

SEO DETAILS:

Page Title: Nonprofit Business Model | [INSERT RELATED SERVICE] | [INSERT FIRM NAME]

Meta Description: [NAME OF FIRM] explains why many successful nonprofits are adopting business practices to improve the effectiveness of their operations.

Headline: Taking a Business Approach to Your Nonprofit's Operations

BODY COPY:

Many nonprofit executives and boards choose to take a business approach to operations to achieve greater efficiency and effectiveness. If you are interested in applying business management principles to your nonprofit's operations, the following areas can yield considerable results:

- **Governance** – Formally documenting the policies and procedures of your nonprofit can help clarify the roles, responsibilities and authority of executives, board members, managers and key staff members. This is especially helpful for recruiting and retaining board members and staff so that particular areas of expertise are identified and filled based on the organization's needs and goals.
- **Long-term strategic planning** – Shifting the focus of your strategic planning beyond an annual plan to a two-to-five-year plan encourages the board and leadership team to take a longer view of the how the nonprofit can grow and achieve its mission. Similarly, expanding the planning process beyond fundraising can open the organization to new ideas about improving operations, increasing efficiencies and expanding delivery of services.
- **Financial management** – Annual budgeting, forecasting and monitoring are important processes for sound financial management and viability. Many successful nonprofits set a goal of building operating reserves to ensure their mission can be achieved regardless of economic conditions and fluctuations in funding.
- **Return on investment focus** – Decision-making that balances costs and benefits can help your nonprofit optimize the impact of its actions. Each area or department should have a solid understanding of related operational costs and the revenue required to fund those expenses. This enables managers and staff to play a more active role in both expense control and targeted fundraising.
- **Partnerships and alliances** – Every nonprofit faces resource limitations and although fundraising is the obvious path to support expanded services and operations, partnerships

and alliances with other nonprofits and for-profit organizations can provide many benefits. These beneficial relationships provide new opportunities to integrate specialized services and scale operations. You can access a wider range of resources, such as teams of volunteers, services for information technology, supply chain management and strategic planning, or gifts-in-kind for materials and supplies.

- **Data-driven decision-making** – More nonprofits are incorporating data analytics into their operation planning as well as for fundraising. You can access and use peer and organizational data to measure the social impact of your programs, monitor fundraising efforts and assess the financial management of your budget. Having performance measures in place will help you stay focused on achieving your mission and provides you with solid data for improving operational efficiency and effectiveness.

Adopting sound business practices for your nonprofit can improve the professionalism of your operations. You'll be able to stay focused on your mission with the assurance that your operations are efficient and your goals are being met.

CLOSE:

Questions? Please contact [NAME] in our [DEPARTMENT] at [NUMBER/EMAIL].

SUGGESTED IMAGERY:



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