

# **The Business Plan**

## **NON PROFIT PLANNING TEMPLATE**

This document presents a provisional framework for planning in the form of a number of questions that a nonprofit can answer in different degrees of detail, depending on its capacity and inclination. The framework is designed for small to medium-sized nonprofits that want to make a bigger difference by making more strategic use of their resources. It applies to the whole nonprofit.

The framework is based around five principal questions:

- 1. Why do we want to make a difference?**
- 2. What do we and others do to make a difference now?**
- 3. What difference would we like to make?**
- 4. What difference will we make?**
- 5. What will we do to make the differences happen?**

The aim of the pilot process is to explore with the participants specific ways of answering these questions.

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