Action plans to address each area?
- Who conducts each action and when?
- Schedule for re-assessment?
- What resources do they need?
- Costs to get and use those resources?

### Evaluation Plan (per program)

- Audience for evaluation results?
- Decisions that evaluation helps to make?
- What information is needed?
- How to get that information and when?
- Who gets that information?
- How to analyze and report information?

### Fundraising Plan (per organization)

- What deficit(s) exist?
- Desired percentage mix of donors?
  - From individuals, corporations?
  - From foundations, government?
- Which specific donors to approach?
- How will donors be approached?
- Who will approach each donor?
- How will grants be administered?
- Resources needed to implement plan?
- Costs to obtain and use resources?

### Grant Proposal (basic proposal)

- What specific community need exists?
- Vision, goals, outcomes to meet need?
- Program(s) and methods to meet need?
- How will programs be evaluated?

### Program Plan (or Business Plan)

- Description of program/service?
- Marketing plans:
  - What specific market need(s) exist?
  - What outcomes and benefits needed?
  - What target markets served?
  - What products/services provided?
  - Potential competitors and collaborators?
  - How to provide (“package”) services?
  - Pricing structure(s)
- Management and staffing plan:
  - What expertise (people) is needed?
  - How is expertise organized?
  - Who leads the expertise?
- Financial:
  - Estimated revenues?
  - Estimated expenses (to operate)?
  - Estimated break-even?

### Public Relations (per organization)

- Desired public image for organization?
- Convey image to which stakeholders?
- Convey what message to each stakeholder?
- Who conveys it and when?
- How to convey it?
- What resources do they need?
- Costs to obtain and use resources?

### Strategic Plan

- Mission, vision, values
- Critical issues
- Core strategies
- Goals and strategies
- Action plans
- Budgets