

## Optional Add-Ons

Though you have now completed the majority of your business plan, the following information is provided as “good to know” information.

### Advisory Boards

Is your CTC considering an Advisory Board?

An Advisory Board is a powerful management tool from which organizations can gain great insights. Advisory Boards are made up of people that share the ideas and concerns of the organization and who are willing to donate their time to assist the organization as it moves forward. More times than not, the Advisory Board is a formal group, meeting at regularly scheduled times, with an agenda of topics to discuss.

Advisory Board members should be objective in their approach and have a desire to see the organization succeed. Members can serve as a sounding board, a resource for management expertise and provide honest feedback.

When considering advisory board members, choose:

- ▶ People you admire
- ▶ People with whom you can develop an open, honest and trustworthy relationship
- ▶ People who have experience managing organizations or at least have managerial experience
- ▶ People who are able to devote the time for scheduled meetings

For small organizations, two or three people are usually adequate for an Advisory Board. Their roles and responsibilities will be to meet with you (quarterly basis is standard), discuss and advise you and provide honest feedback as the organization moves forward.

Your responsibility to them will include providing a written agenda for each meeting (which you should distribute to your board members prior to the meeting), talking openly and honestly, sharing both hopes and fears. Advisory Board members cannot advise you well if you hold back.

## Fundraising

By definition, fundraising is an effort to solicit contributions from individuals or organizations for non-profit organizations having educational, medical, religious, political, charitable, or other stated purposes. Fundraising is particularly well suited to direct-marketing techniques because efforts can be concentrated on individuals who have contributed before, and who tend to be willing to give again, or who have some demonstrated interest in the purpose of the organization.

Other means of fundraising include but are not limited to:

- ▶ Grant Writing
- ▶ Hosting Events
- ▶ Telemarketing or Direct Mail Campaigns

### Grant Writing

Grants are available from a myriad of organizations and government entities. A typical grant will require that the requesting organization provide a detailed proposal of how they intend to use the grant funding, including budgets, goals and objectives. Many grants require organizations to use the money in specific ways or for a specific purpose. It is important to understand the parameters of the grant before you accept the funding.

Let's say a grant is awarded to your CTC but it states that you must spend the money by awarding scholarships to women who have incomes below a certain amount. If you accepted the grant funding, your CTC would have to spend the money in that way and could not choose other types of scholarship awardees for that particular resource.

### Hosting Events

Organizations often host events or fundraisers (sometimes called benefits). The typical event would be organized to charge attendees a fee for tickets to attend. The idea behind this type of fundraiser is to get as much as possible donated so that the proceeds from the ticket sales create dollars for the organization. Many non-profits also look for ways to get for-profit companies to underwrite expenses so that all the money raised by the hosted event can go to the organization.

### Telemarketing or Direct Mail Campaigns

Asking others for donations is one of the oldest fundraising techniques, and it is quite often the most successful. Donations provide a way for people to feel good about giving when they believe in the organization to which they give. Campaigns that reach out to targeted groups who have the means to give often create a great return.

Fundraising can be an excellent avenue to provide your CTC with additional revenue that can be earmarked for specific programs or strategies. Typical fundraising activities do not specify what those dollars have to be spent on, which frees the organization to look at their greatest needs. You may find some individual funders that prefer to ask the organization to spend their donations on something particular, but that is not necessarily typical.

## Presenting a Business Plan

Your Business Plan Template is designed to provide you with a “packaged product” without having to create the layout and design. If you complete each section and then print the document, you will have a completed business plan suitable for presentation.

A business plan is often presented to individuals or organizations who are considering funding your efforts. Think of the business plan as your representative. When you give it to someone to read, it should provide a clear, accurate and easily understandable picture of your CTC, your goals and objectives and how you intend to successfully deliver your services. The best approach is to make sure the plan itself is appropriate and reflects a realistic view of your CTC.

Make sure your copies are clean and neat and put your plan in a professional looking notebook or cover. This can be the finishing touch of your business plan and can create a professional approach to your presentation.

If you are presenting your business plan in person, you will need to remember that you and the business plan are representing your CTC. Dress appropriately for your audience. For example, if you are meeting with bankers, they tend to dress in business attire. You would do well to meet that expectation by dressing as nicely as you can.

Prior to your presentation, make sure you seek answers to the following questions:

### **How many people will be attending the meeting?**

This will help you know how many copies of the plan to provide and how many questions you may need to be prepared to answer. Always bring an extra copy or two to a meeting in case someone joins unexpectedly.

### **Who are the people who will attend the meeting?**

If you are seeking support from a funder, you want to know if you are meeting with the person who will make the decision to fund your programs or if they will be sending a representative. Many times it is better to meet directly with the person who can make the decision.

### **How can you follow up with the person with whom you are meeting?**

Before you leave the meeting, make sure you understand how to follow up with the person with whom you are meeting. Ask them if you may call them and include a specific timeframe. For example, say “May I follow up with you on Wednesday of next week?”

If they require more time, they will tell you. But you don’t want to leave the meeting without some kind of action step, either for you or for them.

Be sure you know how to follow up as well. In other words, what is the best way to contact them?

### **Do you understand the plan?**

Nothing can destroy an opportunity faster than someone who is presenting a plan but has not taken the time to understand the plan they are presenting. Have you read it? Do you understand the goals and objectives? Have you studied the financials and understand how they were determined? Your ability to answer questions will have an effect on whether you will receive funding.

Putting attention to these details can greatly enhance your presentation and how others respond to your plan.