



The Nonprofit Business Plan: A Leader's Guide to Creating a Successful Business Model

David La Piana, Heather Gowdy, Lester Olmstead-Rose, Brent Copen

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A fresh, compelling approach to establishing a sustainable, results-driven nonprofit business plan.

Nonprofits often use the terms “strategic planning” and “business planning” interchangeably, but a good business plan goes beyond the traditional strategic plan with its focus on mission and vision, goals and objectives. *The Nonprofit Business Plan*, created by the nationally recognized nonprofit consultant experts at La Piana Consulting, helps your nonprofit organization understand what a strategic business plan is and why you need one, then provides a practical, proven process for creating a successful, sustainable business model. This groundbreaking resource further explains how your nonprofit can determine whether a potential undertaking is economically viable—a vital tool in today’s economic climate—and how to understand and solve challenges as they arise.

With detailed instructions, worksheets, essential tools, case studies, and a rigorous financial analysis presented clearly and accessibly for executives, board members, and consultants, *The Nonprofit Business Plan* is also an important resource for non-specialist audiences such as potential funders and investors. This innovative step-by-step guide will provide your team with a solid set of business decisions so that your nonprofit can achieve maximum results for years to come.

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