

**SOCIAL
ENTERPRISE
ACCELERATOR****LABINAR #4**
Business Planning For Nonprofits:
Developing A Blueprint for Earned Income Success
January 15, 2025**1) What will you sell?**

Briefly describe the product/service offering that you have selected for your earned income business plan.

2) Who are the key customers for your product/service offering?

- Primary

- Secondary

3) Who's the competition for your product/service offering?

Remember, they can be nonprofits, for-profits, governmental agencies, and/or others.

- Primary

- Secondary

4) What is the Value Proposition for your product/service offering?

In other words, what benefit(s) will your earned income venture offer to customers prospects relative to competitors?

- Creating the *Value Proposition*

(Organization) provides (product/service), which is the (statement of unique offering) for those who are (target audience), and thereby creates (statement of social value), unlike (the competition).

5) Is there a need in the marketplace for your product/service?

For example, what problem does your product/service offering solve for your customers?

Please provide a few “needs” for the product/service offering that you are considering for each key customer group.

6) What are your key business plan objectives?

Remember to make them measureable and time-specific.

Margin:

Mission:

Marketing:

Operations:

7) How will you market your product/service offering?

For example, in what ways will you communicate the value of your offering to your customers?

8) How will you sell your product/service offering?

What steps will you take to ensure that customers purchase your offering?

9) Financials: revenue and expense

Is your financial accounting system set up for earned income?

Do you currently track revenue and expenses by program?

- Does that include tracking staff hours to programs?

What is your organizational overhead rate*? _____

Note: the nonprofit overhead rate refers to those costs not directly related to the service provided, such as administrative costs or building depreciation. Although these costs don't relate directly to the service, they increase the cost for the organization to exist. The overhead rate determines the specific amount to add to the cost of each service provided.